

昆山杜克大学校企协同创新平台_挑战项目详情

合作方信息			
机构名称：	Taskfroce Consultancy		
机构类型：	企业		
官网 / 官方账号链接：	微信公众号：Taskforce Consultancy		
联系人：	邢哲铭		
项目信息			
项目类别：	创意媒体类		
预期开启时间	2026 年 2 月	预计结束时间	2026 年 7 月
机构介绍：			
<p>Taskforce Consultancy 是一家专注为客户提供公共关系、品牌营销服务、政府关系及公共事务等服务的专家型咨询公司。Taskforce Consultancy 基于战略梳理与品牌定位，通过开展核心利益相关者管理以及品牌公关传播等活动，助力客户在快速变化的经济社会发展进程中，实现企业和组织的有机增长。Taskforce Consultancy 在纷繁复杂的媒介及中外舆情环境中，帮助客户扩大组织声量、提升品牌价值。Taskforce Consultancy 在北京、上海、苏州设有办公室，在纽约、新加坡、香港设有合作机构。</p>			
项目概述：			
<p>此项目旨在让学生围绕 ESG 和联合国可持续发展目标（SDG）策划和制作播客节目《可持续对话》。参与学生将负责选题、撰写脚本、录制和剪辑节目内容、社群运营和社交媒体传播等工作，同时可以邀请师生或社区成员作为嘉宾参与讨论。</p> <p>项目还将通过线上分享会或校园活动的形式，鼓励 DKU 社区成员参与可持续发展相关话题的讨论与互动。通过整个制作与传播过程，学生不仅能够锻炼团队协作、项目管理和沟通能力，还能将自己的创意和想法转化为具体的内容，增强可持续发展议题的影响力。</p>			

合作方支持与资源：

1. 专业指导：为学生在节目策划、内容创作及制作流程中提供系统性指导与专业反馈，促进学生实践能力提升。
2. 议题引导：提供 ESG 和联合国可持续发展目标（SDG）相关议题的战略指引，协助学生确定具有学术价值和社会影响力的选题方向。
3. 资源整合：协助学生获取现有播客资源、联系潜在社区嘉宾及合作机构，为节目制作和传播提供必要支持。
4. 制作与传播咨询：在录制、剪辑及节目推广环节提供技术性与策略性建议，确保内容质量与社区影响力最大化。

其他说明（如照片）：

DKU Co-Innovate Platform_Challenge Information

Partner Information			
Organization Name:	Taskforce Consultancy		
Organization Type:	Corporate		
Website / Official Account Link(s):	WeChat Subscription Account: Taskforce Consultancy		
Contact Person:	Zheming Xing		
Project Information			
Project Category:	Creative Project		
Expected Start Date:	February 2026	Expected End Date:	July 2026
Organization Profile: <p>Taskforce Consultancy is a premier strategic communications agency founded in 2019, dedicated to helping clients build trust with their key stakeholders. With a robust presence in Beijing, Shanghai, and Suzhou, Taskforce Consultancy provides tailored expertise in public relations, brand marketing, government relations, and public affairs. For six years, Taskforce Consultancy has been dedicated to building trust — the cornerstone of effective communication. Taskforce Consultancy has successfully served multinational corporations, international organizations, governments, non-profits, and SMEs. Through strategic clarity and creativity, they empower clients to navigate today's dynamic media and business landscapes with confidence.</p>			
Project Overview: <p>This project aims to engage students in planning and producing a podcast series titled Dialogues on Sustainability, centered on ESG principles and the United Nations Sustainable Development Goals (SDGs). Participating students will be responsible for topic selection, scriptwriting, recording and editing episodes, community engagement, and social media outreach. Faculty members, students, or community members may also be invited as guests to join the discussions.</p> <p>The project will further encourage members of the DKU community to participate in dialogue and interaction around sustainability-related topics through online sharing sessions or on-campus events. Through the entire process of production and dissemination, students will not only strengthen their teamwork, project management, and communication skills, but also transform their ideas and creativity into tangible content, thereby amplifying the impact of sustainability initiatives.</p>			

Partner Support & Resources:

1. Professional Training: Provide structured training on ESG strategy planning, overseas market analysis, international communications, business research methods, and report writing/presentation skills.
2. Project Guidance: Mentor student teams define objectives and milestones, guide research methods and analytical frameworks, and provide professional review and feedback on deliverables.
3. Resource Connection: Support communication with corporate leads and industry experts, and provide necessary data, cases, and research materials.
4. Impact Expansion: Support students in organizing sustainability-related discussions and activities within the DKU community, helping disseminate and apply practical outcomes.

Additional Notes: