合作方信息

机构名称:	Watson Institute
机构类型:	NPO
官网 / 官方账号链接:	https://watson.is
联系人:	陈卓尔

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：

Watson Institute 致力于帮助每个人开展具有目标感、意义和影响力的职业生涯。除了通过"影响力奖学金"（Impact Fellowships）支持最具潜力的新兴创业者与领袖外，Watson Institute 还开展了两个项目，旨在助力新一代领导者推动这一更宏大的愿景，并在职业发展道路上不断前行。

Watson Institute 坚信，本地领导者具备解决社区所面临最严峻社会、经济与环境挑战的力量。为实现这一目标，Watson Institute 与领先的企业及基金会建立合作关系，整合其所拥有的资源——包括资金支持、品牌影响力和专业团队的经验——并结合 Watson 自 2013 年以来不断打磨完善的创新培养模式与全球网络，共同加速最具潜力的本地创业者与领导者的社会影响力。

项目概述：

该项目将聚焦于对 Watson Institute 社会创新孵化平台中具有代表性的优质项目进行深度访谈与多媒体呈现。参与者将与社会企业创始人或核心成员进行深入对话，并以播客为主要载体，记录社会创新项目从概念形成到实际落地的全过程，呈现其发展路径、关键挑战、突破点及可持续策略。通过参与本项目，学生将系统学习如何开展访谈、进行多媒体叙事，并在真实案例中培养批判性思维与社会企业家精神。

合作方支持与资源：

1. 资源对接支持：协助联系并引荐孵化平台内的社会创新项目及其创始人/核心成员，便于学生开展深度访谈与内容采集。
2. 导师支持：为学生团队匹配一名具备社会创新、创业或传播经验的导师，对播客策划、访谈内容设计及叙事结构提供专业指导。
3. 沟通协调支持：帮助确认受访者的参与意愿，提供必要的背景资料，并协助安排访谈及相关沟通。
4. 内容审核支持：在播客发布前，对涉及平台与合作项目的内容进行事实核对和必要审核，确保呈现准确与专业。
5. 品牌与授权支持：允许学生在项目中合理使用 Watson Institute 及相关项目的名称、信息与素材（在双方同意的范围内）。

其他说明：

DKU Co-Innovate Platform_Challenge Information

Partner Information	
Organization Name:	Watson Institute
Organization Type:	NPO
Website / Official Account Link(s):	https://watson.is
Contact Person:	Lallas Chen

Project Information			
Project Category:	Creative Project		
Expected Start Date:	February 2026	Expected End Date:	July 2026

Organization Profile:

Watson Institute is committed to helping everyone lead careers of purpose, meaning, and impact. In addition to supporting the most promising rising entrepreneurs and leaders through the Impact Fellowships, we run two programs designed to help rising leaders advance their careers to power forward this broader vision.

Watson Institute believes in the power of local leaders to solve the toughest social, economic, and environmental challenges facing communities. To achieve this, Watson Institute partners with leading corporations and foundations to leverage everything they bring to the table—financial resources, the power of their brand, and the expertise of their teams—plus Watson Institute's proven model and global network, built and refined since 2013, to accelerate the impact of the most promising local entrepreneurs and leaders.

Project Overview:

This project will focus on conducting in-depth interviews and producing multimedia narratives around representative high-quality projects within the Watson Institute social-innovation incubation platform. Participants will hold deep conversations with founders or core team members of social enterprises and use podcasts as the primary medium to document the full journey of social-innovation projects - from concept formation to real-world implementation - highlighting their development paths, key challenges, breakthroughs, and sustainability strategies. Through this project, students will systematically learn interview methods and multimedia storytelling, and cultivate critical thinking and social-entrepreneurship skills through real cases.

Partner Support & Resources:

1. Resource matchmaking support: Support connecting and introducing social-innovation projects within the incubation platform and their founders/core members, enabling students to conduct interviews and collect materials.
2. Mentor support: Match the student team with a mentor experienced in social innovation, entrepreneurship, or communications to provide professional guidance on podcast planning, interview design, and narrative structure.
3. Communication and coordination support: Assist in scheduling interviews and coordinating communication between students and interviewed projects to ensure smooth execution.
4. Content review support: Provide feedback on interview outlines and podcast scripts, and help refine storytelling and expression to improve content quality and impact.
5. Promotion and authorization support: Support the dissemination of project outcomes and provide international perspectives/feedback to help optimize the final deliverables.

Additional Notes: