

## 昆山杜克大学校企协同创新平台\_挑战项目详情

<b>合作方信息</b>				
机构名称:	善淘慈善商店 (Buy42)			
机构类型:	非营利组织 NPO			
官网 / 官方账号链接:	<a href="https://www.buy42.org/">https://www.buy42.org/</a>			
联系人:	佳音	职务 / 头衔: 善淘 Buy42 公益营造部的负责人	邮箱:	电话号码: 17740846026
<b>项目信息</b>				
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 (或者长期合作)	2026 年 9 月	
<b>机构背景:</b> <p>善淘是中国领先的慈善商店，其核心使命是通过循环经济模式推动包容性发展。机构将公众捐赠的闲置物品进行义卖，收益用于支持社区公益，并为残障人士提供就业岗位，完美融合了环保、助残与社区公益三大价值。机构希望将其成功的社区实践进行深化与创新。</p>				
<b>项目概述:</b> <p>为进一步深化“商业向善”的实践探索，拓展公益创新的表达维度，善淘希望与昆山杜克大学携手，共同打造一个融合叙事表达、可持续设计与包容性体验的共创平台。项目旨在通过跨界协作，将善淘积累的公益资源、循环材料与人文故事，转化为具有情感连接力和传播力的创新载体。我们期望通过文创产品开发、互动体验策划与空间媒介共创等方式，以年轻化、数字化、艺术化的语言，重新诠释可持续与包容的价值理念，为社会创新与公益传播提供具有启发意义的实践范例。</p>				
<b>初步想法与可行方向:</b> <ul style="list-style-type: none"> <li>• <b>周边产品的包容性共创:</b> 结合善淘的公益故事与循环材料，运用例如 3D 打印、数字化设计等技术，与学生共同创作具有叙事性的周边产品及门店互动装置。重点融入无障碍设计理念，确保成果兼具美学价值、功能友好性与社会包容性，使创意真正服务于多元人群。</li> <li>• <b>可持续体验的联合策划:</b> 围绕“物品新生”与“社区共融”主题，鼓励学生策划线上线下融合的公益体验。例如：基于 3D 打印成果设计 AR 故事互动、开发可持续</li> </ul>				

主题工作坊、策划公益快闪展览等，以年轻化的创意语言提升善淘品牌传播的感染力与公众参与度。

**支持与资源：**

善淘将为项目提供全面支持，包括开放实体门店与社区空间作为共创实验与展示场域，共享线上社群、志愿者网络及新媒体矩阵以连接用户与促进传播，授权使用真实的捐赠记录、人物故事与运营案例作为核心素材库，并在项目全周期提供涵盖公益伦理、可持续实践与社会企业运营等维度的专业指导与行业洞察。

**其他说明：**

## DKU Co-Innovate Platform\_Challenge Information

<b>Partner Information</b>				
Partner Name:	Buy42			
Partner Type:	NPO			
Website:	<a href="https://www.buy42.org/">https://www.buy42.org/</a>			
Contact Person:	Jiayin	Title: Head of the Public Welfare Development Department, Buy42	E-mail:	Tel: 17740846026
<b>Project Brief Information</b>				
Project/Challenge Type:	Creative Media			
Expected Project Start Date	February, 2026	Expected Project End Date (or Long-term Collaboration Preferred)	September, 2026	
<b>Partner Brief Introduction:</b> <p>Buy42 is a leading charity shop in China. Its core mission is to promote inclusive development through a circular economy model. The organization resells idle items donated by the public, with proceeds used to support community public welfare and to provide employment opportunities for people with disabilities. It perfectly integrates three key values: environmental protection, disability support, and community public welfare. The organization hopes to deepen and innovate its successful community practices.</p>				
<b>Project Information:</b> <p>To further explore the practice of "Business for Good" and expand the expressive dimensions of public welfare innovation, Buy42 hopes to collaborate with Duke Kunshan University to jointly create a co-creation platform that integrates narrative expression, sustainable design, and inclusive experiences. The project aims to transform the public welfare resources, circular materials, and humanistic stories accumulated by Buy42 into innovative carriers with emotional connection and communication power through cross-disciplinary collaboration. We hope to reinterpret the value concepts of sustainability and inclusion through means such as cultural and creative product development, interactive experience planning, and spatial media co-creation, using youthful, digital, and artistic language, providing inspiring practical examples for social innovation and public welfare communication.</p> <ul style="list-style-type: none"> <li>• <b>Inclusive Co-creation of Peripheral Products:</b> Combining Buy42's public welfare stories and circular materials, utilizing technologies such as 3D printing and digital design, to co-create with students narrative-driven peripheral products and in-store interactive installations. Emphasis is placed on</li> </ul>				

incorporating universal design principles to ensure the outcomes possess aesthetic value, functional friendliness, and social inclusivity, making creativity truly serve diverse populations.

- **Joint Planning of Sustainable Experiences:** Centered around themes of "Item Rebirth" and "Community Integration," students are encouraged to plan public welfare experiences that integrate online and offline elements. Examples include: designing AR story interactions based on 3D printed outcomes, developing sustainability-themed workshops, planning public welfare pop-up exhibitions, etc. The goal is to enhance the appeal of Buy42's brand communication and public engagement through youthful and creative language.

#### **Support and Resources:**

- Buy42 will provide comprehensive support for the project, including opening its physical stores and community spaces as co-creation labs and exhibition venues, sharing its online communities, volunteer networks, and new media matrix to connect users and promote communication, authorizing the use of real donation records, personal stories, and operational cases as a core material library, and providing professional guidance and industry insights covering dimensions such as public welfare ethics, sustainable practices, and social enterprise operations throughout the entire project cycle.

#### **Supplementary Information:**