

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:	昆山市陆家镇邵村社区					
机构类型:	社区组织					
官网 / 官方账号 链接:	https://ksljz.jszwfw.gov.cn/art/2018/7/30/art_159579_16483.html					
联系人:	朱永超	职务 / 头衔: 社区党委书记	邮箱:	电话号码: 18952452540		
项目信息						
项目类别:	社区服务					
预期开启时间	2026 年 2 月	预计结束时间 (或者 长期合作)	长期合作			
机构背景:						
<p>邵村社区位于昆山市陆家镇，是一个人口结构多元、充满活力的现代化社区。社区始终致力于提升居民的幸福感和归属感。当前，社区面临的核心挑战在于公共空间品质与居民日益增长的美好生活需求之间存在差距。社区迫切希望对其核心公共区域，特别是沿街空间进行系统性提升，旨在打造一个有特色的主题街区。这一愿景不仅关乎环境美化，更致力于营造一个兼具美学价值、商业活力与社区凝聚力的高品质公共空间，让居民切实感受到身边环境的积极变化。</p>						
项目概述:						
<p>本项目旨在通过创新性的社会实践模式，激发邵村社区公共空间的活力。针对当前社区公共空间利用率不高、环境设施有待优化、文化特色不够鲜明等问题，我们将引入多元化的创意解决方案。项目鼓励学生跳出传统思维，以“主人翁”的视角，为社区量身定制切实可行的提升方案。这些方案将不仅仅停留在纸面，而是有机会在社区内真实落地实施，让学生们的智慧与创意转化为可见、可感的社区改变。</p>						
初步想法与可行方向:						
<ul style="list-style-type: none">社区空间美学营造：包括但不限于通过艺术装置、墙面彩绘、微景观改造等方式，优化社区公共空间视觉与环境，塑造更具吸引力的社区形象。公益美育课程开发：包括但不限于针对社区儿童及青少年，设计系列绘画、手工、创意美术等美育课程，融入社区文化元素，提升美育素养，丰富课后生活。志愿者协作运营模式：由学生团队与社区工作人员协同，负责活动策划、空间维护、项目执行与效果评估，探索可复制、可持续的社区共建运营机制。						
本项目本质上是一次新型的创意社会实践，它强调创意与行动的结合，为学生提供了在真实社会场景中检验和实现想法的平台。通过与社区的深度合作，学生将有机会与本地居民建立紧密联系，亲身参与并见证昆山本地社区的积极变迁。						

支持与资源：

- 晨光基金会将提供全套美育课程工具包、专业美术文具及教材资源。
- 邵村社区将提供项目活动场地、设施支持、在地居民联络与活动组织协助，并可协调社区志愿者参与配合。
- 昆山杜克大学创新创业中心将配备专门的社区项目导师，为学生在项目执行过程中遇到的具体技术与管理问题提供持续性的指导与支持。

其他说明：

本项目注重可持续的社会影响力。我们期待团队能与社区共同探索长效运营机制，孵化可持续的学生-社区共建组织。社区合作方高度重视本项目，致力于实现社区生态的切实改善，故寻求对项目长期发展有深入思考和责任感的候选人。

DKU Co-Innovate Platform_Challenge Information

Partner Information						
Partner Name:	Shaocun Community, Lujia Town, Kunshan City					
Partner Type:	Community Service Center					
Website:	https://ksljz.jszfw.gov.cn/art/2018/7/30/art_159579_16483.html					
Contact Person:	Yongchao Zhu	Position / Title: Secretary of the Community Party Committee	Email:	Phone Number: 18952452540		
Project Information						
Project Type:	Social Service and Practice					
Expected Start Date	Feb,2026	Expected End Date	Long-term cooperation			
Organization Brief Introduction:						
<p>Shaocun Community, located in Lujia Town, Kunshan, is a vibrant and diverse modern community dedicated to enhancing residents' well-being and sense of belonging. The core challenge currently facing the community is the gap between the quality of public spaces and residents' growing aspirations for a better living environment. There is an urgent need for a systematic upgrade of the core public areas, particularly the streetscapes, with the aim of creating a distinctive themed block. This vision extends beyond mere environmental beautification; it strives to cultivate a high-quality public realm that integrates aesthetic value, commercial vitality, and community cohesion, enabling residents to experience tangible and positive changes in their immediate surroundings.</p>						
Project Overview:						
<p>This project aims to revitalize the public spaces of Shaocun Community through an innovative social practice model. Addressing current issues such as low utilization rates of public areas, suboptimal environmental facilities, and a lack of distinct cultural identity, we will introduce diversified creative solutions. The project encourages students to transcend conventional thinking and adopt a "curator" mindset to develop tailored and actionable plans for the community. These proposals will not remain conceptual but will have the opportunity to be tangibly implemented within the community, transforming students' insights and creativity into visible and impactful changes.</p>						
Preliminary Ideas and Potential Directions:						
<ul style="list-style-type: none"> Community Space Aesthetic Enhancement: This includes, but is not limited to, optimizing the visual appeal and environment of community public spaces through methods such as art installations, mural painting, and micro-landscape transformations, thereby shaping a more attractive community image. 						

- **Public Welfare Art Education Curriculum Development:** This includes, but is not limited to, designing a series of art education courses (e.g., painting, handicrafts, creative arts) for community children and adolescents, integrating elements of community culture to enhance aesthetic literacy and enrich after-school life.
- **Collaborative Volunteer-Based Operations Model:** Student teams will work closely with community staff to jointly manage activity planning, space maintenance, project implementation, and impact assessment. This approach aims to develop a scalable and sustainable model for community co-creation and long-term engagement.

At its core, this project represents a new paradigm of creative social practice. It emphasizes the integration of creativity and action, providing students with a platform to test and realize their ideas within an authentic social context. Through in-depth collaboration with the community, students will have the opportunity to forge strong connections with local residents and personally participate in and witness the positive transformation of a neighborhood in Kunshan.

Support and Resources:

- The Chenguang Foundation will provide a complete toolkit for art education programs, including professional art supplies and teaching materials.
- Shaocun Community will offer venues for project activities, facility support, assistance with local resident outreach and activity coordination, and will help mobilize community volunteers to participate.
- The DKU Innovation and Entrepreneurship Center will assign dedicated community project mentors to provide ongoing guidance and support to students, helping them address specific technical and managerial challenges encountered during project implementation.

Supplementary Information:

This project emphasizes sustainable social impact. We expect teams to collaborate with the community in exploring long-term operational models and potentially incubating enduring student-community initiatives. Our community partner is highly committed to achieving tangible improvements in the community ecology and seeks candidates who demonstrate thoughtful consideration for the project's long-term development and a strong sense of responsibility.