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：	苇城社区（乐仁公益发展中心支持）			
机构类型：	社区组织			
官网 / 官方账号链接：	http://lerenlezhu.com/joinus.html			
联系人：	汪晓梅	职务 / 头衔：	邮箱：	电话号码：
项目信息				
项目类别：	社区服务类			
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：

苇城社区是一个居民以退休干部、高知人群为主的高素质老龄化社区。这里的居民对生活品质有较高追求，尤其关注健康养生、文化娱乐和亲子教育。社区内蕴藏着丰富的"银发智慧"和专业技能，但需要一个创新的契机来激活这些宝贵资源。目前，社区希望打破传统服务模式，将公共空间转化为一个充满活力的"社区共创实验室"，通过引入新鲜创意，更好地满足居民对高品质、个性化社区生活的期待。

项目概述：

本项目是一个由学生团队主导的"社区活力焕新"计划。你的挑战是如何利用社区现有的场地（如活动中心、公共花园、广场等），设计并运营一系列能真正点燃社区氛围、促进代际交流的创意活动。你的方案将从策划走向现实，直接服务于社区邻居，并有机会探索搭建数字工具，来更高效地连接社区内的需求与资源。本项目将让你深度实践"设计思维"与"项目运营"，你的创造力将成为推动社区改变的直接动力。

初步想法与可行方向:

- 社区活动生态的创意构建与运营：包括但不限于设计并主导一系列能够激活社区

  活力、促进代际共融的常态化活动。你可以思考如何将艺术、文化、健康等元素创新性地融入社区场景，例如打造具有品牌效应的社区节日、构建可持续的社群兴趣小组、或策划连接线上与线下的互动体验，让每一次活动都成为增强社区凝聚力的纽带。

- 社区数字化赋能的创新探索：包括但不限于利用数字技术提升社区治理效率与居

  民参与感。你可以探索如何开发或优化适用于特定场景的数字化工具，例如促进资源共享的平台、增强邻里互动的社交模块、或提升公共服务透明度的信息窗口，为传统社区注入智能化的新活力。

这是一次"以创意驱动社区改变"的真实演练，你的方案将直面真实的社会需求，并在社区的支持下获得落地的土壤。在这里，你将学会如何将抽象的想法转化为可执行的项目，如何与多元群体沟通协作，并亲眼见证你的智慧如何切实地改善一个社区的生活品质。

支持与资源：

- 乐仁公益发展中心：负责社区对接与整合，为项目提供专业的监督与在地资源协调支持，保障项目在社区内的顺利运行与成功实施。

- 苇城社区：为项目提供活动场地与基础设施支持，社区社工会协助团队对接居民组织、开展在地需求调研，并与学生共同协作解决项目中遇到的问题。

- 昆山杜克大学：将为项目配备专属导师，在项目周期内提供技术指导与管理支持，协助团队推进方案落地。

- 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。

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：	Weicheng Community (Supported by Leren Public Welfare Development Center)
Partner Type：	Community Service Center
Website：	http://lerenlezhu.com/joinus.html
Contact Person：	Xiaomei Wang

Project Information			
Project Type：	Social Service and Practice		
Expected Start Date	February, 2026	Expected End Date	Long-term cooperation

Organization Brief Introduction：

Weicheng Community is a high-quality aging community, primarily composed of retired cadres and intellectuals. The residents have high expectations for their quality of life, with particular interest in health wellness, cultural entertainment, and parent-child education. The community possesses a wealth of "silver-hair wisdom" and professional skills, awaiting an innovative spark to activate these valuable resources. Currently, the community aims to transform its public spaces into a vibrant "community co-creation lab" by introducing fresh ideas to better meet the residents' demand for high-quality, personalized community life.

Project Overview：

This project is a student-led "Community Vitality Initiative." Your challenge is to leverage existing community venues—such as activity centers, public gardens, and squares—to design and operate a series of creative activities that genuinely energize the community and foster intergenerational exchange. Your proposals will transition from concept to reality, directly serving your community neighbors. You will also have the opportunity to explore the development of digital tools to more efficiently connect the needs and resources within the community. This project offers deep, hands-on practice in "design thinking" and "project management," positioning your creativity as the direct driving force behind tangible community change.

Preliminary Ideas & Feasible Directions:

- **Creative Development and Operation of Community Activity Ecosystems:** This includes, but is not limited to, designing and leading a series of regular activities that activate community vitality and promote intergenerational integration. You are encouraged to explore how to innovatively integrate elements of art, culture, and wellness into the community fabric. Consider creating community festivals with brand appeal, establishing sustainable interest-based groups, or designing interactive

experiences that bridge online and offline participation, making each event a catalyst for stronger community bonds.

- **Innovative Exploration of Community Digital Enablement:** This includes, but is not limited to, leveraging digital technology to enhance community governance efficiency and resident engagement. You can explore the development or optimization of digital tools tailored for specific scenarios, such as platforms for resource sharing, social modules that foster neighborly interaction, or information portals that increase the transparency of public services, thereby injecting a new, intelligent vitality into the traditional community.

This initiative serves as a real-world exercise in "driving community change through creativity." Your proposals will directly address genuine social needs and, with the full support of the community, find fertile ground for implementation. Here, you will master the art of translating abstract ideas into actionable projects, learn to communicate and collaborate with diverse groups, and witness firsthand how your ingenuity can tangibly enhance the quality of life within a community.

Support and Resources：

- Leren Public Welfare Development Center: Responsible for community liaison and integration, providing professional supervision and local resource coordination to ensure the smooth operation and successful implementation of the project within the community.
- Weicheng Community: Will provide activity venues and infrastructure support. Community social workers will assist the team in connecting with resident organizations, conducting local needs assessments, and collaborating with students to address challenges encountered during the project.
- Duke Kunshan University: Will assign dedicated mentors to provide technical guidance and management support throughout the project cycle, assisting the team in implementing their solutions.
- The Chenguang Foundation will provide a complete toolkit for art education programs, including professional art supplies and teaching materials.

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.