

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:	昆山市柏庐办事处大学园区社区					
机构类型:	社区组织					
官网 / 官方账号 链接:	https://zjgyzjgjyjgyygl1.jszwfw.gov.cn/art/2018/7/27/art_159573_16298.html					
联系人:	徐浩	职务 / 头衔:	邮箱:	电话号码:		
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:						
大学园区社区坐落于昆山高新区柏庐办事处，核心使命是服务园区内的高校师生、科研人员、企业员工及居民等多元群体，是一个充满活力的国际化创新社区。社区拥有丰富的场地与资源，但目前的服务模式难以精准满足各类群体快速变化、日趋多元的需求。社区期待打破传统，引入青年学子的创新思维与实践能力，共同将园区打造为一个连接更紧密、体验更丰富、归属感更强的模范社区。						
项目概述:						
本项目是一个由学生团队主导的“社区共创实验室”。你的挑战在于，如何利用社区提供的实体空间与资源，针对多元群体共存的独特环境，设计并实施一系列能够真实落地、激发活力、促进融合的创意方案。你的角色远不止于参与者，而是作为“社区共创合伙人”，从洞察问题、构思方案到推动执行，全程主导项目进程，让你的创造力直接转化为提升社区品质的驱动力						
初步想法与可行方向:						
<ul style="list-style-type: none">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能够激活社区活力、促进代际共融的常态化活动。你可通过打造品牌社区节日、构建可持续的社群兴趣小组等方式，将艺术、文化、健康等元素创新融入社区场景；同时，我们也鼓励探索如“绿色运动”等主题系列，以有趣互动推动可持续生活方式，塑造社区在青年群体中的品牌形象与持续影响力。社区治理与数字化创新探索：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。你可探索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等，为传统社区注入智能化新活力。						

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：

- 大学园党群服务中心：作为核心合作伙伴，提供包括多功能活动空间、会议室在内的专业场地与设施，为项目落地提供坚实基础。
- 晨光基金会：提供与社区美育、文化活动相关的课程资源包与专业物料支持。
- 昆山杜克大学：配备专属项目导师，为团队提供方法论、技术及管理上的全过程支持。

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:	University Park Community, Bailu Urban Management Office, Kunshan High-tech Zone		
Partner Type:	Community Service Center		
Website:	https://zjgyzjgjyjgyygl1.jszfw.gov.cn/art/2018/7/27/art_159573_16298.html		
Contact Person:	Hao Xu		
Project Information			
Project Type:	Social Service and Practice		
Expected Start Date	Feb,2026	Expected End Date	Long-term cooperation
Organization Brief Introduction:			
<p>The University Park Community, located in the Bailu Subdistrict of Kunshan High-tech Zone, serves a dynamic and international population of university members, researchers, enterprise employees, and residents. It is a hub of innovation with ample physical resources. However, existing service models struggle to meet the diverse and evolving needs of its constituents. The community eagerly seeks to integrate the innovative thinking and practical capabilities of young students to collaboratively transform the park into a model community with stronger connections, richer experiences, and a deeper sense of belonging.</p>			
Project Overview:			
<p>This project is a student-led "Community Co-Creation Lab." Your challenge is to leverage the community's venues and resources to design and implement creative initiatives that are tangible, energizing, and integrative, tailored to its unique multi-stakeholder environment. You will act not merely as participants but as "Community Co-Creation Partners," taking ownership of the entire process—from identifying problems and brainstorming solutions to driving execution—thereby transforming your creativity into a direct force for enhancing community life.</p>			
Preliminary Ideas & Feasible Directions:			
<ul style="list-style-type: none"> Creative Development and Operation of Community Activity Ecosystems: This includes, but is not limited to, designing and leading regular activities that energize the community and foster intergenerational integration. You may integrate art, culture, wellness and other elements into community settings 			

through branded festivals, sustainable interest-based clubs, etc.; we also encourage exploring thematic series such as "Green Sports" to promote sustainable lifestyles through engaging interactions, shaping the community's brand image and lasting impact among youth.

- **Explorations in Community Governance & Digital Innovation:** This includes, but is not limited to, leveraging digital technologies to enhance community governance efficiency and resident engagement. You may develop or optimize digital tools for specific scenarios, such as platforms for resource sharing or social modules for neighborly interaction, injecting new smart vitality into traditional communities.

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:

- The University Park Community Service Center: As the core partner, it will provide professional venues and facilities, including multi-functional activity spaces and meeting rooms, laying a solid foundation for project implementation.
- The Chenguang Foundation: Will supply curriculum resource kits and professional materials related to community aesthetic education and cultural activities.
- Duke Kunshan University: Will assign dedicated project mentors to provide methodological, technical, and managerial support throughout the project lifecycle.

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.