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:	苏州工业园区润朗心理发展中心		
机构类型:	非营利组织 NPO		
官网 / 官方账号链接:	www.buy42.org		
联系人:	强玉华		
项目信息			
项目类别:	创意类		
预期开启时间	2026 年 12 月	预计结束时间	2027 年 4 月

机构背景：

苏州工业园区润朗心理发展中心成立于 2014 年 8 月，是 3A 级社会组织、园区十佳社会组织。团队成员具有心理学、教育学、社会工作背景，秉持长期主义、深耕社区 12 年，将专业心理服务与社会工作理念深度融合，发现潜在成长风险，护航未成年人身心健康成长。

润朗从 2021 年开始在动迁小区运营社区儿童成长空间（宝藏小屋），持续为社区(流动)儿童提供多元社区服务。我们希望通过此次合作，倡导公众关注流动儿童成长议题，重点聚焦宝藏小屋儿童空间故事讲述、公众倡导和筹款活动。旨在帮助宝藏小屋持续运营、给流动儿童在社区有个固定的心灵归属。

项目概述：

儿童成长议题的公共倡议与可持续活动策划

润朗希望通过故事传播和公益活动，让更多公众了解儿童成长议题及机构的公益实践，并进一步拓展公众参与和资金支持。目前，机构在传播策划、故事表达及内容制作方面缺少相应的人手与专业支持，希望与学生共同探索适合长期开展、可持续运营的公共倡议方案。

合作可从以下两个方向切入：

1. 宝藏小屋故事传播与公众参与：基于空间已有的服务经验、项目资料及儿童和家庭的成长故事，探索有吸引力的故事表达、主题传播或公众参与活动，并形成便于持续更新和使用的方案与相关资料。
2. 公益亲子活动策划：探索将亲子体验与儿童成长议题相结合的公益活动，设计活动内容、公众参与方式及配套传播方案，形成可重复举办、根据实际条件调整的活动模式。徒步活动可作为初步参考，也欢迎学生提出其他适合的活动形式。

学生可选择一个方向，在调研基础上提出创意 proposal，并通过小范围测试完善方案。最终成果应考虑润朗现有的人手与资源，提供便于后续接手、持续开展和复用的活动或传播方案及相关执行资料。具体形式由学生提出，并与润朗共同确定。

合作方支持与资源：

- **项目资料与故事素材**：提供机构及相关项目介绍、过往活动资料，以及经授权可使用的服务记录和故事素材。
- **实地走访与社区对接**：协助安排宝藏小屋或相关社区探访，对接有意愿参与访谈、调研或活动的家庭、工作人员及志愿者。
- **专业指导与方案反馈**：由熟悉项目的工作人员介绍儿童成长与社区服务需求，参与阶段性交流，并对活动及传播内容提供反馈。
- **试点与传播支持**：结合实际条件，协助开展小范围活动测试，并协调机构现有渠道支持项目传播。
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其他说明：

DKU Co-Innovate Platform Challenge Information

Partner Information			
Organization Name:	Runlang Psychological Development Center		
Organization Type:	NPO		
Website / Official Account Link:			
Contact Person:	Qiang Yuhua		
Project Information			
Project Category:	Creative Project		
Expected Start Date	December 2026	Expected End Date:	March 2027

Partner Brief Introduction:

Founded in August 2014, Runlang is a 3A-rated social organization and has been recognized as one of Suzhou Industrial Park's top ten social organizations. Its team has backgrounds in psychology, education, and social work. Over 12 years of community work, the center has combined psychological services with social work to identify risks to children's development and support their physical and mental well-being.

Since 2021, Runlang has operated Treasure House (宝藏小屋), a community space for children in a residential community for relocated households. It provides a range of services for local children, including those from migrant families. Through this collaboration, Runlang hopes to draw greater public attention to the needs of children from migrant families, with a focus on storytelling, public outreach, and fundraising for Treasure House. The aim is to help keep the space running and give these children a familiar place in the community where they feel they belong.

Project Overview:

Public Outreach and Community Activities to Support Children's Development

Runlang hopes to use storytelling and community activities to help more people understand issues affecting children's development and learn about its work. It also wants to encourage wider public participation and financial support. The center currently has limited staff capacity and specialist support for communications planning, storytelling, and content production. Students will work with Runlang to develop outreach plans and activities that the team can continue using over time.

The project can take either of the following directions:

1. **Treasure House Storytelling and Public Engagement:** Draw on the center's service experience, project materials, and stories of children and their families to develop engaging ways to share its work. This could include storytelling, themed outreach, or activities that invite public participation. Students should produce plans and materials that are easy for the team to update and reuse.
2. **Community Activities for Children and Parents:** Design activities that bring children and parents together around issues related to children's development. Proposals should cover activity content, how the public can take part, and publicity. The format should be suitable for repeat events and adaptable to available resources. A family hike is one possible starting point; students are also welcome to suggest other suitable activities.

Students may choose either direction, develop a proposal based on their research, and refine it through small-scale testing. Final deliverables should include an activity or communications plan and the practical materials needed to carry it out. These should fit Runlang's existing staffing and resources so the team can take over, continue, and repeat the work. Students will propose the specific format and finalize it with Runlang.

Partner Support & Resources

- **Project Information and Story Materials:** Information about the center and its projects, materials from past activities, and service records and stories authorized for use.
- **Site Visits and Community Introductions:** Help arranging visits to Treasure House or relevant communities, along with introductions to families, staff, and volunteers willing to take part in interviews, research, or activities.
- **Staff Guidance and Feedback:** Staff familiar with the projects will explain children's development and community service needs, take part in progress discussions, and provide feedback on proposed activities and communications materials.
- **Pilot Testing and Publicity:** Where feasible, Runlang can help with small-scale activity tests and coordinate publicity through its existing channels.

Additional Notes: