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:	上海聚善慈善超市（品牌名：善淘 Buy42 慈善商店）		
机构类型:	非政府组织 NGO		
官网 / 官方账号链接:	www.buy42.org		
联系人:	佳音		
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：

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。

项目概述：

善淘致力于推动闲置资源循环利用与公益价值创造，积极探索通过创意设计与公众参与，让捐赠物品焕发新的价值。此前，善淘已尝试用捐赠物品开发公益文创材料包，并将其引入企业团队活动等场景，让更多人通过动手实践与创意体验参与公益。

在此基础上，善淘希望善淘希望与昆山杜克大学合作，进一步探索闲置物品再设计与公益文创开发的可能性，结合个人消费者、企业及社区公益活动等不同场景，创新产品形式、公众参与方式及推广运营模式，促进资源循环利用、公益理念传播与社会影响力的持续拓展。

初步想法与可行方向：

再生文创产品与 DIY 材料包共创： 结合善淘现有的捐赠物品与循环材料资源，鼓励学生通过门店实地调研、材料筛选与创意构思，探索闲置物品的再设计与创新利用。通过产品打样、材料包组合、视觉包装设计及制作视频教程开发，将闲置资源转化为具有实用

价值、创意特色与公益意义的文创产品或 DIY 体验材料包，探索让更多公众参与再生创作的可能性。

公益文创的多元场景应用与运营探索：基于前期产品开发成果，鼓励学生结合个人消费、企业参与或社区公益等不同场景，选择具有可行性的应用方向开展需求分析与体验设计。在善淘提供的试点及社区资源支持下，通过小规模实践测试、用户反馈与产品迭代，探索公益文创产品的推广方式及可持续运营路径，为后续应用与发展提供实践参考。

合作方支持与资源：

- **实地调研与实践机会：** 支持学生走访善淘门店，了解捐赠物品、循环材料及公益运营的实际情况，为产品设计与项目构思提供真实场景和实践参考。
- **导师指导与经验分享：** 提供带教导师支持，分享善淘在公益文创开发、门店运营、企业合作及社区公益实践方面的经验，为学生的创意构思、产品设计与项目推进提供指导和反馈。
- **项目试点与社区资源支持：** 在学生完成初步产品 Demo 或设计原型后，善淘可结合实际情况提供试点实践机会及社区资源支持，协助学生在真实场景中测试产品或公益体验方案，收集使用反馈，并进一步优化设计与应用模式。
- **持续沟通与协作：** 双方通过定期交流与阶段性反馈，支持学生在需求调研、产品开发及试点验证等关键环节持续完善项目成果。

其他说明：

DKU Co-Innovate Platform Challenge Information

Partner Information			
Organization Name:	Buy42		
Organization Type:	NGO		
Website / Official Account Link:	www.buy42.org		
Contact Person:	Jiayin		
Project Information			
Project Category:	Creative Project		
Expected Start Date	December 2026	Expected End Date:	March 2027

Partner Brief Introduction:

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.

Project Overview:

Buy42 promotes the reuse of unused goods and explores how creative design and public participation can support charitable causes. It has already developed craft kits from donated items and introduced them in corporate team activities, giving people a hands-on, creative way to get involved.

Building on this experience, Buy42 hopes to work with Duke Kunshan University to explore new ways to redesign unused items and develop upcycled products. The project would consider uses for individual consumers, businesses, and community activities, exploring new product ideas, ways to involve participants, and approaches to promotion and operations. The aim is to encourage reuse, raise awareness of charitable causes, and extend the impact of this work over time.

Possible Directions:

Developing Upcycled Products and DIY Craft Kits

Students can visit Buy42 stores, explore the donated items and reusable materials available, and develop ideas for repurposing them. Work could include making product samples, putting together DIY kits, designing packaging and visual materials, and creating video tutorials. The goal is to turn unused items into useful, creative products or DIY kits that support Buy42's charitable work and encourage more people to try making things from reused materials.

Exploring Product Uses and Sustainable Operations

Building on the initial products, students can choose a practical application for individual consumers, corporate activities, or community programs. They would assess user needs and design an experience suited to that setting. With pilot opportunities and community resources from Buy42, students can run small-scale tests, gather feedback, and refine their products. This would help identify workable ways to promote the products and sustain the activities, providing a basis for further development.

Partner Support & Resources

- **Site Visits and Practical Experience:** Buy42 will support student visits to its stores to learn about donated goods, reusable materials, and its day-to-day charitable operations. These visits will give students firsthand information to inform their designs and project ideas.
- **Mentoring and Experience Sharing:** Buy42 will provide mentoring and share its experience in product development, store operations, corporate partnerships, and community activities. Mentors will offer guidance and feedback on students' ideas, designs, and project progress.
- **Pilot Opportunities and Community Resources:** Once students have an initial demo or design prototype, Buy42 can offer pilot opportunities and access to community resources where feasible. This support would help students test their products or proposed activities, collect feedback, and improve their designs and how they are used.
- **Ongoing Communication and Collaboration:** Regular discussions and feedback at key stages will help students improve their work throughout user research, product development, and pilot testing.

Additional Notes: