

平台的力量

The Power of Platforms

阿里巴巴平台公益简介
Alibaba's Public Interest Initiatives



Alibaba CSR

互联网公益

Using the Internet for Public Interest

- 1.0 公益项目通过网络筹集资金，开启网络捐赠时代. Social initiatives raise funds through the Internet, launching a new generation of online charity
- 2.0 公益项目通过互联网融入生活场景，开启随手公益时代. Social initiatives become accessible and integrated in our everyday lives through the web
- 3.0 去中心化让每个人成为公益主体，跨界创新助力行业生态繁荣，开启全民公益时代. The decentralisation of philanthropy, along with cross-sector innovation, enables the sector to flourish and allows every individual to participate

互联网公益本质：人人参与

Our founding principle is to allow everyone to contribute back to society



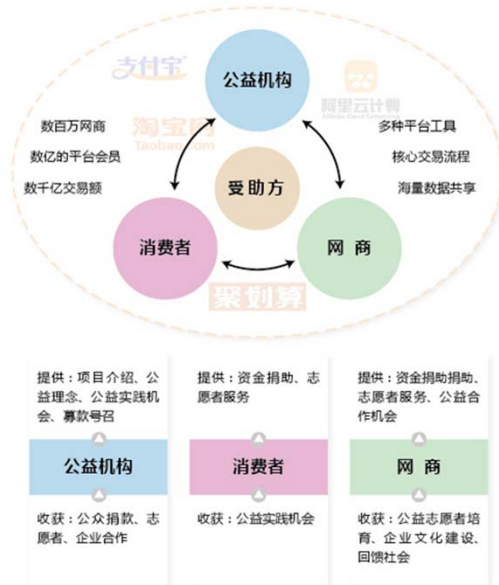
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概述

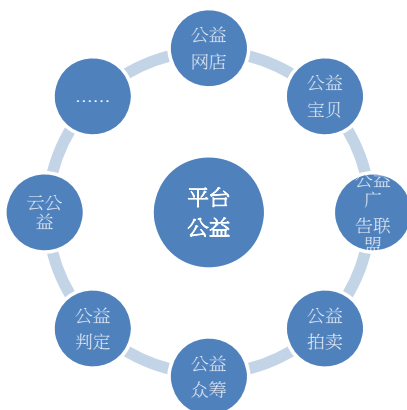
基于阿里巴巴的商业模式和业务专长帮助公益组织通过电子商务等手段，实现其资金、人力资源等自身发展需求，并为网商、消费者创造更多公益实践可能性，以此建立可信赖的、人人参与的公益文化。
 By leveraging Alibaba's business model and operational expertise, we help public organisations secure funds, human resources and other developmental tools. We also create more possibilities for consumers and retailers to contribute.

核心价值：去中心化；丰富公益生态

Core values: Decentralise philanthropy and develop a wide diversity of public welfare activities



阿里巴巴平台公益设计



公益机构网店 Online shops

2014年，共有420多家合法注册的公益机构通过淘宝开设公益店铺，募集资金逾5090万元。壹基金单店募款968万，位列榜首。

In 2014, 420 social organisations set up online shops on Taobao, raising a total of 50.9 million Yuan. One Foundation raised 9.68 million Yuan, topping the list.



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支付宝在线捐赠 Alipay Online Donation

2014年，共有516家公益机构开通了零费率支付宝捐赠接口，捐款逾1.5亿元。最热心网民捐赠82.5万元。

In 2014, 516 organisations used Alipay's zero-tax donation platform to raise a total of 150 million Yuan. Our most generous donor donated a whopping 825,000 Yuan.

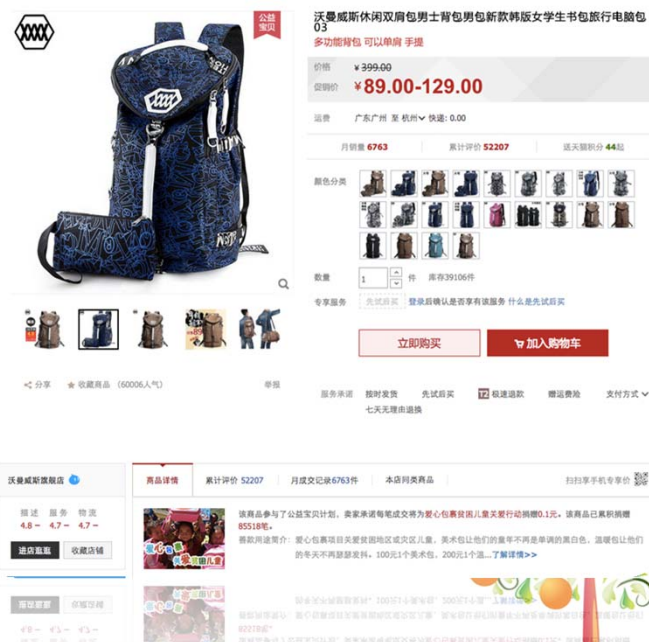


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公益宝贝 Gongyi Baobei

2014年，淘宝网有130万卖家设置公益宝贝，宝贝数量达8454万件，共产生捐赠交易11亿笔，筹集资金总额7221万元。平均每笔交易6.5分。其中11月单月捐赠笔数突破1.88亿，捐赠额1132万。

In 2014, 1.3 million retailers set up 84.5 million "Gongyi Baobei", generating 72.2 million Yuan in donations. In November 2014 alone, there were 188 million transactions of "Gongyi Baobei", generating 11.3 million Yuan in donations.



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公益众筹 Crowdfunding

2014年正式成立，通过公益+商业的创新方式推动人人参与。截止年底累计700万公益筹款，40万人参与，单个项目最高筹集132万，单个项目参与最高6.3万人。第三方评估为中国规模最大的公益众筹平台。

Established in 2014, Alibaba's crowdfunding platform garnered the participation of 400,000 people and 7 million Yuan worth of donations. This initiative is now China's largest public welfare crowdfunding platform.



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公益广告联盟 PSA Union

2013年由阿里巴巴集团正式发起“阿里公益广告联盟”，公益机构投放的公益广告，可以在阿里云404页面、1688网站搜索0结果页面，设置了特定模块的淘宝、天猫商家店铺首页等渠道展现。截至当前，公益广告联盟为公益推广展现的总PV达到了7.47亿次。

In 2013, Alibaba started putting advertisements for social organisations on its website's error pages. The advertisements were viewed a total of 747 million times since the initiative's inception.

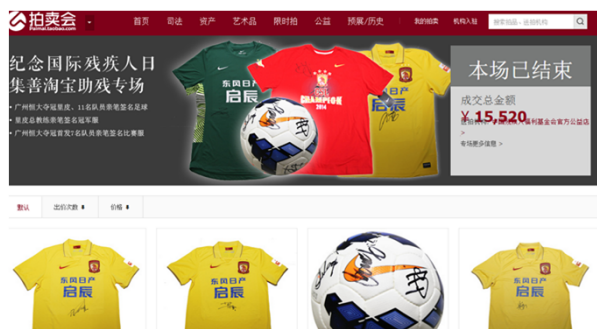


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公益拍卖 Public Welfare Auction

2013年淘宝拍卖会开启了“公益拍卖”频道，迄今为止已为几十家公益机构上线了数十场公益专场拍卖。

Started in 2013, dozens of social organisations have participated in this initiative to organise dozens of auctions.



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云公益 Cloud NPO

2014年9月阿里云上线云公益平台，依托云计算，大数据技术展开对中国公益行业的革新技术支持。截至7月已扶持了包含壹基金、中国扶贫基金会、蔚蓝地图等超过21家公益领军及创新机构。

Started in September 2014, Alibaba's Cloud NPO uses cloud computing to help public welfare organisations. Over 21 organisations (including One Foundation, China Foundation for Poverty Alleviation and Pollution Map) have benefitted from this initiative.



污染地图
我们以阿里云作为服务基础，通过APP、网站等途径向公众实时展示企业最新排放数据，并且提供全国空气质量等相关信息的查询功能。



壹基金
互联网公益是中国公益的大方向，云公益是互联网公益未来的大舞台和保障！感谢阿里巴巴在公益的路上，与我们同行！



中国扶贫基金会
在大善缘缘起时，大型公益活动宣传时，基于阿里巴巴的支持，面对百千万的PV，我们平台的访问也非常流畅，需要快速部署的业务，耗用的时间也从2、3周缩短到了10分钟以内。



中国发展简报
阿里云专业、高效服务正好解决我们机构缺乏专业技术人员的多难题，同时也在技术上保障了我们机构平台发展的未来空间。



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■ 案例：创新方法探求社会问题解决方案 Case Study: Innovative Solutions to social problems



- 激活农村闲置土地和劳动. Make use of idle agricultural land and labour
- 租金+工资保证农民收入. Use rent and wages to secure farmers' incomes.
- 城市居民收获放心菜. Agricultural products are safe and healthy to consume
- “回家”当地主带动旅游经济. Encourage people to go back to their hometown to boost tourism
- 劳动力回乡解决留守儿童问题. Allow labourers to return home and take care of their children

3560人认购+430亩+200余万
村民热情激活、招商引资热潮

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世界的改变不在于少数人做了很多

而在于每个人都做了哪怕一点点。

Changing the world isn't about a small group of people doing big things.
It's about everyone doing just that little bit.

亲，等你！



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