



Social Innovators in China:  
**Creativity,  
Collaboration  
and Impact**  
Summer 2021



Faculty of  
**Social Sciences**  
The University of Hong Kong  
香港大學社會科學學院

社  
科  
人  
Societist



## Message from FOSS

Experiential learning is particularly essential to achieve the missions and objectives of teaching and learning of the Faculty of Social Sciences to produce students with a global perspective who are critical thinkers, socially aware, ready to embrace diversity and seek to make an impact on society.

**Social Innovator in China** is a new initiative first launched in summer 2021 in offering opportunities for students to learn the entrepreneurial process and to create out-of-the-box solutions with first-hand experience working in innovative social enterprises, interacting with changemakers and understand how the system works for social enterprises. We realize the importance of enabling creative responses to the various kinds of challenges and limitations in society, as well as our next generation's need, that's why the project is characterized as follows –

- Foster democratic citizenship and community responsibility by attempting to resolve common problems
- Develop the skills of being enterprising, which provide students with an attitude towards learning, which rewards and supports innovation, change and development
- Value networking, mentoring and community-building

Our students have been greatly benefited from SeedInVenture's extensive network, to be able to interact with different founders and changemakers in the social innovation sector. Students in particular value the first-hand experience with stakeholders to learn about the issues, challenges and adaptation to a local context. This collection of students' works is a celebration of their learning, as well as to spread out the stories behind these social enterprises, to acknowledge their offering to the society.

With the COVID-19 situation, the project has adopted an online version. With more migration of educational activities to online communities, virtual platforms and communication channels have enabled new, intensive, intertwined cultural awareness on local, national and global level. This digital experiential opportunity is a pilot project in exploring pedagogical possibilities as well as cultivating an online learning community among its stakeholders.

Each student-group has pitched a social startup idea at the end of the journey, integrating concepts and understandings developed along the experience as well as academic knowledge. We have seen many creative ideas generated from this project and we are looking forward to further engage our students with social enterprises in deep conversation to co-imagine possible innovative solutions again in the near future.

## Message from SeedInVenture



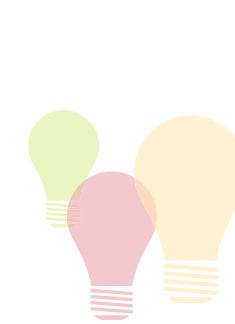
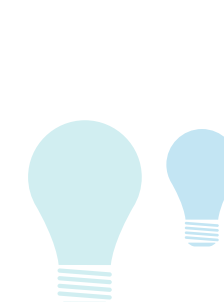
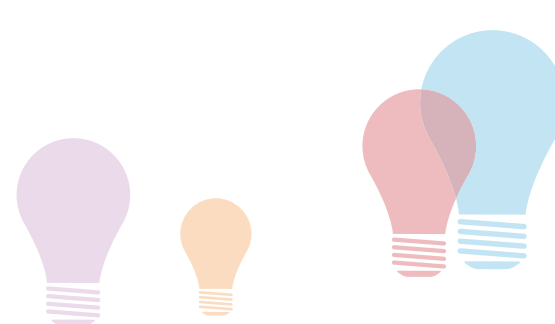
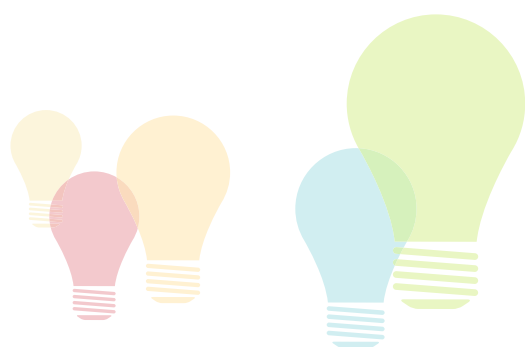
We believe in social innovation. We have faith in young people. That's why, since its establishment in 2017, SEEDInVenture has been encouraging and facilitating cross-sector social innovation, and nurturing young social entrepreneurs with a global perspective. That is also the reason that made us part of the Social Innovators in China: Collaboration, Creativity, and Impact program. Co-organizing this program with Hong Kong University, we hope to gain an in-depth understanding of the social innovation and entrepreneurship landscape in China, and systematically explore and showcase the unique and valuable experiences and cases of social enterprises. We aim to empower students from diverse backgrounds to explore Chinese social innovators through a hands-on, action-oriented learning process.

The program dated back to December 2020. The original idea is to have students conduct on-site interviews with stakeholders of impactful social enterprises in mainland China. We were looking forward to sending students to the SEs, visiting where the magic of social innovation begins, and have close talks with social entrepreneurs in person. What we were not expecting is the coming of COVID-19. As social distancing and travel restrictions become part of our daily life, we decided to run the program in a blended form. Given the global COVID situation, we later made a difficult decision - moving everything online - while busy adjusting student numbers and approaching to SEs.

This eight-week program kicked off with three orientation workshops, followed by two rounds of communications and virtual interviews, seven weekly debriefings getting 11 students and the SEEDInVenture team connected, and delivers booklets and reports depicting 22 social enterprises.

We want to extend our gratitude to all the social enterprises engaged in the program for being open and honest when sharing their stories. Special thanks to the guest speakers of the orientation workshops, for sharing their understanding of social innovation in mainland China, solution journalism, and how to tell impactful stories. A big thank you to HKU staff who worked hand-in-hand with SEEDInVenture and make this program a success. We also appreciate the hard work of HKU students. We see hope in them, in young people around the world, for creating a brighter future with the power of social innovation and global citizenship.

In a time of unprecedented volatility, we believe stories of SEs will help people, especially young people with a passion for social innovation and changes, to find purpose in this moment of crisis, and inspire others to hope and act. We hope this year's program can trigger more exchanges between Hong Kong and mainland China on social innovation and entrepreneurship, through solution journalism or in-depth analysis, which would be made available to a wider audience.





About Social Innovators in China

As China’s economy transitions towards maturity, where conversations of balanced growth and common prosperity replace growth at all costs, social innovation and entrepreneurship has been increasingly recognized by the public as alternative means to turn critical societal problems into opportunities for better outcomes. From the introduction of the first nation-wide social enterprise certification system, to the formulation of supportive regulatory guidelines by municipal governments, and the growth of a wide range of social investment approaches, China witnessed a burgeoning development of its social innovation ecosystem over the past decade. Behind this vibrant scene are the social innovators who play a catalytic role in piloting and scaling sector-bending, market-based solutions to social problems. Many of them are indeed trailblazers in their chosen fields. Driven by a strong sense of responsibility and desire for real impact, they dare to travel the road less traveled and persist despite adversity. Yet, their unique and valuable experiences have not gained much international spotlight due to cultural, language and funding barriers. To truly understand social innovation in China, one needs to start with the social innovators.

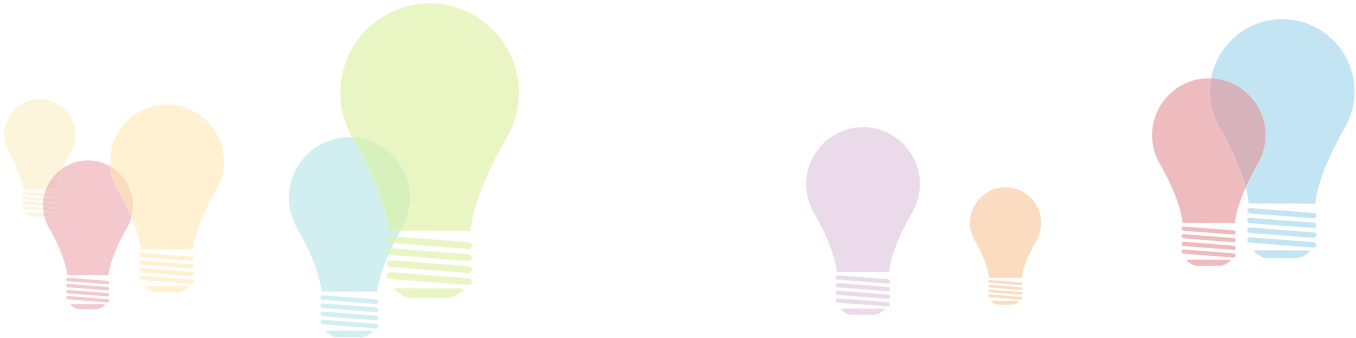
The Social innovators in China: Creativity, Collaboration and Impact program was conceptualized with the aim of empowering university students from diverse backgrounds to explore the stories of Chinese social innovators through a hands-on, action-oriented learning process. It is the first collaboration between Experiential Learning at the Faculty of Social Science, HKU and SeedInVenture. The program started with introducing basic theories and tools related to social innovation and entrepreneurship to students through a one-day workshop and ushering them into the Chinese context with sharing by the leading practitioners in the field. It also shared with students methods of solution journalism and creative writing as possible ways to conceptualize and deliver their impact stories. Although physical traveling was disrupted by the COVID-19 outbreak, students were able to meet the social innovators online, work collaboratively to conduct in-depth research and critical reflections leveraging technology.

As you will read from the following chapters, 22 social innovation cases were presented in the areas of health and well-being (SDG 3), education (SDG 4) and sustainable cities and communities (SDG 11). We use the Sustainable Development Goal as a unifying framework. Each case consists of two parts - a bilingual organization profile and a story of the hero behind the scene, which were part of students’ project output from the program. While the organization profiles were designed by students to introduce the organizations to their future community members and stakeholders, the stories that follow vividly portrayed the social innovators by tracing their personal journeys and future aspirations.

With Social innovators in China, we hope to tell the stories of the Chinese social innovators to a wider audience and let the world see a vibrant China with people from all walks of life doing extraordinary things to make change from the ground up. At the same time, we hope that more young people can embrace social innovation as a mindset, be an agent of positive change, and more importantly, know where to start.

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# Chapter 1: Good Health and Well-being

Sustainable Development Goal 3 of the United Nations 2030 Agenda for Sustainable Development is to “ensure healthy lives and promote well-being for all at all ages”. In this chapter, we present eight social enterprises that are committed to promoting good health and well-being of people in need.

**TangTangQuan** provides professional education and technology solutions to patients of Type 1 diabetes. **Rare and Roll** strives to build an inclusive society through promoting accessible tourism. **MeihaoPsych** raises awareness of mental wellbeing and is committed to make accredited psychology content one click away for everyone. While the remaining five social enterprises were all established to serve the elderly, each does it from a unique perspective with business model innovation. **Longlive** focuses on age-friendly retrofitting with an operation model of “assessment + products + services”. **i-Zhaohu** develops all-inclusive care services leveraging the internet of things, AI and big data with a pay for performance model. People Strong works to transform all types of elderly care from the traditional mode of operation to one that is digitization with smart elderly care solutions. Shifangyuan is committed to providing quality hospice care for the elderly and professionalizing the industry through training and advocacy. Jian Ai specializes in non-medicinal treatment and early intervention of dementia.



# 糖糖圈 TangTangQuan

Only when putting themselves in the shoes of the patients can entrepreneurs provide suitable services and products that customers are willing to pay for, and maintain their financial sustainability.

Zeng Xifeng, CEO and Founder of TangTangQuan



## 糖糖圈 TANGTANGQUAN

中国最大的1型糖尿病患者社区  
The biggest community of type 1 diabetes patients in China

深圳市爱宝惟生物科技有限公司  
Shenzhen Aibaowei Biotechnology Co., Ltd.



系统患教学习  
专业人士各类专题课程，一站式吸收

官网 Official website: [www.ttq.so](http://www.ttq.so)  
400热线 400 hotline: 400-836-5596  
客服电话 Enquiry hotline: 0755-27299992  
渠道合作 Cooperative channel: [caoqifan@ttq.so](mailto:caoqifan@ttq.so)  
微信客服 WeChat customer service: [ttqcare](https://t.me/ttqcare)  
地址 Address: 广东省深圳市宝安区西乡街道  
宝民二路IDT研发中心4层  
4/F, IDT Research and Development Centre,  
Xixiang residential district, Bao An Zone,  
Shenzhen, Guangdong province, China





官方微信  
Official WeChat



官方微博  
Official Weibo



## 中国 1型糖尿病患者社会状况

2018年研究揭示，我国1型糖尿病的发病率为1.09/10万，每年会有15000名儿童及青少年得病，青少年患病人数全球第4。但是，社会及医疗环境对患者并不太友好，例如在求学和就业中受到歧视，医保报额度及数量低，糖尿病教育人员不足等。另外，我国1型糖尿病患者的血糖监测频率极低，或会血糖控制差和引起各种并发症的情况。故糖糖圈面世，希望能有效改善以上状况。

### SOCIAL CONDITION OF TYPE 1 DIABETES PATIENTS IN CHINA

According to the research in 2018, the incidence rate of type 1 diabetes was 1.09 per 100 thousand people in China. There were 15000 children and teenagers suffered from this disease every year in China, which ranked no. 4 in the world. However, the social and medical environments are not patient-friendly. For example, there are discriminations at schools and workplace, low paid and number of medical insurance, insufficient diabetes education workers, etc. In addition, the blood glucose monitoring rate is very low in China, which may induce poor blood glucose regulation or other complications. Therefore, TangTangQuan was founded and hopefully it can solve the above conditions effectively.

「以病人为中心的信念，履行保存生命，减轻痛苦，促进健康的职责。」

"Holding the belief of patient-centre, fulfilling the responsibilities of saving life, reducing pain and promoting health."

### 关于我们 ABOUT US

位置 Location: 深圳 Shenzhen  
成立年份 Founding year: 2013

糖糖圈是一个世界糖尿病基金会(WDF)资助的社会企业。团队针对1型糖尿病患者提供专业化患者教育、家庭教育、心理支持、血糖管理服务，以帮助患者正常生活。另外，我们通过移动互联网技术和可穿戴医疗设备创新性地解决中国1型糖尿病管理现状的难题。

TangTangQuan is a social enterprise which is sponsored by World Diabetes Foundation (WDF). Our team target type 1 diabetes patients and provide them with professional patient education, family education, mental support and blood glucose management services in order to help them maintain normal life. Moreover, we solve the type 1 diabetes management difficulty in China in an innovative way through mobile internet technology and wearable medical devices.

### 荣誉 HONOUR

中国慈展会认证  
Being recognised by China Charity Fair

2019 社会创新家TOP10  
Social innovator TOP 10

2018 中国好社企  
Good social enterprise in China



### 社会责任 SOCIAL RESPONSIBILITIES

1. 为儿童、青少年糖尿病患者及家庭提供支援  
Provide support to child and teenage diabetes patients and their families.
2. 争取年轻患者在求学、求职中的合法权益  
Fight for study and employment rights for young patients.
3. 推动、完善、建立1型糖尿病社会救助保障制度  
Promote, improve and build up social assistance and security system for type 1 diabetes.
4. 提升大众对1型糖尿病的理解，宣传科学治疗方法  
Improve the public's understanding of type 1 diabetes and promote scientific treatment methods.

## 创办人兼董事长 Founder and CEO

### 曾锡锋 Zeng Xi Feng

「人是在给自己编织意义的一个群体，谁都在给自己所做的事情赋予意义。」  
"Human beings are a group who sew meanings for themselves. Everyone is trying to give meanings for what he/she does."

我和你们一样，是被1型糖尿病改变了生活轨迹的人。因为有个「糖宝宝」，才有了「糖糖圈」，我希望能把这个事业至少做到我女儿18岁。记得2010年的春节，女儿出生的第二天就被确诊新生儿糖尿病，感觉天崩地裂；如今每天给孩子进行血糖监测、碳水计算、打胰岛素已养成生活习惯。我深知陪伴糖宝宝长大的不易和需求，所以希望用自己所知所能去搭建一个平台，为1型糖友提供控糖教育和服务，并以此链接政府、医生、科学家、患教师、医药企业等资源去帮助1型糖尿病群体，争取就医、入学、求职及生活等的权益保障；也为糖友共建一个家园，可抱团取暖、相互支撑。在未来，希望有更多人关注这个疾病，一起推动治疗和救助保障制度，让这个群体被看见，过上更好的生活。

Similar to most of you, I am a person whose life has been changed by type 1 diabetes. "TangTangQuan" exists because of "diabetes baby". I hope the project can last until my daughter becomes 18, at least. In the 2010 Spring Festival, my daughter was found to have neonatal diabetes mellitus on the second day after she was born. I felt like the world was collapsing. And now, helping my child monitor her blood glucose, calculating the carbohydrate levels and injecting insulin have become part of my daily life. I deeply understand the difficulty and demand of growing with a "diabetes baby". So I hope I can utilise what I know to build up a platform that can provide type 1 diabetes patients with sugar regulation education and services. Also, resources such as government, doctors, scientists, patient educators and medical enterprises are linked in order to help type 1 diabetes patients and fight for their rights in accessing medical, education, employment and daily life opportunities. In addition, we hope to build up a community that can make people feel warm and provide mutual support for the patients. In the future, I hope more people can be concerned about this disease and promote medical treatment and assistance and security system development together. Hope type 1 diabetes patients can be seen and have better quality of life.



## 糖糖圈发展: TangTangQuan Development:



10. 2015

糖糖圈APP上线,从此国内的1型糖尿病患者有了专用的APP  
"TangTangQuan" app was launched.  
Type 1 diabetes patients in China could have their own app since then.



10. 2017

1型糖尿病患教团队正式组建,包括“医生+患教师+营养师+心理咨询师”等角色  
Patient-education team for type 1 diabetes patients was formed, including "doctors+ patient educators+ nutritionists+ psychologists".



5. 2019

联合中华医学会糖尿病学分会1型糖尿病学组开发五册1型糖宝漫画教材  
Developed 5 sets of "type 1 diabetes babies" educational comics with Type 1 diabetes, CDS, Chinese Diabetes Society.



8. 2019

深圳爱宝惟诊所(糖糖圈糖尿病服务中心)开业,内设患教科、检验科、营养科、心理科、女性内分泌科等  
Shenzhen Aibaowei Clinics (TangTangQuan diabetes service centre) was opened, which consists of patient education, clinical laboratory, nutriology, psychology and female endocrinology units.



9. 2019

参与「中国1型糖尿病智能化管理与大数据中心」建设  
Participated in the building of "China Intelligent Management and Big Data Centre of type 1 diabetes".



12. 2019

开通7\*24小时 400- 求助值班热线;  
糖糖圈被评为「2019社会创新家TOP10」  
Opened 7\*24 hour 400- telephone hotline for helping patients;  
TangTangQuan was selected as "2019 Social Innovator TOP10"



## 核心功能 CORE FUNCTIONS



### 自我控糖 Self-monitoring of blood glucose



自我管理平台  
Self management platform



智能血糖日历  
Intelligent blood glucose calendar



数据采集  
Data collection



血糖记录  
Blood glucose recording



AI碳水识别  
AI carbohydrate detection

### 患者教育 Patient education



系列课程  
Series of courses



专家直播  
Professionals' live stream



患教团队  
Patient education team



音频漫画视频专题  
Podcasts, comics and videos



科普文章  
Popular science articles



## 核心功能 CORE FUNCTIONS



### 医疗服务和管理 Medical services and management



糖尿病诊所  
Diabetes clinic



糖妈妈  
Diabetes mothers



卫教随访  
Diabetes educators follow-up



24小时求助热线  
24-hour helping hotline



院外管理跟踪  
Outside hospital management and tracking

### 同伴支持社区 Peer support community



同伴互助控糖  
Mutual help in regulating glucose level



同城糖友聚会  
Gathering with peer in the same cities



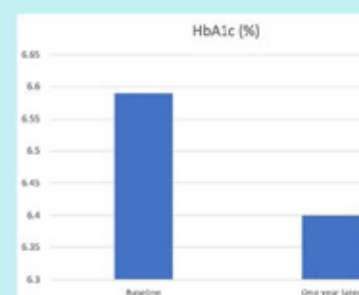
训练营  
Training camp

## 项目成效 PROJECT EFFECTIVENESS

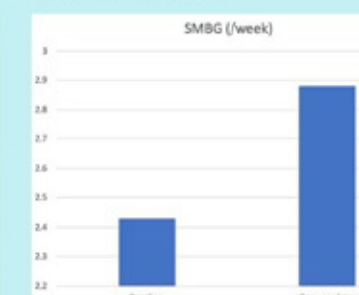
### 使用糖糖圈1年后的变化<sup>1</sup>

Changes after using TangTangQuan for 1 year<sup>1</sup>:

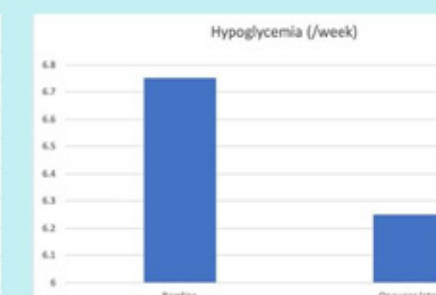
糖化血红蛋白 (%) 降低  
HbA1c (%) decreases



自我血糖监测 (每星期) 增加  
Self-monitoring of blood glucose (per week) increases



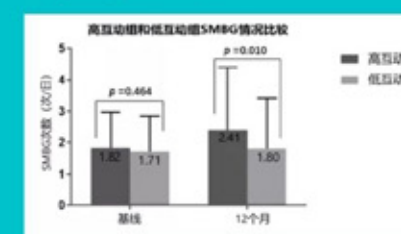
低血糖症(每星期)降低  
Hypoglycemia (per week) decreases



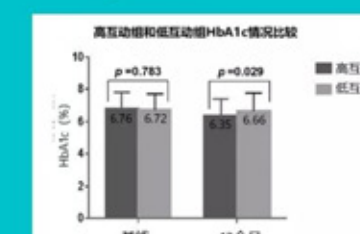
### 通过糖糖圈进行同伴交流1年后的变化<sup>2</sup>

Changes after having peer communication through TangTangQuan<sup>2</sup>:

自我血糖监测频率增加  
Self-monitoring of blood glucose frequency increases



糖化血红蛋白改善更明显  
Hemoglobin A1C improvement is more significant



高血糖发生率降低  
High blood glucose occurrence rate decreases



### 通过糖糖圈进行远程教育跟踪以及同伴互助后<sup>3</sup>

After having distance education tracking and mutual help from peers<sup>3</sup>:

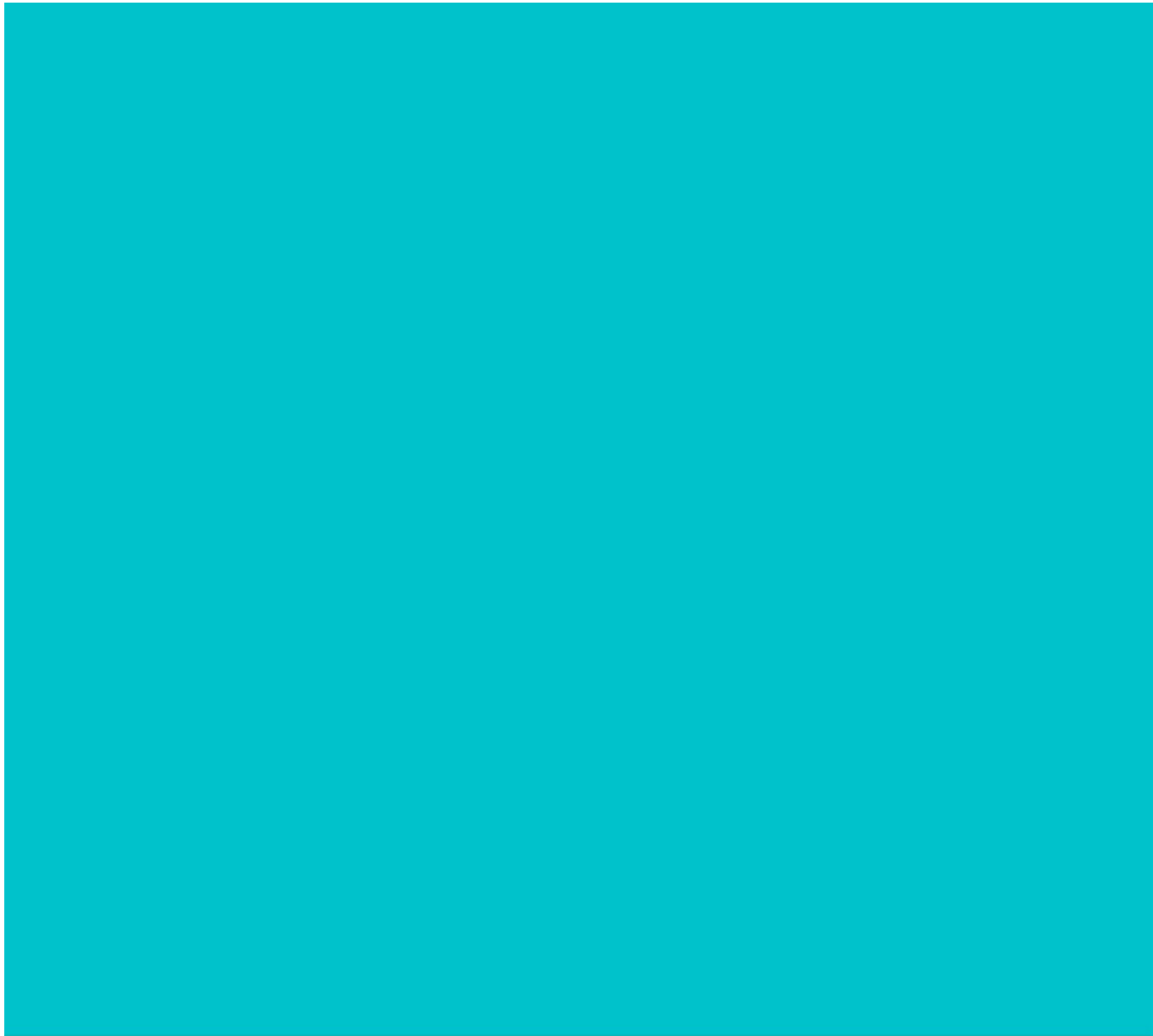
82.73 %

小于18岁患者的  
糖化血红蛋白达标率  
Hemoglobin A1C qualified rate of patients who are under 18

88.82 %

大于18岁患者的  
糖化血红蛋白达标率  
Hemoglobin A1C qualified rate of patients who are over 18

1. Ling, Ping, Luo, Sihui, Yan, Jinhua, Zheng, Xueying, Yang, Daizhi, Zeng, Xifeng, & Weng, Jianping. (2018). The Design and Preliminary Evaluation of a Mobile Health Application TangTangQuan in Management of Type 1 Diabetes in China. Diabetes (New York, N.Y.), 67(Supplement 1), 860.  
2. 2019年《中华内科杂志》刊登 Published by Chinese Journal of Internal Medicine in 2019  
3. <https://www.87shu.com/app/z9/2021-06-12/135809.html>



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中華醫學會  
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Medtronic  
When Life Depends on Medical Technology

中山大學 附属第三医院  
THE THIRD AFFILIATED HOSPITAL, SUN YAT-SEN UNIVERSITY

CDS

赛诺菲

## About the social innovator

During the interview, Mr Zeng Xifeng, CEO and Founder of TangTangQuan, shared with us his personal story, the social enterprise's development and his vision for the mobile health industry.

"I am determined to run TangTangQuan until my daughter become 18." Mr Zeng shared with us that his daughter was found to have neonatal diabetes mellitus when she was born. Since then, he has started to do research about type 1 diabetes (T1D) and found that there were insufficient medical and mental support to T1D patients. So the idea of initiating TangTangQuan was formed in order to provide a platform to facilitate mutual support between patients' families and increase the opportunities for them to access medical knowledge and support. Under the support of the doctor of Mr Zeng's daughter, Mr Zeng could start up TangTangQuan quickly. However, he still faced many challenges after founding the project, in which fierce competition and financial imbalance might be the biggest two. In 2014, there was a large amount of capital flow to mobile health industry. TangTangQuan project faced deficit financing under fierce competition for around 4 years. We asked Mr Zeng what made him persist under the lack of income. He mentioned, "because of the original impetus. When I faced difficulties, I kept reminding myself about the goal of running TangTangQuan until my daughter become 18. It maybe hard but the mission of life is to create meaning." The original impetus of building a better life for his daughter and even the whole T1D community motivates Mr Zeng to run TangTangQuan until now. The most inspiring lesson that Mr Zeng learnt is the importance of understanding the customers' needs. Only when putting themselves in the shoes of the patients can entrepreneurs provide suitable services and products that customers are willing to pay for, and maintain their financial sustainability.

Mr Zeng also pointed out the strength of TangTangQuan comparing with other mobile health projects, which is the clear business target. TangTangQuan only focuses on T1D instead of other types of diabetes. T1D patients are mainly the young generation which use to online platforms. Moreover, they have great demand for insulin level management. These characteristics create good opportunities for TangTangQuan to promote their services through new media and attract them to buy medical services and products from TangTangQuan and help maintain financial sustainability of the company. And apart from setting up a patient education team, the company has started to make use of technology such as portable medical equipment and have collected continuous health data from these equipment and the App in recent years. At the individual level, patients' HbA1c and self regulation levels have been improved and hypoglycemia rate has been reduced. At the system level, TangTangQuan promotes intelligent management for medical data and medical insurance development on the grounds of a big data bank. " In the future, I hope the welfare and insurance services for T1D patients will be further improved and they can enjoy life of better quality," said Mr Zeng.



# 奇途无障碍 Rare and Roll

Don't always rely on social welfare, be responsible to yourself, and take the initiative to fight for a better life by yourself.

Ji Xun, Founder of Rare and Roll



## 奇途无障碍 RARE AND ROLL

奇途无障碍是一家关注无障碍出行和青年残障人士发展的社会企业，目的是借助科技和专业知识为有特殊需求的旅行者提供出行解决方案。

微信小程序  
无障碍旅游  
残障青年社区网络



微信小程序



# 创始人——纪寻

## 平凡但不簡單

纪寻從小患上神经肌肉症，但她从未因身体的缺陷而局限自己。在2007年，因当时国内的高考制度不完善，对残障人士没有任何协助，纪寻因行动不便，影响发挥，结果对自己的高考成绩不满意，于是决定到美国求学。没想到纪寻从此走入另一个世界，踏上探索人生的旅程。

然而，纪寻求学之路并不是一帆风顺。回忆起当时，纪寻表示一开始面对很多困难。十几年前，中国经济发展不如现在蓬勃，社区里有经济能力出国念书的人很少，尤其是残疾人士，需要请人照顾、协助，加上日常开支，经济负担更大。可見对于社会上的弱势社群来说，想实现自己目标，要找到资源很难。

纪寻当初为了办理TOEFL的医疗证明，在南京跑了三家医院，却被怀疑申请证明的正当性，结果没有医院愿意帮助她。對於申请一个简单文件也要很长时间，纪寻坦言当时十分沮丧，甚至有一刻觉得海外求学之路坚持不下去。

幸好，在学校的帮助和家人的支持下，事情最终顺利解决，也让纪寻重拾勇气，走入未知的世界。



# FOUNDER——JiXun

## SIMPLE BUT EXTRAORDINARY

Ji Xun has suffered from congenital muscular dystrophy since childhood. Despite of her physical defects, she has never limited herself. In 2007, since the examination system was not well developed at that time, there was no special assistance for the handicapped to accommodate their needs. Ji Xun was dissatisfied with her examination results. She decided to study in the United States. Since then, Ji Xun stepped out of her comfort zone and embarked on a journey of exploration.

However, Ji encountered many difficulties throughout the journey. Ten years ago, China's economic development was not as vigorous as it is now. There were very few people in the community who could afford the cost of studying abroad, especially the handicapped. They need helpers to assist them. The cost of living is greater for the handicapped. In addition, for the disadvantaged groups in society, it is difficult to find resources to achieve their goals.

In order to obtain the TOEFL medical certificate, Ji went to three hospitals in Nanjing but none of them was willing to help. Recalling the past, it took a long time to apply for a simple document. Ji described that she was very frustrated at the time, and even felt that for a moment she wanted to give up.

Fortunately, with the help of the school and the support from his family, the trouble was finally resolved. Ji regained her courage and stepped into the unknown world.





## 探索 寻找自己

纪寻是一个旅游爱好者。以前她是一个害羞的女孩，后来透过旅游和外面的世界产生连接，踏出自己的舒适圈。纪寻印象最深刻的是一次学校公路旅行，当时车子在公路上开了三天。在狭小空间的车中有十几个人，而害羞的女孩开始被动式社交，打开心扉，真正与人沟通，了解不同国家的风土文化。

纪寻不但在游历中感受到不同的风土人情，也发现残疾人士在国外受到很好的保护。她开始反思从前自己在国内所遇到不公平的状况是不对的，并且立志发掘更好方法去争取残障人士的平等待遇。

这些年的旅游带给纪寻触动、热情、动力，也鼓励她寻找更好的方式改变生活。旅游，让纪寻在探索中寻找自己。



「旅游像一把钥匙，推开一个世界，让社会与人们产生连结感。」

## 改變 奉獻

奇途无障碍的创立是一场机缘。2014，纪寻到法国旅行，发现欧洲人对中国文化颇感兴趣，感受到欧洲的社会风气后，纪寻发现中国潜在的影响力。之后，纪寻凭着热爱旅游的心加入了欧洲的无障碍旅游协会。两年间，纪寻透过电邮与协会持续沟通，也有做志愿者，为协会作中文翻译，长时间的交流使纪寻和协会建立了良好的关系和信任。当时协会的创始人也发现中国发展无障碍旅游的潜质，于是在2017年底的欧盟的活动得到了机会和资金，合伙创办奇途无障碍。

「坚持不懈、坚忍不拔」

## Finding herself

Ji Xun is an enthusiast about travelling. She used to be a shy girl, but then she established a closer linkage with the world via travelling and stepped out of her comfort zone. Among her travelling experience, the most impressive one was the road trip of her school. At that time, she was crammed in a bus with more than ten people on the road for three days. She first started to passively socialise with other people, and slowly she became more willing to share her thoughts and truly communicate with others. She understood more about the customs and cultures of different countries.

Not only did Ji understand different local conditions and customs, but she also figured out that the handicapped in other countries were well protected. She began to reflect on her past experiences in China, and realised that she should not be treated unfairly. Therefore, She is determined to find better ways to fight for equal opportunities for the handicapped.

The travelling experiences form these years have given Ji passion and enthusiasm, and they also encouraged her to find better methods to change her life. Travelling has let Ji find herself amid exploration.



"TRAVELLING IS A KEY TO OPEN THE DOOR TO ANOTHER WORLD. IT CONNECTS PEOPLE AND THE COMMUNITY."

## MAKE A CHANGE

The establishment of Rare and Roll is an opportunity. In 2014, Ji travelled to France and found that some European were quite interested in Chinese culture. After understanding the general atmosphere of the European society, Ji realised the China's potential influence. After that, she joined the ENAT because of her strong desire for travelling. She constantly communicated with the association via emails for two years, and she also did volunteer work about translating Chinese language for the association. Since she has interacted with the association for a long time, they established good relationships with each other. The founder of the association also realised the potential for China to develop Accessible Tourism, so at the end of 2017, the activities of the European Union received chances and capital. They created Rare and Roll together.

"BE PERSEVERING, BE RESILIENT"



## 公司成立

2018年5月，纪寻获得了世界上最大的酒店预订网站缤客荷兰总部的20万欧元「种子轮」融资，促成了「奇途」的诞生。除了获得缤客的资金和资源的支持，「奇途」还背靠欧洲无障碍旅游协会（ENAT），该协会由欧盟委员会支持，在无障碍旅游领域拥有数十年丰富经验，旗下有100多家遍布世界各地的会员和近200家旅行社。欧洲无障碍旅游协会开发了世界上第一个无障碍旅游资料库Pantou，并独家授权「奇途」进行汉化并使用。目前，该资料库内有800多家旅游服务供应商入驻，并在持续扩大中。



## 公司發展

「奇途」通过线上媒体、小程序等向中国有「无障碍需求」的人群，包括但不限于老年人、残障人士、罕见病和癌症患者，推荐无障碍旅游产品。除此以外，公司也向企业用户提供培训咨询服务和品牌增值服务，并开展针对专业人士的研习团。此外，「奇途」的 Access China系列英文媒体则向海外游客推介中国的无障碍旅游产品。

## ESTABLISHMENT

In May 2018, Ji Xun received 200,000 euros of financing from the Booking.com, the world's largest hotel reservation website, which led to the birth of Rare and Roll. In addition to receiving financial and resource support from Booking.com, Rare and Roll is also backed by the European Network for Accessible Tourism (ENAT), which is supported by the European Commission and has decades of experience in the field of accessible tourism, with more than 100 members and nearly 200 travel agencies all over the world. The ENAT has developed the world's first accessible travel database, Pantou, and has exclusively authorized Rare and Roll to sinicize the database. At present, there are more than 800 travel service providers in the database, and it is continuously expanding.



## DEVELOPMENT

Rare and Roll recommends barrier-free travel products to people in need in China, including but not limited to the elderly, people with disabilities, rare diseases and cancer patients through online media and mini program. In addition, the company also provides training and consulting services to companies for adding their brand value. Also, Rare and Roll's "Access China" series promote China's barrier-free travel products to overseas tourists.





“不能常常怀抱着需要社会福利的想法，要为自己负责，要自己更主动去争取”

除了线上的免费小程序，奇途也有线下的付费服务。纪寻指出弱势群组以往都习惯了获取社会福利，但她认为残障社群在争取社会资源的同时也要对个人行为负责。因此，奇途大部分的线下活动采用合作型模式，让残障社群明白活动非社会福利，不能常常怀抱着需要社会福利的想法，要自己更主动，培养平等意识，真正融入社会。

## 理念



“Don't always rely on social welfare, be responsible to yourself, and take the initiative to fight for a better life by yourself”

Aside from free online applications, Rare and Roll also has offline paid services. Ji Xun pointed out that the underprivileged have been used to receive social welfare, but she thought that the handicapped should be responsible for their personal behaviour while they are striving for social resources. Thus, most of the offline activities of Rare and Roll used the mode of cooperation, so that the handicapped participants would understand that the activities were not social welfare. Instead, they have to be more active to cultivate their sense of equality and truly assimilate into society.

## Virtue

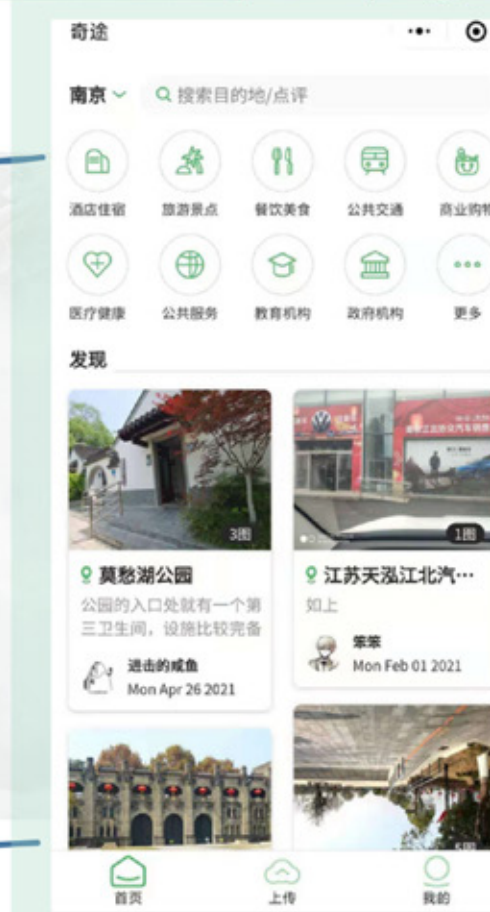


# 奇途无障碍

## 项目

### 微信公众号+小程序

目前，奇途的微信公众号拥有将近3000人的粉丝量，其中30%是通过朋友推荐的，而且65%都是90后。小程序发动社群力量，推动志愿者/民众提供国内各地无障碍旅游资讯，贡献数据，也达到无障碍公共教育。



### 残障资源中心

- 累积约5000人的残障青年社区网络
- 向企业用户提供培训咨询服务和品牌增值服务

### 无障碍旅游

举行旅行者分享会，实地带大家进行过一次城市的无障碍行走；为一个城市的所有海底捞门店做个无障碍侧评；也对比过主流的酒店预订网站，寻找无障碍的解决方法。

# RARE AND ROLL

## Project

### WECHAT OFFICIAL ACCOUNT & MINI PROGRAM

At present, R&R's WeChat public account has nearly 3,000 followers, 30% of which are recommended by friends, and 65% are post-90s. The mini program mobilizes the whole community to contribute to the database of accessible travel. It encourages volunteers/ the general public to provide accessible travel information from all over the country. Accessible Travel public education can also be achieved at the same time.



### HANDICAPPED YOUTH COMMUNITY NETWORK

- A community network of approximately 5,000 handicapped youths
- Provide training and consulting services to companies for adding brand value

### ACCESSIBLE TRAVEL

A traveler sharing session was held, and participants had the chance to experience accessible travel in the city. R&R also made a barrier-free facilities review for all Haidilao stores in the city and compared mainstream hotel booking websites to find barrier-free solutions.



“  
旅游是手段，不是目标，让他们  
和社会连接起来、融入社会，  
才是奇途的宗旨”

PROMOTING ACCESSIBLE TRAVEL  
IS A MEANS, NOT A GOAL. TO  
CONNECT HANDICAPPED PEOPLE  
WITH THE COMMUNITY AND  
INTEGRATE INTO THE SOCIETY IS  
OUR PURPOSE.

分享你的爱  
真正「无障碍」

Build a  
barrier-free  
world

扫描二维码  
分享无障碍资讯

scan the QR code,  
share barrier-free info





Rare and Roll is a social enterprise that promotes accessible travel and the development of handicapped youth. Its purpose is to provide travel solutions for travelers with special needs by means of technology and professional knowledge.

WeChat mini program  
Accessible travel  
Handicapped Youth Community  
Network



微信小程序

## About the social innovator

“Travelling is a key to open the door to another world. It connects people and the community.” said by Ji Xun, the founder of Rare and Roll. Ji Xun is an enthusiast about travelling. She used to be a shy girl, but then she established a closer linkage with the world via travelling and stepped out of her comfort zone. Ji Xun has suffered from congenital muscular dystrophy since childhood. In 2007, since the examination system was not well developed at that time, there was no special assistance for the handicapped to accommodate their needs. Ji Xun was dissatisfied with her examination results and decided to study in the United States. Since then, Ji Xun stepped out of her comfort zone and embarked on a journey of exploration.

Among her travelling experiences, the most impressive one was the road trip of her school. She first started to passively socialise with other people, and slowly she became more willing to share her thoughts and truly communicate with others. Not only did Ji understand different local conditions and customs, but she also figured out that the handicapped in other countries were well protected. She began to reflect on her past experiences in China, and realised that she should not be treated unfairly. Therefore, She is determined to find better ways to fight for equal opportunities for the handicapped. The travelling experiences from these years have given Ji passion and enthusiasm, and they also encouraged her to find better methods to change her life. Travelling has let Ji find herself amid exploration.

The establishment of Rare and Roll is an opportunity. In 2014, Ji travelled to France and found that some Europeans were quite interested in Chinese culture. After understanding the general atmosphere of European society, Ji realised China's potential influence. After that, she joined the ENAT because of her strong desire for travelling. She constantly communicated with the association via emails for two years, and she also did volunteer work about translating Chinese language for the association. The founder of the association also realised the potential for China to develop Accessible Tourism, so at the end of 2017, the activities of the European Union received chances and capital. They created Rare and Roll together.

“Don't always rely on social welfare, be responsible to yourself, and take the initiative to fight for a better life by yourself.” Ji Xun used this sentence to conclude the vision of Roll and Rare. She thought that the handicapped should be responsible for their personal behaviour while they are striving for social resources. Thus, most of the offline activities of Rare and Roll used the mode of cooperation, so that the handicapped participants would understand that the activities were not social welfare. Instead, they have to be more active to cultivate their sense of equality and truly assimilate into society. “Promoting accessible travel is a means, not a goal. To connect handicapped people with the community and integrate into the society is our purpose.” Ji emphasised.

# 美好心理 Meihao Psych

Managing MeihaoPsych is like playing video games, there are more challenges ahead after you have carried through your current task.

Mei Lingjie, Founder of MeihaoPsych

# 美好心理 (北京) 科技有限公司

优质的心理学内容提供者  
The Serendipity of Psychology

成为真实、自由、有力量的人



## 美好心理

优质的心理学内容提供者





美好心理。MEIHAOPSYCH

## 公司介绍 ABOUT US

美好心理(北京)科技有限公司是一家专注于用**优质心理学内容**，帮助教师和企业员工**自我完善与心理成长**的教育公司。

THE SERENITY OF PSYCHOLOGY PROVIDES QUALITY PSYCHOLOGICAL CONTENT TO ASSIST TEACHERS AND CORPORATE MANAGERS TO ACHIEVE PERSONAL GROWTH THEMSELVES AND ASSIST THOSE AROUND THEM TO ATTAIN SELF-ACTUALIZATION.

团队成员均来自心理学与教育学专业的**海外藤校背景**，有丰富的**研究经历和实践经验**。

OUR TEAM CONSISTS OF PSYCHOLOGY AND EDUCATION GRADUATES FROM REPUTABLE UNIVERSITIES, HAVING DIVERSE RESEARCH, AND TEACHING EXPERIENCES; WE ARE COMMITTED TO PROVIDING PROFESSIONAL PSYCHOLOGY CONTENT AND ADVICE.

是学术背景扎实的前提下，最懂用户需求的心理学内容团队。

## 团队成员介绍 OUR TEAM

### 梅凌婕

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康奈尔发展心理学硕士  
好未来首届海外雄鹰管培生  
北京大学A计划产品设计与战略顾问

- Founder of The Serendipity of Psychology
- Developmental Psychology M.A., Cornell University
- Marketing training at Tomorrow Advancing Life
- Product Design and Strategy Consultant of School of Psychology and Cognitive Sciences at Peking University



美好心理。MEIHAOPSYCH

### 赵轩

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- Researcher at Stanford University
- Postdoctoral researcher at the University of Chicago School of Business
- PhD in Social Psychology, Brown University



### Jessica

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北京大学心理学系硕士  
斯坦福大学教育学系硕士

- Assistant Professor at School of Business, Georgia Tech University
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- Master of Education, Stanford University





## 团队成员介绍 OUR TEAM

### 王枣

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国研智库未来大学测评项目负责人  
耶鲁大学心理学博士生



- Head of Psychology Center, Moonshot Academy
- Head of the Evaluation Project of Future University at the Development Research Think Tank (DRTT)
- PhD candidate in psychology at Yale University

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### Yami

谷歌软件工程师  
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- PhD student in psychology at New York University
- Master of Education, Harvard University
- Master of Evidence-Based Social Intervention and Policy Analysis, University of Oxford
- Bachelor of Psychology, Tsinghua University



## 我们的使命 OUR MISSION

让用家成为真实、自由、有力量的人  
Empower individuals to be genuine, autonomous, and powerful

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自主性 Autonomy	同理心 Empathy	影响力 Authority	生涯规划 Life-planning
情绪成熟度 Emotional intelligence	关系建立 Interpersonal relationship	信息分析 Information analysis	认知纠偏 Cognitive restructuring
自我整合性 Self-integration	观点采择 Integration of opinions	团队合作 Team work	风险偏好 Risk management
积极心态 Positive attitude	团队领导 Leadership	冲突处理 Conflict resolution	压力管理 Stress management
自我控制 Self-control	人际理解 Empathetic understanding	展示与表达 Articulation	批判性思维 Critical thinking



## 产品介绍 OUR SERVICE



## 发展历程 OUR HISTORY

- 2020 年3月3日公司成立  
Established on 3rd March, 2020
- 2020年4月至6月为创新性国际学校——  
提雅学院 提供成长导师培训  
Provided teacher development workshop for Theia Academy from Apr-Jun in 2020
- 2020年4月23日受邀参加斯坦福EPIC  
中国教育论坛 创新项目展  
Invited to participate as an innovative project in 2020  
Stanford Education Practitioners and Innovators of China Forum



提雅学院  
THEIA  
ACADEMY





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美好心理

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## About the social innovator

Take the road not taken?

Two roads diverged in a wood, and May, like Robert Frost, took the one less traveled by, and that made all the difference for her career.

Leading a sparkling, meaningful and fulfilled life, May is a glowing person to talk to. Never does she regret her decisions. Doing extraordinarily well in Cornell University as an undergraduate psychology student, May was a promising researcher in the field. Her thesis supervisor invited her to join her research team overseas upon graduation. However, May, who has a strong desire to make everyone around her a more fulfilling person, could not wait to get her hands on the practical ground. After due consideration, and careful risk management, she left her research tools behind and dived into the real world. She started MeihaoPsych, an online positive psychology content provider in the mist of COVID-19 in April 2020. May and her founding team, who have all graduated from renowned overseas universities, share a vision to share psychological knowledge for all and be a partner to those who seek to engage in personal development. MeihaoPsych wishes to empower people through psychoeducation by bridging high end jargons to the real-world context. Having said that, May and her team always keep themselves abreast of the most updated research development in the field. May highly encourages her staff to engage in life-long learning, as she sees learning as a way to achieve sustainability for her start-up which offers personal development tips based on psychology research.

It certainly gets tricky when it comes to personal development, as life can be of different forms. What is the right thing to do in life? When asked of the directions by which MeihaoPsych opts to nudge their clients in counselling setting, May told us that MeihaoPsych wishes their clients to lead the best form of their life. She frankly admitted that the “right” way to live is subjective, thus, her team seeks to be a catalyst for people to grow into the best form of themselves by upholding a non-judgmental attitude.

May has definitely achieved transcendence as demonstrated by her noble manner in perceiving the world. She sees her business as an arena for self-actualization. Her business and her mindset are ever-expanding. She cannot recall the happiest moment nor the greatest achievement in her career, as she sees her business as an ongoing challenge for herself. As she puts it, “... managing MeihaoPsych is like playing video games, there are more challenges ahead after you have carried through your current task...”

It is never only about profit margin for MeihaoPsych. They see the void in people’s hearts, which needs to be nourished by psychological “aha moments” and filled by self-compassion. May is motivated by compassion and meaning, hoping to empower as many people as she and her team possibly can. Walking out from high-end research institutes, May and her team have always taken pride in upholding high ethical standards. When asked of the most important moral rule for her in leading MeihaoPsych, it was a no-brainer for May to pronounce “integrity”. May understands that there is a price to pay for being “honest” in the business world. But she said she is more than willing to make sacrifices in order to defend the intrinsic and social value of MeihaoPsych. As she recalls, “... we organised a face to face lecture, hoping to hold it during the “COVID window”, but we did not press on when the situation got worse again. There were certainly some customers unhappy about our decision to cancel it, but in MeihaoPsych, we do what we think is right.”

Is giving up a full-time job to start up MeihaoPsych an impetuous decision for May? It was not her first time to commit without backup plans anyways. One thing for certain, this side of her has proven to be leaving her no regrets all along.

Take the road not taken, with grace and integrity.



# 朗力养老 Longlive

If we fail, at most we will only lose money and time, but if we succeed, many elderly people will be able to enjoy better services, which is worth it.

Ying Liu, Founder of Longlive



"提升老人生活质量，减轻儿女照护负担"

"Improve the quality of life of the elderly,  
and reduce the burden on their children"



## 关于朗力

创建于2011年，朗力是中国首批专注适老化改造行业的领导者和推动者，将多年一线养老服务经验转化到适老宜居业务板块中，形成以“评估+产品+服务”为商业模式。

## ABOUT LONGLIVE

Founded in 2011, Longlive are one of the earliest leaders and promoters of China's age-friendly retrofitting industry. Longlive have applied our years of experience in front-line elderly care services to the age-friendly business sector and formed a business model of "assessment + products + services".



## 人口老龄化

据第七次人口普查显示，我国60岁及以上人口已达2.64亿，约占总人口的18.7%。中国的养老呈“9073”的格局，即90%以上的老人选择居家养老，7%的老年人依托社区的养老服务中心，3%的老人选择住养老机构。随着老人身体机能逐渐衰退，如何让他们享受舒适、有尊严的居家养老生活，成了现今社会需要长期面对的问题。



## POPULATION AGEING

According to the seventh census, the number of people aged 60 and over in China has reached 264 million, accounting for approximately 18.7% of the total population. China's elderly care is in a "9073" pattern, that is, more than 90% of the elderly choose to age at home, 7% rely on community-based elderly service centers, and 3% choose to live in elderly care institutions. As the physical function of the elderly gradually declines, how to let them enjoy a comfortable and dignified life at home has become a long-term problem for the society nowadays.

## 解决方案 Solutions

朗力通过社区养老切入上门居家养老服务，最终聚焦到一个养老垂直细分领域——适老化改造

Longlive accesses to home-based elderly care services through community elderly care services, and finally focuses on a subdivision field of elderly care, namely, the age-friendly retrofitting



## 三块主要业务 THREE MAIN BUSINESS SECTORS

### 1. 社区养老服务 Community Elderly Care Services

居家上门服务:为老人提供专业化、规范化的生活类或康复类的长期上门照护服务

home-based on-site service: providing professional and standardized care or rehabilitation long-term on-site care services for the elderly

社区养老连锁服务:在日间照料微型养老机构提供全托、日托或临托服务。  
community elderly care chain service: providing full care, day care or temporary care services in day care centres



### 2. 社工服务 Social Work Services

主要关注社区空巢、失能、危机老人的帮助服务及社区融合等领域  
mainly focuses on the support services for the elderly such as empty nest and disability in the community and community integration



核心团队:专业社工团队  
core team: professional social work team

支持团队:1、医师团队 2、护理人员团队 3、志愿者团队  
support team: 1. physician team 2. nursing staff team 3. volunteer team

### 3. 适老化改造 Age-friendly Retrofitting

为个人家庭、单位机构和公共三类服务对象和客户提供适老化的定制改造服务

Provide age-friendly retrofitting services for three types of service objects and customers of individual households, institutions, and urban public

形成“评估+产品+服务”的运营模式

Form an operation model of "assessment + product + service"

专注于个人家庭适老化服务的评估和定制化解决方案  
Focus on the assessment and customized solutions of personal age at home services

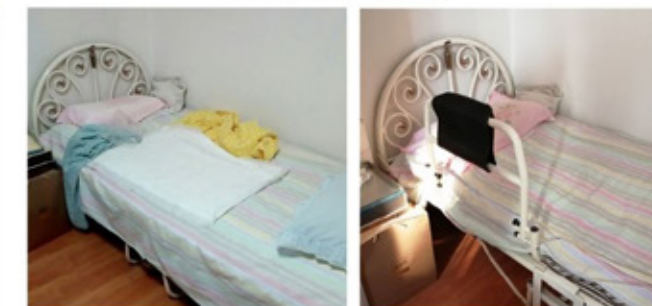
### 改造案例 Modification Cases

增加马桶扶手  
install toilet handrails  
地面做防滑处理  
anti-skid treatment on the bathroom floor



改造前 改造后  
Before After

在睡床附近安装1.2米的助力架,帮助老人卧床起身等行动  
install a 1.2-meter booster frame near the bed to help the elderly get up and other actions





## 价值观

## VALUES

持续创新  
Continuous  
Innovation

有温度  
Warm

真诚  
Sincerity

热爱  
Passionate

商业向善  
Business  
for Good

可持续发展  
Sustainable  
development

## 发展历程 HISTORY OF DEVELOPMENT

在成都开办全国第一家  
专业社区微型养老院  
Established the country's  
first professional  
community-based elderly  
care centre in Chengdu

朗力社区养老连锁覆盖  
到成都所有城区  
Longlive's community  
senior care chain covers  
all urban areas of  
Chengdu

自主研发全国首家居家  
适老化线上评估系统  
Developed the country's  
first aging at home online  
assessment system

2011

2013

2014

2016

2017

2018

受委托制定成都市两项  
地方行业标准  
Entrusted to formulate two  
local elderly care industry  
standards in Chengdu

开辟新的服务板块——  
适老化改造  
Opened up a new service  
sector - ageing-friendly  
retrofitting

获得亿方公益基金会  
千万级天使轮投资  
Obtained ten million  
level angel round  
investment from Yifang  
Foundation

2020

参与中国适老环境评价标准制定  
Participate in the development of  
China's age-friendly environment  
assessment standards

业务拓展到全国25个城市  
Business expansion to 25  
cities in China

企业荣誉  
ENTERPRISE HONOR

2020 获得养老（适老化）服务标准  
AAAAA认证  
AAAAA Certification for  
Elderly (aging-friendly)  
Service Standards

2019 中国第13家B-Corp认证  
The 13th B-Corp  
Certified Social  
Enterprise in China

2018 中国慈展会社会企业认证  
“十大金牌社企”  
China Charity Fair Social  
Enterprise Certification  
"Top 10 Gold Medal  
Social Enterprises"

2016 全国社创之星金奖  
Gold Award of "SEStar"

2015 获得全国社会养老服务示  
范工作单位荣誉  
National Social Elderly  
Service Demonstration  
Work Unit

2014 汇丰英国社会创新之旅奖  
HSBC Social Innovation  
Award





## 联络我们 CONTACT US



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## About the social innovator

"If we fail, at most we will only lose money and time, but if we succeed, many elderly people will be able to enjoy better services, which is worth it," said Liu Ying.

Liu Ying was originally the owner of an advertising company. In 2010, her father suddenly passed away. Liu Ying found out that she was busy with work and did not take care of her parents. So, she began to pay attention to the problems encountered by the elderly and choose to start a business related to elderly care services.

Because of her lack of experience in the elderly care industry, she and other friends who are also interested in this industry formed a team and spent a year and a half inspecting different places. She originally planned to establish a nursing home, but she thought the investment and return are not proportional. Also, she loves to try new things and doesn't want to just do the same things as others. Therefore, she finally decided to establish a community elderly care service center and provide home-based elderly care services. In 2011, when China's elderly care industry was dominated by nursing homes, this was a very avant-garde move. It was even two years earlier than the Chinese government's "9073" pension policy. In the first few years of operation, Liu Ying kept thinking of three questions. What is the rigid demand of the Chinese elderly? And most elderly people can afford it? And service providers have sustainable profit margins? In 2016, Longlive finally developed a business that satisfies these three points at the same time: aging-friendly retrofitting, and forming an "assessment + product + service" operation model, which includes developing an evaluation system and related products.

Longlive's ability to become a leader of the elderly care industry in China has a lot to do with Liu Ying's character that loves trying new things. She is a curious person and has many hobbies such as fishing, rock climbing, painting, dancing, and singing. "When I think of (something), I have to do it," said Liu Ying. In addition, when asked why the majority of Longlive's team are young people, she said that young people have strong innovation and learning abilities, and vitality. She and her team always overturn and adjust past decisions. "The only thing that remains constant is change," said Liu Ying. Longlive's innovative move to open a community elderly care service center and develop the business of adapting to aging has enabled Longlive to maintain its leading position in the elderly care industry.

She also said that she will not give up easily when encountering difficulties. Whether in the initial stage of establishment or in the process of developing an aging business transformation, Longlive has encountered many challenges. For example, in the early stage of operation, she faced problems such as capital flow and attracting talents. As well as when developing their own aging-friendly retrofitting evaluation system, due to the lack of precedents and industry standards, they spent a long time exploring how to develop a standardized and personalized evaluation system. Moreover, when expanding its business to Shenzhen in recent years, due to the better economic conditions of the elderly in Shenzhen, they have higher requirements for services. This is undoubtedly a new challenge for Longlive. However, Liu Ying thinks it is a good thing because it can make the company move forward.

The happiness of the elderly is the biggest reason why Liu Ying can persist in the elderly care industry. When asked what changes the process of social innovation has brought to her, she said that she has no desire for money now, and what she wants to do is to be able to infect others to do meaningful things together.



# 爱照护 I-Zhaohu

We aim to stimulate elders' self-reliance, enable them to return to their families and society with dignity.

Mike Yan,  
Co-Founder of I-Zhaohu

Good Health  
and Well-  
being





· AGING IN PLACE ·

上海爱照护养老服务有限公司

IZHAOHU

☎ 400-006-3300



**爱照护™**  
the meaning of care

## 企业宗旨 MISSION & VISION

“激发长者自立能力，使其有尊严的回归社会和家庭”

Izhaohu aims to transform intelligent technology into a driving force for the development of elderly care services and stimulate the elders' self-reliance, enable them to return to their families and society with dignity

## 关于我们 ABOUT US

爱照护由丁勇创立于2007年，上海爱照护是国内首家基于K-AID（知识+人工智能+物联网+大数据）融合技术的智慧养老服务企业，K-AID技术全面支持面向“按成效收费”的iACC智能化全覆盖照料社区原居安老新模式(intelligentized all-inclusive care community)，为社区居家长者提供照护生命周期内“一站式”全龄段和全天候智慧养老服务。

Izhaohu was founded in 2007 by Ding Yong and Shanghai Izhaohu is the first domestic smart elderly care service company based on K-AID (Knowledge + AI + Internet of Things + Big Data). K-AID technology fully supports the iACC (intelligentized all-inclusive care community) intelligent which is a full-coverage care community for P4P model (pay for performance). The new model of elderly care provides a "one-stop", "full-age" and all-weather smart elderly care services for the community.

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## 爱照护团队 OUR TEAM

上海爱照护团队集合了海内外专业照护领域和AID技术领域的跨界精英人才，拥有数位业内优秀算法和数据科学家，以及资深长期照护科学和人文领域的专家，实现本土与海外、文化与技术的完美结合。

Shanghai IzhaoHu's team gathers cross-industry elites in professional nursing and AID technology locally and overseas. It has a number of outstanding algorithm and data scientists in the industry, as well as senior long-term care science and humanities experts, to achieve local and overseas, the cultural and technological perfect combination.

## 荣誉 HONOUR

上海爱照护通过了ISO9001（2015版）国际质量管理体系认证，在2018年还获得了“年度中国社会价值共创优秀企业奖”和中国慈善展评选的“中国金牌社会企业”。

Shanghai IzhaoHu passed the ISO9001 (2015 version) international quality management system certification. In 2018, it also won the "Annual China Social Value Co-creation Excellent Enterprise Award" and "China's Gold Medal Social Enterprise" selected by China Charity Exhibition.



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# 我们的服务

## OUR SERVICES

### 01 家庭e养院 E-home



#### "二零三好"服务体系

零卧床 零尿不湿 吃好 睡好 运动好

"2 zero 3 good" service system

No bedridden No Diapers Eat incense Sleep well Exercise well

### 02 康复式日托 I-training



Integrating medical rehabilitation, fitness exercise and professional training. This is a systematic treatment and training program, suitable for whole-body exercises for all ages, you can choose either small group classes or one-on-one rehabilitation treatments

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# 我们的服务

## OUR SERVICES

### 03 术后康复

SNF

专业训练指导

既可享受入住长者照护之家进行机构强化训练，也能参与“Yes-I-Can”自立训练课程或爱自立训练营训练及享受80项专业“1对1”康复训练服务

Professional training guidance

You can not only enjoy staying in the elderly care home for intensive training, but also participate in the "Yes-I-Can" self-reliance training course or love self-reliance training camp training and enjoy 80 professional "1 to 1" rehabilitation training services

### 04 记忆照护

Memory care

适合人群: 轻(中)度认知症对象

Mainly target on people with mild (moderate) dementia

### 05 好邻居帮手

i-button



Click to call, no telephone charges  
一键呼叫 免通讯费

爱照护一键呼叫  
爱照护一键呼叫  
爱照护一键呼叫



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## 我们的优势 OUR ADVANTAGES

爱照护是以原居安老为理念，结合物联网，人工智能，大数据打造以ACCE模式为主的生态养老。相比传统养老院，ACCE具有成本更低，服务成效显著，照护环境友好，亲情维系和智能化连接一切的独特优势，也是中国独有“街道-居委”行政结构下的适合中国老龄化问题的社区居家养老模式。

Izhaohu is using the concept of home-based elderly care, combined with the Internet of Things, artificial intelligence, and big data to create ecological elderly care based on the ACCE model. Compared with traditional nursing homes, ACCE has the unique advantages of lower cost, significant service effects, a more friendly care environment, family relationship maintenance, and it can connect everything with intelligence. It is also suitable for the Community home care model in China under the unique "street-residential committee" administrative structure in China.



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丁勇此前在硅谷创业，2007年回国创办爱照护。  
PRIOR TO STARTING A BUSINESS IN SILICON VALLEY, HE RETURNED TO CHINA IN 2007 TO ESTABLISH IZHAOHU



## 創辦人：丁勇 FOUNDER: DINGYONG

“

传统的养老服务模式常常仅停留在生理与安全的需求层次，因为专业的照护服务需要康复、护理、营养、心理、社工等十多个工作岗位的有效协同，照护人员自身专业能力与协同作战能力不足，使得服务效率与质量较低，再加之传统盈利模式单一，这些成为了现阶段养老行业的痛点与难点。

"The traditional elderly care service model often only stays at the level of physiological and safety needs. It is because professional care services require the effective cooperation of nursing, nutrition, psychology, and social work, and the professional capabilities of the caregivers themselves. Insufficient ability to cooperate with each other, resulting in low service efficiency and quality, coupled with the single traditional profit model, these have become the pain points and difficulties of the elderly care industry at this stage."

”

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“

对于失能失智的老人来说，需要尽早发现诸如摔倒等可能导致意外的情况，我们由此进一步研发出了智能化远程看护系统。

For the elderly with disability and dementia, it is necessary to detect situations that may cause accidents such as falling down as soon as possible, and we have further developed an intelligent remote care system from this.

传统模式的按服务收费，有时容易导致过度服务，甚至影响老人的身体机能。相比之下，按成效收费(P4P)的模式或许更为理想，养老服务目标是帮助老人提高生活质量、减少照护度、减轻家属照护负担、减少医疗费用等，以此进一步提高养老服务效率。

The traditional model is charging by service, sometimes easily leads to excessive services and even affects the physical functions of the elderly. In contrast, pay for performance may be more ideal. The goal of elderly care services is to help the elderly improve the quality of life, reduce the degree of care, reduce the burden of family care, and reduce medical expenses, so as to further improve the efficiency of elderly services."

”

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**养老，在家就好**  
**AGING IN HOME**

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Let every old man live the way he likes



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连接300多个社区



达到20万户家庭

## About the social innovator

“We aim to stimulate elders’ self-reliance, enable them to return to their families and society with dignity”. said by Mike Yan, one of the co-founders of I-zhaohu. Mike Yan studied information technology at university. After Mr. Ding established I-zhaohu in 2007, he became one of the co-founders of I-zhaohu and now, he is mainly responsible for the application of smart products for the elderly.

During the interview, Mike shared the problems they encountered. At first, they launched many smart products for the elderly such as wearable devices to monitor the movement of the elderly and know if they are in an emergency. However, they found that those bracelets cause skin problems. Meanwhile, older people think that it is annoying if they need to keep charging the wearable devices. After that, they started to make some adjustments in smart products such as installing the smart products on beds, kitchen cabinets, or televisions. It can reflect the elderly activities at home through the use of furniture. By using this method, the elderly will feel more secure, as they think no one is monitoring them, and they don’t need to take care of these smart equipment.

Another thing is that there are no nurses and caregivers at the elderly centre at first as Mike mentioned. “All the engineers and technicians become caregivers to take care of the elderly at the beginning.” Although they faced many difficulties when taking care of the elderly, they understood the concerns and the needs of the elderly in the course of being a caregiver such as the monitoring issues. It helps put themselves in the elderly’s shoes and think of different interventions to resolve the elderly care problems. In the meantime, they encountered many challenges when they scale up. “People do not want the nursing homes near their homes, because they are afraid of getting dirty.” as mentioned by Mike. Also, policy barriers, with different scale up requirements, lead to an inability to expand their services. Therefore, they have done a lot of persuasive work when building nursing homes.

Mike also pointed out the strengths of I-zhaohu compared with other elderly care competitors, which is the IACC and P4P model adopted by I-zhaohu. P4P stands for pay for performance. People can pay for results, but not for services, to prevent over-service. In terms of his vision towards gerontechnology and home-based elderly care in China. Mike said that there are two main features focusing on China in the future. The first one is community-based care services. The second one is digitised or technological care services. He mentioned, “Within 10 years, there will be 500 million elderly people in China, who must use smart methods to solve their needs. For example, we will use technology to deliver water, assist equipment, and these can replace medical nurses and reduce the manpower eventually.” At last, he emphasizes that he hopes more and more elderly people can benefit from technologies and enable them to return to their home with dignity.



# 人人壮科技 People Strong

We aim to stimulate elders' self-reliance, enable them to return to their families and society with dignity.

Nick Zeng, Founder& CEO of People Strong



科技造福晚年  
Technology benefits the elderly







## 曾镜锵先生 Nick Zeng

创始人及首席执行官  
Founder & CEO

入选2019福布斯中国区30岁以下精英榜  
Forbes 30 Under 30 China 2019 list honoree

曾镜锵先生自幼便跟老人结下缘分，在小时候便喜欢跟家内的长辈聊天。当他在香港就读硕士时，他发现外婆总是忘记吃药，于是萌生了设计一款针对长者用药管理的产品的念头。在2015年，他设计的花朵形状的健康盒子和app推出市场，具有服药提醒、紧急救助等功能，同年，他成立了深圳市人人壮科技有限公司，专注于智慧养老行业。

「让天下不再有孤独的老人，  
让养老行业的养老不再难做」

Zeng had a close relationship with the elderly in his family. When he was a child, he liked to chat with them. When Zeng was studying for a master's degree in Hong Kong, he found that his grandmother always forgot to take medicine. This made him want to design a medicine management product for the elderly. In 2015, a flower-shaped smart pill box and app, with medication reminders and emergency rescue functions were launched on the market. In the same year, Zeng established People Strong, focusing on the smart elderly care industry.

"Let the world no longer have lonely old people. Let the pension industry is no longer difficult to do"

## 关于人人壮科技 ABOUT PEOPLE STRONG

创建于2015年，秉承“给长者及其家人带来最体面的、最简易的体验”的服务理念，致力于为长者设计最符合老人用户体验的产品及服务。同时，为家人带来最有爱、最省心、最体面的养老模式。

Found in 2015, adhering to the service concept of "bringing the most decent and easiest experience to the elderly and their families", we are committed to designing products and services for the elderly that best suit the needs of the elderly. At the same time, we are committed to bringing the most loving, hassle-free and decent elderly care model to their families.

# 10+

遍布城市  
Cities



# 50+

合作养老机构  
Cooperating elderly care institutions



# 100+

举办公益活动  
Organized charity activities



# 90000+

服务客户  
Customers





## 人口老龄化

在2018年，中国60岁及以上人口已达2.49亿，约占总人口的17.9%。中国的养老呈"9073"的格局，即90%以上的老人选择居家养老，7%的老年人依托社区的养老服务中心，3%的老人选择住养老机构。随着老龄化程度加深，传统的养老模式已不能够满足社会对养老服务的需求。

## POPULATION AGEING

In 2018, the population aged 60 and above in China has reached 249 million, accounting for about 17.9% of the total population. China's elderly care is in a "9073" pattern, that is, more than 90% of the elderly choose to age at home, 7% rely on community-based elderly service centers, and 3% choose to live in elderly care institutions. With the deepening of aging, the traditional elderly care model can no longer meet the society's demand for elderly care services.

## 解决方案 Solutions

人人壮科技在居家、社区以及机构养老体系下，提供“软件+硬件+平台+服务”的整体智慧养老解决方案，助力各类型养老从传统模式到互联网信息化的转型升级。

People Strong provides an overall smart elderly care solution of "software + hardware + platform + service" under the home, community, and institutional elderly care system, helping all types of elderly care to transform and upgrade from traditional models to Internet informatization.



## 三块主要业务 THREE MAIN BUSINESS SECTORS

### 1. 智能设备销售 Sales of Smart Devices

- C端销售: 通过经销商、服务合作商、直销、互联网平台、和大型展会
- B2C: through distributors, service partners, direct sales, Internet platforms and large-scale exhibitions
- B端销售: 通过各地养老服务机构、养老平台公司和相关政府组织
- B2B: through local elderly care service institutions, elderly care platform companies and relevant government organizations





## 2. 智能系统收费与定制化方案 Smart system charging and customized solutions

- 根据养老企业的特点，提供软硬件结合的方案
- provides solutions combining software and hardware to elderly care enterprises base on their characteristics
- 例如“三高预警方案”、“精神病药物管理方案”、“智慧养老服务方案”
- For example, "The three hypers early warning programme", "Psychiatric drug management programme", and "Intelligent elderly services programme"



## 3. 数据服务 Data Services

- 通过盒家云平台与盒家健康智能设备，随时随地监测老人身体健康数据变化
- monitor the changes of the elderly's health data anytime and anywhere through the Hejia cloud platform and Hejia health intelligent device
- 定期自动分析生成专业的健康报告，让医护人员和家人可根据报告指导老人健康生活
- professional health reports are generated on a regular basis, which can be used by healthcare professionals and family members to guide the elderly to a healthy lifestyle



## 企业荣誉 ENTERPRISE HONOR

- 2021** 汇丰最具发展潜力社会企业TOP20  
HSBC's top 20 social enterprises with the highest growth potential
- 2021** 深圳市宝安区养老服务协会会员  
Member of Shenzhen Bao'an District Elderly Services Association

累积获得奖项40+

Cumulative awards 40+

- 2020** ITH智慧康养产业价值榜银奖项目  
Silver Award Project of ITH Smart Health and Wellness Industry Value List
- 2020** 中国慈展会CCF社会企业认证  
China Charity Fair Social Enterprise Certification
- 2020** 第九届中国创新创业大赛优胜奖  
Winner of the 9th China Innovation and Entrepreneurship Competition

## 发展历程 HISTORY OF DEVELOPMENT





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## About the social innovator

“The world no longer has lonely elderly” and “the elderly care industry no longer be difficult to do” are the vision of Zeng Jingqiang, the founder of People Strong and his team.

Zeng had a close relationship with the elderly in his family. When he was a child, he liked to chat with them. When Zeng was studying for a master's degree in Hong Kong, he found that his grandmother always forgot to take medicine. This made him want to design a medicine management product for the elderly. In 2015, a flower-shaped smart pillbox and app, with medication reminders and emergency rescue functions were launched on the market. In the same year, Zeng established People Strong, focusing on the smart elderly care industry. As a post-90s generation, he hopes to output vitality and creativity and get closer to the elderly.

“People who understand technology don't understand elderly care, and those who understand elderly care don't understand technology.” Zeng sensitively discovers the pain point in the market. “To find suitable products for the elderly and at the same time affordable, we must first understand their needs,” said Zeng. Therefore, he often goes to nursing homes to do market research. He does not treat the elderly only as research objects, but treats them sincerely and truly considers their needs. “Don't be influenced by mainstream media. The elderly are not necessarily disadvantaged. We must appreciatively analyze their needs.” Said Zeng. After truly understanding the needs of the elderly, People Strong has launched smart watches, blood pressure monitors, blood glucose meters, and other products.

To operate a social enterprise in the elderly care industry, it is not enough to only care for the elderly. It is also necessary to create a sustainable business model. In addition to hardware sales, People Strong also provides smart elderly care customized solutions to elderly care operators. “It is hoped that through its products and cloud platform, the efficiency of the elderly care operators can be improved, and ultimately achieve the goal of providing better services to the elderly.” Zeng deeply understands that the current elderly care industry has disadvantages such as passive industry development and government-led leadership. Therefore, Zeng hopes to build an “Internet +” elderly care community in the future, operating in a purely commercial manner, without relying on government subsidies.

Zeng encountered many problems when operating People Strong, but he did not give up and came up with feasible solutions. For example, in terms of internal difficulties, Zeng was faced with the dilemma of the high mobility of the team at the beginning. To tackle this problem, Zeng learned the language of young people and understood their interests and became friends with his team. In terms of external difficulties, many elderly think electronic products are difficult to operate and refuse to use them. Therefore, People Strong provides electronic product training for the elderly in the community to eliminate their inherent impression. “The original intention of caring for the elderly and the ability to successfully create commercial value has allowed me to continue in the smart elderly care industry.”

During the interview, I found that Zeng is a caring and smart person. He spends a lot of time understanding the actual needs of the elderly and designs suitable products for them. This not only improves the quality of life of the elderly but also generates commercial value to support the long-term development of People Strong. What I admire most is he never forgot his original intention. “Many businessmen only focus on benefits, but I always believe that being responsible to customers is the most important.” Zeng is not deceived by interests and has always maintained his original intention of serving the elderly. After overcoming many problems, he persisted. It is worth learning.



# 十方缘 Shifangyuan

Be brave to serve beneficiaries innovatively. Be brave to change the lifestyle of the public and even promote the reform of industry and policies

Shugong Fang, Founder of Shifangyuan



十方缘  
SHIFANGYUAN

用爱与陪伴为生命服务  
SERVE LIVES WITH LOVE AND COMPANIONSHIP



北京十方缘公益基金会  
Beijing SFY Foundation



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## 十方缘简介 SHIFANGYUAN PROFILE



「每一个生命都是需要被呵护的，所以我们要不分析、不评判、不下定义，就是爱与陪伴。」

"We believe each individual living is born to be blessed, therefore we do not analyze, do not judge, do not define, but just treat equally with love and companionship."



## 关于我们 ABOUT US

十方缘于2012年成立，旨在为全国4000万临终老人提供专业的临终关怀服务，使老人在宁静祥和走完人生的最后路程，服务和培训更于2014年通过了国际ISO9001 质量认证。截止到2021年6月，按照十方缘老人临终关怀方法在108个省市县去义务服务重症、临终老人的组织已经有254家，10多万名义工，服务老人10多万人次。

Shifangyuan (SFY) was established in 2012, which aims to provide professional hospice and spiritual care to 40 million terminally-ill elderly in China so that they can get calm and peace when walking through the last mile of their life. In 2014, the services and trainings were recognised under international ISO9001 standard. And till June, 2021, there have been over 100 thousand volunteers from 254 organizations in 108 counties who have applied SFY hospice and spiritual care techniques to voluntarily serve over 100 thousand critically-ill, terminally-ill elderly.



## 十方缘公益系统 SFY CHARITY SYSTEM

老人临终关怀中心、小组或项目  
Elderly Hospice and Mind Care Centers, Groups or Projects

北京十方缘公益基金会  
Beijing SFY Foundation

中国生命关怀协会临终关怀工作委员会  
Chinese Association For Life Care Hospice and Mind Care Working Committee



## 义工文化 VOLUNTEER CULTURE

1. 不分析、不评判、不下定义  
Do not analyze, do not judge, do not define.
2. 做就好、在就好、爱就好  
Do well, stay well, love well.
3. 用爱与陪伴为生命服务  
Serve lives with love and companionship.
4. 生命呵护生命  
Lives care for lives.
5. 我与你同在  
I'm here for you.

## 使命和愿景 MISSION AND VISION

1. 让临终关怀成为职业  
Let hospice and spiritual care become a profession.
2. 让生命呵护生命成为一种生活方式  
Let lives care lives become a lifestyle.
3. 用爱与陪伴为生命服务  
Serve lives with love and companionship.



## 荣誉

## HONOUR

金牌社企  
Gold medal social enterprise

5A级社会组织  
5A level social organization

优秀社工团队  
Excellent volunteer team

国际ISO9001  
质量体系认证  
Being recognized under international ISO9001 standard

党建工作  
先进单位  
Advanced unit of party construction work

北京市千家为老  
服务示范单位  
Demonstration unit for thousand elderly services in Beijing

## 发展历程 DEVELOPMENT

成立北京十方缘老人  
心灵呵护中心  
Established Beijing Shifangyuan elderly hospice and mind care center

成立北京十方缘  
公益基金会  
Established Beijing SFY Foundation

走入学校和企业  
推动生命教育  
Went into schools and companies to promote life education

2012

2013

2015

2016

2019

2020

筛选出心灵呵护  
十大技术  
Screened out 10 hospice and spiritual care techniques

成立中国生命关怀协会  
心灵呵护工作委员会  
Established Chinese Association For Life Care Hospice and Mind Care Working Committee

开展线上老人陪伴和  
义工培训服务  
Started online elderly care services and online volunteer trainings

未来  
Future

推动临终老人关  
怀政策变革  
Promote policy reform of terminally-ill elderly care

普及社会爱与陪伴  
的教育  
Popularize love and companionship education in the society

推动安宁疗护临终  
关怀行业发展  
Promote the development of hospice care industry

4

十方缘公益联合创始人,  
老人心灵呵护五星义工  
SFY Charity co-founder,  
Elderly hospice and spiritual care  
5-star volunteer

方树功  
Fang Shu Gong

「做自己喜欢做的事，到死的时候不后悔。突然发现陪伴老人是我生命中喜欢做的事，分享陪伴老人的喜悦是我生命中喜欢做的事。」

## 与临终老人结下不解之缘

方树功以前是一名学习航天技术的理工男，在2011年之前，他从未想过未来会投身临终老人心灵呵护的公益行业。

2011年的一天，方树功前往一间老人院，发现所有人都在围绕刘老太太。原来，刘老太太的儿子过世了，导致她失去活下去的动力。方树功走进刘老太太的房间，在她床边坐下。忽然，刘老太太向方树功娓娓道来她早年的经历，借着《渔光曲》回忆起以前靠着一张渔网也能活下去的岁月。经过一轮交谈，刘老太太终于放弃了自杀的念头。这件事感触方树功特别深。「当老人感到绝望，陪伴是有力的方法把他拉回来。绝望背后是孤单，孤单背后是一份对爱的渴求。」

后来方树功发现这是中国的普遍现象，国内约有4000万重症、临终老人需要陪伴。所以在2011年，方树功联合其他9位创办人开始组织为临终老人提供心灵呵护服务。过程之中，方树功发现陪伴老人是他最喜欢的事，并在陪伴当中得到了喜悦和祥和。「其实不只是我们在陪老人，老人也在用生命陪伴着我们。」



"Doing my favourite thing, I will not regret when I die. Suddenly, I find out that accompanying the elderly is my favourite thing in my life, sharing the joy of accompanying the elderly is my favourite thing in my life."

## Unbreakable tie with terminally-ill elderly

Fang studied in the aerospace profession and had not thought about contributing to terminally-ill care industry before 2011.

On one day in 2011, Fang visited an elderly centre and found out that everyone was surrounding an elderly called Mrs Lau who wanted to commit suicide as her son died. Fang went into Mrs Lau's room and sat near her bed. Suddenly, Mrs Lau shared her story about her life at an early age with Fang. Through "song of fishermen", she recalled the memory of making a living using a fishing net at that time. After talking to Fang for a while, Mrs Lau gave up her thought of committing suicide. This impressed Fang a lot. "When the elderly feel desperate, companionship is a powerful way to pull them back because what behind desperation is loneliness and what behind loneliness is the desire to be loved."

Later, Fang figured out that this was a common phenomenon in mainland China, with 40 million critically-ill, terminally-ill elderly who needed companionship. Therefore, Fang initiated Shifangyuan with other 9 founders in 2011 which aimed at providing mental care services for terminally-ill elderly. In the process, Fang believed that accompanying the elderly was his most favourite job and led to joy and harmony in heart. "Not only do we accompany the elderly, but the elderly also accompany us with their lives."

5





**十方缘公益联合创始人，  
老人心灵呵护五星义工**  
SFY Charity co-founder,  
Elderly hospice and spiritual care  
5-star volunteer

**方树功**  
Fang Shu Gong

「发现这三个秘密以后，我突然感觉到陪伴老人是件特别幸福的事。」

"After getting these 3 secrets, suddenly, I feel that it is a blessing to accompany the elderly."

**来自老人的三个秘密**

西方有句话：「如果人生可以重来一遍，每人都可以成为伟人。」我们不能回到过去，但我们可以在他人身上得到领悟。「我们不是在帮助老人，反而，老人在帮助我们醒悟人一生要追求什么东西。」方树功从老人身上得到3个秘密。

第一，人一生最大的意义是悟到人生毫无意义，所以可以赋予人生无穷的意义，时时活在喜悦感恩之中。

第二个秘密是每一个生命都是需要被呵护的，「所以不分析、不评判、不下定义，就是爱与陪伴」。在爱与陪伴中，每个生命都有自我超越的可能性。

第三个秘密是关于心灵呵护的状态。方树功认为陪伴老人最佳的状态是陪伴者保持喜悦祥和宁静无念的状态，「陪伴是有力量的。当陪伴者放松无念，全然的接纳老人和自己的时候，老人就有面对死亡的力量，老人就有超越恐惧的可能性。」

### 3 secrets from the elderly

There is an old saying that if people get one more lifetime, everyone can become a great man. We cannot go back to the past but what we can do is to learn from others' experiences. "We are not helping the elderly. Instead, the elderly are helping us better understand the significance of being a human." Fang got 3 important secrets from the elderly.

The first one is, the most meaningful thing for humans is the realization of meaningless of life. Therefore, we can endow infinite meanings for life, and always live in joy and thankfulness.

The second secret is every life needs to be cared. "So do not analyze, do not judge, do not define, but just treat equally with love and companionship." There will be a possibility for every life to transcend themselves when getting love and companionship.

The third secret is about the attitude when conducting hospice and spiritual care services. Fang thought that the best condition when accompanying elderly was keeping joyful, harmonious and mindless condition. "Companionship is powerful. When carers become relaxed and mindless and fully accept themselves and the elderly, the elderly will get the power to face death and there will be a possibility for them to transcend the fear."

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## 社会背景 Social Background

2020 年中国失能/半失能老年人口数量达4250万人，他们的养老、医疗和心理健康问题直接影响一亿多户家庭。同时，中国老人的自杀率是世界平均水平的4-5倍，排到了全球前三，90%老人无宗教信仰。

In 2020, there were 42.5 million disabled/ semi-disabled elderly in China, and their elderly care, medical and mental problems directly influenced over 100 million families. Meanwhile, the suicide rate of the Chinese elderly is 4-5 times higher than the average rate in the world, which ranks top 3 globally. 90% of the elderly have no religious beliefs.

## 解决方法 Solutions

**公益践行：**  
在全国成立组织去组织志愿者关爱和服务老人。

**Charity practice:**  
Establish organizations in the country to organise volunteers to care and serve the elderly.

**行业倡导：**  
把非宗教技术方法总结成了10个，做成专业的培训并推广。

**Industry promotion:**  
Conclude non-religious techniques into 10. Then turn them to professional trainings and spread them out.

**政策倡导：**  
联合国内外的专家研究如何通过国家政策去为老人提供服务。

**Policy promotion:**  
Link local and foreign professionals to study how to serve the elderly through nationwide policies.

**社会倡导：**  
把老人心灵呵护的方法和技术普及到社区、学校和企事业单位，让年轻人学会陪伴自己的爷爷奶奶和亲人。

**Society promotion:**  
Popularize hospice and spiritual care techniques to communities, schools, and companies so that teenagers can learn how to accompany their grandparents and kins.

## 具体项目 Specific projects



老人心灵呵护义工培训  
Elderly hospice and spiritual care volunteer trainings



爱与陪伴一堂课  
A lesson of love and companionship



心灵呵护专业培训  
Hospice and spiritual care professional trainings

7



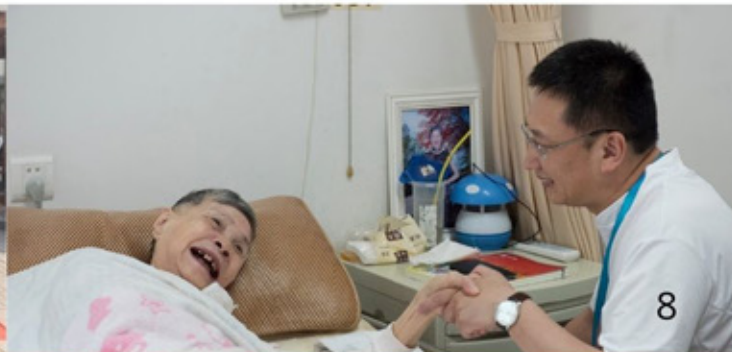
## 爱与陪伴三个方法

1. **生命陪伴生命**：恐惧的背后是对爱的渴望，这个时候老人最需要的是爱的陪伴。让他们感受到爱，唤醒他们心中的爱。
2. **生命影响生命**：让自己情绪宁静祥和，老人就有可能慢慢调整自己的情绪。
3. **生命唤醒生命**：让自己处在无念的状态，给一个爱的氛围，老人更容易实现对死亡恐惧的超越。



## 3 methods for love and companionship

1. **Lives accompany lives**: What behind fear is the desire for love. At this moment, the elderly eagerly need love and companionship. Make them feel love, wake the love in their heart up.
2. **Lives influence lives**: Calm down yourself and be harmonious, so that the elderly may adjust their mood slowly.
3. **Lives wake lives up**: Keep mindfulness and shape a loving atmosphere, so that the elderly can transcend the fear of death more easily.



8

## 老人心灵呵护十大技术

10 techniques for elderly hospice and spiritual care



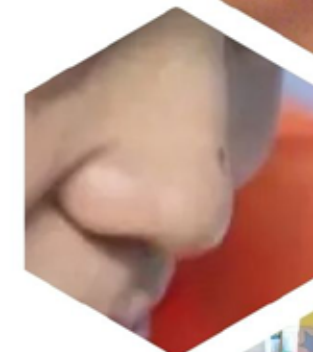
1. 祥和注视  
Stare harmoniously



2. 用心倾听  
Listen attentively



3. 同频呼吸  
Breathe in the same frequency



4. 经典诵读  
Recite the classic



5. 音乐沟通  
Communicate through music



可扫描二维码观看视频  
Scan the QR codes and watch the videos

9



# 老人心灵呵护十大技术

10 techniques for elderly hospice and spiritual care



6. 抚触沟通  
Communicate through physical contact

7. 动态沟通  
Dynamic communication



8. 不分析、不评判、不下定义  
Do not analyze, do not judge, do not define

9. 零极限技术  
Zero-limit technique



10. 同频共振  
Resonate in the same frequency

可扫描二维码观看视频  
Scan the QR codes and watch the videos 10

## 联系我们 CONTACT US

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<http://www.sfyfoundation.org/>



中国生命关怀协会  
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WeChat official account of Chinese  
Association For Life Care Hospice and  
Mind Care Working Committee



北京十方缘公益  
基金会微信公众号  
WeChat official account  
of Beijing SFY Foundation



北京十方缘老人心灵  
呵护中心微信公众号  
WeChat official account of Beijing SFY  
Elderly Hospice and Mind Care Center





## About the social innovator

Imagine one day, your life comes near an end and someone asks you what the most favourite thing is in your whole life, how will you answer it? For Fang Shu Gong, the answer is certainly staying with terminally-ill elderly. “Doing my favorite thing, I will not regret it when I die. Suddenly, I found out that accompanying the elderly is my favorite thing in life as well as sharing the joy of doing so,” said Fang.

### Unbreakable tie with terminally-ill elderly

Fang studied in the aerospace profession and had not thought about contributing to terminally-ill care industry before 2011.

On one day in 2011, Fang visited an elderly centre and found out that everyone was surrounding an elderly called Mrs Lau who wanted to commit suicide as her son died. Fang went into Mrs Lau’s room and sat near her bed. Suddenly, Mrs Lau shared her story about her life as an early age with Fang. Through “song of fishermen”, she recalled the memory of making a living using a fishing net at that time. After talking to Fang for a while, Mrs Lau gave up her thought of committing suicide. This impressed Fang a lot. “When the elderly feel desperate, companionship is a powerful way to pull them back because what behind desperation is loneliness and what behind loneliness is the desire to be loved.”

Later, Fang figured out that this was a common phenomenon in mainland China, with 40 million critically-ill, terminally-ill elderly who needed mental care. Therefore, Fang initiated Shifangyuan with other 9 founders in 2011 which aimed at providing mental care services for terminally-ill elderly. In the process, Fang believed that accompanying the elderly was his most favorite job and led to joy and harmony in heart. “Not only do we accompany the elderly, but the elderly also accompany us with their lives.”

### Inspirations from elderly

There is an old saying that if people get one more lifetime, everyone can become a great man. However, we cannot go back to the past. But what we can do is to learn from others’ life experiences and this is the biggest gift for Fang when doing mental care services for terminally-ill elderly. “We are not helping the elderly. Instead, the elderly are helping us better understand the significance of being a human.” Fang got 3 important inspirations from the elderly.

The first one is, the most meaningful thing for humans is the realization of the meaningless of life. Therefore, we can endow infinite meanings for life, and always live in joy and thankfulness.

The second secret is that every life needs to be cared for. “So do not analyze , do not judge , do not define, but just treat equally with love and companionship.” There will be a possibility for every life to transcend themselves when getting love and companionship.

The third secret is about the attitude when conducting hospice and spiritual care services. Fang thought that the best condition when accompanying the elderly was keeping joyful, harmonious and mindless condition. “Companionship is powerful. When caregivers become relaxed and mindless and fully accept themselves and the elderly, the elderly will get the power to face death and there will be a possibility for them to transcend the fear.”

“I have faced many difficulties in these ten years but I never feel tired because I am doing what I enjoy.” In 2016, Fang faced a bottleneck in volunteer services training. There was huge money and time cost in training volunteers for providing professional mental care services but money and trainers were in shortage. Instead of staying in anxiety, Fang quickly formed an association with other organizations to standardize mental care skills for volunteers. On one hand, this could increase the efficiency of service training. On the other hand, it paved the way for scaling up Shifangyuan in the following years. “Using one word to conclude my whole journey, that is ‘ (bravery)’.” Fang thought ‘bravery’ should include the elements of being innovative and thinking big. “Be brave to serve beneficiaries innovatively. Be brave to change the lifestyle of the public and even promote the reform of industry and policies.”





# 剪爱公益 Jian Ai Charity

It's not about how big the enterprise gets, but how in-depth our core services are. And we want to share that experience with other regions to facilitate better nationwide development.

Tony Tang, Founder of Jian Ai Charity



剪爱公益  
JIAN AI  
CHARITY



记忆的守望者  
GUARDIANS OF MEMORY





## 我们的故事 OUR STORY

剪爱公益成立于2013年，是中国首家专注40+人群脑健康教育与风险管理的4A级社会组织。

机构秉持“知行合一治未病”的理念，专注并深耕脑健康领域，以认知障碍早期筛查和干预为切口，提升全民脑健康素养、促进全民脑健康水平，推进全民脑健康福祉的专业化和可持续发展。

经过八年的发展，剪爱公益已经成为中国脑健康教育与风险管理领域的创新引领者，剪爱公益同时还是中国认知症分级预防体系的倡导者、全程管理的推动者和友好社区建设的践行者。

剪爱目前在上海营运16个服务网点，并且已发展到南京，深圳等十个城市。

Established in 2013, Jian Ai Charity is China's first 4A grade social organisation that focuses on education and risk management of brain health for individuals over 40 years old.

Upholding the idea of "treating disease before it happens", the organisation not only focuses on but aims to create a deeper understanding towards the field of brain health. Jian Ai uses early detection and intervention of dementia to raise literacy and boost standards along with promoting specialised, sustainable development of brain health and well-being nationwide.

After eight years of development, Jian Ai has become China's leading innovator in brain health education and risk management. The organisation is also an advocate for the country's graded dementia prevention system, a facilitator of whole process management, as well as a practitioner of friendly community construction.

Currently, Jian Ai has 16 service outlets within Shanghai and has expanded to 10 other cities such as Nanjing and Shenzhen

## 愿景 VISION

成为百姓家门口值得信赖的记忆守望者，健康大脑，健康中国。

Become a guardian of memories that people trust.  
Healthy brain, healthy China.



## 使命 MISSION

赋能40+人群降低认知衰退和认知症的风险。

Empower people over 40 with the ability to lower risks of cognitive decline and dementia.







汤彬先生  
**TONY TANG**

FOUNDER, CHAIRMAN, DIRECTOR

2012年是汤彬第一次接触到养老机构，亦是他第一次了解到养老体制的不足。在到访的过程，他发现失智老人的护理水平明显不高，而此场景勾起家中的焦虑。多年前，汤彬的外婆也患上了阿尔茨海默症，却因家人的重视程度不高而错失了有效的治疗。

面对缺乏改进的照顾水平，汤彬无意中发现了当中的领域空白：全国几乎没有组织针对认知症干预及脑健康教育。虽然没有公益经验，但汤彬给了自己三年时间去尝试，并在2013创立了剪爱公益。而八年后，汤彬仍然以仁爱，创新及求实带领着剪爱的发展。

「公益为我带来实践个人理想和社会抱负的舞台，而我希望剪爱能成为值得信赖的守望者。」

2012 was the first time Tony Tang came into contact with elderly care organisations. It was also the first time he truly understood the flaws of the system. During his visit, Tang noticed that elderly showing signs of dementia were not being treated under professional care. Moreover, the scene reminded him of his grandmother, an Alzheimer's patient, who was unable to receive timely care due to the family's lack of awareness.

In light of the stagnant level of care, Tang unintentionally discovered a blank in the market - no other organisation was offering services regarding dementia intervention and brain health education. Despite having no experience in public welfare, Tang gave himself three years to tackle the industry, founding Jian Ai Charity in 2013, and eight years later, he is still leading the organisation's development with kindness, innovation and reason.

"Charity has given me a stage to achieve personal goals as well as social ambition, and I hope that when people think of Jian Ai, the first thing that comes to mind is trust.

## 部分奖项 SELECTED AWARDS

- 2014** 青年影响社会|上海市十大公益创投项目  
青年影响社会 | Shanghai's Top 10 Venture Philanthropy Projects
- 2016** 上海市十大创新为老服务大赛十强（连续三届）  
Shanghai Top 10 Innovative Elderly Services (3 in a row)
- 中国公益节|中国年度公益项目  
China Charity Festival | China's Annual Charity Project
- 2018** 中心主任获央视年度慈善公益人物提名奖  
Centre director was nominated for CCTV Annual Charitable Person of the Year Award
- 公益之申|上海市十佳公益组织  
Shanghai's Top 10 Charity Organisations
- 2020** 中国公益慈善大赛百强  
China Public Welfare Project Contest Top 100

## 发展历程 DEVELOPMENT

通过剪爱防失智走近所  
覆盖的200+社区  
Prevent dementia from  
approaching Jian Ai's  
coverage of 200+ communities

联合长寿街道试点全国首  
个认知症友好社区建设  
Collaborated with Changshou  
Road Subdistrict to launch  
pilot for dementia friendly  
community

创立全国首家社区体脑  
激活中心及研发数字化  
解决方案  
Founded the country's first  
brain activation centre and  
development of digital  
solutions.

2014

2015

2017

2018

2019

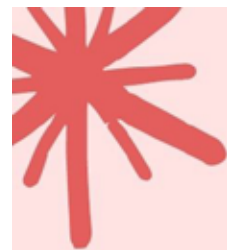
2021

提出和升级脑健康教育及服  
务，首倡认知症分级预防体  
系行动指南  
Propose and upgrade brain  
health education and services,  
advocate for graded prevention  
system

发起上海第一个爱米粒  
认知症家属互助会  
Established the first Ai Mi Li  
support group for family of  
dementia patients in  
Shanghai

启动2030脑健康计划  
Kickstarted 2030  
Brain Health Plan





## 创新解决方案 Innovative Solutions

有别于传统临床诊断，剪爱是上海首家以非药物方案治疗认知症的公益组织。机构主要透过二级干预降低风险和发病率，亦有提供家庭支持服务及脑健康教育。

Different from traditional clinical diagnosis, Jian Ai is the first social enterprise in Shanghai to specialise in non-medicinal treatment of dementia. The organisation mainly focuses on early intervention to reduce risk of the condition, as well as providing support for affected families and brain health education.

## 家人的角色 ROLE OF FAMILY

现今的养老体制里，只有10%的老人正接受中心或机构照顾。在专业人员不足的情况下，大部分老人都依靠家人的呵护。剪爱的服务不但能帮助患者家属建立正确理念和照护方法，也能减轻经济，社会及心理方面的压力。

In today's elderly care system, only 10% of elderly receive care from institutions. Most rely on at-home care due to the lack of professionals. Jian Ai's services not only help family members of dementia patients develop correct ideals and methods of care but also reduces financial, social and mental stress.



## 目标 Targets

1.

到2025年，影响100万人加入“我们是记忆的守望者”社会倡导行动。

**Influence one million people to join "Watchers of Memory" advocacy movement by 2025.**



2.

到2030年，影响同时为1000万人提供专业且适合的脑健康服务。

**Provide brain health services to ten million people by 2030.**



3.

到2050年，推动实现全体国民享有优质的脑健康公共服务。  
**Promote the realisation of high-quality brain health services for all by 2050.**





## 服务 Services

### 1. 健康倡导项目



### 2. 脑健康教育项目



记忆学堂  
MEMORY CLASSROOM

### 3. 脑健康筛查项目



## 服务 Services

### 4. 脑健康早期干预项目



静明荟  
JING MING HUI

### 5. 认知症互助项目



长寿社区认知症家属互助会  
互助互助 | 爱·米粒 | 团队协作  
上海罗宾逊中心 No.001

### 6. 认知症照护支持项目



知友之家  
DEMENCIA FRIENDS HOME



剪爱公益  
jian ai charity



中国2030  
脑健康计划



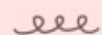
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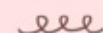
Contact Us

剪爱公益  
jian ai charity

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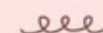
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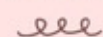
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## About the social innovator

In 2012, Tony Tang decided to visit a nursing home at the local neighborhood center right on the street he just moved to. What he saw shocked him. Elderly showing clear signs of dementia or loss of self-care ability were not treated with professionalism. Tang was no stranger to the condition - his grandmother, who suffered from Alzheimer's, was unable to receive timely treatment due to lack of awareness.

Both experiences led Tang to realize just how little had changed in terms of dementia diagnosis and support. They also revealed a blank in the market. Social organizations were starting to take note of the problem, but no one had really developed a solution specific to the condition. With that in mind, Tang founded Jian An Charity in 2013. As a businessman, it was also his first time dealing with the inner workings of the public welfare industry "Though not a mission-driven decision, I knew I wanted to start an enterprise," said Tang. "I gave myself three years to try, and if I failed I'd go back to my original profession." Eight years onwards, the Shanghai-based enterprise has proven to be successful. Rather than traditional medicinal treatments, it specializes in early prevention and timely intervention of the condition to reduce the risk of dementia. Additionally, Jian Ai educates surrounding family members to ensure quality care and reduce stress from tending to dementia patients. But despite having expanded to six other cities and boasting almost 600 volunteers, its core team remains small in scale.

"It's not about how big the enterprise gets, but how in-depth our core services are. And we want to share that experience with other regions to facilitate better nationwide development."

Unlike a lot of social enterprises, Jian Ai never experienced financial struggles. In order to fulfil social needs more independently, sustainable profit is generated from paid services and the government's policy purchases. However, Tang acknowledges the scarcity in talent and professionals required to expand to greater audiences, along with pointing out a lack of collaboration between existing enterprises in the industry.

"Right now, everyone is doing their own thing. We need to unite our operations via nationwide organizations in order to meet the high demand for solutions at all stages of dementia," said Tang

Moreover, the Covid-19 pandemic brought to a halt all in-person services such as their offline facilities, forcing Jian Ai to rely on other alternatives. The enterprise took the opportunity to strengthen their online offerings and expand upon their use of digitization in traditional methods. And when asked about possible marketing integration with social media, Tang jokingly referred to it as a pain point.

"That is something that needs to be improved on - we don't have much budget allocated for brand promotion nor are there any full-time staff working on it. The aim is to curate an active social media profile over the next three years," said Tang. With less than half of the population having active awareness towards dementia, more time before Jian Ai's 80% target is reached. Nevertheless, Tang was undeniably pleased with what the enterprise has achieved for the community and the industry, though he still noted room for improvement, as well as a desire to expand operations across the whole country. As for himself, Tang reveals he is already planning for a successor.

"It's bittersweet. This enterprise has allowed me to achieve a lot, and I'll definitely still be involved. But in five years I'd also like for me to manage my health, learn new things, improve abilities - just personal things," said Tang. "It's all about that balance."



## Chapter 2: Quality Education

Sustainable Development Goal 4 of the United Nations 2030 Agenda for Sustainable Development is to “ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”. In this chapter, we present seven social enterprises that strive to make learning relevant and meaningful for learners and society.

**Dummy Dad** creates a dedicated space for fathers to bond with their children through carpentry, advocating for positive fatherhood and gender equality. **Zaidi Nature** rebuilds the connection between children and the earth through environmental education. **Baohu Doudou** is a pioneer in providing Comprehensive Sexuality Education to children and their families. In the area of youth development, **Beyond the City** curates experiential learning trips that promotes exchange between young people from the rural and urban areas, **Shanghai Young Bakers** empowers disadvantaged youth to overcome exclusion and poverty by giving them access to quality trainings, and The Conarium Research Institute provides a diverse range of career training and internship opportunities that ensure a smooth transition to the world of work. **Young Education Consultants** specializes in providing speech therapy and communication training for children with special needs.





# 笨爸爸 Dummy Daddy

The meaning of life is to give life meaning.

Xujian Zhang, Founder of Dummy Daddy



笨爸爸父爱空间是由洛阳阳光社工机构发起的公益项目，旨在解决父爱教育缺失的社会问题。项目以木工为媒介，强化父亲的亲职角色和对积极参与父教的认同感，促进父亲回归家庭教育，达到亲子间深度陪伴的目的。



# 创办背景

## 一个爸爸的故事



### 从洛阳开始

张先生一开始花了大半年在洛阳考察，最后决定在洛阳建立阳市阳光社会工作服务中心。洛阳在国家的中心，四通八达，而且富有中国传统文化、历史味浓。张先生一家希望迁到节奏比较慢的地方生活，加上洛阳是他爱人的老家，四季分明，节奏比较慢，有利人生深度思考，于是最终举家迁到洛阳建立基地。

笨爸爸源自于创始人郭晓利和先生张旭健及两个女儿一家四口真实的故事。在2006-2015这9年的时间里，张先生从事金融工作，长期出差，每年家人见面的时间不到2个月。直到有一次，郭女士带孩子去医院体检，结果却让她大吃一惊。医生说孩子发育不良，比别的孩子身高要矮小许多，而且郭女士也发现孩子比同龄人胆小、自卑，没有学习动力。身为社会工作者和二级心理咨询师的郭女士想来想去也不知道原因，一度让她非常挫败。在这期间，郭女士观察到一个现象，只要先生在家，孩子就会变得胃口特别好，也容易管教，那一刻，郭女士发现孩子的问题很可能是因为长期缺失父亲的陪伴引起。于是郭女士跟先生提议，希望先生能多在家陪孩子，但先生认为陪孩子就是女人的事，拒绝了提议。然而后来发生了一系列事情改变了他的想法。

有一次，大女儿4岁生日，张先生在山东出差，打电话和女儿聊天。挂电话的时候女儿问了张先生一个让他难受的问题：爸爸，你什么时候来我们的家？张先生听到的当下非常心酸，原来在女儿心中他不是个家里的人，那一刻，他觉得他的辛苦奔波和打拼毫无意义。

正是因为这一系列事情，张先生开始把工作重心从外省转移到本地，做了十几年的企业高管的工作辞了，在公益资金的支持下，开始和太太一起去发起成立笨爸爸工房，共同去思考如何让职场的影子爸爸回归家庭，让更多的孩子感受到父亲的陪伴和关爱。

### 和香港关系亲密

郭女士是广东第一批社工，老师大多来自香港，常常跟香港的社工学习，关系甚深，加上她曾在香港进修有关读写障碍的课程。机缘巧合下，他们认识到明爱的Elisa。为了开启笨爸爸项目，郭女士和先生到香港分享项目计划，Elisa听后认同他们的理念，愿意帮忙开发项目，并鼓励他们提交计划书给明爱，最终，他们从明爱的支持下得到了开办笨爸爸的经费。对笨爸爸而言，Elisa是「笨爷爷」。

# FOUNDING BACKGROUND

## A STORY OF A DAD



### Luoyang as the base

In the beginning, Mr. Zhang spent more than half a year investigating Luoyang and finally decided to establish the Sunshine Social Work Service Center in Luoyang. Luoyang is located in the center of the country and is rich in Chinese traditional culture and history. Mr. Zhang's family hoped to move to a place where the pace is relatively slow, and Luoyang is his lover's hometown. They love the comfortable weather and peaceful atmosphere of Luoyang, which is conducive to in-depth thinking about life, so the family eventually moved to Luoyang and established a base for the service center and Dummy Daddy.

Dummy Daddy is derived from the true story of founder Guo Xiaoli, Mr. Zhang Xujian, and their two daughters. From 2006 to 2015, Mr. Zhang worked as a businessman and always traveled around for work. He and his family members met for less than 2 months each year. One day, Ms. Guo took her child to the hospital for a body check. Ms. Guo was shocked because the doctor said that her child was much shorter than other children, and Ms. Guo also found that her child was timid and inferior, and had no motivation to learn. As a social worker and a psychological counselor, Ms. Guo was very frustrated because she could not find out the causes. During this period, Ms. Guo discovered that as long as her husband was at home, the child would become more disciplined and be willing to eat more. At that moment, Ms. Guo discovered that the child's problem was probably caused by the long-term absence of his father's company. So Ms. Guo suggested her husband spend more time with her children at home, but her husband believed that taking care of children was the duty of the mother and refused her suggestion. However, a sad story happened later that changed Mr. Zhang's mind.

Once, on the 4th birthday of his eldest daughter, Mr. Zhang was on a business trip in Shandong, calling and chatting with his daughter. When he almost hung up the phone, his daughter asked Mr. Zhang a shocking question: Dad, when will you come to our home? Mr. Zhang was very sad at that moment. It turned out that he was not a member of the family in his daughter's heart. At that moment, he felt that all his hard work was meaningless.

Since then, Mr. Zhang began to shift the focus of his work from other provinces to Guangdong, where his family lived in. He resigned from the post that he had been working for more than ten years. With the support of charity funding, he initiated the project of Dummy Daddy and would like to help the shadow dad in the workplace to return to the family, so that the dads can spend more time accompanying their children.

### Close relationship with Hong Kong

Ms. Guo was the first group of social workers in Guangdong. Since most of the teachers came from Hong Kong, Ms. Guo had developed a close relationship with the teachers from Hong Kong. In addition, Ms. Guo studied courses related to dyslexia in Hong Kong before. By chance, they came to know Elisa of Caritas. In order to start the Dummy Daddy project, Ms. Guo and Mr. Zhang pitched their project to Elisa. Elisa appreciated their ideas and was willing to help them to start their project. She encouraged them to submit the proposal to Caritas. In the end, they received financial support from Caritas and founded Dummy Daddy. To Dummy Daddy, Elisa is "Dummy Grandpa".



## 联合创始人—— 张旭健

从商人到社会企业创始人

「人生本来没有意义，除非为自己人生赋予意义」

张先生在创办笨爸爸前在广东做金融工作12年。众所周知，金融业人工高，能解决人生衣、食、住、行等基本的问题。

但当张先生发现女儿因为缺乏自己的陪伴而导致身心发展出现问题，他开始反思自己的人生。他领悟到人到中年要承担的责任都不同，除了赚钱，也要养老人、育儿。张先生认为人生要思考三大哲学问题：我是谁、我从哪里来、我要去往哪里。他分享到人生本来没有意义，除非为自己人生赋予意义。于是，在反覆思考后，张先生立志要做一件有意义的事。「做金融少了我一个人，也可以，金融行业也可以很好，不缺人才；但是父爱教育没什么人去做，很大未知数，我比较勇敢，愿意尝试去回答这个社会问题。」就是凭着这份勇气和热忱，张先生全心投入社会企业行列。

### 找一个可持续的商业模式去推进父爱教育

对于商业出身的张先生，投入社会企业一开始要学习的事情很多，包括社会创新、社会组织的营运，因此，他从爱人身上学习了很多。在这过程中，他发现金融工作的经验对创立笨爸爸有很重要的帮助。他发现在公益领域里，大多数的项目都是输血性的项目，纯粹用公益方式推动，这种方式的规模化比较困难，因为经费费用来源不稳定，在可持续这方面的思考不多。但找一个可持续的商业模式这是张老师的强项，他运用自己十几年的商业经验，认为发展社会企业必须解决可持续性的问题，于是把社会工作搞成企业化，并把服务、产品、加盟、品牌标准化。

笨爸爸能在五年内迅速发展至今，并持续扩张，可持续的商业模式起了关键作用。



“做金融少了我一个人，也可以；但是父爱教育没什么人去做，很大未知数，我比较勇敢，愿意尝试去回答这个社会问题。”

## CO-FOUNDER-- ZHANG XUJIAN

From businessman to social enterprise founder

"The meaning of life is to give life meaning"

Before founding Dummy Daddy, Mr. Zhang worked as a businessman for 12 years. As we all know, working in the finance industry is very well-paid which can solve the basic needs of life, such as clothing, food, housing, and transportation. But when Mr. Zhang discovered that his daughter lacked his own company and hindering her psychological development, he began to reflect upon himself. He realized that he has different responsibilities and social roles when he reached middle age. In addition to making money, he also has to be a good father to his children. Mr. Zhang asked himself three philosophical questions: Who am I? Where do I come from? Where am I going? He shared that life has no meaning unless he gives meaning to his life. Therefore, after thinking over and over again, Mr. Zhang determined to do something meaningful. "The finance industry can develop vigorously without me, and the financial industry will grow well, there is no shortage of talents, but no organizations are doing paternal education in China. There is a big unknown. I dare to make a change and I am willing to solve this social issue." With this courage and enthusiasm, Mr. Zhang devoted himself to the establishment of the social enterprise.

### Finding a sustainable business model to promote paternal education

For Mr. Zhang, who only worked in the business field, there were many things to learn at the beginning of starting a social enterprise, including the concepts of social innovation and the operation of social organizations. Therefore, he has learned a lot from his lover. During this process, he found that his financial work experience was very useful for founding Dummy Daddy. He discovered that in the field of social welfare, most of the projects are not sustainable, which are highly dependent on public donations and cannot achieve financial balance. This makes the brand difficult to scale up because the source of funding is unstable and there is not much thinking about sustainability. However, as a businessman, creating a sustainable business model is not difficult for Mr. Zhang. Using his more than ten years of business experience, he believes that the successful development of a social enterprise must consider its sustainability, so he turned Dummy Daddy, which was a pure charity in the beginning, into a social enterprise. It has shifted focus on brand, service, and products standardization. Dummy Daddy has been able to develop rapidly within these five years and continues to expand. Undoubtedly, the sustainable business model has played a key role.



The finance industry can develop vigorously without me, there is no shortage of talents, but no organizations are doing paternal education in China. There is a big unknown. I dare to make a change and I am willing to help to solve this social issue.



## 理念



### 何为好爸爸?

华人的爸爸跟爷爷大都是比较严肃的, 不善于交流的, 孩子长大后自然而然地模仿爸爸的教导自己方式来对待子女, 父子/女的关系也相对冷漠。

爸爸, 只是一个生理名词, 是孩子出生后与生俱来的身份, 每个人都能做爸爸。但, 不是每个人都能做父亲。父亲是一个专业名词, 而且要做到好的父亲, 笨爸爸认为有三个特点:

1. 给到孩子父爱
2. 让孩子感受到父爱
3. 用孩子接受到的方式感受到父爱



### 保持热情

笨爸爸创始人认为从事社会企业, 保持热情极为重要。虽然笨爸爸是社会企业, 但笨爸爸聘请的员工很多不是社会工作专业的, 因为笨爸爸不认为内地高校中被调剂的社会工作专业学生就有社工心、公益情怀。相反, 其他专业出身却有贡献社会的心, 更符合笨爸爸的理念。

然而, 持续保持热情并不简单, 创始人张老师分享了自己保持热情的方法:

1. 有长远的目标 (张老师觉得冥冥中上天给自己这个任务, 一定要做好这件事, 所以自己要做好准备)
2. 在全国公益圈中不停学习 (在创业过程中, 夜深人静时难免觉得疲惫、艰苦, 这时需要别人/圈子去鼓励自己, 集聚能量)
3. 经常和服务对象进行交流 (当发现自己的工作推动得不好/感到不满意、怀疑时, 往往是服务对象给自己信心, 跟他们交流是就会发现自己的工作是有意义的。成果需要等待, 等待后就会发现自己是在做对的事, 就算失败了也没什么了不起。

## VISION AND MISSION



### A GOOD DADDY

Chinese fathers are mostly serious and not good at communicating with their children. When their children grow up, they will naturally imitate the way their father treated them. Therefore, the relationship between father and son/daughter is relatively distant.

Dad is just a biological term. Every dad is given this identity once their child is born. Everyone can be a dad. However, not everyone can be a father. Father is a professional term, and to be a good father, Dummy Daddy believes that there are three characteristics:

1. Give the children paternal love
2. Let the children feel the paternal love
3. Let the children feel the paternal love in the ways that the children wish



### Stay Passionate

The founder of Dummy Daddy believes that maintaining enthusiasm is extremely important for operating social enterprises. Although Dummy Daddy is a social enterprise, many employees hired by Dummy Daddy are not social work majors. Dummy Daddy does not think that people who are forced to study social work majors in mainland universities have a sense of helping others or giving back to society. On the contrary, applicants with other backgrounds but are passionate about giving back to society, which is more in line with the vision of Dummy Daddy.

However, staying passionate is not simple. The founder, Mr. Zhang, shared his method of staying passionate:

1. Set a long-term goal (Mr. Zhang thinks that God has assigned this task to him, so he must do it well, so he must be well-prepared)
2. Keep learning from other social enterprises (Operating social enterprises is not easy, it is inevitable to feel tired and even frustrated sometimes. Encouragements from your peers are very helpful)
3. Communicate with the service targets frequently (When you feel dissatisfied or doubtful with your job performance, it is always the clients who give you confidence. When you talk with them, you will find that what you have done is meaningful. You have to be patient before receiving the result. As long as you are doing the right thing, even if you fail, it does not matter.



# 公司发展

## 初期

2016年8月，笨爸爸获得香港明爱黎永开先生的支援，得到开办资金，成立笨爸爸公益项目。

### 皮艺转木工

笨爸爸一直通过游戏的方式吸引忙碌的爸爸来参与。但在初期，笨爸爸没有做调研研究服务开发，那时以皮艺作为作为载体。三个月后，笨爸爸发现皮艺虽然可以吸引爸爸，但黏性不高。

后来笨爸爸针对服务对象进行调研，从500样选项中，手工类第一名是木工。于是，在2017年父亲节开始，笨爸爸改为以木工为载体，增加爸爸的兴趣。



## 后期发展

2017年7月进行转型，从公益项目转为社会企业。转型初期因为没有经费招募员工，所以，笨爸爸当时是一个只有三名员工的团队。

随着时间发展，笨爸爸成功把解决社会问题和商业模式结合起来，致力发展服务、产品、加盟、品牌标准化。目前，笨爸爸除了在28个地区经营木工房父爱空间，也致力走向小学，以社团方式活动，与洛阳15家小学合作，举办手工课和父爱课程，并周末邀请父母一起到学校上木工课。

「潜移默化影响父亲反思陪伴子女的程  
度、质量，教他们陪伴子女  
的方法」

# DEVELOPMENT

## EARLY STAGE

In August 2016, Dummy Daddy received support from Caritas Hong Kong, together with the help from Mr. Lai, Mr. and Mrs. Zhang got the start-up fund to establish the Dummy Daddy charity project.

*From leather to wood*

Dummy Daddy has always used games to attract busy dads to participate in the workshops. But at that time, Dummy Daddy did not conduct research on inventing products and services. It used leather art as a carrier. However, three months later, Dummy Daddy discovered that although leather art is attractive, it is not sustainable.

Later, Dummy Daddy researched their service targets. Among the 500 options, woodwork ranked first in the manual category. Therefore, starting from Father's Day in 2017, Dummy Daddy has changed to use woodworking as the carrier.



## LATER STAGE

Transformation took place in July 2017, from a charity project to a social enterprise. At the beginning of the transformation, because there was no funding to recruit employees, Dummy Daddy was a team with only three employees.

Over time, Dummy Daddy succeeded in solving the social problem under a business model, and has been committed to developing services, products, franchising, and brand standardization. At present, in addition to operating the carpentry house and father's love space in 28 districts, Dummy Daddy also expands its influence to primary schools through organizing activities. Until today, Dummy Daddy has cooperated with 15 primary schools in Luoyang, holding handicraft classes and fatherly love courses, and inviting parents to join the school carpentry on weekend class.

"SUBTLY INFLUENCE THE  
FATHERS TO REFLECT  
ON THE QUANTITY AND  
QUALITY TIME  
ACCOMPANYING THEIR  
CHILDREN."



# 产品服务



## 1. 父爱教育——笨爸爸父爱空间

合作方式：空间共建、课程授权  
产品服务：父爱木工课  
应用场景：社区服务、儿童青少年、妇女服务、老年服务等  
适用机构：民政、团委、妇联、基金会、社工机构、非营利组织（NPO）等

## 2. 木艺教育——笨爸爸工房

以木艺为载体，以社工和心理学理论技术为支撑的父爱教育解决方案，并帮助公益伙伴建设以父爱木工课为核心的父爱教育场所。



10套工具箱



5种\*10套材料包



5套课程版权



培训督导

幼儿木艺课堂

小学木艺课堂

研学木艺课堂



适用机构：幼儿园、小学等教育培训机构，研学旅行类机构

# Products and Service



## 1. Paternal Love Education- Dummy Daddy's love Space

- Cooperation method: Co-working space, course authorization
- Product&Service: Paternal Love Woodworking Class
- Application scenarios: community services, children and adolescents, women's services, elderly services, etc.
- Applicable institutions: Civil Affairs, Youth League Committee, Women's Federation, Foundation, Social Work Organization, Non-profit organizations etc.

## 2. Woodcraft Education- Dummy Daddy Workshop

Using wood craft as a carrier, integrating theories of social work and psychology and technology as to support the promotion of paternal love education and help charity partners to build paternal love education venues with woodworking classes as the core.



10套工具箱



5种\*10套材料包



5套课程版权



培训督导

CHILDREN'S WOOD ART CLASS

PRIMARY WOOD ART CLASS

ADVANCED WOOD ART CLASS



applicable: kindergartens, primary schools, study tours etc.



## 文创教具



工具箱

筷子博士



标准配置5件套

优质原生红木传统木工刨  
自主研发便携筷子工装  
39个零部件精巧组合  
30分钟制作筷子

榫卯  
机关系列



## Innovative tools



Toolbox

Dr. Chopsticks



标准配置5件套

优质原生红木传统木工刨  
自主研发便携筷子工装  
39个零部件精巧组合  
30分钟制作筷子

30 min chopsticks

Tenon  
Mechanism  
Series

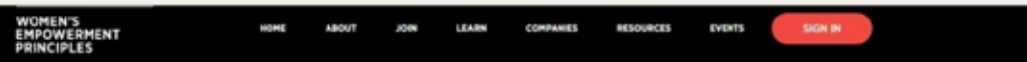




# 社会影响

涵盖议题：  
社区服务、儿童青少年、妇女服务、  
老年服务、乡村建设、性别平等

笨爸爸项目发展得到了广大公益伙伴和社会各界的大力支持，陆续荣获中国好公益平台“优质公益产品”、中国慈展会认证“中国好社企”、汇丰中国社企支持计划前十佳等数十项荣誉。



Luoyang Dummy Daddy  
Cultural and Creative  
Technology Co., Ltd.



General Information

WEPI signatory since 27 November 2020

Private (F/M)

1-10 employees

2021年4月4日，笨爸爸成为联合国妇女署  
WEPIs网络成员，加快推动性别平等

## 父爱教育与性别平等

1. 引导爸爸体会妈妈的辛苦，从而充分认可妈妈在育儿、家务等各种无报酬家庭劳动中的重要价值；
2. 增加妈妈的可自由支配时间；
3. 推动家庭劳动的再分配，为“全职爸爸”“职场女性”创造更多可能；
4. 减少家庭暴力的发生；
5. 帮助爸爸在亲子陪伴中实现减压，从而提高心理健康水平；

# SOCIAL IMPACT

**Topics covered:**  
Community services, children and  
adolescents, women's services,  
elderly services, rural construction,  
gender equality

The development of the Dummy Daddy project has received strong support from the majority of charity partners and all sectors of society. It has successively won the "Quality Charity Products" of China Good Charity Platform, "China Good Social Enterprise", HSBC China Social Enterprise Support Program Top Ten, and other honors.



Luoyang Dummy Daddy  
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General Information

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Private (F/M)

1-10 employees

On April 4 2021, Dummy Daddy has become a member of  
the UN Women's WEPIs network, accelerating the  
promotion of gender equality.

## Paternal Education and Gender Equality

1. Guide the father to experience the hard work of the mother, so as to fully recognize the important value of the mother in various unpaid family labor such as childcare and housework;
2. Increase mother's free time;
3. Promote the redistribution of family labor and create more possibilities for "full-time dads" and "working mums";
4. Reduce the incidence of domestic violence;
5. Help dad achieve decompression when accompanying their children, thereby improving mental health;



# 可持续发展



## 活动设计

很多父亲陪孩子的时间很多，但是只限于物理空间，但是心理空间不在一起。既然家长工作忙，陪伴子女时间短，那陪伴的时间质量就很重要。

### 1. 笨爸爸木工房注重维度：

- 排他性：爸爸和孩子在一起 只做一件事
- 互相尊重，没有说教：父亲与子女平等沟通，不要打压式交流
- 同理心

2. 阶段目标：为每个家庭创造每周三小时父亲高质量陪伴的家庭时间



## 活动对象

- 主要服务群：6-12岁小孩及其家长（70%）
- 其他服务群：4-14岁
- 青春期开始后，孩子再不会给时间父母纠错了，而缺乏父爱的小孩青春期特别反叛
- 一个爸爸有效影响一个小孩的时候是3-12岁，因为那时候小孩愿意跟爸爸玩
- 华人重教育，小孩中学(<12岁)之后，周末会塞到满满的没时间

## 扩展其他项目

- 使命：每一个男性成为更好的爸爸，服务更多准爸爸
- 举办公开课，支持所有的男性成为更好的爸爸
- 投入准爸爸产品服务开发，更早去帮助他们
- 疫情后新产品：
  1. 父爱盒子
  2. 父爱公开课走进社区、学校、机构

## 针对父爱教育，保持竞争力

- 市面上的亲子工作坊都是妈妈跟孩子的，爸爸参与度不高
- 笨爸爸带动爸爸参与
- 把父爱教育的研究，分享给其他亲子机构，采取战略合作



# SUSTAINABLE DEVELOPMENT



## Activity Design

Many fathers spend a lot of time with their children physically, but mentally. Since parents are busy at work and have limited to stay with their children, the quality of the time they spend together is very important.

### 1. Dummy Daddy woodworking room pays attention to dimensions:

- Exclusivity: Dad and child do only one thing together
- Respect each other without preaching: father and children communicate equally
- Empathy

2. Short-term goal: Help to create at least three hours of high-quality family time



## Target

- Main service group: 6-12 years old children and their parents (70%)
- Other service groups: 4-14 years old
- When puberty begins, children usually have a distant relationship with their parents. Children who lack paternal love are particularly rebellious during puberty.
- Parents can easily interact with 3-12 years old children because at that time children are willing to play with their parents
- Chinese people emphasize education. When children go to college, they have a packed schedule every day

## New projects

- Mission: Help every man becomes a better father and serves more dad-to-be
- Hold open classes to support all men to become better fathers
- Invest in product service development for dad-to-be and help them earlier
- New products under the pandemic:
  1. Father's Love Box
  2. Father's love public class: Entering different communities, schools, and institutions

## Specifically aiming at paternal love education, Maintaining competitiveness

- Parent-child workshops on the market are mostly for mothers and children, fathers are not very involved
- Dummy Daddy encourages dads to participate
- Share the research of paternal love education with other institutions and adopt strategic cooperation





# 未来



## 目标

调低货品价格，推广给更多的人

1. 理论研发：解读欧美做了50年的父爱教育，研究适合华人的理论和产品
2. 服务对象：目前已经服务5万对父子，希望能调低货品价格，推广给更多的家庭

## 展望

→ believe →

- 成都、武汉的妇女联合会购买笨爸爸的服务，缓解妈妈的压力
- 中国三孩政策

政策和国家需要来说，正向鼓励家庭生育孩子父爱教育发展前景乐观

→ love →

# FUTURE



## Targets:

Lower the price of goods and promote them to more people

1. Theoretical research and development: Learn from the paternal love education programmes in Europe and America, and conduct more research on theories and products which are suitable for Chinese
2. Service target: 50,000 pairs of father and son/daughter have been served so far, hoping to lower the price of the goods and promote them to more families

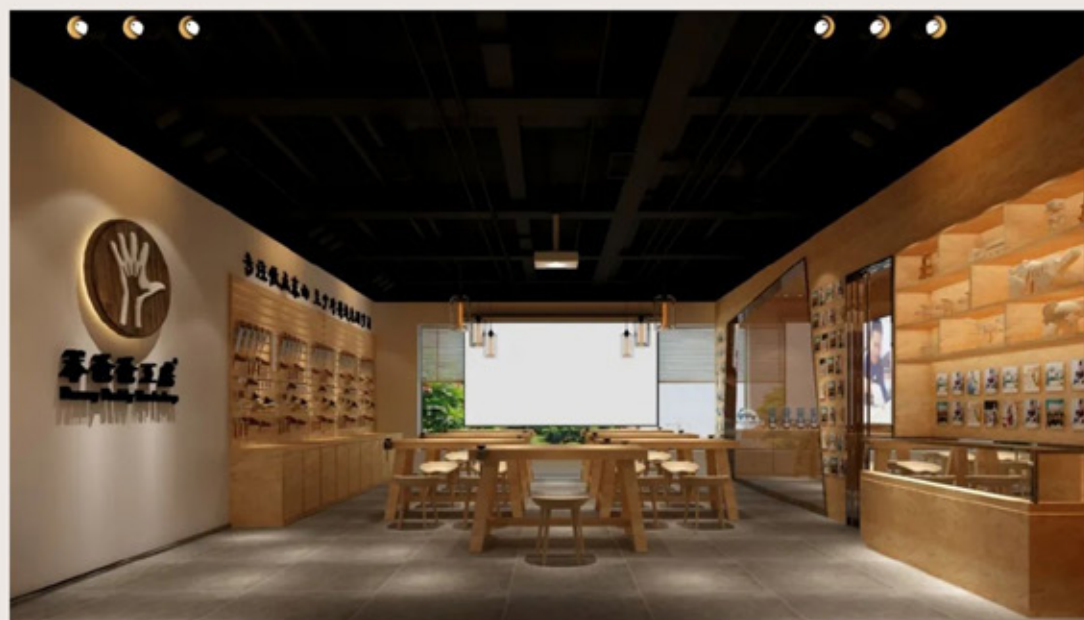
→ believe →

## Prospect:

- Women's federations in Chengdu and Wuhan bought the services from Dummy Daddy to relieve mothers' pressure
- China's three-child policy
- There are new policies and rising needs of paternal education, it is estimated that the development of parental education in China is optimistic.

→ love →





DUMMY DADDY'S LOVE SPACE IS A PROJECT INITIATED BY THE LUOYANG SUNSHINE SOCIAL WORK ORGANIZATION, WHICH AIMS TO SOLVE THE SOCIAL PROBLEM OF THE LACK OF PATERNAL EDUCATION IN CHINA. THE PROJECT USES CARPENTRY AS A MEDIUM TO STRENGTHEN THE FATHER'S PARENTAL ROLE AND THE SENSE OF IDENTIFICATION WITH ACTIVE PARTICIPATION IN THE PATERNAL EDUCATION, IN ORDER TO PROMOTE THE FATHER'S RETURN TO THE FAMILY EDUCATION AND ACHIEVE THE PURPOSE OF DEEP COMPANIONSHIP BETWEEN PARENTS AND CHILDREN.

## About the social innovator

"The meaning of life is to give life meaning." Said Mr. Zhang Xujian, the founder of Dummy Daddy. Before founding Dummy Daddy, Mr. Zhang worked as a businessman for 12 years and traveled around for work. Until one day, his daughter talked with him on the phone, "Dad, when will you come to our home?" Mr. Zhang was shocked and upset. At that moment, he felt that all his hard work was meaningless. Since then, Mr. Zhang began to shift the focus from work to family and started to reflect on the meaning of life.

### A wise and brave father

Mr. Zhang shared with us that he loves reading philosophical books. When he realized that her daughter was affected by mental and physical issues because of the absence of paternal company, he started to think about three famous philosophical questions: Who am I? Where do I come from? Where am I going? He shared that life has no meaning unless he gives meaning to his life. "The finance industry can develop vigorously without me, and the financial industry will grow well. There is no shortage of talents, but no organizations are doing paternal education in China. There is a big unknown. I dare to make a change and I am willing to solve this social issue." With huge courage and enthusiasm, Mr. Zhang devoted himself to the establishment of the social enterprise.

### From a successful businessman to a successful founder of a social enterprise

For Mr. Zhang, who only worked in the business field, there were many things to learn at the beginning of starting a social enterprise. During the learning process, he found that his financial work experience was very useful for founding Dummy Daddy. He discovered that in the field of social welfare, most of the projects are not sustainable, which are highly dependent on public donations and cannot achieve financial balance. This makes the brand difficult to scale up because the source of funding is unstable and there is not much thinking about sustainability. Using his more than ten years of business experience, Mr. Zhang believes that the successful development of a social enterprise must consider its model of sustainability, so he turned Dummy Daddy, which was a pure charity in the beginning, into a social enterprise. It has shifted focus on brand, service, and product standardization. It explains the reason why Dummy Daddy has been able to develop rapidly within these five years and continues to expand. Undoubtedly, the sustainable business model has played a key role.

### Words to social entrepreneurs: Stay passionate

Mr. Zhang emphasizes that maintaining enthusiasm is extremely important for operating social enterprises. However, staying passionate is not easy. Mr. Zhang shared his methods of staying passionate: Set a long-term goal in order to get yourself well-prepared, keep learning from other social enterprises so that you can regain motivation, and communicate with the service targets frequently so that you can know if you are doing the right thing. "As long as you are doing the right thing, even if you fail, it doesn't matter." Mr. Zhang concluded.



# 在地自然 Zaidi Nature

Children nowadays do not have much opportunity to actually get close to nature. I hope to bring children to nature, and get more people interested in nature.

Yu Wang, Founder of Zaidi Nature



## 重建孩子和大地的联系

Rebuild the connection between  
children and the earth



在地自然

# 在地自然

报名咨询热线：18088469535（微信同号）





# 关于在地

About us

在地自然教育中心 成立于2012年10月。

Zaidi Nature education centre was established in October 2012.

**我们的使命**是提供本地化、生活化的自然教育课程及活动，为青少年、儿童、亲子家庭搭建共同成长及相互陪伴的平台，启发参与者对自然的情感与尊重，培养我们应对环境问题、教育问题以及个人成长方面的洞察力和行动力。

**Our mission** is to provide localized, life-oriented nature education courses and activities. These courses and activities aim to build a platform for young people, children, and parent-child families to grow together, accompany each other, and inspire participants to natural emotion and respect to cultivate our insight and action in dealing with environmental and education issues, as well as personal growth.

## 在地的含义：

脚踏实地  
Being down-to-earth

立足于本地  
Being local to the area

重建孩子和大地的联系  
Rebuilding the connection between  
children and the Earth



# 关于在地

About us

## 我们相信 ...We believe...

自然教育是学校教育和家庭教育的重要组成部分  
Nature education is an important part of school and family education

孩子们在自然中的观察、探索、宁静和喜悦对他们的成长不可或缺。只要提供适当引导，每个人都能在自然中得到潜能的释放，与自然重新产生连接、对话，发展健全的个性。

Children's observation, exploration, tranquillity, and joy in nature are indispensable to their growth. As long as appropriate guidance is provided, everyone can release their potential in nature, reconnect with nature, dialogue, and develop a sound personality.



# What we do

## ●城市社区内的自然教育课程及活动

Nature education courses and activities in urban communities

## ●青少年、儿童及亲子的户外自然教育课程及活动

Outdoor nature education courses and activities for teenagers, children



## ●自然教育人才培养及行业带动

Natural education personnel training and industry driving.



## ●自然教育基地：石城自然学校，咕噜森林幼儿园，春湖自然中心

Nature Education Base: Shicheng Nature School, Gulu Forest Kindergarten, Spring Lake Nature Center

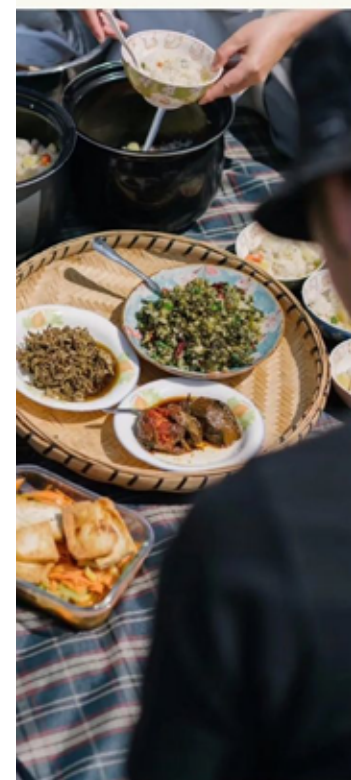


# 在地做什么

## 更多关于 More about..

## 咕噜森林幼儿园

## Gulu Forest Kindergarten



- 昆明地区第一以森林为主题的假日幼儿园  
The first forest-themed holiday kindergarten in Kunming

- 为2-6岁幼儿所设  
Designed for children aged 2-6

- 通过带领幼儿及家庭开展自然探索、园艺、食育、手作等课程，和孩子在自然中观察，聆听，触摸，嗅觉和品尝，用真实的感受去“**体会理解**”自己及其周围的世界

By leading the children and their families to carry out courses such as nature exploration, gardening, food education, handcrafting, etc., Children observe, listen, touch, smell, and taste in nature, and use real feelings to "**Experience and Understanding**" oneself and the world

- 让孩子可以在自然中打开五感、体验惊奇、获取新知、享受自由、平衡发展

It allows children to open up the five senses, experience surprises, acquire new knowledge, enjoy freedom, and develop a balanced in nature





## 更多关于 More about..

## 石城自然学校 Shicheng Nature School

- 云南第一所自然学校  
The first nature school in Yunnan
- 国家环境保护部宣传教育中心  
It is the Publicity and Education Center of the Ministry of Environmental Protection
- 常年开设自然教育实践活动  
It provides practical activities for nature education all year round



开展基于地区自然生态和生活文化的体验活动，以启迪和改变公众的环境意识、引导和促进环保实践

Carry out experience activities based on the local natural ecology and life culture to inspire and **change the public's environmental awareness, guide and promote environmental protection**

学校在课程设计上尤其注重在与自然联结的基础上，回归日常生活，培养一个人的地方感、归属感

The school's curriculum design pays special attention to the connection with nature. This is also the process of cultivating a person's sense of belonging

2005年，王愉远赴美国威斯康星大学，攻读环境教育专业，把国外所学到的环境教育，也带回中国慢慢地实现

Wang Yu studied environmental education in the University of Wisconsin in 2005. She always wanted to bring the knowledge on environmental education she learned abroad back to China and slowly bring it to life

創辦人：王愉 (蚂蚁)  
FOUNDER: WANG YU



## 与 创办人 对话

### Interview with founder

Q:为何您们认为小孩/青少年回归自然这么重要？

Why do you think it is so important for children/teenagers to return to nature?

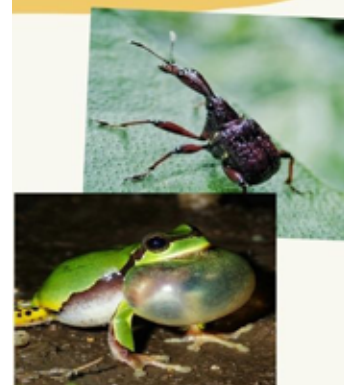
A：未来社会需要重新构建跟环境的关系，现在的环境问题要全人类的力量去改变；如果孩子没有亲亲大自然的经历，就不会有爱护自然的情怀

Society needs to rebuild the relationship with the environment, and the current environmental problems need to be changed by all human beings; if children do not have the experience of being close to nature, they will not have the feelings of loving nature

Q:你们的教学理念是什么？What is your teaching philosophy?

「以植物为师」——通过观察植物来感受自然，用身体和心的感受。「知识的重要性还不如体验的一半」。每个人的经验都不一样，所以体验学习同时也要尊重不同的个体。同时也会叫学生改属于自己的自然名称，提醒他们跟自然的关系（大家都是相互连接，大家是平等）

"Take plants as a teacher"—to feel nature by observing plants, with the feelings of body and heart. **"Knowledge is not as important as half of the experience"**. Also, everyone's experience is different, so experiential learning must also respect different individuals. Also, we allow the student to have their own nature name, to remind them of their relationship with nature (everyone is connected to each other, and everyone is equal)







## CONTACT US 在地自然

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在地自然

## About the social innovator

Wang Yu, the founder of Zaidi Nature, studied environmental education in the University of Wisconsin in 2002 through 2005. She always wanted to bring the knowledge on environmental education she learned abroad back to China and slowly bring it to life, so she established the Zaidi Nature education centre in 2012. Zaidi Nature is a social enterprise that provides localized, life-oriented nature education courses and activities for children, young people and families. These courses and activities aim to build a platform for participants to grow together, and inspire them to experience and respect the environment through experiential learning.

“In the early days, there were not many people participating in the activity, and it was necessary to go over the parents’ list one by one and invite them to participate again” Wang mentioned. It is clear that she is a person with perseverance. Even though the publicity was not big in the beginning, they did not get discouraged, as they believed that it is important for the child to interact with nature and society. They aspire to rebuild a relationship with the environment, no matter how much difficulty they encounter.

Other than the publicity, they encountered many problems during the operation. For example, since the main source of income comes from the activity fee, they don’t rely on sponsors and funding. Therefore, they did not have much capital to begin with. Things were worse especially during this pandemic, so they had to delay the payday. However, the mentors did not mind much, because they share the same goal and sense of mission. Zaidi Nature does not operate as a NGO: it does not rely on sponsors or funding. They want to put their beneficiary and programme to test, in order to create products that respond to the market need. Zaidi Nature aims to stay close to their beneficiaries, by raising awareness and spreading the knowledge on life-oriented nature education.

Wang also emphasizes the importance of experiential learning for the child. They not only teach the theory from the books, they want the children to observe and experience nature by themselves. One of the activities that Zaidi Nature offers is called “River Explorer”: it is an in-depth, comprehensive water-themed nature experience. It stimulates children’s interest in nature and autonomous exploration, allows them to ponder upon the value of water resources and constructs children’s systematic view of water.

“We all have experience in environmental education, but our common concern is that children nowadays do not have much opportunity to actually get close to nature. I hope to bring children to nature, and get more people interested in nature”, emphasizes Wang. She hopes more and more people get engaged in lifelong learning, with the ultimate goal of building a sustainable society. At the end of the day, if children do not have the experience of being close to nature, how can we expect them to have the feelings of love and respect towards nature?



# 保护豆豆 Baohu Doudou

I like looking at obstacles from the positive side. Without any proven business models for reference in the field of sex education, Baohu Doudou could face less competition and enjoy higher visibility.

Jiawei Hu, Founder of Baohu Doudou

愿每一个孩子都能接受性教育  
MAY EVERY CHILD RECEIVE SEX EDUCATION

保护豆豆  
BAOHU DOUDOU

无锡保护豆豆科技有限公司



微信号:  
HUJIAWEIGE



坦然，积极，科学的性态度是  
性教育的第一步  
A CALM, POSITIVE, SCIENTIFIC  
SEXUAL ATTITUDE  
IS THE FIRST STEP IN SEX EDUCATION



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## 背景与宗旨 MISSION AND VISION

2015年1月28日由创办人胡佳威注册无锡保护豆豆科技有限公司，成立了保护豆豆。保护豆豆认为性教育在孩子成长的过程中不可或缺，它不仅能保护孩子远离危险和伤害，更关乎孩子的身心健康，同时也在塑造孩子的人格。因此他们一直致力于为0-14岁孩子及其家庭提供以全面性教育理念 (Comprehensive Sexuality Education, CSE) 为基础性知识。

On January 28, 2015, the founder Hu Jiawei registered Wuxi Baohu Doudou Technology Co., Ltd. and established Baohu Doudou. Baohu Doudou believes that sex education is crucial in the process of children's growth. It not only protects children from danger but also relates to children's physical and mental health, while also shaping children's personalities. Therefore, they have been committed to providing sexual knowledge based on the concept of Comprehensive Sexuality Education (CSE) for children aged from 0 to 14 and their families.

“ Sex education is indispensable in the growth process of children ”

“ 性教育在孩子成长的过程中不可或缺 ”





## 创办人-胡佳威 THE FOUNDER



### 从老司机到教育者

中国性学会青少年专委会委员，拥有8年性教育教学经验。2017年凭借性教育创业经历入选福布斯中国30位30岁以下精英。畅销书作家《重要的性，影响孩子一生》。胡佳威老师从小时候便对于性有很多的好奇，是班中的「小司机」。家人对于性的话题跟一般内地家庭差不多，说到性的话题也是比较内敛。在大学攻读食品安全的胡老师在大学参加了无锡市计划生育协会在校园宣传为期两天的性教育课程培训后便启发了他开展儿童性教育的路途，也改变了他的一生。

#### 「不谈反而更想知道。」

由于生长在对于性话题比较抗拒的社会，胡老师更是看到小孩接受正确性教育的需要，于是大学毕业后便跟合伙人一同创办了保护豆豆，致力提供以科普为基础性教育教材给家长，老师及社工，并走到社区以及乡村为小学生开办性教育课堂。



### FROM "LITTLE DRIVER" TO AN EDUCATOR

Member of the Youth Committee of the Chinese Society of Sexology, with 8 years Sex education teaching experience. In 2017, he was selected as one of Forbes China's 30 elites under the age of 30 based on his experience in sex education and entrepreneurship.

Best-selling author "Important Sex, Affects Children's Life".

Hu Jiawei has been very curious about sex since he was a child and is a "little driver" in the class. Hu's family is more narrow mind when it comes to sex. Mr Hu, who studies food safety at the university, attended the two-day sex education course training by the Wuxi Family Planning Association on campus. This two-day workshop has inspired him to develop children's sex education and changed his life.

#### "If people don't talk about it, I want to know more."

Since he grew up in a society that is more resistant to sex topics, Mr Hu sees the need for children to receive correct sex education, so after graduating from university, he founded Baohu Doudou with his partners. They are committed to providing science-based sex education textbooks to parents, teachers and social workers, and also go to communities and villages and provide sex education classes for elementary school students.

## 保护豆豆现时主要计划 MAJOR PLANS AND EVENTS

我们致力于为0-14岁孩子及其家庭提供以全面性教育理念 (COMPREHENSIVE SEXUALITY EDUCATION, CSE) 为基础的性知识

#### • 教育理念:

追求科学准确、循序渐进、循证方式、适应年龄和发展水平。

#### • 教学形式:

运用参与式教学方法，让儿童和家长积极参与教学过程，让学习的几个关键维度(性态度、性知识、性技能)在整个学习过程中得到全面提升。



“

教育需要讲故事，教育需要人文的方法来散发它的魅力

2. 讲师培训: 3天线上体验课程  
通过3天的线上学习，让参加者对家长讲师培训有一个更直观的了解。



扫一扫

### 主要服务:

1. 全面型 (CSE) 性教育家长讲师培训  
全面型 (CSE) 性教育儿童讲师培训

保护豆豆从2019年3月开始在全国各地培养“儿童性教育家长讲师”和“儿童性教育儿童讲师”，让更多接受专业训练的讲师在当地开展性教育工作。

保护豆豆团队为讲师成长提供终身指导，免费复训。指导教师设计课程方案，社群成员的相互支持，持续性的讲座和理论学习，认证讲师的派单市场支持，对讲师个人IP曝光支持。

同时，很多性教育家长讲师、家庭教师、心理咨询师、社工等都希望保护豆豆能够提供一套针对儿童的讲师培训课程，能够帮助他们给儿童开展性教育课程。保护豆豆为性教育儿童讲师准备了教案，为儿童讲师开课。



#### 3. 保护豆豆原创性教育教具

教材包括娃娃，教具以及教育桌游。保护豆豆的原创教材可以用于家庭、学校、社区等多个场景教学，能够协助家长或导师应用于课堂上。



## 保护豆豆现时主要计划 MAJOR PLANS AND EVENTS

**WE ARE COMMITTED TO PROVIDING COMPREHENSIVE SEXUAL EDUCATION CONCEPTS FOR CHILDREN AGED 0-14 AND THEIR FAMILIES (COMPREHENSIVE SEXUALITY EDUCATION, CSE) BASED SEXUAL KNOWLEDGE**

- **Education concept:**

Pursue scientific accuracy, step-by-step, evidence-based approach, adapt to age and development level.

- **Teaching form:**

Use participatory teaching methods to allow children and parents to actively participate in the teaching process.

The key dimensions (sexual attitudes, sexual knowledge, sexual skills) have been comprehensively improved throughout the learning process.



“  
EDUCATION NEEDS  
STORYTELLING, AND  
EDUCATION NEEDS  
HUMANISTIC METHODS  
TO SPREAD ITS CHARM

## MAJOR SERVICES:

### 1. Comprehensive (CSE) sex education parent lecturer training Comprehensive (CSE) sex education child lecturer training

Baohu Doudou has been training "Parent Lecturers for Children's Sex Education" and "Children's Sexual Education Children's Lecturers" across the country since March 2019, allowing more professionally trained lecturers to carry out sex education work in the local area.

Baohu Doudou's team provides life-long guidance for the growth of lecturers and free retraining. Instruct teachers in designing curriculum plans, mutual support from community members, continuous lectures and theoretical learning, market support for certified lecturers, and support for lecturers' personal IP exposure. At the same time, many sex education parent lecturers, tutors, psychological counsellors, social workers, etc., hope that Baohu Doudou can provide a set of lecturer training courses for children, which can help them to carry out sex education courses for children more effectively. Baohu Doudou prepared lesson plans for sex education children's lecturers, and started classes for children's lecturers.

### 2. Lecturer training: 3-day experience course

Through 3 days of online learning, participants have a more intuitive understanding of parent lecturer training.



### 3. Self-design Educational Aids

Teaching materials include dolls, teaching aids and educational board games. Baohu Doudou's original teaching materials can be used for teaching in multiple scenes such as homes, schools, communities, etc. They can assist parents or tutors in applying them in the classroom.



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## 保护豆豆对社会的影响 SOCIAL IMPACTS



### TAKE A PEEK!

- 保护豆豆全网关注用户超过90万，付费用户超过15万

THERE ARE MORE THAN 900,000 FOLLOWING USERS ON THE WHOLE NETWORK, AND MORE THAN 150,000 PAYING USERS

- 保护豆豆已经打开了37个小学幼儿园大学生支教团队，提供儿童性教育公益培训服务
- HAS OPENED 37 ELEMENTARY SCHOOL KINDERGARTEN COLLEGE STUDENT SUPPORT TEACHING TEAMS TO PROVIDE PUBLIC WELFARE TRAINING SERVICES FOR CHILDREN'S SEX EDUCATION

- 在乡村培养了超过620名的乡村教师，帮助他们在全国411所留守儿童学校给当地的孩子提供健康、科学、有趣的性教育课程
- TRAINED MORE THAN 620 RURAL TEACHERS IN THE COUNTRYSIDE AND HELPED THEM PROVIDE HEALTHY, SCIENTIFIC AND INTERESTING SEX EDUCATION COURSES TO LOCAL CHILDREN IN 411 LEFT-BEHIND CHILDREN'S SCHOOLS ACROSS THE COUNTRY

- 在城市，保护豆豆拥有超过500名的家长讲师，在全国各地给家长们科普儿童性教育
- IN THE CITY, WE HAVE MORE THAN 500 PARENT LECTURERS THROUGHOUT THE COUNTRY TO TEACH PARENTS ABOUT CHILDREN'S SEX EDUCATION

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## 与创办人对话 INTERVIEW WITH FOUNDER



Q:一开始营运的过程中有没有想过放弃?  
是什么原因令你坚持下去?  
Have you ever thought about giving up during the initial operation?  
What made you stick to it?

「小的团队不停地尝试其实也是一个机遇」  
"The continuous experimentation of small teams is actually an opportunity."

胡: 由于性教育在保护豆豆开始的时候国内发展还没到成熟的时候没有成熟的营业模式,一开始会比较辛苦。但我们认为对于保护豆豆来说也是一个机遇,因为没有教育行业的巨龙在做反而减少我们在行内竞争性。  
Mr Hu: There is no mature business model when the domestic development is not yet mature, and it makes our business more difficult at the beginning. But we also think it is an opportunity for Baohu Doudou because the lack of a leader in the education industry will reduce the competitiveness in the industry.

Q:创办保护豆豆后最大的收获是什么?  
What is the biggest gain after establishing Baohu Doudou?

「从不同人的故事看到工作的意义」  
"Seeing the meaning of work from the stories of different people"

胡: 帮助孩子保护自己。有一个孩子的叔叔一直对他们有一些骚扰的行为,但因为他从豆豆获得性教育知道他那样的行为是不对,告诉爸妈后便成功告发他。看到这样的一个故事让我知道保护豆豆的性教育确实是有效果的。  
Mr Hu: To help the children protect themselves. The uncle of one child has been harassing them, but because he got sex education from Doudou, he knew that his behaviour was wrong, so he successfully reported him after telling his parents. Seeing such a story let me know that sex education by our team is indeed effective.

Q:教育会是一个长期的发展,保护豆豆会怎样把性教育的重要性和关注长期地发展下去?  
Education will be a long-term development. How will Baohu Doudou keep the importance and concern of sex education for long-term development?

胡:我认为性教育没有规定的方法,要不断地创新,在看得到的眼光下,做好眼前,吸引更多的人入行  
Mr Hu: I think there is no prescribed method for sex education. We must continue to innovate and do a good job in front of our eyes to attract more people into the industry.

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## 活动/产品推广 PROMOTION OF EVENTS AND PRODUCTS

# 保护豆豆



### 全面型（CSE） 性教育家长讲师培训

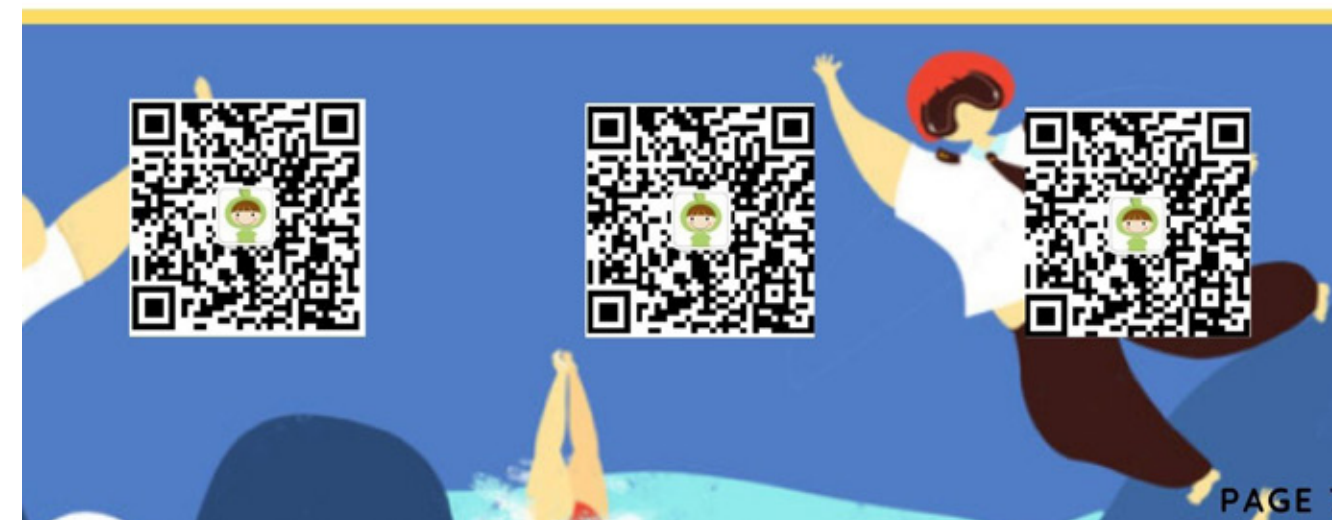
8月10日, 11日: 北京场  
9月: 深圳场  
10月: 东莞场  
课程费用: 6400 元  
(不含食宿及交通费用)

### 全面型（CSE）性 教育儿童讲师培训

9月: 厦门  
10日: 西安  
11月: 深圳  
课程费用: 8200 元  
(不含食宿及交通费用)

### 讲师培训体验课

线上体验课采用积分考核,  
考核优异者享受最高1000元  
的线下培训课程学费减免。  
课程费用: 299元



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# 保护豆豆

愿每一个孩子都能接受性教育



微信号:  
HUJIAWEIGE



讲师培训业务合作  
基德@保护豆豆



家庭性教育课程合作  
章鱼哥@保护豆豆



学校性教育业务合作  
黑猫警长@保护豆豆



## 联络我们:

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联系电话: 0510-85181412

## About the social innovator

Baohu Doudou, a social enterprise founded by Mr Hu Jiawei in 2015, provides sex education for children, parents and teachers in China. Mr Hu's major job responsibilities include holding training workshops and preparing sex education curriculum for schools. Mr Hu has been interested in and curious about topics that are related to sex since he was young, so he is very open-minded and willing to share his childhood experiences that are related to sex during the interview. Although his university major is food hygiene, his experience of participating in a sex education course in Wuxi city has changed his career path. "The birth of Baohu Doudou can be divided into 3 stages," said Mr Hu. The first stage is his first experience of joining the sex education course in Wuxi city, the second stage is the startup of the project "Guardian Childhood" with his university schoolmates, which is an offline programme focused on sex education and the last stage is the registration of Baohu Doudou Technology Co., LTD. Mr Hu also explained the reason why he targeted his beneficiary from offline users to online users. Most of the mainland parents refuse to discuss sex topics and eventually their services cannot be delivered effectively, however, by utilising online technology and social media, Baohu Doudou can attract and connect more people with similar values. Mr Hu attracted a group of followers when he operated the "Guardian Childhood" programme with his university colleagues. "Being a key opinion leader during my university has assisted me to promote Baohu Doudou's services."



However, after he graduated from university in 2015, Mr Hu was the only one left in the team and he decided to keep running the entire social enterprise by himself. He then met his business partner in one of the annual events in Shanghai and decided to start up Baohu Doudou together. "I like looking at obstacles from the positive side," said Mr Hu. He experienced a lot of difficulties at the beginning. For example, the lack of mature business models and government support. But Mr Hu said, "The small team size actually enabled opportunities for trial and error. Without proven business models for reference in the field of sex education, Baohu Doudou could face less competition and enjoy higher visibility." Mr Hu is very enthusiastic and optimistic with his work as he sees it as a dream job. This passion of his fuelled up Baohu Doudou, making it a successful social enterprise in China. They have already organised 700 courses online and offline since October, 2020. "I could say we are holding workshops and courses in the mainland almost everyday." Mr Hu also shared a story about how Baohu Doudou and how sex education changed a child's value of sex. One day, there is a beneficiary took the initiative to report a sexual harassment to his parents while other children in the village weren't even awareness of the term. Mr Hu was very proud and satisfied with the change of this kid because he believed that sex education in the early age is very crucial and can protect children from various of sexual harassment while they grow up.



# 简单笔记 Beyond the City

Our ultimate goal is to eliminate inequality by connecting young people from the urban areas and the countryside. I believe our team is getting closer to the goal.

Jin Yifei, Founder of Beyond the City



CONNECTING PEOPLE WITH EDUCATION  
用教育连接城乡



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## 08 活动推广 Promotion of future events



## 企业背景与宗旨 Mission and Vision

乡村笔记是一家内地的社会企业，2017年9月由3位年轻人，汪星宇，金一斐和黄唯桦一同创办。他们一直致力推动乡村与城市之间的交流，把城市的小孩带到乡村，同时把乡村的小孩带进城市当中进行体验。

「用教育连接城乡，为城市孩子注入乡村视野，为乡村孩子拓宽职业可能，并为乡村发展带去年轻人的关注与支援。」

这就是乡村笔记的团队们策划每一个活动的初衷与目标。

### 认识一个完整的中国

他们认为乡村的风土与文化非常多样化，来自于城市的同学们在乡土研学中通过文学采风、社会学调研、建筑学、民族学等方式，了解乡村文化，发掘乡村故事丰富他们的人生经验是难能可贵的。

### 让他们第一次远行不再是打工

透过城市职旅的公益项目，让乡村的小孩拥有为自己规划人生的权利。把城市当作课堂，透过不同的生涯规划课程让农村的小孩发掘到自己的兴趣，让他们也可以自己去策划自己的目标。

Beyond The City is a social enterprise in China. Founders, Mr Wang, Mr Kim and Mr Huang have started operating Beyond The City since 2017. They aim to connect children from urban and rural areas with education.

"Connecting urban and rural areas with education, injecting rural vision into urban children, Broaden career possibilities for rural children and bring young people's attention and support to rural development."

It is invaluable for students from cities to learn about rural culture. They can explore rural stories to enrich their life experience through literary collection, sociological research, architecture, ethnology, etc.

Through the public welfare projects, children in rural areas have the right to plan their lives and let children in the countryside discover their own interests through different life planning courses



## "I AM DELIGHTED TO WITNESS THE SOCIAL IMPACT BROUGHT BY BEYOND THE CITY"

我希望在乡村笔记成为一个参与者，见证它为社会带来的改变。



创办人：金一斐

### BACKGROUND OF FOUNDER: JIN YIFEI

创办人，金一斐于复旦大学政治学系毕业并曾经获得上海市青年五四奖章。毕业后也曾经担任上海市奉贤团委的职位，但后来辞去了这个职位与好友汪星宇一同创办乡村笔记。由于自己在上海乡村出生长大，对于乡村有特别的有情感，认为乡村还有很多非常珍贵的东西值得人们去发掘，所以跟团队开发了乡土研学的项目。

主要负责工作：  
落地考察，跑村子以及设计

The founder, Jin Yifei, graduated from the Department of Political Science of Fudan University and won the Shanghai Youth May 4th Medal. After graduating, he also held the position of Fengxian Youth League Committee in Shanghai, but later he resigned from this position and founded Beyond The City with his friend Wang Xingyu.

Mr Kim was born and raised in the countryside of Shanghai, he has a special affection for the countryside. He also thinks there are many precious things in the countryside that are worth discovering, so he developed the charitable project, "Vocational trip in cities" with the team.

Founder of Beyond The City

乡村笔记创办人  
Jin Yifei  
金一斐



02

## 乡村笔记现时主要计划 CURRENT MAJOR PLANS AND EVENTS

乡土研学

城市孩子到乡野体验，在乡村学习文学协作、社会调研、自然探索等能力，同时把学校学到的知识通过乡村研习而学到的知识加以强化。

已有的乡土研学项目：

- 1、湖南·湘西乡土写作营——重走从文先生“湘行散记”文学采风项目
- 2、湖南·湘西乡土调研营——湘西凤凰县苗族宗教信仰的田野调查项目
- 3、山东·菏泽乡土戏曲营——菏泽濒危剧种柳子戏传承保护项目
- 4、云南·红河乡土建筑营——传统汉族民居研究及营造技艺探索项目
- 5、四川·川西乡土自然营——大渡河流域植被特征及植物多样性研究项目
- 6、四川·川西乡土民族营——基于嘉绒藏族的民族识别与民族研究项目



### Studies in Countryside

Urban children go to the countryside to experience and learn literary collaboration, social research, and natural exploration.

At the same time, children can strengthen their own knowledge through rural study.

Existing rural research projects:

- 1.Hunan-Xiangxi Local Writing Camp
- 2.Hunan-Xiangxi Rural Research Camp
- 3.Shandong-Heze Local Opera Camp
- 4.Yunnan-Honghe Architecture Camp
- 5.Sichuan-Western Sichuan Rural Nature Camp
- 6.Sichuan-Western Sichuan Rural Ethnic Camp



03



## 乡村笔记现时主要计划 CURRENT MAJOR PLANS AND EVENTS

### 城市职旅

乡村的孩子在这个项目中能够体验真实的城市生活。以城市为课堂，让来自农村的孩子有机会上职业发展与生涯规划课程，引导学员走进教育、农业、建筑设计、制造业等行业，发掘到自身兴趣、特长、性格等各方面的因素。通过亲身的体验，探索和感受为自己的未来做最合适的职业规划。

乡土研学主要分为2个板块：

#### 1. 职业生涯规划

职业规划部分旨在引导学员真正认识自我，了解自己的兴趣、性格与特长，并学会用于表达自己的观点。主要包括：

- 职业生涯规划课程
- 行业精英分享会
- 能力提升工作坊
- 行业发展导论

#### 2 城市职业体验

城市职业体验与爱心企业与学校合作，邀请学员在真实的工作场景下学习与体验白领职业素养与大国工匠精神。



### Vocational trip in cities

Rural children can experience urban city life in this project. Taking the city as the classroom, children from the countryside have the opportunity to think about career development and career planning. Students can discover and develop their interests, specialties, and personalities through experiencing courses that are related to education, agriculture, architectural design, manufacturing and other industries.

2 main components of Vocational trip in Cities

#### 1. Career planning

The career planning part aims to guide students to truly understand themselves, their own interests, personalities and specialties, as well as to learn how to express their opinions. It mainly includes:

- Career Planning Course
- Industry Elite Sharing Session
- Ability improvement workshop
- Introduction to Industry Development

#### 2. Urban career experience

Cooperating with social enterprises and schools, inviting students to learn and experience professionalism of white collars and craftsmanship spirit.

## 公益活动 对社会的影响

## SOCIAL IMPACTS



过去三年，  
一共带领3000多位12到18岁的城市青少年，  
以及200多个亲子家庭去到乡村，  
走访全国400多个不同类型的村庄，四川川西、山东菏泽、安徽徽州等地均已成熟的研学课程及线路。

80%的青年用户对于乡村的社会关系抱有好奇，  
90%的都市年轻人对于乡村田野的向往已经达到迫切程度。

In the past three years,  
A total of more than 3,000 urban youths from 12 to 18 years old,  
And more than 200 parent-child families went to the countryside,  
We have visited more than 400 different types of villages across  
the country,

80% of young users are curious about social relations  
in the countryside.  
90% of urban young people's yearning for rural fields  
has reached an urgent level.



## 与创办人对话 INTERVIEW WITH FOUNDER



「对于乡村笔记，  
我认为放弃比起坚持还要难」



### 一开始你们是如何建立人脉的？

「我们从 3 人开始乡村笔记，现在我们的团队有 20 名同事。这是令人难以置信！」

金先生认为朋友推荐更能有效招人，因为同理心是最强大的聚人工具。

### 创办社企后最大的收获是什么？

「我以为我对中国的村庄了解很多，但乡村笔记提醒我，乡村还有很多东西有待发现。」看到同学参加活动后的改变，都会有很大的满足感、成就感。而且每次活动结束后都有和同学保持联系，并为乡村孩子提供学习建议，这是非常有意义！

### 对未来的期盼是什麼？

「尽管未来几年要实现我们的目标还有很多工作要做，但我对乡村笔记以及整个项目都表现出了积极的态度和热情！」

06

## 与创办人对话 INTERVIEW WITH FOUNDER



乡村笔记

### How did you build bondings in the first place?

“We started Beyond the City with only 3 people and now we have 20 colleagues in our team. That is incredible!”

Mr Kim thinks that friends' recommendation is more effective to recruit people because empathy is the most powerful tool to gather people.

### What is the biggest gain after starting a social enterprise?

“I thought I knew a lot about the villages in China, yet Beyond the City reminds me that there is still a lot to be discovered.” Seeing the changes made by classmates after participating in the activity, there will be a great sense of satisfaction and accomplishment. Every time after the event, we will keep in touch with classmates and provide learning suggestions for rural children. This is very meaningful!

### What is your expectation for the future?

Mr Kim has shown a positive attitude and enthusiasm to Beyond the City as well as the whole charitable project despite there is still a lot more to go in achieving their goals and objectives in following years.

07



# 活动推广 PROMOTION OF FUTURE EVENTS



扫一扫了解报名详情



扫一扫了解报名详情



乡土研学，去乡村，遇见不同的自己  
城市职旅，来城市，看到未来的自己

08



## 联络我們

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邮箱：contact@beyondthecity.cn

## 关注我们





## About the social innovator

“I am delighted to witness the social change brought by Beyond the City.” said by a young and cheerful man, Mr Jin Yifei. He is one of the founders of Beyond the City and is responsible for designing tours and courses for children from cities and countryside in China. “Our ultimate goal is to eliminate inequality by connecting young people from the urban areas and the countryside. I believe our team is getting closer to the goal,” he said.

Mr Jin and his team have started operating Beyond the City since 2017 and they aim to connect children from urban and rural areas by education. He believes that education has a lower cost to operate than tourism, meanwhile education is more effective to achieve the outcome. In 2012, Mr Jin had a chance to take a tour in one of the rural areas in China and this experience inspired him to start the social enterprise. Children from urban cities can learn different local manners and cultures in rural areas while village children can broaden their world vision and increase their social competitiveness by visiting major cities in China, for example, Shanghai. “Vocational trip in cities” ( ) is a charitable activities for village children. Mr Jin also shared the difficulties that many village children are now facing. Strong and fierce labour market competition in China is the greatest challenge that youngsters from rural areas are facing in recent years. Their hometown has insufficient resources to equip them for their career development and thus, they can only seek low-income and low-skilled jobs in those rapid-developed cities. “This is a social inequality that our country cannot ignore and Beyond the City is going to tackle it.” said Mr Jin.

Since 2018, more than 300 kids from villages have benefited from the charitable project. Mr Jin believed that it is the most meaningful and valuable thing he gained in these 5 years. One of the kids who joined the first tour is now studying at Peking University Health Science Centre, the top university in China. Teens who have participated in the program are now volunteers of Beyond the City and they are very willing to share their own experiences with fellow participants. Mr Jin is grateful to witness the achievement of village kids. “Kids started thinking and seeking their career goals after visiting and exploring urban cities through our programs.” This is the objective that Mr Jin emphasised during the interview.

“We started Beyond the City with only 3 people and now we have 20 colleagues in our team. That is incredible!” Mr Jin thinks that friends’ recommendation is more effective to recruit people because empathy (Da qinghua) is the most powerful tool to gather people. “I thought I knew a lot about the villages in China, yet Beyond the City reminds me that there is still a lot to be discovered.” Mr Jin has shown a positive attitude and enthusiasm to Beyond the City as well as the whole project despite there is still a lot more to go in achieving their goals and objectives in following years.

# Quality Education





# 海上青焙坊 Shanghai Young Bakers

SYB is currently empowering like-minded NGOs and individuals to set up similar lines of business to alleviate poverty in a sustainable way.

Marie Augereau, Executive director of  
Shanghai Young Bakers (SYB)

Shanghai  
Young  
Bakers

海上青焙坊





## 我们的愿景 OUR VISION

向来自中国贫困家庭的年轻人提供高质量的烘焙培训，使他们获得切实可行、富有意义的就业机会，从而摆脱贫困，融入社会。

EMPOWER CHINESE YOUTH  
TO OVERCOME EXCLUSION  
AND POVERTY BY GIVING  
THEM ACCESS TO HIGH-  
QUALITY TRAINING  
LEADING TO VIABLE AND  
FULFILLING EMPLOYMENT  
OPPORTUNITIES



## 我们的使命 OUR MISSION

海上青焙坊致力于向处于社会弱势地位、年龄在17至23岁间的中国青少年教授烘焙技能和社会技能，使他们在毕业后找到合适的工作，过上自力更生的生活。

SHANGHAI YOUNG BAKERS  
AIMS TO TEACH BAKERY  
AND SOCIAL SKILLS TO  
MARGINALIZED CHINESE  
YOUTH AGED 17 TO 23,

THUS ENABLING THEM TO  
FIND QUALIFIED JOBS AND  
LEAD INDEPENDENT LIVES  
UPON GRADUATION.





## 我们的价值观 OUR VALUES



## 支持我们 SUPPORT US







## 我们的故事 OUR STORY

2008

Social innovation project of French Junior Economic Chamber of Shanghai  
上海法国青年商会发起  
社会创新公益项目

2009 Feb-Jul

16 students took part in first training session  
16名学员参加了第一期的培训

Loic Ledru and David Shen volunteered as bakery teachers  
志愿者路易克和沈华帮忙进行了第一期试点培训

2009

6-month pilot programme runs for one year  
最初六个月的培训扩充至一年

Lesaffre provides voluntary training for batch 2 and 3 SYB students  
高赛成为了海上青焙坊第二届和第三届学员的义务老师

16th May 2010

SYB placed under the administrative governance of Chi Heng Foundation  
SYB 项目移交给智行基金会

## 我们的殊荣奖励 OUR AWARDS

2010

One of 10 Shanghai Charity Programs with the Most Potential  
上海市团市委授予的“上海十大最具潜力公益项目”

2015

First prize of the Rotary Leadership Awards, non-profit category, awarded by the Rotary Club of Shanghai  
上海扶轮社年度领导力奖  
非盈利组织类第一名

2016

Special Prize from the Jury, Lesaffre CSR Awards, World Competition in France  
乐斯福公司企业社会责任奖  
评审团特殊大奖

2017

CSR Innovation Award Honorable Mention, AmCham Shanghai  
上海美国商会授予的“社会责任创新荣誉奖”





联系我们  
**CONTACT US**

WeChat 微信



Weibo 微博：  
海上青焙坊

Youku 优酷：  
**SYBITAPP**

YouTube：  
**Shanghai Young Bakers**  
Facebook 脸书：  
**Shanghai Young Bakers**

## About the social innovator

### From Croissant to Co-Creating a bright future

Standing on her own feet in a cosmopolitan city like Shanghai was never in Wang Li's dream, not to mention being a "hai gui". Wang Li worked as a migrant worker in a toy factory in Guangdong Province right after her graduation due to financial difficulties. Her mother passed away long ago and she thought she was doomed to work from 7:30am to 10pm every day before she met Chung To, the founder of Chi Heng Foundation who introduced her to the Shanghai Young Bakers (SYB) training programme. Under the guidance of SYB instructors and her hard work, Wang, who has no prior knowledge in high-end French bakery, has mastered French bakery. She was later selected to take bakery classes in France. Coming back, she is now a "hai gui" instructor at SYB. Not only is she able to provide for herself and her family, her life has changed. She is able to actualise herself now with qualifications in French bakery. SYB training programme provides a platform for disadvantaged young people who dropped out of school due to similar reasons as Wang Li, such as parental imprisonment, and disability.

Originally a social innovation project of the French Junior Economic Chamber of Shanghai, Shanghai Young Bakers was founded in 2008 as a way to give back. Shanghai Young Bakers is committed to alleviate poverty in China by providing free French bakery training to disadvantaged locals aged 17 to 23, empowering them to find qualified baking jobs and lead independent lives upon graduation. In addition, SYB is currently empowering like-minded NGOs and individuals to set up similar lines of business to alleviate poverty in a sustainable way. One of the successful stories would be Passang Lhamo. She was a graduate from SYB, and is now a French bakery instructor for blind youths at Braille Without Borders (BWB) in Shigatse. She learnt how to bake. She can bake for a lifetime. And she is now teaching others to bake for a lifetime.

When asked of the curriculum design of the training programme in relation to the life skills that SYBers need, Marie Augereau, the executive director of SYB says without a second thought that she will give SYBers what she thinks her own children need. As a mother of five, Marie is an empathetic, sharp and energetic woman, who is always fighting for the greatest interest of SYBers. As Marie mentioned, SYB wants to do as much as they can to prepare their students for the future. Thus, SYB welcomes professional help from legal, finance and various fields to improve SYBers' employability. Workshops on wealth management, social media management and public speaking, are offered by volunteers. Not only will SYB tailor the curriculum to the needs of their students, they are also very sensitive to the backgrounds of the students; as Marie mentioned, they will brief the hotels where SYBers are doing internships to ensure a smooth transition.

Do contribute your strength and be part of the success recipe for SYB!



松果仁

## Conarium Research Institute

Passion takes time to prove, and it will transform from curiosity to a responsibility to your employees, the needy, and the community.

Fu Qian, Founder of Conarium Research Institute (CRI)

Quality  
Education





江苏南京

松果仁研习社

Conarium Research  
Institute



与卓越相约 与成长对话

Meet with excellence Talk with growth



## 1 松果仁小故事

## 发生了什么？

在2021年，中國青年的就业形势依旧严峻，给大学在校生及毕业生带来了极大的困扰和压力。在目前的教育系统下，学校的作用并不完全是培养职业导向能力的人才，然而公司的聘用标准却是具备最匹配工作能力的人，青年人从大学到进入社会期间难免会遇到这种能力或经验缺失的问题。松果仁的诞生便是为了填补该空缺，为青年人搭起一条顺利走入职场的桥梁。

## 我们是谁？

松果仁研习社成立于2015年9月，是专注于Y12领域（16-28岁）的知识付费和实习实践的互联网教育平台。其通过青年知识服务、青年实习实践、青年成长体验三个板块，帮助年轻人解决职业发展过程中碰到的一些障碍，包括就业压力大、欠缺职业实践活动、岗位能力不匹配等。旗下包括全国大学生未来英才训练营、国际青年文化游学、城市探访体验、联合国青年文明论坛等多个青年发展项目。

## 我们做什么？

在过去的几年里，松果仁通过「未来青年公益培养计划」，已累计帮助超过10000名青年解决职业发展困惑问题；「CRI青年体验工作坊」已累计举办超过1200场线下体验活动；松果仁的付费用户超过50000人，课程续费率达40%。疫情期间，联动中国绿发会、光盘打卡、免费午餐等众多公益品牌，发起长三角青年大学生创新创业线上峰会、GCM中国首届大学生公益发展论坛等公益活动，直播访问量突破50万人次。

## What's next?

In the future, CRI will focus on building its brand impact, optimizing its organizational structure, and providing more diverse youth activities beyond the traditional courses. More importantly, adhere to the philosophy of being both socially and commercially driven, stay true to your passion and never forget why you start.

## Vision / Mission

- Provide knowledge sharing and activity experience, as well as a whole set of growth scenario services
- Help more young people to discover the world, know themselves; care for and accompany their development

## Scale + Structure

1000+ university campus eco-communities & expert advisors from Harvard, THU, PKU and other prestigious universities  
31+ city branches  
31+ provinces, cities and autonomous regions covered  
3,000,000+ cumulative reach

## ABOUT CRI 4



QIAN FU  
创办人

## 公司简介 2

## 下一步是？

未来，松果仁计划会注重增加品牌影响力、优化组织结构、在课程以外提供更多样化的青年活动。更重要的是，秉承着社会价值和商业价值双驱动的理念，坚守热爱，初心不改。

## 愿景/使命

提供知识分享和活动体验，以及整套成长场景服务  
帮助更多青年人发现世界，认知自己，关注和陪伴青年成长

**规模 + 架构**

31+城市站点分社  
31+覆盖省市自治区  
3000000+累计覆盖人数  
1000+高校校园生态社群 & 哈佛、清北等高校的专家顾问团队



## 3 STORY

## What happened?

In 2021, the employment situation for youngsters in China will continue to be tough, causing great distress and pressure on university students and graduates. Under the current education system, colleges are not directly equipped people with career-oriented skills. Yet, companies are hiring those who have the best match for the job, and young people will inevitably encounter a lack of skills or experience between university and their entry into society. CRI was created to fill this gap and provide a bridge for adolescents to enter the workforce smoothly.

## Who are we?

Founded in September 2015, CRI is an education platform focusing on three sections: youth knowledge service, internship practice and youth growth experience for Y12 (ages 16-28). It helps young people solve the obstacles they encounter in their career development, including employment pressure, insufficient career practice and mismatch of job abilities. The youth development programmes include the National College Students' Future Talent Training Camp, International Youth Cultural Tour, City Walk, the UN Youth Forum and the like.

## What we do?

In the past few years, CRI has helped over 10,000 young people solve their career issues through the "Future Youth Charity Training Programme". The "CRI Youth Experience Workshop" has been held more than 1,200 times, and there are more than 50,000 paid subscribers and a 40% course renewal rate. CRI has linked up with charity brands such as China Biodiversity Conservation and Green Development Foundation, Free Lunch to launch public welfare activities during the epidemic. It included the Yangtze River Delta University Students' Innovative Entrepreneurship Online Summit and GCM China's First University Students Public Welfare Development Forum, with the number of live visits exceeding 500,000.



5 工作范畴 创新元素

培养创新人才

自行研发独特的青年活动，具针对性地为社会培养有创新思维 and 能力的青年人才，发掘自我和世界，在未来成为社会创新领域的一份子。

如：

- 2020年举办的HINEW青年创新发展论坛
- 第八届中国青年领袖（南京）主题峰会
- 2021年的全球精英青年·创新领袖营 等

工作范畴 & 针对问题

知识服务

筛选优质课程，  
优化个人能力

减轻青年就业问题带来的压力和焦虑

成长体验

研发活动类产品和青年社会创新项目，场景化体验社会和职场

帮助青年认识自己，扩展视野，更好地规划职业

实习实践

为企业提供青年品牌营销方案，提供实习机会

提升实践能力和职场实用能力

校园生态社群

建立超过1000多个高校社群

- 持续关注和陪伴青少年成长
- 吸引志同道合的年轻人成为校园大使，带来创新思想和发展动力

Nurturing innovative talent

CRI has developed unique youth programmes to cultivate students' innovative minds and abilities, encourage them to explore their potential and the world and contribute to social innovation progress in the future. E.g.:

- HINEW Youth Innovation Development Forum in 2020
- The 8th Young Leaders in China (Nanjing) Summit
- Global Elite Youth-Innovation Leadership Camp in 2021, etc.

Services & Issues

Knowledge Service

Screening of quality co-urses in the industry to optimize one's comp-etence structure

Reduce the stress and anxiety associated with youth employment issues

Growth Experience

Develop activity-based products and youth social innovation projects, the scenario-based experience of society and workplace

Help young people understand themselves, broaden their horizons and plan their careers better

Internship Practice

Provide Youth brand marketing programme for companies and internship opportunities

Enhance practical skills and workplace skills

INNOVATION6

Campus Eco-Communities

More than 1,000 university communities

- Continuously focus on and accompany the growth of the youngster
- Attract like-minded young people to become campus ambassa-dors, bringing innovative ideas and development drive

Quality Education



「探索未知 创造价值 拥抱  
情感 享受美好」

“Explore the unknown, create value,  
embrace emotions, enjoy the good”

想知道更多？

Want to know more?

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WeChat Official Account:

松果仁体验 / 松果仁研习社

Bilibili: 小松果在B站

知乎 Zhihu: 松果仁研习社



# About the social innovator

“Creating social value in business opportunities” -- this is the company’s direction advocated by Mr. Qianfu, the founder of CRI.

Mr. Qian and his team were concerned about the topic of youth growth and career development early on, but there were not many related organizations in Nanjing. “The number of students in universities in China are tremendous, probably around 42 million students.” He noted. He wanted to help these students and workplace newcomers to move more smoothly from college to the workplace by improving their career skills and gaining practical experience through exciting events that were different from the traditional lectures. After accumulating several years of experience and gaining a deeper understanding of social enterprises, CRI officially transformed into a social enterprise in 2018.

Although the transformation process was smooth, Mr. Qian encountered several obstacles in the early stage of the organization’s establishment. Since social enterprise was not a common type of business in China, they used to be confused about what they wanted to offer and their mission, and they lacked role models for reference simultaneously. Not many people were concerned about the issue, the organization thus lacked experts and stable financial support. Mr. Qian had even encountered crises when the investor left the organization with six months of income. We were curious why Mr. Qian could talk about it in a light and humorous tone, “We are still angry about that, but it motivated us to do better and be seen by more people.” He answered. Mr. Qian commented that he is a person who likes challenges and doing things that no one else has done, so he is rather more determined than frustrated. The members of CRI are young, enthusiastic, and fearless, and believe that “keeping your edge and love is the only way to achieve your dream”

Mr. Qian said they plan to offer more diverse activities for students from different cities and even those studying abroad to participate. Through activities such as national innovation forums and innovation leadership camps, adolescents will be encouraged to focus on various social issues and think of an innovative solution through their research and discussion with peers. He hopes that these young people can provide fresh blood and ideas for social innovation in the future and even become new social entrepreneurs to solve social problems. Not only education, but poverty, environmental protection, health, and other issues also can have enough talents to join.

At the end of the interview, Mr. Qian gave some advice to people who want to be social innovators; be clear about the social issues you want to focus on and spend time exploring them. Provide the most suitable solutions readily accepted and liked by the public; otherwise, you cannot have sustainable revenue while solving problems. And finally, you must stick to what you love. Passion takes time to prove, and it will transform from curiosity to a responsibility to your employees, the needy, and the community.





雅恩

# Young Education Consultants

Do one thing, and do it well.

Qiongxia Bian, Young Education Consultants

Quality  
Education





YOUNG EDUCATION  
CONSULTANTS

雅恩辅育



用心陪伴 因爱成长

EMPOWER CHILDREN DEVELOPMENT



## 1 雅恩小故事



边琼霞  
创始人

- > RDI认证咨询顾问，兼任专业认证培训督导顾问
- > 中国大陆首位PROMPT言语治疗技术与运用两项证书的专业人士
- > 唯一获授权可进行PECS系列培训工作坊授课咨询顾问

每一个小孩都应有一个无忧无虑、快乐的童年，在爱与关怀之中成长，但对某些小孩来说，这是一种奢望。有些孩子因为语言障碍，不但不能适应正统教育，甚至被他人误解、排挤或歧视，对他们和家人也造成重大的心灵冲击。然而，这些障碍并非单凭传统医疗或简单药物便能解决，令家长们彷徨无助。

从医时，边琼霞正留意到有很多这类需要帮助的小孩和家长，便在2005年创立雅恩，为他们提供个性化的治疗和辅导。十六年来，凭着责任和坚持，雅恩帮助了数万个小孩子，为无数家庭带来改变和希望。



## 公司简介

雅恩是一家专业从事儿童言语沟通能力训练、父母养育方式支持的机构。自2005年成立至今，一直致力于2-6岁特殊需求儿童的言语语言和社交沟通训练，为语言发展障碍、发育迟缓、自闭症谱系障碍儿童提供个性化的服务。

作为国内最早投身于儿童言语沟通早期发展服务的专业机构，雅恩拥有一支超过200人、经过严格受训的治疗师、顾问团队，并引入国际先进的干预治疗技术。在十五年内，雅恩通过线上及线下儿童干预和家庭辅导的工作服务了3万多个家庭。雅恩不断积累经验和创新，在国内甚至亚洲都奠定了行业领先的地位。

## 愿景/使命

为需要帮助的特殊需求儿童和家庭提供专业支持  
让沟通不再有障碍

## 规模+架构

中国七大城市共15家训练中心  
帮助过万个孩子开口说话，累计服务三万余个家庭  
210员工，180位治疗师和老师

## 公司简介 2

## 3 YEC STORY



BIAN QIONGXIA  
Founder

- > RDI Certified Consultant and professional certified training consultant
- > The first PROMPT speech therapy technology and application dual certificate holder in Mainland China
- > The only certified PECS training workshop consultant

All children deserve a carefree and happy childhood and to grow up in a loving and caring environment, yet most of them don't have this luxury. Because of language impairment, some children are not only unable to adapt to the traditional education, but are also misunderstood, excluded or discriminated against, which cause a great emotional impact on them and their families. However, these obstacles can not be solved merely with medicine, which makes parents feel helpless.

When she was a doctor, Bian qiongxia noticed that there were many children and parents in need of help, so she founded YEC in 2005 to provide them with personalized treatment and help. Over the past 16 years, with responsibility and persistence, YEC has helped tens of thousands of children, bringing change and hope to countless families.

## ABOUT YEC

YEC is an organization specializing in children's verbal communication skills training and parental rearing support. Since its establishment in 2005, it has been committed to the speech language and social communication training for children aged 2-6 with special needs, providing personalized services for children with language development disorders, growth retardation and autism spectrum disorders.

As the first professional institution in China to devote itself to the early development of children's verbal communication, YEC has a team of over 200 therapists and consultants who have been strictly trained, and has introduced international advanced intervention treatment technology. In 15 years, YEC has served more than 30000 families through online and offline child intervention and family counseling. YEC keeps accumulating experience and innovation, and has established a leading position in the industry in China and even in Asia.

## VISION AND MISSION

Provide professional support to children and families with special needs

Eliminate communication barrier

## COMPANY STRUCTURE

Seven major cities  
15 training centers  
helping more than 10,000 children to speak  
Serving more than 30,000 families

210 employees  
180 therapists and teachers

## ABOUT YEC 4



5 创新

INNOVATION 6

**针对的社会议题** 特殊需求儿童和他们的家庭  
(包括言语沟通障碍, 发育迟缓, 自闭症等)

**创新元素**

直接从国外引进以循证为基础的训练方法, 与国际接轨, 将该领域最先进的理念和技术应用服务于中国的特殊需求儿童。

**PECS** 图片交换沟通系统  
通过图片交换沟通系统, 教导自闭症、沟通障碍人士自发主动地与人沟通

**RDI** 人际关系发展干预  
雅恩是与RDI创始人交流最为密切的中国机构, 积极推进其普及和应用。

**雅恩的工作**

**儿童发展干预**  
提供语言训练、口肌构音训练、感统训练及社交沟通等个性化和生活化课程

**家长培训指导**  
为家长提供公益课堂、阅读资源、在线教育等服务, 建立全方位的家长支持系统

**专业培训服务**  
为雅恩内部老师提供专业培训以及为行业输出共用的资源和经验

**SOCIAL ISSUES TACKLED**

Children with special needs and their families (including speech and language impairment or delay, Autism Spectrum Disorder, etc.)

**INNOVATIVE ELEMENTS**

Introduced evidence-based training methods from abroad, with the most advanced concepts and technologies in the field

**PECS**  
Teaches spontaneous and active communication through picture exchange

**RDI**  
YEC communicates closely with the founders of RDI, while actively popularizing and applying it

**WORK OF YEC**

**CHILDREN DEVELOPMENT INTERVENTION**  
Provide personalized and life-oriented language, oral muscle articulation, sensory integration and social communication training

**PARENT TRAINING GUIDANCE**  
Provide parents with as charity courses, reading resources, online education, etc., and establish a comprehensive parent support system

**PROFESSIONAL TRAINING SERVICES**  
Provide professional training for YEC's teachers and export shared resources and experience for the industry

Quality Education





「一生做好一件事」  
“DO ONE THING  
AND DO IT WELL”

WANT TO KNOW MORE?

WeChat official account: 雅恩儿童学说话训练  
Official website: [www.yehealth.com](http://www.yehealth.com)

想知道更多?

微信公众号: 雅恩儿童学说话训练  
官网: [www.yehealth.com](http://www.yehealth.com)



## About the social innovator

It is never easy to venture into uncharted territories, to pave the way for others to follow in your footsteps. Young Education Consultants was one of the firsts in the field to provide intervention and training for children with special education needs like speech and language impairment or delay and an autism spectrum disorder. They have been providing help and bringing hope to children and families for 16 years, at the same time facilitating the growth in awareness and recognition of the industry in China.

Ms. Bian Qiongxia started as a doctor but she realized that a lot more still needed to be done outside of hospitals for children with special education needs after years in the field. In her 40s, she wanted to contribute more to society. She set out to create a company for this gap that needed to be filled, not just by anyone, but by professionals who understand the issue as well as possess the professional knowledge and necessary training to provide help. With encouragement and support from colleagues in the field of child psychology, she founded YEC in 2005, striving to provide personalized help and intervention that these children could not get from hospitals or schools. YEC has been challenged by countless obstacles, especially in their early years, without any prior examples in the country to look to. It was only after a few years of exploration and experimentation that they were able to settle into a more standardized format of operation that allowed for replication and expansion. Over the years, they were also met with other challenges like constantly losing talents after training them at YEC and occasionally even the children who were under their guidance. Ms. Bian, however, sees this as inevitable but also still a way to contribute to the field, as after all YEC has been trying to build a more complete training system to bring more talents into the field. During the pandemic, they have also had to adapt to the changes while at the same time trying to accommodate the needs of families who used to be unable to benefit from their services due to geographical constraints

Ms. Bian emphasized the importance of doing something from the heart and with a conscience, and genuine intention of doing something good for society and not just for the sake of profit. There are countless companies out there that do similar things as YEC, but the reason why so many parents still come to them, other than the fact that they are one of the best in the field, is because it is apparent how much Ms. Bian and her company care about the work they do. Ms. Bian lives by one motto – do one thing, and do it well. She has gone through her fair share of ups and downs throughout her career so far, but her persistence in her work and commitment to the cause has allowed her to triumph over every snag in the way and come out stronger through adversity..

# Quality Education





## Chapter 3: Sustainable Cities and Communities

Sustainable Development Goal 4 of the United Nations 2030 Agenda for Sustainable Development is to “make cities and human settlements inclusive, safe, resilient and sustainable”. In this chapter, we present seven social enterprises that advocate for social and environmental sustainability through innovative products and services.

**HowBottle** is a trailblazer in sustainable fashion, creating trendy bags and accessories out of plastic bottles. **AoBag** revolutionizes the mainstream recycling system by introducing a digital platform that makes recycling easy and fun. **Gooday** runs an experiential hostel that put the concept of sustainable living into action. **Sacred Earth** aims at empowering the indigenous communities through developing ecological research, education and tourism programs. **Blue Sheep** sells handcrafts produced by the underprivileged in hopes of providing them income and social independence. **NANOxARCH** integrates sustainable materials with architecture design. **I-PAI** encourages people to take ownership of their community and promote public interest through participatory filmmaking.





# 好瓶 HowBottle

As long as we don't fall, we can convince the world that this  
(social innovation) is possible and achievable

Jiayu (Supa) Lun, COO of HowBottle



好瓶 HOW BOTTLE

好瓶(上海)文化传  
播有限公司

HOWBOTTLE



让自己开心，  
地球也开心

MAKE  
YOURSELF  
AND THE  
EARTH  
HAPPY

好瓶 HOWBOTTLE



## 好瓶小故事 THE STORY OF HOWBOTTLE

HOWBOTTLE • 1

用完塑料瓶后，你会怎样处理？扔到垃圾箱里？看似没用处的塑料瓶其实是一块**宝藏**，**好瓶**把它们**打造成一件件潮流单品**，用「**潮**」这种革新**的力量**吸引大众主动了解和使用这类环保再生产品。

好瓶的**创始团队**是一群**海洋/户外爱好者**，每每看到那**山间、海里**散落的**各式垃圾**，总觉得自己**应该做点什么**。



How will you deal with the plastic bottles after using them? Throwing them into the rubbish bin? Plastic bottles seem to be useless, but they are actually **treasures**. HowBottle is able to **turn these plastic bottles into trendy items** by using the innovative power of **"trendiness"**, encouraging the public to take initiative in understanding and using these environmentally friendly recycled products.

The **founding team** of HowBottle is **a group of marine/outdoor enthusiasts**. Whenever seeing **different kinds of rubbish** scattered in the **mountains** and the **sea**, they always feel that **they should take action**.



## 好瓶小故事 THE STORY OF HOWBOTTLE

HOWBOTTLE • 2

当了解到，一次性的塑料瓶是可以被**回收**做成**日常耐用品**的时候，团队伙伴们一拍即合，以**产品作媒介**，**材料是态度**，好瓶因而诞生。不只是卖衣服包包，而是**用产品说故事**，**传递可持续的生活方式**，**影响更多人的理念和心态**，**用微薄的力量让世界变得更好**。



When they learned that single-use plastic bottles can be **recycled** into **daily durable products**, this group of people hit it off. Using **products as the medium** and **the material as their attitude**, HowBottle was born. HowBottle not only sells clothes and bags but also **tells stories with their products**. It aims to **spread the idea of a sustainable lifestyle**. Being influential, they use their meager power to make the world a better place.





## 什么是好瓶？ WHAT IS HOWBOTTLE?

HOWBOTTLE • 3

好瓶是一个用塑料瓶打造潮流产品的可持续品牌，拥有一个专注于环保再生材料产品的设计、开发与创意推广团队。它也是中国大陆第一家可持续环保共益企业。好瓶把生命短暂的一次性塑料，变成有情感连接的包袋与配饰。让再生材料这块「记忆芯片」，自己讲述产品背后的故事，为中国年轻人了解可持续消费带来了全新的视角，用消费促进环保，让自己开心，地球也开心。

HowBottle is a sustainable brand of using plastic bottles to create trendy products, having a team focusing on the design, development, and creative promotion of environmentally friendly recycled materials products. It is also the first B Corporation to work on sustainable environmental protection in Mainland China. HowBottle turns short-lived single-use plastics into bags and accessories that are full of emotional connections. This lets the "memory chips" (recycled materials) tell the story behind the product by themselves, bringing a new perspective for Chinese young people to understand sustainable consumption. It used consumption to promote environmental protection, making yourself and the earth happy.

**成立时间**  
Date of establishment  
2016年10月注册  
Registered in October 2016

6个全职员工  
6 full-time staffs

2个兼职员工  
2 part-time staffs

20%的小伙伴  
20% of partners



## 什么是好瓶？ WHAT IS HOWBOTTLE?

HOWBOTTLE • 4

针对的社会议题 Targeted social issues

一次性塑料污染问题

可持续消费

The problem of single-use plastic pollution

Sustainable consumption

好瓶带来的改变

HowBottle's Theory of Change



**商业模式**  
Business mode

**面向企业端服务**  
To Business Services

- 提供可持续材料 + 再生材料  
Provide sustainable materials and recycled materials
- 订制可持续产品  
Provide customized sustainable products
- 提供咨询服务  
Provide consultation services

**面向终端客户服务 - 零售**  
To Customer Services -  
Retailing

- 设计产品  
Design products
- 生产产品  
Produce products



## 创新元素 INNOVATIVE ELEMENTS

HOWBOTTLE • 5



如何从塑料瓶变成面料?  
HOW TO CHANGE FROM PLASTIC BOTTLE  
TO FABRIC?

## 创新元素 INNOVATIVE ELEMENTS

HOWBOTTLE • 6

意想不到的新品  
Surprising and New  
Products

### A. 自创产品 Self-designed Products



「84光年」  
"84 Lightyear Backpack"

用31个回收塑料瓶做成的  
Made from 31 plastic bottles

「8小时工作, 4小时生活, 全部装下」  
"8 hours of work, 4 hours of life,  
all stored"

「野餐包」 "Picnic Tote"

用26个回收塑料瓶做成的  
Made from 26 plastic bottles



「一大口呼吸」  
"Take a big breath"



「方块包」  
"Square Shoulder Bag"

用17个回收塑料瓶做成的  
Made from 17 plastic bottles

「2种热爱生活」  
"2 lives of passion"



## 创新元素 INNOVATIVE ELEMENTS

HOWBOTTLE • 7

### 意想不到的新品 Surprising and New Products

#### 3. 跨界合作 Cross-sector collaboration



##### 「24包」"24 Bag"

用24个塑料瓶 + 1块回收的救灾帐篷的布料做成的

Made from 24 plastic bottles + 1 piece of the recycled tent cloth from the earthquake

「希望你的每一个24小时都装满对生命的在乎」  
"I hope that your every 24 hours is full of care for life"

##### 「在乎衣」"I Do Care Coat"

- 用13个回收塑料瓶做成的  
Made from 13 plastic bottles
- 口号遇水会变色，从 "I DON'T CARE (我不在乎)" 变成 "I DO CARE (我真在乎)"  
The slogan changes from "I DON'T CARE" to "I DO CARE" when it rains.



「在乎是一种选择，让自然流转，生生不息」  
"Caring is a choice, letting the nature flow endlessly"



##### 「太空包」"Space Bag"

用27个塑料瓶 + 1块回收的神舟七号火箭碎片做成的

Made from 27 plastic bottles + 1 piece of recycled fragment from Shenzhou 7

## 可持续社群 SUSTAINABLE COMMUNITY

HOWBOTTLE • 8

### 瓶Guy社群 Bottle Cap Community

讨论践行可持续生活  
Discuss the practice of sustainable life

用户反馈渠道  
As user feedback channel



### 瓶盖创造营 Bottle Caps Creation Camp

「喂我瓶盖」收集器，讲述塑料瓶的前世今生  
"Feed Me Bottle Cap" collector, telling the past and present of plastic bottles

瓶盖工作坊  
Bottle caps workshop





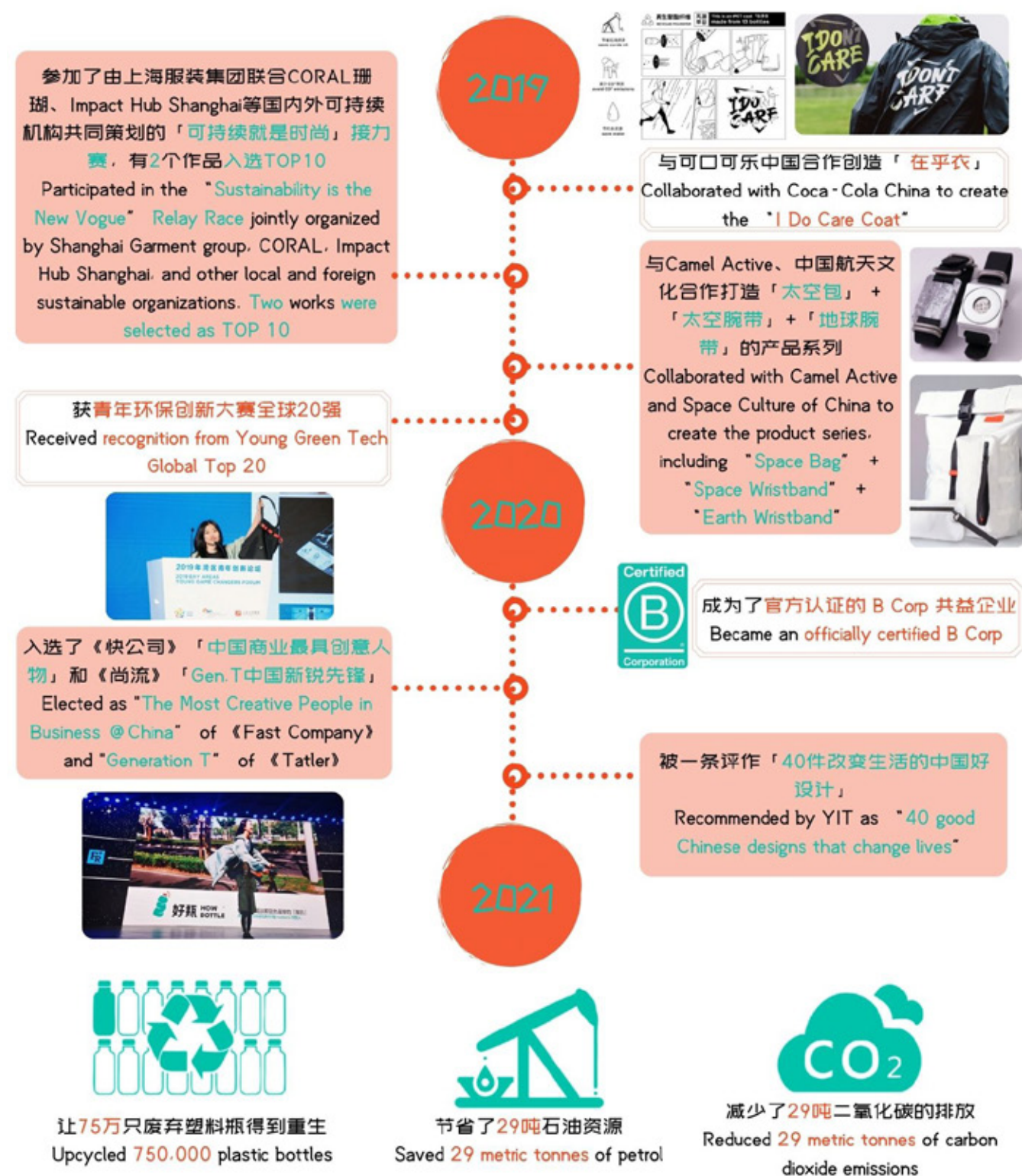
## 重大事件 / 荣誉 MAJOR EVENTS / AWARDS

HOWBOTTLE • 9



## 重大事件 / 荣誉 MAJOR EVENTS / AWARDS

HOWBOTTLE • 10







Buy Less, Buy Better

想知更多?  
Want to know more?

网址 Website: <http://www.howbottle.com>  
 Instagram: howbottle  
 微信公众号 WeChat official account: 好瓶HowBottle  
 电邮 Email: [hello@howbottle.com](mailto:hello@howbottle.com)  
 微博: @好瓶HowBottle  
 淘宝: 好瓶HowBottle  
 小红书: 好瓶HowBottle

## About the social innovator

“For whom to do environmental protection? Protecting the environment is actually protecting Yourself.”

In the city, there is a young team, who are marine and outdoor enthusiasts. Whenever seeing different kinds of rubbish scattered in the mountains and the sea, they always feel that they should take action. Thus, HowBottle was born, a social enterprise engaging in the industry of sustainable fashion. It strives to solve single-use plastic pollution in urban areas in China. The chief operating officer, Lun Jiayu (Supa) shared their stories on the road of social innovation.

Before the trip on social innovation, Supa studied biotechnology at university. However, the research work wasn't suitable for her which requires a long time to see the impact. That's why she joined a non-governmental organization (NGO), providing immediate support to the needy. Unfortunately, this wasn't a suitable route for her either. She found out limitations in operating NGOs. During her master's degree, she got the chance to study social enterprises and entrepreneurship in the United States. She got attracted by the concept of social enterprise. Her classmates started their enterprises while studying when they discovered a social issue. Her interest in social innovation grew day by day. “Social enterprise may be the right route for me, but I am not sure whether I can adapt to such a business-related world.” Such unknowns gave her the courage to go to Africa and India alone. She joined an Indian startup, experiencing the operation of a company. Most people think these places are bad and a girl shouldn't go there alone. But she holds an entirely different perspective, “Nothing is a thing. You only know it when you do it!”

When Supa came back to China, she met HowBottle, a sustainable brand of using plastic bottles to create trendy products. It turns short-lived single-use plastics into bags and accessories that are full of emotional connections, promoting sustainable consumption to Chinese young people and eventually protecting the environment. Supa sent out her CV off the top of her head. Working closely with this team, she realized social enterprise is purer with good intention, being less complicated than the normal business sector.

“When we encounter obstacles, we put ourselves in others' shoes, so that we can tackle the problems more effectively.”

Supa and her teammates operate HowBottle with their hearts and determination. She mentioned, “We have proceeded from ‘0’ to ‘1’, but working from ‘1’ to ‘100’ is the key now.” Although HowBottle has encountered different difficulties throughout its journey, it never gives up. The spirit of “As long as we don't fall, we can convince the world that this (social innovation) is possible and achievable” kept them going. At this stage, consumers have a deeper understanding of sustainable consumption. Being innovative is essential for producing better products. “By raising a flag that doesn't fall, we desire to spread hope to everyone.” HowBottle will keep striving to bring changes and hopes to the city.



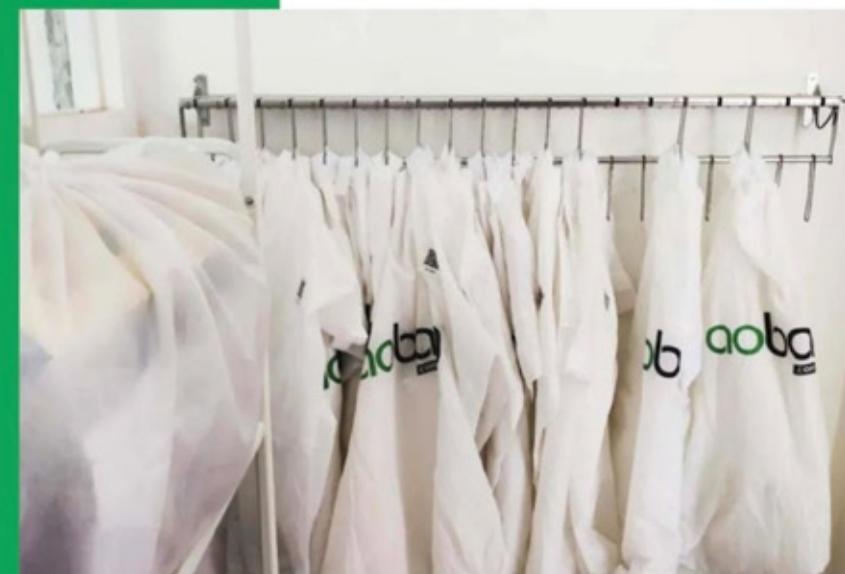
# 奥北 Aobag

Instead of complaining about how bad the environment is and how no one seems to care, why not do something about it and make it better ourselves?

Jianchao Wang, CEO and Founder of Aobag

奥北环保

帮助所有人  
行动起来



A O B A G

GET  
EVERYONE  
TO TAKE  
ACTION



aobag  
.com

干净干燥无异味 两桶一袋可追责  
CLEAN CLEAR AND ODORLESS,  
SAME TYPE GOES TOGETHER



AOBAG | PAGE 1

## 公众缺的不是意识， 而是常识

很多人对垃圾根深蒂固的印象就是又脏又臭，不知道垃圾分类应该怎样做才是正确之余，更不知道怎么去参与。中国一年有两亿吨的生活垃圾，里面至少有三分之一是可以回收的。而大家生活中产生的几百种垃圾，很多人不懂哪个属于哪个类别，甚至懂得正确分类的，在家里做完分类后扔到桶里面，然后就没有然后了。



### WHAT THE PUBLIC LACKS IS NOT AWARENESS, BUT KNOWLEDGE

To most people, their deep-rooted impression of waste is that it is dirty and smelly. They have no idea what the correct way to sort waste is, let alone how to take the first step to participate.

China produces 200 million tons of domestic waste every year, at least one third of which can be recycled. The average person generates hundreds of types of waste yet they don't know what categories they belong to. Even for those who do, their actions are in vain because nothing really happens after they put their recyclables into recycling bins.

奥北  
小故事

AOBAG | PAGE 2

奥北创始人汪剑超，放弃微软高级工程师一职后开始从事垃圾分类回收，意识到人们希望行动但不知如何开始，便利用技术和创新，帮助所有人行动起来。

The founder of Aobag, Wang Jianchao, quit his job as an engineer at Microsoft, and began his work in the waste classification and recycling industry. He realized that people wanted to act but had no idea how to start, and made use of technology and innovation to help everyone take action.



## 什么是垃圾分类？

垃圾分类就是将生活中产生的垃圾进行分类投递、存储、运输，促使垃圾得到合理有效的处理，从而降低垃圾处理成本、减少资源浪费和环境污染。

### WHAT IS WASTE SORTING?

Waste sorting refers to the process of sorting out, storing and transporting waste produced in our everyday life, so that there can be reasonable and effective waste treatment that lowers costs while also limiting the waste of resources and reducing environmental pollution.

STORY  
OF AOBAG



## 奥北是什么？WHAT IS AOBAG?



奥北环保是一个垃圾分类回收平台，针对目前主流回收箱垃圾分类模式不可持续的问题，提出可回收物14类的专业分类，并利用微信小程序、回收袋和投放点，以满袋换空袋的模式进行回收并提供现金回馈，鼓励人们主动而持久地参与垃圾分类和回收。

奥北的模式将垃圾从源头分类，而且连接居民、社区、物流体系和回收再生系统，降低整体的回收成本，让可回收物得到规范专业回收，并进入再生循环体系产生销售收入。奥北希望在垃圾分类产业升级过程中，持续不断地提供更有效、更高效率的解决方案。

Aobag is a waste classification and recycling platform that aims to tackle the unsustainability of the current mainstream recycling bin waste classification model with our own 14 classifications of recyclables. We replace full bags of recyclables with empty bags and provide cash-back for users as reward, as well as make use of WeChat, recycling bags and drop-off points to promote recycling. This model encourages active and persistent participation from those who genuinely care about waste sorting and recycling.

Aobag enables waste to be sorted from the source, while connecting residents, communities, logistics systems and recycling systems, thereby reducing overall recycling costs and allowing recyclables to be recycled in a standardized and professional manner, so as to enter the recycling system and generate sales revenue. Aobag hopes to continuously provide more effective and efficient solutions to upgrade the waste classification industry.



### 分类原则

干净干燥无异味

### CLASSIFICATION PRINCIPLE

Clean clear and odorless

### 架构

30名全职员工

- 运营团队
- 项目团队
- 研发团队
- 公司管理

### COMPANY STRUCTURE

30 full-time employers

- Operation team
- Project team
- R&D team
- Company management

### 服务规模

300+ 投放点  
500+ 服务机构  
146000+ 个人会员  
21000+ 付费购袋的会员

### SCOPE OF SERVICE

300+ Drop off points  
400+ Servicing organizations  
146000+ Total members  
21000+ Bag-paying members



## 奥北时间线 AOBAG TIMELINE

### 2017

奥北成立

Establishment of Aobag

奥北成立成都开始试运行  
Start of trial operation in Chengdu

获得峰瑞资本投资  
Received investment from FreesFund



央视新闻频道《新闻调查》  
栏目的《垃圾！垃圾！》  
CCTV News Channel  
programme "News Probe"  
"Garbage! Garbage!"

### 2019

宜家商场建立“宜家具乐部  
环保垃圾回收银行”

Established "IKEA FAMILY  
Recycling Booth" at IKEA store



成为唯一获得迪拜2020世博会 ExpoLive 项目资助的中国创新项目

The only innovation project of  
China to receive the Dubai 2020  
ExpoLive project funding

中国社会企业与影响力投资  
论坛年会 获选“最具发展潜  
力社企奖”

China Social Enterprise and Impact  
Investment forum Annual  
Conference "Most Development  
Potential Social Enterprise Award"

针对的社会议题

- 垃圾分类
- 回收(提高垃圾回收率)

Targeted social issues

- Waste classification
- Recycling (improve the overall recycling rate)



创新元素

产品创新

aobag 回收袋：美观、实用、能够循环使用，袋身二位码方便溯源

程序创新

无人值守自助投放点：扫码开门、扫码领袋，减少以往垃圾分类和回收的时间限制，节省劳动力

服务创新

微信小程序：实时查看收运路线、附近投放点；自助学习分类常识，AI 分类问答机器人；直接提现回收换回的收益

Innovative elements

Product innovation

aobag recycling bag: Beautiful, practical, and recyclable, with a QR code that makes it easily traceable

Process innovation

Unattended self-service drop-off point: Open/close doors and claim/drop bags with a scan. Prevents time constraints of traditional collection methods and saves manpower

Service innovation

WeChat Mini Program: Allows checking of real-time collection and transportation routes and nearby drop-off points; provides information on classification for self-learning and answers questions with AI technology; allows direct withdrawal of money earned from recycling





## About the social innovator

“Instead of complaining about how bad the environment is and how no one seems to care, why not do something about it and make it better ourselves?”

Imagine living in Beijing and having to walk past a landfill every day on your way to work, seeing plastic bags and pieces of paper floating in the air on windy days as if the sky is just raining down trash. And then imagine your utter shock and bewilderment when you go to America and see how clean their streets are, how fresh their air is, and on top of that, how they have five different types of trash cans for different kinds of wastes when some people cannot even handle one. This is exactly what the CEO of Aobag, Jianchao Wang experienced before he started dedicating his life to the waste management and recycling industry, and what drove him down the road of creating this platform to encourage and educate the public on waste classification and recycling.

Growing up, his father used to tell him to study hard and do well in school, or else he would have to make a living by picking up trash. Little did he know that he would eventually end up giving up his career as a software engineer at Microsoft to do exactly that. When asked about this change in his life and how this decision was received by his family and friends, he admitted that it did take some communication and explaining before they understood, especially for his family. “For my family, it was difficult because giving up a stable income to do something that not only is unreliable but also does not have a good reputation would affect them a lot.”

“Your biggest enemy is yourself.”

When Wang and his partner began their entrepreneurial journey, like most people, they were met with immense challenges. His biggest challenge was learning how to really understand and improve himself. “You might have developed a certain mindset or way of dealing with problems throughout your upbringing or other experiences in life, and it is not until you work with someone else and make mistakes that this mindset would be challenged.” However, concepts that people have relied on for so long would be very difficult to change, no matter how harmful it is, which is one of the reasons why Wang believes that it is so important to have good business partners to lean on during this process of self-discovery and reinvention. In his ten years of experience, he understood that to make a business successful and long-lasting, one must cast aside their prejudice and look at the underlying issues with an unbiased perspective.

Despite being a waste classification and recycling company, at the end of the day, Aobag is still doing it for the people, especially those who work hard every day to collect and sort trash. No matter how much better the environment is, how much waste they have reduced, the true value lies in what they do. Besides seeing more people actively participating in recycling, Aobag wants to make the lives of those workers easier, so they can bend down one less time, do one less turn, and take one less step.





Sustainable living is not just a concept to bear in mind, but an action to be taken.

Tingting Li, Founder of Gooday

Sustainable  
Cities and  
Communities



# 丽日 GOODAY

来丽日，体验自然之美。



永续生活  
不仅是态度，  
更应该是行动

SUSTAINABLE  
LIVING—NOT A  
CONCEPT,  
BUT AN  
ACTION



昆明西山区团结乡大墨雨村  
Damoyu village, Kunming

## 丽日小故事 THE STORY OF GOODAY

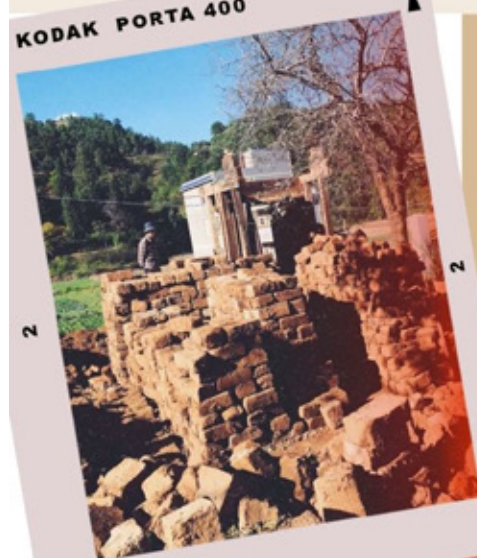
从前，有个在田野天空下长大的大理姑娘，梦想着有一天能为自然和世界做点什么。

2015年秋，这个姑娘在昆明的大墨雨村一手一脚建造了永续生活的小世界，取名为「丽日」。简单的三个院子、一个山林果园和一些耕地，这个姑娘致力建造永续自足之路，让更多人向自然学习，与其共生。她的名字，叫李婷婷。

丽日 GOODAY • 1



KODAK PORTA 400



There was once a Dali girl who grew up with the company of nature. She dreamed of doing something for nature and the world one day.

In the autumn of 2015, this girl built a small world of sustainable living in Damoyu village, Kunming, named "Gooday". With three simple yards, a Mountain Orchard, and some cultivated land, this girl is committed to building a sustainable self-sufficiency path and influencing more people to learn from nature and coexist with it. This girl is Li Tingting.



「永续生活不仅是态度，更应该是行动。」

"Sustainable life is not only an attitude, but also an action."



## 丽日小故事 THE STORY OF GOODAY

在成长过程中，李婷婷就与大自然建立了密不可分的关系，抱有人类应该要回归自然的念想。创立丽日前，李婷婷在云南大学教授社会工作，但总感觉传授理念和教学对她而言并不足够，她想做更多。

于是，她毅然决然离开了象牙塔，决定将实践与理念、教学融合。

经过2、3年的研究和选址，李婷婷在一个彝族小村庄里建立了丽日可持续生活中心，将个人对自然的使命结合，成为了在永续生活上的教育者。

Growing up, Li established an inseparable relationship with nature and cherished the idea that human beings should return to nature. After graduating, Li taught social work at Yunnan University, but she always felt that teaching ideas from books were not enough for her.

She wanted to do more. So she decided to leave the ivory tower and to integrate practice with philosophy and teaching. After 2 or 3 years of research and site selection, Li established Gooday Sustainable Living Center in a small village, combining her personal mission to nature with becoming an educator in sustainable living.

丽日GOODAY · 2



## 丽日简介 GOODAY INTRODUCTION

Gooday operates a sustainable living center in Damoyu village, Kunming. The center is designed and built in an organic, sustainable, and zero waste way, and continues to operate in the most environmental-friendly manner.

Gooday center is also an experiential hostel, providing exploration experiences of sustainable living and the beauty of nature. Through the construction of the rooms, the food, farming, horticulture, and other educational activities, Gooday hopes to educate more people to understand the concept of sustainable living and apply it to individuals, families, communities, and even society.

丽日GOODAY · 3

丽日经营着位于昆明大墨雨村的永续生活中心。中心以有机、永续和零废弃的方式设计及建造，以最真璞和回归自然的方式持续运作。

丽日永续中心也是一个体验式民宿，提供永续生活的实验和体验，让人们感受到自然之美。透过房间的建造方式、中心提供的餐饮、农耕园艺以及其他教育体验活动，丽日希望让更多人了解到永续生活的概念并应用到个人、家庭、社区甚至社会当中。

### 成立时间

Date of establishment

2015年10月

October 2015

### 创办人 Founder

李婷婷小姐

Miss Li Tingting

### 员工团队 Staff Team

8个全职员工, 5个兼职员工

8 full-time staffs, 5 part-time staffs

### 愿景和使命

Vision & Mission

- 鼓励人与环境和谐共生，让人们努力探索绿色友善的可持续生活方式

Encourage people to live in harmony with the environment and strive to explore an environmental-friendly and sustainable way of life

- 推广永续自足生态生活，顺从环境，回归自然

Promote sustainable, self-sufficient living that go with the environment and return to nature



## 创新元素 INNOVATIVE ELEMENTS

丽日GOODAY · 4

### 丽日针对什么社会议题？ WHAT SOCIAL ISSUE?

- 因资源侵夺造成的环境危机  
Environmental crisis caused by resource encroachment
- 因人类企图控制自然、对抗自然，造成人与自然万物关系失衡  
Unbalance relation between human and nature due to human's attempt to control and resist the course of nature
- 人类盲目追随工业化、技术治理、消费主义驱动的世界，相信经济增长和科技发展能解决所有人类社会的问题  
Mankind blindly believes that economic growth and technological advancement are the solution for all issues in the world



### 程序创新

#### Process Innovation

将简单的永续技术和意念组成完整体系，成为能影响大众的生活模式。

Integrate simple sustainable technologies and ideas into a system that can impact people's living styles and mindsets.

### 产品创新

#### Product Innovation

提供永续生活的体验和应用教学

Provide experience learning on sustainable life.

## 丽日的工作 THE WORK OF GOODAY

丽日GOODAY · 5



### 自然建筑的民宿客房

用原始的方法打造了永续生活中心，一砖一瓦都是取自自然，中心运作的资源也是与自然及环境紧扣。

Built and operate sustainable experiential hostel with resources from the surrounded environment

### 绿色友善的农耕园艺

用灰水、废水过滤的再生水灌溉耕地，用厨余和排泄物作为植物的肥料。

Use reclaimed and reuse water to irrigate cultivated land, and use kitchen waste and excreta to fertilise plants.



### 本地当季的田园餐饮

就地取材，用最新鲜和朴实的天然食材制造食物。

Use local materials to make food, with the freshest and simple natural ingredients.





## 永续生活的体验教育

民宿生活让人们体验永续生活；工作坊让大朋友小朋友学习与大自然相处、协作；「食物革命」让城市的年轻人将朴门原理和技术应用到城市房屋中。

Experiential hostel allows people to explore sustainable living; The workshops enables children and adults to learn how to get along with and cooperate with nature; "Food revolution" enables young people in cities to apply sustainable living principles and technologies to urban lives.

## 线下和线上的永续商城

提供永续产品的购买途径。

Provide purchasing channels for sustainable products.



丽日鼓励和推动人们以取之有度的方式过好每一天，以传统和现代结合的方式推动人与自然和谐共处。

Gooday encourages people to live each day in a passionate and proper way, and promotes the harmonious coexistence between man and nature with the combination of tradition and modernity.

## 丽日足印 GOODAY MILESTONES





丽日GOODAY • 8



一定有一种生活，可以不再被时间和金钱逼迫，回归人类本质；一定有一种人生，在做自己的同时也能够贡献社会。

**Live a life that time and money do not coerce you, live a life that your true self can shine while contributing to society.**

**想更了解丽日？**

**Want to know more about Gooday?**

电话/微信号: 18088321642  
 微信公众号: @丽日Gooday  
 微博: @丽日Gooday  
 小红书: 丽日Gooday  
 bilibili: 丽日Gooday



## About the social innovator

Gooday is a social enterprise that went back into the arms of mother nature and strives for its environmental missions in the rural parts of China. The story of Gooday started with a young lady called Li Tingting. Li grew up in Dali, Yunnan, a beautiful city surrounded by natural scenery and wildlife. Li slept under the starlight, ran with grass under her feet, and learned from nature. She developed a bond with nature and synchronized with the world when she was still a child, “Love life, love nature.” gradually became her motto. Li loved and cherished the environment, but her upbringing alone did not drive her to start a business in the rural area, her years in the city did. After graduating from secondary school, Li went to Kunming, one of the biggest cities in China, and worked her way to becoming a teacher at Yunnan University. However, the longer Li stayed in the ivory tower, the more she struggled with her true mission in life. In 2012, while Li was doubting the impact of her social work teachings, a real-life environmental crisis got to her—the haze issue, that showed her the importance of tackling social issues with educational actions.

That was when Li encountered permaculture, which was a concept and lifestyle to adopt self-sufficient, eco-friendly approaches. She spent 2 years studying the concept and refined her vision for the world and humans. Li realized, to become an educator with actions, she has to leave the ivory tower, go deep into the rural areas and build permaculture systems, teach modern citizens the essence of co-existence with the environment. She said to herself, “Do what you can, do what you want.”, and she resigned from her stable job, dived into the rural areas and started the journey of being an innovator.

So, in 2015, as the autumn leaves fell back to the ground, Li found her way to a small village in rural Kunming and went back to nature. Li soon ran into her first obstacle—she knew nothing about sustainable systems and architecture. But with the help of volunteers, raw resources provided by mother nature, and her firm belief in promoting a sustainable lifestyle, she overcame and built a permaculture center from scratch and named it “Gooday”. Gooday is an experiential hostel in which everything guests use, touch, eat is built and operated with natural materials. It offers guests not only a taste of self-efficient and sustainable living but also the conceptual change on how people perceive their relationship with the environment. Li and Gooday never meant to encourage the abolishment of modern life, instead, they want to combine modernity with the natural order. By going back into nature, Li hopes her actions can shed light on the importance of sustainability and co-existence with the earth, thereby solving the environmental crisis fundamentally.



# 自然圣地

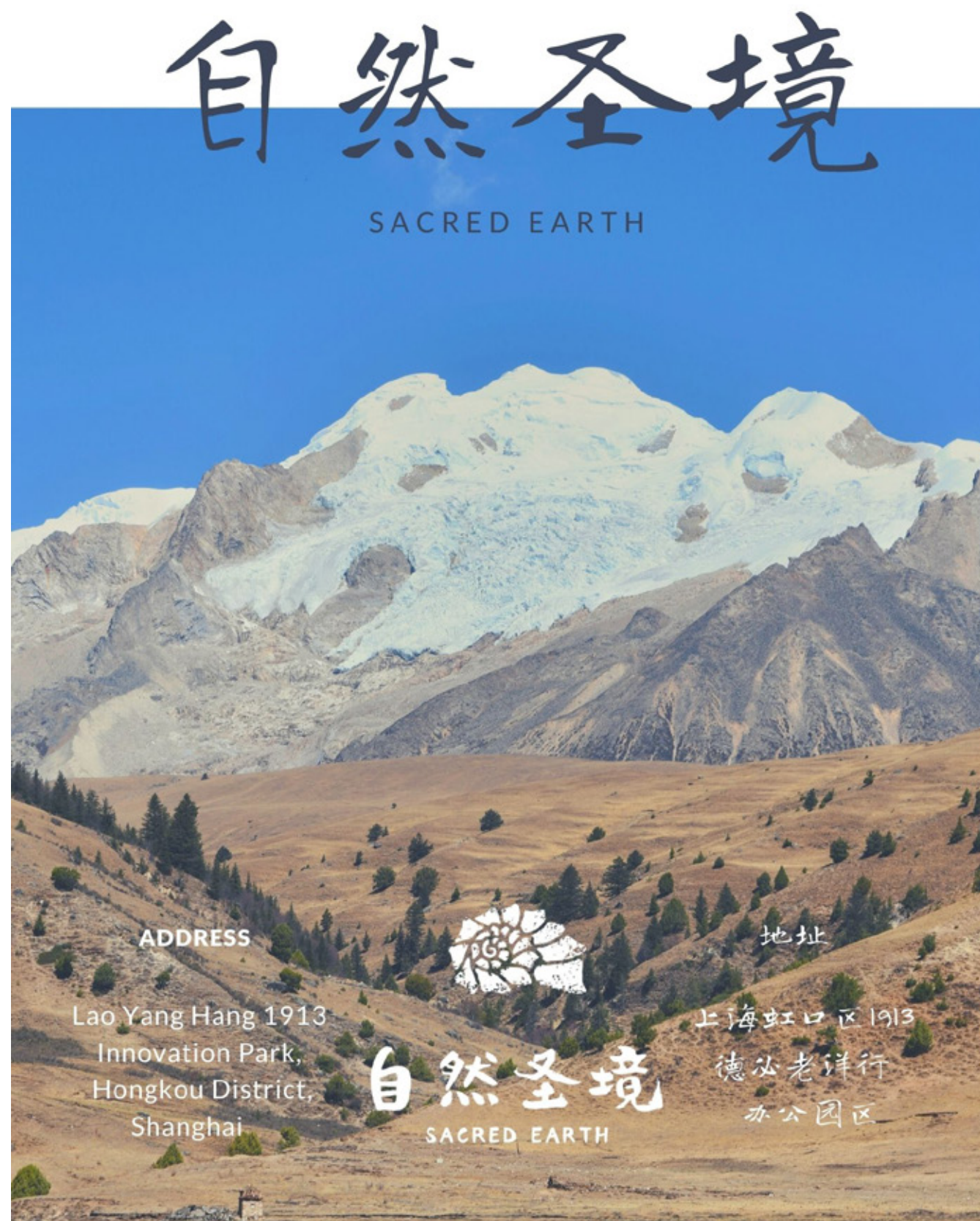
## Sacred Nature

Modern thinking assumes that indigenes are poor, uneducated and ignorant...However, they have lived on the same land for generations. Important ecological knowledge and wisdom was accumulated through their long-term observations and interactions with the natural environment and passed on generations through their cultural and ritual practices.

Vivian Song, Founder of Sacred Nature

Sustainable  
Cities and  
Communities





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## 旅途目的地 | 自然圣境

### DESTINATION | SACRED EARTH

「自然圣境」是生物多样性的栖息地，是地球稳定自身生态系统的重要器官，也是多样人类智慧文明的宝库。它是地球环境与人类精神的灯塔。自然圣境是人类心中对自然的崇敬与守护之情的投射，也是在与自然世代相处中不断生发出的文化和智慧的承载。

"Sacred natural site" is a habitat of biodiversity, a vital organ of the Earth's ecosystem and a repository of diverse human intelligence. It is a beacon of light for the Earth's environment and the human spirit.

Sacred natural site is a projection of the reverence and guardianship of nature for mankind, as well as a bearer of the culture and wisdom that has grown out of living with nature for generations.

自然圣境教育机构是创办于2021年4月的一家新兴社会企业，团队深入生态脆弱地区与周边原住民社区，探寻经济发展和生态环境保护的平衡。通过社区赋能、研究教育和生态产品开发等方式实现地区内生态与文化价值的合理转化。探索地区内生态保护与社区生计的可持续发展，促进人与自然共同增进的和谐关系。

Founded in April 2021, Sacred Earth is an emerging social enterprise that reaches out to ecologically fragile areas and surrounding indigenous communities to explore the balance between economic development and ecological conservation. Through community empowerment, research and education, and eco-product development, the team aims to celebrate the environmental and cultural values of the region and help reconstruct a culture of mutual enhancement between man and nature.

## 旅途的开始

### START OF THE JOURNEY

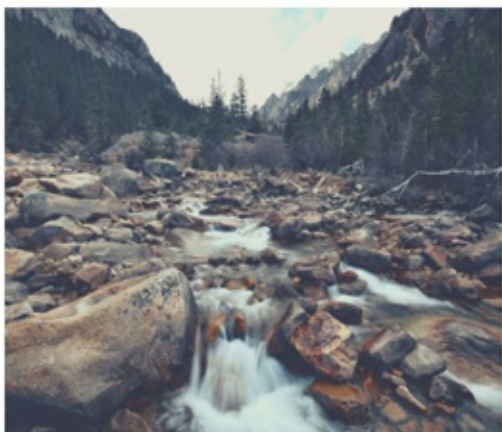
过去，人类以科技为刃，扬言要征服自然，让其为己所用；后来，人们以发展为由，立誓为后代绵延，作保护者之姿。我们与自然，只能是这般互相支配吗？与自然最理想的关系到底是怎样呢？我想，我们需要去聆听——自然的声音，和原住民的智慧，会给出答案。

In the past, man used technology as an edge, threatening to conquer nature and make it work for us.

Later, with development, we vowed to be the protector of the environment for future generations. Is mutual domination the only way we live with nature?

What would be the ideal relationship with nature? We need to listen.

The voice of nature, and the wisdom of the indigenes, will give us the answer.



SACRED EARTH | PAGE 8



格桑

## 难题与可能的答案

### PROBLEMS AND POSSIBLE SOLUTIONS

你知道吗？只占世界人口5%的原住民社区守护着世界陆地面积的28%，这其中包括一些最完全和最多样的生态系统。

Indigenous communities, which make up only 5% of the world's population, guard 28% of the world's land area, which includes some of the most complete and diverse ecosystems. How do they do that?

“现代化思维认为原住民贫穷、没有受过教育、无知的，他们应该被保护、调教甚至被取代。然而，原住民社区在同一片土地上世代生活，对周边自然环境长期的观察与互动积累了重要的生态知识和智慧传承。这些知识正在通过跨学科研究进入到主流科学，尤其是气候科学领域中，为全球应对气候变化提供重要的补充和指导。他们的智慧如何能帮助人类走向更美好的未来？”

"Modern thinking assumes that indigenes are poor, uneducated and ignorant. They should be protected, coached, and even replaced. However, they have lived on the same land for generations. Important ecological knowledge and wisdom was accumulated through their long-term observations and interactions with the natural environment and passed on generations through their cultural and ritual practices. This form of knowledge is being slowly recognized and valued by mainstream science, particularly climate science, through interdisciplinary research. It provides a significant complement and guidance to address climate issues."

SACRED EARTH | PAGE 4



# 难题与可能的答案

## PROBLEMS AND POSSIBLE SOLUTIONS

### LAND BEING LET DOWN

When doing tourism development in an area, investors think about profit and the project's attractiveness to tourists, who only think about short-term entertainment and enjoyment. Large-scale projects, hotels, and lodges, accompanied by ample tourists, come into the area. The indigenous people are either compensated with money to move to the city or leave as there is no reason to stay in a no longer familiar home. And when the biodiversity and culture of the land is destroyed, or tourists lose interest in it, who will bear the consequences and restore the land?

### 被辜负的土地

在做一个地区的旅游开发时，投资者考虑的是利益和项目对游客的吸引力，而游客只考虑短期的娱乐和享受。大规模的工程、酒店和民宿，伴随着大量游客进入到这里，原住民们有些得到金钱补偿迁去了城市，或在逐渐陌生的家乡环境里失去留下来的理由。而当这片土地的生态与文化多样性被完全破坏，或游客对它逐渐失去兴趣时，谁来承担后果、修复这片土地呢？

SACRED EARTH | PAGE 5



### 心怀家乡的少年

在这些偏远地区的年轻人们一方面没有太多受到现代教育机会，另一方面乡土的优秀文化和祖辈累积的丰富知识没有人传承。这些少年们有着自己对生活的看法，他们了解和热爱自己家乡的一草一木，希望社区能得到发展，乡亲们生活水平得以提高。是否能通过教授他们量身定制的技能，让他们可以利用自己的音乐、摄影和其他天赋，把更多可能性带到社区发展中呢？

### YOUNGSTERS LOVING THEIR HOMELAND

The young people in these remote areas do not have many educational opportunities. A few of them can pass on the excellent culture of their homeland and the knowledge accumulated by ancestors. These teenagers have their own vision of life. They know and love every blade of grass in their hometown, want their communities to develop, and improve the standard of living of the inhabitants. Is it possible to bring more possibilities to the development of the community by teaching them tailor-made skills so that they can develop further their artistic skills such as musical, photographic and other types of talents?

### 寻找新的出路

经过五年多在其它乡村地区进行类似项目的探索，自然圣境的团队摸索出了一个可能的新模式，合理地发展生态脆弱区。他们希望能通过对社区内进行环境倡导，生态修复和生态服务产品研发，实现地区内生态保护与社区生计的可持续发展。对外来游客，则开展当地文化自然的研学、体验与文化交流活动。鼓励人与自然的融洽对话，令人们真正地理解与尊重原住民文化，促进人与自然共同增进的和谐关系。

### FINDING A NEW WAY FORWARD

After more than five years of exploring similar projects in other rural areas, the team at Sacred Earth has mapped out a possible new model for the rational development of ecologically fragile areas. They hope to achieve sustainable ecological conservation and community livelihoods within the region through environmental advocacy, environmental restoration, and ecological service development. Local cultural and natural studies, experiences, and cultural exchange activities are conducted for visitors to the area. Encouraging a harmonious dialogue between people and nature, a genuine understanding and respect for indigenous culture, and the promotion of a harmonious relationship between people and nature can be achieved.

SACRED EARTH | PAGE 6





## 旅途的意义

MEANING OF  
THE JOURNEY

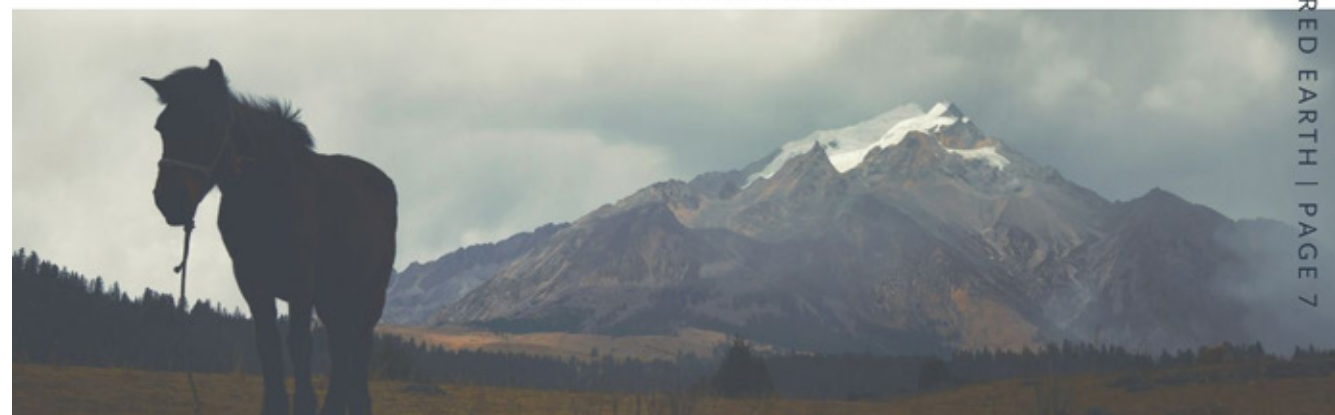
### 我们的使命 OUR MISSION

培养心系地球的生态新人  
传承地方智慧与生态知识  
协助自然圣境复生型发展  
激活圣境连接与意识变革

Nurture new generations with Earth in  
mind and heart  
To pass on local wisdom and  
ecological knowledge  
To assist in the regenerative  
development of natural sacred sites  
Activate sacred sites connections and  
contribute to paradigm shift

愿景 |  
VISION 以生态智慧与地方精神  
启发重建人与自然共同增进的关系  
成为推动生态文明转型的领先力量

WITH ECOLOGICAL WISDOM AND THE LOCAL SPIRIT  
INSPIRE THE REBUILDING OF A MUTUAL-ENHANCING  
RELATIONSHIP BETWEEN MAN AND NATURE.  
BE A LEADING FORCE IN PROMOTING THE TRANSFORMATION  
OF ECOLOGICAL CIVILIZATION



SACRED EARTH | PAGE 7

## 在路上 | 主要工作

On the Road | Major Work

### 在社区内

保证地区有合理经济发展  
同时保护自然和生态环境

### IN THE COMMUNITY

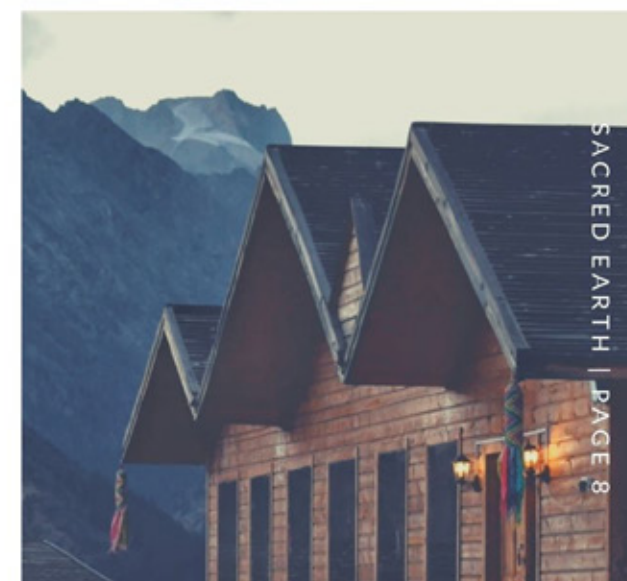
Ensure that the area has reasonable  
economic development  
while protecting the natural and  
ecological environment

### 环境教育

协助收集整理原住民生态知识  
培养社区成员成为自然导赏员、生态  
监测与修复工作人员等;  
鼓励社区成员通过媒体和社交平台宣  
传生态知识和社区保护;  
为游客研发自然体验活动

### Environmental education

Assist in organizing and archiving  
ecological knowledge;  
Provide skill training for nature  
guides, ecological monitoring and  
restoration workers, etc;  
Encourage community members to  
tell their own stories through media  
and social media platforms;  
Develop nature experiences for  
visitors



SACRED EARTH | PAGE 8



"作为社会创新者，应该不断发现新的机会，并用自己的资源赋能社区，让它自己发展起来。"

"AS A SOCIAL INNOVATOR, ONE SHOULD CONSTANTLY DISCOVER NEW OPPORTUNITIES AND EMPOWER COMMUNITIES WITH THEIR OWN RESOURCES TO DEVELOP THEMSELVES."

### 社区倡导

推动影响力投资、有关企业的参与  
协调社区老乡参与到企业的合作  
推动手工艺产品的研发等；  
鼓励原住民参与到生态旅游项目  
且有合理的获利  
推动影响力投资、有关企业的参与

### Community advocacy

Promote impact investment, involvement of relevant organization;  
Coordinate community involvement in business partnerships;  
Promote the development of handicraft products;  
Encourage the locals to participate in ecotourism projects;  
Promote impact investment, involvement of relevant organizations

### 社区以外

与其他自然圣境对话，探讨新出路  
从不同地区圣境和原住民学习经验  
了解他们正面对的不同挑战：  
学习他们解决生态和社区教育问题的方法  
展览与出版活动等

### BEYOND THE COMMUNITY

Dialogue with other sacred sites to explore new ways of conservation;  
Share experiences with indigenous communities in different regions;  
Understand the various challenges they face;  
Learn from their approaches to ecological and community education issues;  
Exhibitions, publications, etc.

SACRED EARTH | PAGE 9

### 旅友 | 联合创始人

宋昕霖

生态教育与新经济领域研究者  
伦敦大学金匠学院城市社会学专业硕士  
常年从事建筑设计、艺术文化  
以及城乡话题的研究与公共项目策划  
关注全球自然圣境中原住民智慧、  
世界观与文化、生物多样性保护议题，  
并推动相关教育创新。



"我看到了一个有可能的新世界，而我想让它被更多人看到。"

宋昕霖认为，在发展生态旅游地区时，更应该关注到当地人的利益，让他们能够参与到旅游发展、自然保护中来。因为只有他们的智慧与行动，才是守护当地生态资源最好的力量。即使不同持份者会有不同的价值观念，她仍希望通过教育，令人们能对环保和发展这两个概念不会有太多的撕扯和纠结。只有当人们能看到和想象到不同的可能性，一个人类与自然相互增进的新世界才会有可能。

Song believes that when developing ecotourism areas, it is more important to pay attention to the interests of local people so that they can participate in tourism development and nature conservation.

Vivian Song

Researcher in the field of ecological education and new economy  
MA in Urban Sociology, Goldsmiths College, University of London  
Research and exhibition on architectural design, art and culture, urban and rural issues, and public project planning.  
Focus on indigenous wisdom, worldview and culture, global biodiversity conservation, and promotes educational innovation.

Travelpal | Co-Founder

Their wisdom and actions are the best force to safeguard local ecological resources. Even though different stakeholders may have different values, she hopes that people will not be too torn between the concepts of environmental protection and development through proper education. Only when people can see and imagine alternative possibilities can a new world of mutual enhancement between humans and nature be possible.

"I see a possible new world, and I want to make it visible to others."

SACRED EARTH | PAGE 10





## 关于格聂景区

### ABOUT MOUNT GENIE AREA

它位于四川理塘，横断山脉中，以格聂神山为中心，与周围的雪山、草地和高原等丰富的地貌共同组成。格聂是世界生物多样性特点地区之一，是藏族佛教文化的重要传承地区，是宇宙射线观测地，是保存最完好的第四纪古冰帽遗址之一，也是康巴游牧文化的中心.....它在各层面都具有重大的传承和发展意义。

It is located in Litang, Sichuan, in the Hengduan Mountains, with the Genie holy mountain as its centrepiece, with the surrounding rich landscape of snow-capped mountains, grasslands and plateaus. Genie is one of the world's hotspot areas of biodiversity, a vital heritage area for Tibetan Buddhist culture, a cosmic ray observation site, one of the best-preserved ancient ice cap sites of the Quaternary period, and a centre of nomadic culture of Khamba. It has heritage and development significance at all levels.



## 年轻而有高度

### YOUNG WITH ALTITUDE

格聂所在的喜马拉雅山脉是全世界最年轻却也是最高的山脉，宋昕霖把其称为“年轻可以有高度”的喜马拉雅精神。她鼓励年轻人来到这里学习，不止与格聂，而是整个喜马拉雅文明的生态区，甚至是全球各地的自然圣境对话，再带着新的体会带回到自己的社区，发展当地的“伟大事业”（文化历史学家托马斯贝里所提）。

The Himalayas, where Mount Genie is located, are the youngest and highest mountain range globally, and Song refers to this as the Himalayan spirit with a sense of positivity- "Youth could have higher vision". She encourages young people to come here to learn and dialogue not only with Genie but with the entire Himalayan civilization's bioregion, and even with sacred nature sites around the world, and then take their new experiences back to their own communities to develop locally "the great work of our time", suggested by cultural historian Thomas Berry.

SACRED EARTH | PAGE 11



## 下一站 | 未来目标

### Next Stop | Future Goals

- 在自然圣境团队的努力下，找到社区经济发展和自然保护的平衡点
- 让更多人学会对文化和自然的尊重
- 与更多的老师、学者等研究教育内容
- 与其他圣境有更深入和定期的交流，分享相通和不同的知识，互相参访
- 采访和内容梳理，并将研究成果出版
- 向公众分享生态发展和原住民智慧，让他们被看到
- 把格聂地区发展成国家公园模式

- To find a balance between community economic development and nature conservation with the efforts of the Sacred Earth team
- Teach more people to respect culture and nature
- Develop educational content with more teachers, scholars, etc.
- More in-depth and regular exchanges with other sacred sites, sharing common and different knowledge
- Interviews, content compilation and publication of research findings
- Share ecological development and indigenous wisdom with the public so that they are seen
- Develop the Genie area into a national park model

SACRED EARTH | PAGE 12



“在进入新千年之际，人类面临的伟大事业是实现从人类对地球造成破坏的时期向人类以互惠互利的方式与地球共存的时期的过渡。”

—托马斯·贝里

*"The Great Work now, as we move into a new millennium, is to carry out the transition from a period of human devastation of the Earth to a period when humans would be present to the planet in a mutually beneficial manner."*

——Thomas Berry

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COMING SOON.....

微信公众号

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将在八、九月上线，敬请期待

WECHAT OFFICIAL ACCOUNT

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AUGUST/SEPTEMBER.

STAY TUNED!



自然圣境

SACRED EARTH

## About the social innovator

“The indigenous are much better than us.”

What is the first thing that comes to your mind when talking about living in rural areas?

Poverty? Uneducated? Or outdated? What Vivian Song sees in them is the valuable wisdom and unique culture: “People think they should be replaced, but they don’t.” She sees the indigenous’ experience of living in harmony with nature as a key enabler in bringing new ideas and solutions to ecological conservation. Sacred Earth is a new social enterprise established by a group of people who share this view.

Interacting with the indigenous people broke down stereotypes and gave Vivian new inspiration.”They have their own definition of a satisfying life, and some of them don’t think they have to go to the city for schooling or work. They love the land that they grew up with and want to stay here to help with their hometown’s development.” She said, “But at the moment, tourism development in the country is still profit-driven, with investors choosing attractive places and starting to build lots of hotels and restaurants to bring in large numbers of tourists.” She has seen the wildlife corridors were ruined, the native flora and fauna lost their living places, and the local inhabitants moved away when their lives were seriously disturbed. “What reason do they have to stick around when they find that their familiar neighbours have become strange merchants, and there’s almost nothing that remains the same?” She pointed out such a sad fact, “Worse still, few tourists will visit the same place, and investors would not hesitate to abandon a place that lost its appeal. Development may take only a few months, while ecological restoration will take centuries, and who will pay for the consequences?”

To get out of the woods, Vivian has set her sights on the innovation potentials and possibilities from the inhabitants. Some of them can sing and dance, some can paint notable works, and what they have in common is their knowledge and love of every blade of grass in the place where they grew up. Sacred Earth hopes to empower the indigenous community to develop and profit independently, rather than allowing outside businesses to make money here and herd the aborigines to the city. “They can become nature guides after training or become KOL on social media platforms like TikTok to promote their hometown. Visitors can learn and experience the real and unique culture and customs of the place through the indigenous people, not just cursory sightseeing.” Vivian said she hopes that more people will engage in meaningful and responsible tourism with her efforts and those of the organization. They would learn to be respectful of the indigenous community and natural environment. It’s going to be a long process, but Vivian said, “What we have in mind is that I can provide a better environment for living, for me, for my next generation, and even all kinds of beings on earth.



# 岩羊社区手工礼品店 Blue Sheep

Most of our sales come from stories that come with the product. If people understand the stories of the people that make them, that's when they really get involved.

Rachel Pinniger, Founder of Blue Sheep

## BLUE SHEEP

“岩羊社区手工礼品店”



RACHEL PINNIGER



Handmade with  
quality and soul

用灵魂制作的优质手工



## Who are we? 我们是谁？

Located in Chengdu city, Blue Sheep was founded by Rachel Pinniger in 2013.

位于成都市，岩羊是Rachel Pinniger在2013所创立的社企。

### WHY? 为什么？

The economically disadvantaged are unable to market their products effectively due to multiple hurdles, affecting livelihoods as well as the quality of education and healthcare they receive.

经济上的弱势，社群因各种障碍而没办法有效地销售所制作的产品，生计、保健和教育因此受到影响。



## VISION 愿景

"A world in which everyone has the knowledge, ability and resources to make healthy choices."

「世界上每一个人都有知识，能力，资源，并能在此基础上做正确的选择。」

LOOKING FORWARD







## MISSION 宗旨

"To create opportunities for disadvantaged people, develop markets for skilled craftsmen, promote Fair Trade practices and ensure cultural preservation."



为弱势社群创造机会，  
为有技能的人开拓市场，  
推广公平贸易准则，  
以及确保文化保育。

## SOLUTIONS 解决方案

Over 800 producers helped  
已帮助超过800位创造者



## TACKLING ECONOMIC DISADVANTAGES 对付经济不利

- Buying goods directly from producers so they receive stable income
- Spreading awareness on social media
- Donations to related causes
- Subsidising medical needs that producers may not be able to afford
- Educating the public via workshops
- 直接从生产者购买产品
- 在社交媒体上传播及提高意识
- 捐款给拥有相关目标的机构及群体
- 补贴生产者不能负担的医疗费用
- 透过工作坊教育大众

## FAIR TRADE 公平貿易

As a business and enterprise operating under Fair Trade principles, Blue Sheep not only ensures fair prices for producers but also redistributes all of its profits to those in need, as well as preserving both the environment and traditional cultural heritage.

身为一家根据公平贸易原则运作的社企，岩羊不但确保生产者能得到公平的收入，也同时把所有利润重新分配给有需要人士，以及保育环境和传统文化。



## AWARDS AND PUBLICATIONS

2017

Short documentary by  
Ergun Productions  
二更视频记录短片

2018

British Business Inspiring  
Women Award  
英国商业杰出女性奖

2019

Touching the Heart of  
Chengdu Top 10  
感动成都十佳市民

Finalist for 2019 Social  
Impact Awards - Poverty  
Alleviation Award  
中国社会影响力奖-扶贫奖决赛

### NEWS

Has been featured on  
CCTV, ChinaDaily, 四川观察.  
曾经接受中央电视台, 中国日报  
及四川观察采访

2020

19th Trebbia Awards  
nominee  
第19届国际特雷比亚奖候选人

"Love at the Fingertips"  
Special Award for  
Trailblazing Female  
Entrepreneur  
'指尖的爱' 返乡创业女带头人特别奖

### OTHERS

Awarded "The Unique  
Shop of the Year in  
AustralAsia" by the  
Luxury Travel Guide

Good Festival Good100  
list winner



## FIND US ON 寻找我们

WEBSITE 网站  
<https://bluesheepcrafts.com>

WECHAT 微信  
BlueSheep-Community

FACEBOOK 脸书  
@bluesheepchengdu

INSTAGRAM  
@bluesheep\_shop

YOUTUBE  
Blue Sheep Crafts







**CONTACT US**  
联络我们

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Wuhou District, Chengdu 620041, China  
高华二街，成都A区一楼商铺35号

**Phone 电话**  
+86 158 8246 2959

**Email 电邮**  
xiakuang123@hotmail.com

community wechat shop

All photos courtesy of Blue Sheep

## About the social innovator

Rachel Pinniger never expected to stay in Chengdu, nor did she ever plan on opening a store. Having arrived during the 2008 earthquake to help as a medical professional, Pinniger instead discovered the inability of economically disadvantaged ethnic minorities, often with disability or disease, to make a living despite their craftsmanship.

The desire to help others ultimately led her to create Blue Sheep, a social enterprise that sells goods produced by the underprivileged in hopes of providing them income, social independence as well as increasing self respect. In recent years, the establishment has evolved beyond its product-based mode to include second-hand collection and public workshops, even working towards becoming a registered cafe. From collaborating with Alibaba on making a documentary to curating their own social media content, Blue Sheep has also embraced the power of storytelling.

“Most of our sales come from stories that come with the product,” said Pinniger. “If people understand the stories of the people that make them, that’s when they really get involved.”

In spite of changing the lives of individuals and attitudes of the public towards these communities, success was far from easy. Blue Sheep experienced slow local growth, attracting more tourists than the intended domestic audience; in order to sustain the business, Pinniger sacrificed most of her income, opting to tighten her belt and redistribute the profits to those in need; Covid-19 left her 500 miles away from the store, having been unable to return to China from the UK for over a year. Yet while others would have given up, Pinniger didn’t seem to worry at all.

“Faith is my biggest motivation. Rise and fall of businesses are a natural progression, so if the shop is still here, it is a message of God asking me to continue,” said Pinniger.

Still, she understands the hardships surrounding the industry’s development as a whole. Of late, enterprises have started to take social impact into consideration, while public sentiment regarding poverty and disability has improved. However, much more effort is needed for policies to improve and for full awareness to be achieved. And Pinniger herself acknowledges the difficulties behind financial return.

“We must have businesses like a cafe alongside handicrafts to make it profitable,” said Pinniger. “Similar shops may not become mainstream because it’s too hard to keep going without government help.”

Nevertheless, there’s no denying the impact brought about by Blue Sheep. Pinniger smiled as she expressed amazement over how long the store has lasted. Though optimistic about its growth in the coming years, she welcomes the idea of a successor, admitting that it would not be possible for her to stay in China forever. After all, she is already 76 years old. But whether it be gardening, travelling or writing a book on health care, Pinniger does not want to sit around. To her, age is no limit. And retirement? Not even a thought.

“I want to see it go on, as long as it is needed, perhaps even transition it to a high end shop,” said Pinniger. “I want to reach out to more talented people in the country and bring it to the urban area.”

“I just want to do something helpful for someone.”



# 材料乘以设计 NANOxARCH

I dream of a harmonized and healthy world, where humans do not try to conquer nature but reconcile with it.

Yuxi Lei,  
Founder of NANOxARCH

Sustainable  
Cities and  
Communities





广东深圳

材料乘以设计

NANOxARCH



WE SUSTAIN MATERIALS



## 1 NANOxARCH 小故事



雷雨霁  
创办人/CEO

- > University of New Hampshire 化学硕士；中南民族大学材料化学学士
- > 2020年入选Gen.T“亚洲新锐先锋”名单
- > 2019年参与Homeward Bound家园归航计划
- > 2018年入选福布斯中国“30位30岁以下精英”
- > 2017年哈佛SEED社会创新种子社区成员

「究竟材料能怎样与建筑设计更好的融合呢？」还在大学求学阶段的雷雨霁就经常思考这个问题。最后，雷雨霁想到可以从令材料变得「可呼吸」，将建筑空间和环境、大自然融合，让大自然和人类共存，开启了她希望利用可持续材料做设计的想法。但回到国内，雷雨霁没有发现一家企业或组织与自己想发展的方向一致。于是，在2018年的秋天，NANOxARCH在深圳诞生了，致力成为人类和大自然和谐共处的桥梁。

在不到3年的时间里，NANOxARCH立下了一个又一个的里程碑。从获得第一家客户的赏识、用旧衣旧布制造了100%废料再造的帆布袋，到在苏州举办了可持续设计展，再到建造了备受瞩目的100%可持续圣诞树。当中虽遇到不少挫折，但NANOxARCH依然努力向前，抱着让人类与环境都更加健康的愿景，希望让世界变得更美好一点：)

## 3 NANOxARCH STORY



LEI YUXI  
Founder/CEO

- > Master of chemistry at the University of New Hampshire; Bachelor of materials chemistry at the South-Central University for Nationalities
- > Talter Gen.T List 2020 Nominee
- > Homeward Bound 2019 Participant
- > Forbes "30 Under 30 Asia: 2018" Nominee
- > 2017 fellow of SEED Invention

"How can materials be better integrated with architectural design?" Lei Yuxi, who was still in college, often thought about this question. Finally, Lei thought of making materials "breathable". However, Lei found that no enterprise or organization in China was in the same direction as she was. So, in the autumn of 2018, NANOxARCH was born in Shenzhen, committed to serving as a bridge between human beings and nature.

In less than three years, NANOxARCH has reached one milestone after another. From the first project of making 100% recycled canvas bags, to building multiple well-known 100% recycled and sustainable designs and spaces. Despite many setbacks, with the vision of making human beings and the environment healthier, NANOxARCH will continuously strive for the best, and make the world a better place:)

## 公司简介 2

## 公司简介

「可持续材料设计」是NANOxARCH所创造的一个词，也是公司的主要业务发展领域。作为中国第一家可持续材料的设计及处理的社会创新企业，NANOxARCH明白到材料对于可持续发展的重要性，将可持续材料与空间设计融合。透过专注可持续材料的替换和供应、可持续装置订制以及可持续空间设计，希望有一天能让建筑空间成为一个人和自然融合的环境。

## 愿景/使命

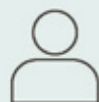
希望让可持续发展的概念和产品能是优质且大众化的

希望让人造废料可以不再只是垃圾，而是回到大自然循环系统的一部分

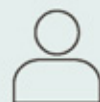
希望让建筑空间与大自然和环境融合，人类能以不伤害环境的方式生活在大自然中

## 规模+架构

3-4位  
员工



前台  
销售



中台  
设计+研发



后台  
行政+财务

## ABOUT NANOxARCH 4

## ABOUT NANOxARCH

"Sustainable materials design" is a word created by NANOxARCH, which is also the company's main direction of development. As China's first social enterprise focusing on design and treatment of sustainable materials, NANOxARCH integrates sustainable materials with architecture design. By focusing on the replacement and supply of sustainable materials, the customization of sustainable devices and the design of sustainable space, NANOxARCH hopes to one day make man-made spaces the environment where people and nature are integrated.

## VISION AND MISSION

Popularise and optimise the concept and products of sustainable development

Convert man-made waste and garbage back into parts of the nature

Integrate architectural space with nature and environment

## COMPANY STRUCTURE

3-4 employees



**Front Desk**  
Sell



**Middle Desk**  
Research + Design



**Backstage**  
Administration + Finance







「如果人类能永远活下去，  
你想做什么？」

"If you can live forever,  
what do you want to do?"



想知道更多？

微信公众号：NANOxARCH材料乘以设计

Linkedin：NANOxARCH材料乘以设计

電郵：doorbell@nanpxarch.com



# About the social innovator

Many people believe that dreams are just fantasies. But have you ever thought about what would happen if we truly work hard and do not give up on our dreams even in the face of obstacles? Perhaps Miss Lei Yuxi’s story can provide the answer.

Like all youngsters, Lei had a dream. Young Lei never saw nature as a tool. Instead, she believes that humans are space and environment users, just like all beings in the world. That is why Lei dreamt of a harmonized and healthy world, where humans do not try to conquer nature but reconcile with it. As a chemistry major university student, Lei thought of combining nanomaterials with architecture design, making architecture as environmentally friendly as possible. To pursue her dream, Lei traveled to the US and further studied material design, and received her Master’s degree. However, during her study, she realized that nanotechnology was not applicable to her ideal material design. In the mess of distress, Lei’s persistence led her to her “book of answers”, which gave her the idea of creating the “breathable” material — sustainable material made of waste and garbage. That was the beginning of Lei’s new chapter of realizing her dream.

Chasing dreams is never easy. With the new idea and a clearer vision on how to achieve her dream, Lei started with exploring opportunities within existing enterprises and organizations in China. However, none of the organizations she approached was in the development direction she had envisioned, nor could provide her the support she needed. It was during the autumn of 2018, Lei was determined to start her own company, NANOxARCH, hoping to accomplish what she dreamt with aspirations. Being the very first company that invented and focused on sustainable material design in China, Lei and NANOxARCH started in a rough patch. The company was not trusted by clientele, and received very little support from investors and the government. Constructing design templates and models, attending public and private events, Lei never gave up on believing in sustainable material design and hoped that clients and society would too. Finally, in a sustainable development exhibition, NANOxARCH presented a living space model made with 100% sustainable materials. It not only caught the attention of enterprises but also brought multiple businesses and cooperative opportunities for NANOxARCH. Since then, Lei and NANOxARCH have been cooperating with more companies and marching towards their goal of popularising sustainable materials. Despite the accomplishments and milestones achieved, Lei believes that she has not yet fully achieved her dream. Lei is determined to work harder in this field and create her ideal world, where there is no trash and garbage, only a harmonized and better nature.

爱拍  
I PAI

People are no longer the models in the photos as they become photographers. They can record their stories and even discover community issues.

Hai Wang, Founder of I PAI





# 上海爱拍社区公益 影像发展中心

IPAI COMMUNITY  
DEVELOPMENT CENTER  
OF PUBLIC IMAGE

上海市浦东新区峨山路613号A楼511室  
Room 511, Building A, No. 613 Eshan Road,  
Pudong New Area, Shanghai



影像践行公益、影像助力社区

Filmmaking as practice to promote the  
public interest / Filmmaking as research to  
contribute to the community development



1 爱拍小故事  
理智与情感并重的旅程



王海  
Wang Hai

创办人 Founder

独立纪录片导演  
Independent  
Documentary  
Director

自2009年创办以来，爱拍社区公益影像发展中心（以下简称爱拍）根植于上海的本土街道，志在千里，用**独特的影像拍摄和富有创意的内容**展现，为**公益事业及社区服务**贡献自己的专业力量。爱拍用全新的形式去理解影像的受众群体，服务于社区和文化机构的需求，向社会讲述他们的故事。

1. 社区故事

爱拍专注于**上海**的社区发展，用影像的专业力量记录城市化进程中所产生的公众记忆，遗产传承，目的在于**保留社区的原真性和区域特色**。实践的过程包括走访居民，探讨与他们生活相关的事件，用镜头记录他们口中的社区环境和感受。通过内容丰富的媒体传播，为社区提供可视化的材料用于参考，并因此与个人和社区群体发展出**更为紧密的联系**。

2. 困境儿童

在云南的**楚雄彝族自治州**，爱拍关注到当地留守儿童在成长过程中，因缺少家庭的关爱而产生的孤独。因此爱拍发起了《**像素童年**》计划，寄希望于**用影像给孩子们带来特殊的陪伴**：教授他们**摄影课程**；为他们**拍摄全家福相册**捕捉他们与亲人团聚的喜悦；通过数码语言来探索**孩子们的内心和生活体验**。

爱拍因此凭借其**专业性、热忱和创意**，在行业中脱颖而出，并将动人的故事和调试经验产品化，以此来**弥合离散的社区**。作为独立电影人的王海在积极推动这些变化的同时，演变成为了社会的**企业推动者**。

Since its establishment in 2009, I Pai Community Development Center of Public Image (I Pai) has been producing **innovative film content and creative research for the public interest and local community** in Shanghai. We help those we work with to connect and understand their audiences in new ways. Our films enable communities and cultural organizations to share their stories, **tell society about what they do and why it matters**.

1. Community stories

I Pai concerns with the development of the community governance in **Shanghai**. With our professional strength, we take an interest in public memory and cultural heritage produced by the urbanization in order to **preserve the authenticity and regional characters of the community**. Our filming process involved producing consultation events in which local people were asked to respond, on camera, with their feelings about the local area. These practices enabled us to create informative and engaging media for internal evaluation and to form a **closed, productive relationship with community groups and individuals**.

2. Left-behind children

In **Chuxiong Yi Autonomous Prefecture** of Yunnan, I Pai focuses on the issue of left-behind children, and realizes their fear of loneliness was due to the lack of family care and adult protection. Therefore, I Pai launched the "Pixel Childhood" project, with the sincere hope for **bringing kids in Yunnan with a special companionship of filmmaking**: we taught them how to use the camera; we took family photos for recording the joy of family reunion; we applied the digital language to **explore their inner world and life experiences**.

I Pai stands out from their competitors for their **professionalism, enthusiasm and ideas**. They have delivered a programme of engaged stories and consultation events as a means to **bring together a disparate community**. Wang Hai, as the founder of I Pai, turns from an independent director into a **social innovator**.

STORY OF I PAI 2  
A journey of sense and sensibility

成立时间  
DATE OF  
ESTABLISHMENT

2009年9月成立为  
社会公益组织

Established as a Social Welfare  
Organization in September 2009

2011年8月17日注册  
为民办非企业单位

Registered as a Private Non-  
enterprise Unit on August 17, 2011

3 公司简介  
INTRODUCTION  
什么是爱拍？  
What is I PAI?

爱拍主张一种具有“**文化敏感性**”的视角，并辅以“**参与式影像**”的实践方法，鼓励居住在街区、乡村的人们拿起相机，来讲述他们自己的故事，用易懂的语言来解读他们熟悉的环境，以此来激发居民对于社区的“**自主权**”，建立与社区治理单位的沟通渠道。这对于公民对话和公众参与社区治理处于初级阶段的中国社会来说，具有前瞻性和示范意义。

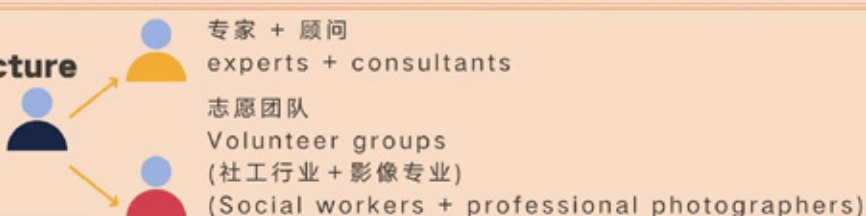
I Pai advocates a perspective with "cultural sensitivity", and is supplemented by the practice of "the participatory mode of filmmaking". I Pai encourages people in communities and villages to pick up cameras and tell their own stories, using accessible language to interpret the environment they are familiar with. This can stimulate residents' "ownership" of the community, establishing communication channels with the local government. What I Pai has done is significant and plays a leading role in contributing to the development of civic dialogue and public participation in the community self-governance.

影像的策划、制作、和包装传播有着难以估量的深度和广度，而爱拍在发展社区影像的知识生产和技能输出的同时，也获得了一种基于中国语境下的经验和调试，借此**让影像成为连接和研究社区公众文化、社会公益理念的桥梁，为社区治理提供新的思路和创新服务**。

Filmmaking's planning, production, dissemination, and creative experience has an incalculable depth and breadth. While I Pai is developing the knowledge production and skill output of community filmmaking, it also gains a kind of experience and consultation based on the Chinese context. This allows the practice of filmmaking to become a bridge through which we can study public culture and interests of the community. In addition, it also provides news ideas and innovative services for the community.

架构  
Company structure

5 位核心成员  
5 core members



愿景与使命  
VISION AND MISSION 4

愿景与使命  
Vision and mission

通过影像实现公益价值，协  
力伙伴机构传递公益理念

I Pai cooperate with partner  
organizations to spread the concept of  
public interest, intending to achieve  
the value of public interest.

推动影像在社区文化构建中的  
有效运用，助力社区参与，提  
升公益领域的影像传播能力

I Pai endeavors to promote the effective use  
of media in building community culture,  
facilitating community participation and  
enhancing the dissemination capabilities of  
filmmaking in the field of public interests

传承社区历史文脉

I Pai's mission is to inherit  
community cultural legacy



## 5 重大事件/荣誉 MAJOR EVENTS / AWARDS



### 针对的社会议题



社区影像在浦东新区的实践

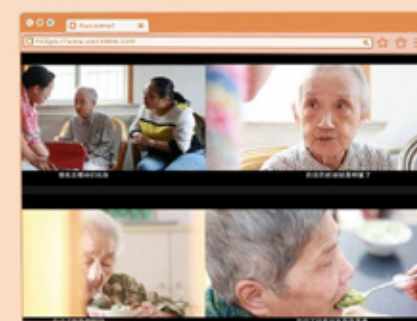
Community filmmaking in Pudong District, Shanghai



云南困境留守儿童

Left-behind children in Yunnan

### Targeted social issues



阿尔兹海默症老人的生命故事

Life Stories: Flying over Alzheimer



爱拍在行动: 疫情下的浦东社区

I Pai in actions: Pudong communities under a pandemic

## 6 针对的社会议题 TARGETED SOCIAL ISSUES

## 7 创新元素 INNOVATIVE ELEMENTS

### 应用创新: 社区参与式影像

#### Innovative application: The participatory mode of community filmmaking

爱拍让**参与者**利用影像设备记录他们自己和周围社会, 由被拍者变成**拍摄者**, 积极审视他们的问题并寻找解决方案, 改「被动」为「主动」, 以推动创新和促进问题的解决。

两大核心思想:

- 「影像」: 表现手段、呈现方式
- 「参与式」: 强调人的主观能动性

I Pai allows **participants** to use filming equipment to record themselves and the surrounding society, from being a model in the photos to a **photographer**. They can actively discover and resolve their community's issues, changing "passive" to "active". This prompts the progress of social innovation.

Two core ideas:

- "filmmaking": means of expression + ways of presentation
- "Participatory": emphasize people's subjective initiative

### 项目创新 Product innovation



夕照关爱: 为年轻时没有拍过婚纱照的老年人完成心愿

Caregiving for the elderly: help the elderly who did not take wedding photos when they were young, fulfilling their wish



社区演播室: 让社区从影像主动发掘和解决社区议题, 是一个公共发声的空间

Community Studio: let the community actively discover and solve community issues from media, being a space for public voice



像素童年-困境儿童影像陪伴项目: 让孩子拍下他们眼中的生活, 也陪伴着他们成长

Pixel Childhood - Project of Accompanying Children in Distress with Media: let the children take picture of their life from their perspective, accompanying their growth

## 8 工作范畴 SCOPE OF WORK

### 爱拍带来的新力量 New energy brought by I Pai





「参与式影像引发我们对于社区的重新审视与思考，  
探求社区人、文化、环境三元平衡发展的可能。」

The participatory mode of filmmaking inspires us to re-examine  
and think about the community, and explore the possibility of  
a balanced development of the three elements of people,  
culture and environment in the community.

想知更多?  
Want to know more?



微信公众号: IPAI\_SH

联系电话: 008621-50136612

联系邮箱: sh2010\_ipai@163.com

联系地址: 上海市浦东新区峨山路613  
号A楼511室



## About the social innovator

IPAI's journey is very inspiring. It is established by Wang Hai, an independent documentary director, and an enthusiastic social innovator. His impactful personal experience made him determined to participate in social innovation.

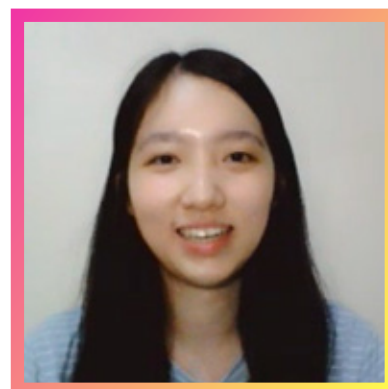
Wang Hai's journey in social innovation started in 2003. Cooperated with Greenpeace, he reported social innovators' work in Yunnan's and Anhui's villages and was influenced by them. Afterwards, he started to pay attention to social innovation. After joining a film festival in 2006, he discovered that documentaries' influence was limited in its own market. Thus, he is determined to let more people watch these documentaries, raising public awareness on social issues. To achieve this goal, he opened "Reality Cinema" in an abandoned factory which was a 300-square-meter abandoned factory in Shanghai Nanjing Road. He organized this free communication platform for directors and audiences. Each sharing session was packed, being the milestone of Wang's life. Also, he realized many people want to participate in photography and video production.

The takeaway from "Reality Cinema" motivated Wang to walk into the community, being I PAI's first step. Being a leader, he promotes participatory video to the citizens in Pudong New Area, Shanghai. "People are no longer the models in the photos as they become photographers. They can record their stories and even discover community issues," Wang said. Through photos and videos, citizens can speak for themselves, and Wang can do more community research. At this stage, Wang has already switched from a director to a social innovator, using images to solve social issues. Nowadays, he is also an influencer, promoting the concept of philanthropy and space for public voice. Not only Wang but I PAI also undergoes an inspiring journey. Recently, the development of new media's development grows rapidly. Particularly, live broadcasts and short videos have become very popular. These influences I PAI greatly. Innovation is the key point for I PAI to adapt to such a fast-changing situation.

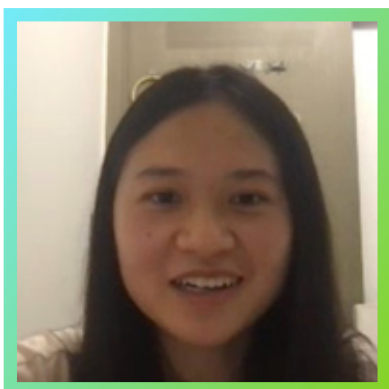
I PAI also has new plans under new media's influence. Firstly, I PAI has invested in an experiential live broadcasting room since 2020, being an upgrade for more online activities and courses. I PAI has already earned profits since September 2020. As the next step, I PAI is going to move out of the room, holding a "Hope on the farmland" Live broadcasting in Yunnan's village. Secondly, I PAI will cooperate with experts to work on its accounts in TikTok and Channels, being the new promotion platforms. Although the uniqueness of I PAI's service is challenged by new media, learning from these mainstream media platforms provides new ways of presentation and promotion for I PAI. Also, I PAI is very flexible as Wang mentioned that a 60-minute documentary can be cut into thirty 3-minute clips in TikTok, fitting with the current trend. The journeys of Wang and I PAI are under different influences. With an open attitude, I PAI can adapt to the atmosphere, turning a challenge into a new opportunity. Nowadays, they become influencers with their enthusiasm and services.



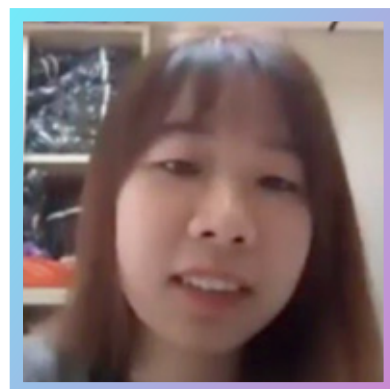
# Our team of social innovation storytellers



**Cheung Chui Shan**



**Lin Chun Wing Selina**



**Su Yu Qing Eugenia**



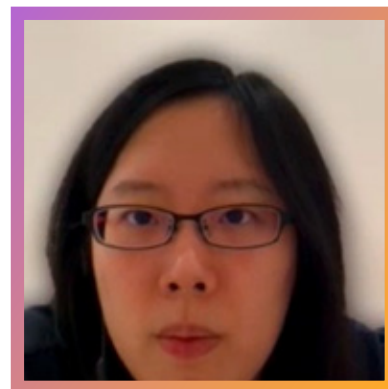
**Leung Alice Hoi Ting**



**Wong Hiu Yan Shela**



**Su Yu Qing Carolyn**



**Lee Areta**



**Law Shu Wah Emma, Wong Yan In Stefani,  
Chan Ka Wan**



**To Wing Sze Agnes**

## Acknowledgement

### The Program Team

Faculty of Social Sciences, HKU

Elsa Lam (Advisor)

Winky Wu (Program Lead)

Olivia Wang (Program Facilitator)

SEEDInVenture

Angela Ge and Jing Ma (Co-founder)

### Special Thanks

Distinguished Speakers

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Greg Kwok, Paco Chan, Tom Chan, Douglas Cheng

Social Entrepreneurs

Xifeng Zeng, Nick Zeng, Xun Ji, Lingjie Mei, Ying Liu, Yifei Jin, Shugong Fang,  
Yu Wang, Tony Tang, Xujian Zhang, Jiawei Hu, Fu Qian, Marie Augereau, Qiongxia Bian,  
Mike Yan & Yong Ding, Jiayu (Supa) Lun, Jianchao Wang, Vivian Song, Tingting Li,  
Rachel Pinniger, Yuxi Lei, Hai Wang

Supporting Staffs from SEEDInVenture and HKU

Simin Gu, Finnie Chiu, Xiaolin Wang, Yuan Jia, Yannis Ho, Maurice Tam, Anita Hui

Student-participants

Lin Chun Wing, Law Shu Wah Emma, Leung Alice Hoi Ting, Wong Yan In, Lee Areta,  
Wong Hiu Yan, To Wing Sze, Chan Chak Yan, Su Yu Qing, Cheung Chui Shan, Chan Ka Wan



# Voice from Our Students

这次的Social Innovator in China 让我收获不少。我原本对于内地的社企了解不多，这次的各个访问给予我宝贵的经验去深入了解它们。这些社企的理念、创意、经历、甚至是创办者和受惠者的一些小故事，都十分触动我的内心。可能不少人觉得社会创新是纸上谈兵、或者比较沉闷，但内地的社企打破这些观念，社会创新这个概念是可行的、有趣的、甚至是「好玩」的，而他们那份想为社会出一分力的纯粹更值得我们去学习。

Shela 黄晓茵

Social Innovator in China 改变了我一直以来对商业的看法。我以前会认定商界的人一定会唯利是图、用手段把自己的市场份额扩展到最大。可是亲身跟不同的社创家倾谈后，我感觉他们虽然想有利润，但同时更希望有更多的同路人，一同把慈善事业做好。不少社企更积极着手帮助初创社企，令更多人受惠。

Law Shu Wah Emma 罗书华

Social innovator in China 让我对中国大陆的社企有更深入的了解，也知道了很多创办人背后的故事。除了一些理念外，当中令我印象最深刻的是其中一位创办人的话：「社企定位以及知道服务对象的痛点对在创办过程是非常重要的。」我以前认为扩张就是一间社企成功的开始，但原来首先有了一个明确的定位，专注做好自己领域的事，才可以在市场上立足，维持竞争力。各位创办人分享了很多宝贵的经验，真的让我获益匪浅，也知道创办的过程真的不容易，对于他们更是打从心里敬佩。他们更是打从心里敬佩。

Agnes 杜咏诗

这个计划让我对内地社企有更深的认识，同时了解社创家们的故事。在跟社创家们的访问中，有一句话让我感受很深，「唯一的不变就是改变」，这些改变并不单纯是为了利益，也是为了更贴合服务对象的需求，社企很好的证明了社会问题是通过可持续的商业模式来解决的。尽管在经营社企的过程中遇到很多困难，但社创家依然能保持初心，让企业始终保持温度，实在值得我们学习。

Jenny 张翠珊

這個計劃讓我最深刻的就是社創家們的熱誠。即使在創業過程中遇上重重困難，但社創家們都不約而同地回答，是因為熱誠，才得以堅持。當然，空有一腔熱誠並不足夠，更重要的是從受惠者角度出發：不是提供我們覺得他們需要的產品或服務，而是針對受惠者真正的需要；不需要商業規模做得有多大，更重要的是做到有成效。

Selina 林春穎



## Acknowledgement

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