Social Innovators in China:
Creativity, Collaboration and Impact
Summer 2021
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.
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.
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
Chapter 1: Good Health and Well-being

Social Condition of Type 1 Diabetes Patients in China

According to the research in 2015, the incidence rate of type 1 diabetes was 3.79 per 100 thousand people in China. There were 15,000 children and teenagers suffered from this disease every year in China, which ranked 4th in the world. However, the social and medical environments are not patient-friendly. For example, there are discrimination 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.
项目成效
Project Effectiveness

使用糖糖圈1年后的变化：
Changes after using Tang TangQuan for 1 year:

- 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：
Changes after having peer communication through Tang TangQuan:

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

- 血糖波动日改善更明显
  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：
After having distance education tracking and mutual help from peers:

- 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

- 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

Chapter 1: Good Health and Well-being

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.

About the social innovator

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Ji Xun, Founder of 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.
创始人——纪寻

平凡但不简单

纪寻从小患上神经肌肉症，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。

可贵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，却被告知政府允许的正当性，结果没有医院愿意帮助她。对于申请一个简单文件也要很长时间，纪寻坦言当时十分沮丧，甚至有一天觉得海外求学之路坚持不下去。

幸好，在学校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——Ji Xun

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.

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 尋找自己

「 旅 程 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。

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.
2018年5月，纪寻获得了世界上最大的酒店预订网站宾客荷兰总部的20万欧元“种子轮”融资，促成了“奇途”的诞生。除了获得宾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。

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 localize the database. At present, there are more than 800 travel service providers in the database, and it is continuously expanding.

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.

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宾客荷兰总部的20万欧元“种子轮”融资，促成了“奇途”的诞生。除了获得宾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。

ESTABLISHMENT

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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。

DEVELOPMENT

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Chapter 1: Good Health and Well-being

“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.

“不能常常怀抱著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，不能常常怀抱著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。
Chapter 1: Good Health and Well-being

RARE AND ROLL

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.

奇途无障碍

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。

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测评；也对比过主流的酒店预订网站，寻找无障碍的解决方法。

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
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.
“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 Xun 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.

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
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
Chapter 1: Good Health and Well-being

ABOUT US

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.

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.

OUR TEAM

梅凌婕
- 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

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

Jessica
- Assistant Professor at School of Business, Georgia Tech University
- PhD, Cornell University School of Management
- Master of Psychology, Peking University
- Master of Education, Stanford University

赵轩
- Stanford University
- University of Chicago
- Brown University

Jessica
- Georgia Tech University
- Cornell University
- Peking University
- Stanford University

公司介绍

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

团队成员介绍

梅凌婕
- 创始人
- 康奈尔大学发展心理学硕士
- 北京大学A计划产品设计与战略顾问

赵轩
- 斯坦福大学心理学博士
- 芝加哥大学商学院博士后研究员
- 布朗大学社会心理学博士

Jessica
- 美国佐治亚理工学院助理教授
- 北京大学心理学系博士
- 斯坦福大学教育学系硕士
Chapter 1: Good Health and Well-being

### OUR TEAM

#### Yami

- Software engineer at Google
- Editor of the book "Learning Python"
- Master of Computer Science, the University of Illinois at Urbana-Champaign

#### 武泽祯

- 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

### OUR MISSION

Let everyone become real, free, and powerful.

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Chapter 1: Good Health and Well-being

产品介绍
OUR SERVICE

教师培训
Teacher development workshop

家长工作坊
Parent workshop

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

企业内训
Corporate Training

心理评测
Psychological Evaluation

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

Standford Education Practitioners and Innovators of China Forum
Chapter 1: Good Health and Well-being

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 lifelong 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 adhering to 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.

About the social innovator

Take the road not taken?

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Take the road not taken, with grace and integrity.
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

"Improve the quality of life of the elderly, and reduce the burden on their children"
**Chapter 1: Good Health and Well-being**

**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".

**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**

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.
Chapter 1: Good Health and Well-being

### Three Main Business Sectors

#### 1. Community Elderly Care Services

- Home-based on-site service: providing professional and standardized care or rehabilitation long-term on-site care services for the elderly
- Community elderly care chain service: providing full care, day care or temporary care services in day care centres

#### 2. Social Work Services

- Mainly focuses on the support services for the elderly such as empty nest and disability in the community and community integration
- Core team: professional social work team
- Support team: 1. physician team 2. nursing staff team 3. volunteer team

#### 3. Age-friendly Retrofitting

- Provide age-friendly retrofitting services for three types of service objects and customers of individual households, institutions, and urban public
- Form an operation model of "assessment + product + service"
- Focus on the assessment and customized solutions of personal age at home services

### Modification Cases

- Install toilet handrails
- Anti-skid treatment on the bathroom floor
- Install a 1.2-meter booster frame near the bed to help the elderly get up and other actions
### 发展历程 HISTORY OF DEVELOPMENT

#### 2011
- 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

#### 2013
- 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

#### 2014
- 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

#### 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

#### 2016
- 全国社创之星金奖
  - Gold Award of “SEStar”

#### 2017

#### 2018
- 中国慈善总会社会组织认证
  - “十大金牌社企”
- China Charity Fair Social Enterprise Certification “Top 10 Gold Medal Social Enterprises”

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

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

### 企业荣誉

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

#### 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
Chapter 1: Good Health and Well-being

“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, where 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.
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
Chapter 1: 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

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)，为社区居家养老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.
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AI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 AI 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.

01 家庭e养院  E-home

"二零零三好"服务体系
零卧床 零尿不湿 吃好 喝好 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

集医疗康复、健身锻炼和专业训练于一体，系统的治疗、训练方案，适合全年龄段的全方位运动。小班团体课和一对一康复治疗自由选择，让你开启健康生活

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.

上海爱照护养老服务有限公司 联络我们: 400-006-3300
Chapter 1: Good Health and Well-being

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: 经(中)度认知症对象
Mainly target on people with mild (moderate) dementia

05 好邻居帮手
i-button

We are 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.
Chapter 1: Good Health and Well-being

"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.

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.

Traditional models of care services sometimes easily lead to excessive services and even affect 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.

 Founder: Ding Yong

Director of the Shanghai Elderly Care Services Company, we can contact us: 400-006-3300
Chapter 1: Good Health and Well-being

“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.
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

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

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.

关于人人强壮科技 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

“让天下不再有孤独的老人，让养老行业的养老不再难做”

"Let the world no longer have lonely old people. Let the pension industry is no longer difficult to do"
Chapter 1: Good Health and Well-being

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

解決方案 Solutions

人人强科技在居家、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.
2. Smart system charging and customized solutions

- According to the characteristics of senior care enterprises, provide a customized solution.
- Provides solutions combining software and hardware for elderly care enterprises based on their characteristics.

3. Data Services

- Data from Hejia Cloud Platform and Hejia Health Intelligent Device is collected and monitored in real-time.
- Health data of the elderly can be accessed anytime and anywhere through Hejia Cloud Platform and Hejia Health Intelligent Device.
- Automatic analysis and generation of professional health reports for healthcare professionals and families to guide the elderly to a healthy lifestyle.

**ENTERPRISE HONOR**

- **2020** ITH Healthcare Industry Value List
- **2021** HSBC’s Top 20 Social Enterprises with the Highest Growth Potential
- **2021** Member of Shenzhen Bao’an District Elderly Services Association
- **2020** Winner of the 9th China Innovation and Entrepreneurship Competition

**HISTORY OF DEVELOPMENT**

- **2015**: First smart pill box and app launched
- **2016**: Reached strategic cooperation with China Resources, Health 160, CITIC Guoan, and other companies
- **2017**: Provided epidemic prevention and management intelligence solution for 30+ nursing homes
- **2018**: Obtained ten million level angel round investment from China Science & Merchants Investment Management Group Co., Ltd.
- **2019**: Received more than 10 technology patents, including FDA, 3C, and Class II medical devices
- **2020**: Established own “Internet + elderly care community”
Chapter 1: Good Health and Well-being

“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.
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
Chapter 1: Good Health and Well-being

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STORY OF VOLUNTEER

关于我们 ABOUT US

十方缘于2012年成立，旨在为全国4000万濒临老人提供专业的
心灵呵护服务，使老人在宁静
祥和中走完人生的最后路程。服
务和培训于2014年通过了国
际ISO9001质量认证。截止到
2021年6月，十方缘覆盖全
国108个省市县级，义务
服务数万，一万多义
工，服务老人10多万人
次。

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
countries who have applied
SFY hospice and spiritual

care techniques to
voluntarily serve over 100
thousand critically-ill,
terminally-ill elderly.

关于使命和愿景
MISSION AND VISION

1. 让心灵呵护成为职业
Let hospice and spiritual care become a
profession.

2. 让服务成为一种生活方式
Let lives care becomes a lifestyle.

3. 去陪伴，去关怀，去爱
Go with love and
companionship.

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. 用心，有爱心，爱
用心，有爱心，爱
DCQwell, stay well, love
DCQwell, stay well, love

3. 用爱与陪伴为生命服务
Serve lives with love and
companionship.

4. 生命关怀生命
Lives care for lives.

使命和愿景
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Chapter 1: Good Health and Well-being

十方缘公益联合创始人，
老心灵呵护五星义工
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，他从未想过会投身临终老人心灵呵护的公益行业。

2011年的一天，方树功与一老院长，发现所有人都在围绕着老人转，原来老人的儿子过世了，导致老人失去了活力。方树功走访了多位老人的房间，在床前坐下来，忽然，一位老院长问方树功，“我患癌症已活了十年，您还记得《渔夫与金鱼》中那条金鱼吗？你吃饭后到这来陪她。”方树功说：“当老人感到绝望，陪伴是有力量的方法”，他能够告诉老人：「你不是孤单，有我陪在你身边。」

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位创始人开始筹组老？

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 woman, Mrs. Lau had no thought of committing suicide. Miss 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 found that this was a common phenomenon in mainland China, with 40 million critically-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."
Chapter 1: Good Health and Well-being

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.

解决方案 Solutions

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.”
Chapter 1: Good Health and Well-being

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.

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
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

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http://www.sfyfoundation.org/

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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

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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.”

About the social innovator

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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.”
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
Chapter 1: Good Health and Well-being

OUR STORY

Established in 2013, Jian Ai Charity is China’s first 4A grade social organization 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.

VISION

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

MISSION

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

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。

使命 MISSION

赋能40+人群降低认知衰退和认知症的风险。
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 in 2013. 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 (5 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

公益之光 | 上海市十佳公益组织
Shanghai’s Top 10 Charity Organisations

2020 中国公益慈善大会百强
China Public Welfare Project Contest Top 100

发展历史

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

创立全国首家社区脑激活中心
Founded the country’s first brain activation centre

提案和升级脑健康教育及服务，首倡认知症分级预防体系
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
Chapter 1: Good Health and Well-being

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 reduces 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“我们是记忆的守护者”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.
Chapter 1: Good Health and Well-being

服务 Services

1. 健康倡导项目
2. 脑健康教育项目
3. 脑健康筛查项目
4. 脑健康早期干预项目
5. 认知症互助项目
6. 认知症照护支持项目
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.
Xujian Zhang, Founder of Dummy Daddy

The meaning of life is to give life meaning.
创办背景
一个爸爸的故事

笨爸爸源自于创始人郭晓利和爸爸张旭健及两个女儿一家四口真实的故事。在2006-2015这9年的时间内，张先生从事金融工作，长期出差，每年只能见面的时间不到2个月。直到有一天，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，比其他的孩子身高矮小许多，而且郭女士也发现孩子比同龄人胆小、自卑，没有学习动力。身为社会工作师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。在这个阶段，郭女士观察到一个现象，只要妈妈在家，孩子就会变得胃口特别好，也容易管教。一家三口，郭女士发现孩子的问题很可能是因为长期缺乏父亲的陪伴引起，于是郭女士跟张先生提议，希望能多在家陪孩子，但张先生认为孩子就是女人的事，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，你什么时候回家的？张先生听到的当下非常心酸，原来在女儿心中他不是一个家里的人，那一刻，他觉得他的辛苦奔波和打拼毫无意义。

正是因为这一系列的事情，张先生开始把工作重心从外省转移到本地，做十几年的企业高管的工作辞了，在公益资金的支持下，开始和太太一起创办起笨爸爸工坊，和郭女士一起思考如何让职场的爸爸回归家庭，让更多的孩子感受到父亲的陪伴和关爱。

从洛阳开始
张先生和太太在洛阳考察，最终决定在洛阳建立洛阳阳光社会服务中心。洛阳在国家的中心，四通八达，而且有中国传统文化，历史悠久。张先生一家希望迁到节奏比较慢的地方生活，加上洛阳是郭女士的老家，四季分明，节奏比较慢，有利于生活深度思考，于是最终决定到洛阳建立基地。

和香港关系密切
郭女士是广东第一批打工，老师大多来自香港，常常跑香港的打工学习，关系亲密。加上她曾在香港进修有关领导课程的课程。机缘巧合下，他们认识了李嘉。为了开展笨爸爸项目，郭女士和先生到香港分享项目计划，李嘉听后认同他们的理念，愿意帮忙开发项目，并协助他们设计计划书和研究。最终，他们从李嘉的帮助下得到了开办笨爸爸的经费。对笨爸爸而言，李嘉是“李妈妈”。

理由
在2015年，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2015年4月
在同年4月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2015年5月
在同年5月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2015年6月
在同年6月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2015年7月
在同年7月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2015年8月
在同年8月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2015年9月
在同年9月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2015年10月
在同年10月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2015年11月
在同年11月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2015年12月
在同年12月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2016年1月
在2016年1月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2016年2月
在2016年2月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2016年3月
在2016年3月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

2016年4月
在2016年4月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。

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2016年10月
在2016年10月，为了研究和推动该计划，徐女士与李嘉的太太研究了大约一年的时间。
联合创始人
张旭健

从商入到社会企业创始人
「人生本来没有意义，除非为自己人生赋予意义」

张先生在创办笨笨熊在广东做金融工作12年。众所周知，金融从业人员，能解决人生衣、食、住、行等问题。

但在这过程中，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。他发现到人到中年要承担的有责任都不同，除了赚钱，也要养育人、育儿。张先生认为人生要思考三个基本问题：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，除非为自己人生去赋予意义。于是，在反复思考后，张先生立志要去做一件有意义的事。「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，但是父爱教育没有人去做，很大未知数，我比较勇敢，愿意尝试去回答社会问题。」

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、社会组织的运营，因此，他从商入入学了很多。在这过程中，他发现金融工作的经验对创办笨熊熊猫很重要帮助。他发现金融的领域里，大多项目都是盈利性的项目，纯粹用公益方式运作，这种方式的规模化比较困难，因为经费来源不稳定。在可持续的方面考虑不多。但找到一个可持续的商业模式是张先生的强项。他运用自己十几年的商业经验，认为发现社会企业必须解决可持续的问题，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。

笨熊熊猫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。

"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 knew, 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 finding 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 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.
Chapter 2: Quality Education

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方式来对待子女，父子/女的关系也相对冷漠。

爸爸，只是一个名词，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，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. 用孩子接受的方式感受到父爱

保持热情

爸爸创始人认为从事社会企业，保持热情极为重要。虽然爸爸是社会企业，但爸爸聘请的员工很多不是社会工作专业的，因为爸爸认为在内地高校中被调剂的社会工作专业学生就有社会工作专业能力，其根植社会的心，更符合爸爸的理念。

然而，持续保持热情不简单。创始人张老师分享了自己保持热情的三步：
1. 有长远的目标（张老师觉得冥冥中天上给自己这个任务，一定要做好这件大事，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/圈子来鼓励自己，集聚能量）
3. 常和和服务对象进行交流（当发现自己的工作推动得不好/遇到不满意、怀疑时，往往是服务对象给你信心，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的事情，就算失败了也没什么了不起。

VISION AND MISSION

为每个家庭创造每周2小时高质量陪伴的家庭时间

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.

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 are more 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，笨爸爸没有做调研服务开发，那时皮艺作为载体。三个月后，笨爸爸发现皮艺虽然可以吸引爸爸，但粘性不高。

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，也致力于向学校，结合社团方式活动，与洛阳15家小学合作，举办手工课和父爱课程，并在周末邀请父母参加到学校上木工课。

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.

“SUBLTLY INFLUENCE THE FATHERS TO REFLECT ON THE QUANTITY AND QUALITY TIME ACCOMPANYING THEIR CHILDREN.”

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.
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。

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.

适用机构：幼儿园、小学等教育培训机构，研学旅行类机构
文创教具

工具箱

标准配置5件套

筷子博士

Dr. Chopsticks

榫卯机关系列

Innovative tools

Toolbox

标准配置5件套

Tenon Mechanism Series

優質嚴選木質手工工具

自主研發實做教具工具

30個實例精巧結合

30分鐘製作筷子

30 min chopsticks

優質嚴選木質手工工具

自主研發實做教具工具

30個實例精巧結合

30分鐘製作筷子

Tenon Mechanism Series
Chapter 2: Quality Education

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 Cultural and Creative Technology Co., Ltd.

On April 5 2021, Dummy Daddy has become a member of the UN Women’s WEPs 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;

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

2021年4月4日，笨爸爸成为联合国妇女署WEPs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；

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”、中国善展网认证“中国好社区”、汇丰中国社企支持计划前十佳等数十项荣誉。
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，但是心理空间不一致。既然家长工作忙，陪伴子女时间短，那陪伴的时间质量都很重要。

1. 父亲休工房注重提高：
   - 增加性：父母和孩子在一起 做一件事
   - 互相尊重，没有改变：父母与子女平等沟通，不独断式交流
   - 促进心

2. 阶段目标：为每个家庭创造每周三小时父亲质量陪伴的家庭时间

扩展其他项目
- 嘉：每一个男性成为更好的爸爸，更多参与家庭
- 举办公开课，支持所有男性成为更好的爸爸
- 请邀请爸爸参与弱势的，更早帮助他们
- 促销活动产品：
  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
- 市面上的亲子工作室都是妈妈跟孩子
- 爸爸参与度不高
- 父爱活动带动爸爸参与
- 加入父爱教育的研究，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 new product 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
- 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
政策和需要来说，正向鼓励家庭生育孩子父爱教育发展
前景乐观

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

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.
Chapter 2: Quality Education

“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.
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
Chapter 2: Quality Education

关于在地

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.

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

更多关于

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
Chapter 2: Quality Education

More about...

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

Interview with founder

Q: 为何您认为小孩/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人与环境的关系，现在的环境问题要全人类的力量去改变；如果孩子没有亲自然的体验，即使有教育自然的情怀
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。
"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 experimental 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).
Chapter 2: Quality Education

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?
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
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Chapter 2: Quality Education

MAJOR PLANS AND EVENTS

We are committed to a comprehensive sex education curriculum (COMPREHENSIVE SEXUALITY EDUCATION, CSE) as a foundation of sexual knowledge.

- **Education Concept:**
  - Goals: achieving scientific accuracy, gradual progress, and methodological suitability for age and development levels.
  - Teaching approach:
    - Educational methods: interactive teaching, both formal and informal learning processes, and the incorporation of the child's understanding of key concepts (sexuality, knowledge, cognitive, and skill development) into the complete learning process.

**The Founder - Hu Jianwei**

From "Little Driver" to an Educator

Member of the Youth Committee of the Chinese Society of Sexology, with 8 years of teaching experience. In 2019, he was selected as one of Forbes China's 20 under 30 list based on his work in sex education and entrepreneurship.

Best-selling author "Important Sex, Affects Children's Life". Hu Jianwei has been very curious about sex and has actively shared these knowledge through various channels and social media platforms.

"If people don't talk about it, I want to know more." Since he grew up in a society where the topic of sex is more sensitive, Hu was particularly keen on understanding sex education after university. He founded Baolu Doudou with his partners and is dedicated to promoting sex education to schools, parents, social workers, and communities. He has also explored sex education programs for children in schools.

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**Major Plans and Events**

1. Complete (CSE) Sex Education Training Program
   - Full-time (CSE) Sex Education Training Program

2. Training Plan: 3 days of practical training courses conducted twice a year, complementing the knowledge gaps identified in the school program.

3. Unique Programme: A series of workshops focusing on specific areas of sex education, such as sexual health, relationships, and gender identity, tailored to different age groups and educational settings.

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**Educational Philosophy**

- *Educational Need to Tell Stories, Education Needs Humanistic Methods to Disseminate Its Essence*

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**Service Highlights**

- **Training Programs:**
  - Complete (CSE) Sex Education Training Program
  - Full-time (CSE) Sex Education Training Program

- **Training Opportunities:**
  - 3-day practical training courses, complementing school programs and enhancing sexual knowledge gaps.

- **Unique Program:**
  - Focus on specific areas of sex education, such as sexual health, relationships, and gender identity, tailored to different age groups and educational settings.
Chapter 2: Quality Education

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.

MAJOR SERVICES:

1. Comprehensive (CSE) sex education parent lecturer training
2. Lecturer training: 3-day experience course
3. Self-design Educational Aids

Bozhu 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.

Bozhu 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 Bozhu 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. Bozhu Doudou prepared lesson plans for sex education children’s lecturers, and started classes for children’s lecturers.

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

SOCIAL IMPACTS

TAKE A PEEK!

- 保护豆豆全面关注用户超过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300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 300 PARENT LECTURERS THROUGHOUT THE COUNTRY TO TEACH PARENTS ABOUT CHILDREN’S SEX EDUCATION
Chapter 2: Quality Education

INTERVIEW WITH FOUNDER

与创办人对话

“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：东京场
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，
考前免费进行课程学分免减。
课程费用：299元

Q: 一开始运营的过程中有没有想过放弃？
是什么原因令你坚持下去的？

A: Have you ever thought about giving up during the initial operation?
What made you stick to it?

「小团队不断地尝试其实也是一个机遇」

“The continuous experimentation of small teams is actually an opportunity.”

Q: 由于性教育在保护豆豆开始的时候
国内发展还没有成型的时候没有成熟的商业模式，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竞争，反而减少我们在行业内竞争力。

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？

A: 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"

Q: 举例说说你们的故事，有什么让人感动的故事？

A: Mr. Hu: To help the children protect themselves. The story of one child has been harassing them, but because he got sex education from Doudou, he knew that his behavior was wrong, so he successfully reported it 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教育性和关注长期性发展下去？

A: 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.
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.
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
Chapter 2: Quality Education

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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.
Chapter 2: Quality Education

“IM AMPLENTED 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。

BACKGROUND OF FOUNDER: JIN YIFEI

Jin Yifei

Founder of Beyond The City
乡村笔记创办人
Jin Yifei

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

Existing rural research projects:
1. Hunan-Xiangxi Local Writing Camp
2. Hunan-Xiangxi Rural Research Camp
3. Shandong-Huizhe Local Opera Camp
4. Yunnan-Honghe Architecture Camp
5. Sichuan-Western Sichuan Rural Nature Camp
6. Sichuan-Western Sichuan Rural Ethnic Camp
城市职业
乡村的孩子们在农学院这个项目中能够体验真实的城市生活。通过城市为课堂，让来自农村的孩子们有机会参与行业发展与规划课程，引导学员走进教学、农业、建筑设计、制造业等行业，发掘自己的兴趣、特长和性格等方面的因素。通过亲身的体验，探索和感受为自己的未来做最合适的规划。

乡土研学主要分为两个板块：
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、特长，并学会表达自己的观点。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
   - 行业发展论坛

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职业技能与工艺工匠精神。

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 collar and craftsmanship spirit.

公益活动
社会影响
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.

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、安徽徽州等地均已有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。
与创办人对话

INTERVIEW WITH
FOUNDER

一開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
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！」

何建文

06

与创办人对话

INTERVIEW
WITH
FOUNDER

何建文

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
Chapter 2: Quality Education

PROMOTION OF FUTURE EVENTS

活动推广

去乡村
遇见另一个自己

PROMOTION OF FUTURE EVENTS

联络我們

CONTACT US

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（宏声商务中心）301室
邮箱：contact@beyonddetc.com
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” (城城城城) 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.
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)
Chapter 2: Quality Education

OUR VISION

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

OUR MISSION

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.

我们的愿景

我们致力于让中国年轻人克服排斥和贫困，为他们提供高质量的烘焙培训，帮助他们找到可行和有意义的工作，融入社会。

我们的使命

上海青年烘焙坊的目标是教授17至23岁之间的中国青少年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。
Chapter 2: Quality Education

OUR VALUES

Empowerment
Solidarity
Responsibility
Consideration

SUPPORT US

VISIT US AT MARKET
CSR COLLABORATION
FRENCH BAKERY/ PASTRY WORKSHOP AND CONSULTING

DONATION AND SPONSORSHIP

WORK WITH US

GIVE PRODUCTS OR SERVICES
JIONE US AS VOLUNTEERS / INTERNS

CHINESE: 我们的价值观

支持我们

VISIT US AT MARKET
CSR COLLABORATION

FRENCH BAKERY/ PASTRY WORKSHOP AND CONSULTING

CONTRIBUTE PRODUCTS OR SERVICES
JOIN US AS VOLUNTEERS / INTERNS

ENGLISH: OUR VALUES

SUPPORT US

VISIT US AT MARKET
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CONTRIBUTE PRODUCTS OR SERVICES
JOIN US AS VOLUNTEERS / INTERNS
Chapter 2: Quality Education

OUR STORY

2008
Social innovation project of French Junior Economic Chamber of Shanghai

2009
6-month pilot programme runs for one year

Lesaffre provides voluntary training for batch 2 and 3 SYB students

2009 Feb-Jul
16 students took part in first training session

16th May 2010
SYB placed under the administrative governance of Chi Heng Foundation

OUR AWARDS

2010
One of 10 Shanghai Charity Programs with the Most Potential

2015
First prize of the Rotary Leadership Awards, non-profit category, awarded by the Rotary Club of Shanghai

2016
Special Prize from the Jury, Lesaffre CSR Awards, World Competition in France

2017
CSR Innovation Award Honorable Mention, AmCham Shanghai

2010
We received the "Shanghai Best CSR Award" from the Shanghai Charity Foundation.

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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)
Chapter 2: Quality Education

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
发生了什么？
在2021年，中国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。在目前的教育环境下，学校的作用并不完全是培养职业导向能力的人才，而是围绕学生的标准是具备最匹配工作能力的人。青少年从大学到进入社会期间难免会遇到这种问题或经历缺失的问题。松果仁的诞生便是为了填补空缺，为青年人搭起一条顺利走入职场的桥梁。

我们是谁？
松果仁校训成立于2015年9月，是专注于Y12-18岁学生的知识付费和实习实训的互联网教育平台。其通过学习知识、学习实习、实习成长体验三个板块，帮助年轻人解决从职业发展中碰到的一些障碍，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、国际青年文化学院、城市体验课程、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，课程续费率高达40%。疫情期间，联合中国绿发会、光盘打卡、免费午餐等众多公益品牌，发起长三角、大学生创新创业线上峰会、GCM中国首场大学生公益发展论坛等公益活动，直接访问量突破50万人次。

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，在课程外提供更多形式的青年活动。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，以及整合成长场景服务，帮助更多青年了解世界，认知自我，关注和陪伴青年成长。

规模
31+城市站点分社
30000+累计覆盖人数

架构
31+覆盖省自治区
1000+高校校园社群&社群
微北等高校的专家顾问团队

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

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 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.

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 CCM China’s First University Students Public Welfare Development Forum, with the number of live visits exceeding 500,000.
Chapter 2: Quality Education

5. 工作范畴  创新元素

培养创新人才
自行研发独特的教育活动，具针对性地为社会培养有创新思维和能力的青年人才，促进自我和世界，在未来成为社会创新领域的一份子。
- 2020年举办的HINEW青年创新论坛
- 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

校园生态社群
建立超过1000多个高校社群
- 持续关注全球青年成长
- 吸引志同道合的年轻人成为校园大使，带来创新思维和发展动力

工作范畴 & 针对问题

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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 competence structure

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

Internship Practice
Provide Youth brand marketing programme for companies and internship opportunities

Campus Eco-Communities
More than 1,000 university communities
- Continuously focus on and accompany the growth of the younger
- Attract like-minded young people to become campus ambassa-dors, bringing innovative ideas and development drive
"Explore the unknown, create value, embrace emotions, enjoy the good"
“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
Chapter 2: Quality Education

YOUNG EDUCATION CONSULTANTS

用心陪伴 因爱成长
EMPOWER CHILDREN DEVELOPMENT
Chapter 2: Quality Education

1. 章节小故事

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，不但不能适应正常教育，甚至被他人误解、排斥或歧视，而他们和家人也造成重大的心灵冲击。然而，这些障碍并非单一传统治疗或简单药物便能解决，令家长们彷徨无助。

从医时，边琼霞医生曾遇到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，为无数家庭带来改变和希望。

2. 公司简介

雅恩是一家专业从事儿童语言沟通能力训练、父母养育方式支持的机构，自2005年成立以来，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服务。

作为国内最早投身于儿童语言发展早期干预服务的教育机构，雅恩拥有一支超过200人、经过严格培训的治疗师、顾问团队，并引入国际先进的干预治疗技术。在十数年间，雅恩通过线上及线下儿童干预和家庭辅导的工作服务了数万个家庭。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，让他们对生活充满希望。

规模/架构

中国七大省市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

3. YEC故事

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 speech 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 30,000 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
Chapter 2: Quality Education

Quality Education

5 INNOVATION

INNOVATIVE ELEMENTS

SOCIAL ISSUES TACKLED

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

WORK OF YEC

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

PARENT TRAINING GUIDANCE
Provide parents with 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

创新元素

针对的社会议题

特殊需求儿童和他们的家庭
（包括语言沟通障碍，发育迟缓，自闭症等）

雅恩的工作

儿童发展干预
提供语言训练、感知训练、社交技能训练及社交能力的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同的资源和经验

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

RDI人际关系发展干预
雅恩是与RDI创始人关系最为密切的中国机构，积极推广其普及和应用

PECS
Teaches spontaneous and active communication through picture exchange

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

想知道更多？
微信公众号: 雅恩儿童学说话训练
官网: www.yehealth.com
Chapter 2: Quality Education

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.
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.
Jiayu (Supa) Lun, COO of 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
好瓶小故事
THE STORY OF HOWBOTTLE

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，每每当看到海滩、海里散落的各式垃圾，总觉得自己应该做点什么。

当了解到，一次性的塑料瓶是可以被回收做成日常用品的时候，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。

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.

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.
### WHAT IS HOWBOTTLE?

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.

**Date of establishment**

2016年10月注册

Registered in October 2016
创新元素
INNOVATIVE ELEMENTS

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

Chapter 3: Sustainable Cities and Communities

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」
"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种热爱的生活」
“2 lives of passion”

© 2020 好瓶HowBottle
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

「在乎衣」I Do Care Coat
用13个回收塑料瓶做成的
Made from 13 plastic bottles

口令会变：从“IDON'T CARE（我不在乎）”变“IDO CARE（我真在乎）”
The slogan changes from “I DON'T CARE” to “I DO CARE” when it rains.

「太空包」「Space Bag」
用27个塑料瓶 + 1块回收的神舟七号飞船碎片做成的
Made from 27 plastic bottles + 1 piece of recycled fragment from Shenzhou 7

可持续社群 SUSTAINABLE COMMUNITY

瓶盖社群 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
2017
与喜基士合作打造一场最接近零废弃的音乐节——亚洲音乐盛典
Collaborated with One Foundation to organize a music festival which is closest to zero waste. Asian Music Festival

第一个产品：12个瓶子做1个T恤
The first product: a T-shirt made from 12 plastic bottles.

2018
作为“为爱・CARE”推荐认证企业
As a recommended and certified company of "Wealn-1 CARE"

参加了由上海服装集团联合CORAL 球、Impact Hub Shanghai等国内外可持续机构共同发起的“可持续时尚：接力赛行动”，项目作品入选TOP10
Participated in the "Sustainability is the New Vogue" Relay Race jointly organized by Shanghai Garment group. CORAL, Impact Hub Shanghai and other local and foreign sustainable organizations. Two works were selected as TOP10

2020
入选了《快公司》“中国商业最具创意人物”和《时尚芭莎》“2019中国新锐先锋”
Elected as "The Most Creative People in Business @ China" of (Fast Company) and "Generation T" of (Tatler)

成为了官方认可的B Corp 共益企业
Became an officially certified B Corp

2021
- 获得蓝瓶初创大赛全球20强
Received recognition from Young Green Tech Global Top 20
- 第一条评语：”40个改变生活的中国好设计"
Recommended by YIT as "40 good Chinese designs that change lives"
- 让75万只废弃塑料瓶成为重生
Upcycled 750,000 plastic bottles
- 节省了294石油资源
Saved 294 metric tonnes of petrol
- 减少了29吨二氧化碳的排放
Reduced 29 metric tonnes of carbon dioxide emissions
“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.
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
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.

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.

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.
奥北是什么？What is Aobag?

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

**架构**
30名全职员工
- 运营团队
- 项目团队
- 研发团队
- 公司管理

**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

**Company Structure**
30 full-time employees
- Operation team
- Project team
- R&D team
- Company management

**Scope of Service**
300+ Drop off points
400+ Servicing organizations
146000+ Total members
21000+ Bag-paying members
Chapter 3: Sustainable Cities and Communities

AOBAG Timeline

2017

Establishment of Aobag

Start of trial operation in Chengdu

Received investment from FreesFund

CCTV News Channel programme "News Probe" "Garbage! Garbage!"

2019

Established "IKEA FAMILY Recycling Booth" at IKEA store

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

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

Targeted social issues
- Waste classification
- Recycling (improve the overall recycling rate)

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

針對的社會議題
- 垃圾分类
- 回收(提高垃圾回收率)
“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
Chapter 3: Sustainable Cities and Communities

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

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理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，与共生。她的名字，叫李婷婷。

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."

Damoyu village, Kunming
Chapter 3: Sustainable Cities and Communities

THE STORY OF GOODAY

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.

VISION & MISSION

- Encourage people to live in harmony with the environment and strive to explore an environmental-friendly and sustainable way of life.
- Promote sustainable, self-sufficient living that go with the environment and return to nature.

DATE OF ESTABLISHMENT

2015年10月

October 2015

FOUNDER

李婷婷小姐

Miss Li Tingting

STAFF TEAM

8 full-time staffs, 5 part-time staffs
丽日的工作
THE WORK OF GOODAY

自然建筑的民宿客房
Built and operate sustainable experiential hostel with resources from the surrounded environment.

绿色友善的农耕园艺
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
Use local materials to make food with the freshest and simple natural ingredients.

创新元素
INNOVATIVE ELEMENTS

WHAT SOCIAL ISSUE?
- Environmental crisis caused by resource encroachment
- Unbalance relation between human and nature due to human’s attempt to control and resist the course of nature
- Mankind blindly believes that economic growth and technological advancement are the solution for all issues in the world.

丽日针对什么社会议题？

程序创新
Process Innovation
Integrate simple sustainable technologies and ideas into a system that can impact people’s living styles and mindsets.

产品创新
Product Innovation
Provide experience learning on sustainable life.

Chapter 3: Sustainable Cities and Communities
### Chapter 3: Sustainable Cities and Communities

#### 永续生活的体验教育

提供永续产品的购买途径.

**Provide purchasing channels for sustainable products.**

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#### 线下和线上的永续商城

永续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”让城市的年轻人将仆役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.

**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.**

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#### 丽日足迹

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2015</td>
<td>10月成立ène-日永续生活中心 Established Gooday Sustainable Living Center</td>
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<tr>
<td>2016</td>
<td>推出成人的永续设计深度课程 Launched adult series in-depth sustainable design course</td>
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<tr>
<td>2017</td>
<td>荣获“年度自然保护模范”奖—第四届昆明模范生活 Won the “Annual Natural Ecological Protection Model Award” at Kunming Annual Model Living Celebration Awards Gala 2018</td>
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<tr>
<td>2018</td>
<td>推出亲子探索永续生活系列活动和课程 Launched family series activities and courses for sustainability exploration</td>
</tr>
<tr>
<td>2019</td>
<td>推出2019系列永续课程—深度生态学、中医、占星 Launched Sustainable Courses Series—ecology, Chinese medicine, astrology</td>
</tr>
<tr>
<td>2020</td>
<td>8月，推出线下线上永续商店，集合多年累积的产品 August: launched sustainable store online and offline, selling products accumulated over the years</td>
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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.

About the social innovator

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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
Chapter 3: Sustainable Cities and Communities

旅途的开始

START OF THE JOURNEY

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必要器官，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，也是与自然世代相处中新萌生出的文化和智慧的承载体。

"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，探索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.

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整和多样的生态系统。

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，是无知的，他们应该被保护，教育甚至被取而代之。然而，原住民社区在一片片土地上世代生活，对周边自然环境长期的观察和经验累积了重要的生态知识和智慧传承。这些知识正在通过跨学科学研究进入到主流科学，尤其是气候科学领域，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 indigenous peoples 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 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.”
Chapter 3: Sustainable Cities and Communities

LAND BEING LET DOWN

When doing development in an area, investors think about profits and the project's attractions to tourists, who only think about short-term entertainment and enjoyment. Large-scale projects replace and buffet, accompanied by many tourists come into the area. The indigenous people are either compensated with money to move or left behind. And when the biodiversity and culture of the land is destroyed, or tourists lose interest in it, who will take the consequences and restore the land?

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?

Finding a New Way Forward

After more than five years of exploring 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.

问题与可能的方案

土地被遗忘

在一个地区的旅游开发时，投资者考虑的是建设项目的吸引力，而游客只考虑短期的娱乐和享受。大规模的项目取代和冲击，伴随着众多游客的进入。原住民们在这些项目中失去了土地，甚至被驱逐离开了家园。在旅游开发的浪潮中，原住民的土地和文化被忽视。旅游业的繁荣，带来了利益，但同时也带来了压力。原住民们是否能够重新找回失去的土地，重建他们的家园？
Chapter 3: Sustainable Cities and Communities

### MEANING OF THE JOURNEY

**OUR MISSION**

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.

**VISION**

With ecological wisdom and the local spirit, inspire the rebuilding of a mutually-enhancing relationship between man and nature. Be a leading force in promoting the transformation of ecological civilization.

### On the Road | Major Work

**In the Community**

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

**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;
"作为社会创新者，应该不断发现新的机会，并用自身的资源赋能社区，让其自己发展起来。"

“我是社会创新者，我会不断发现新的机会，并用自身的资源赋能社区，让其自己发展起来。”

**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.

**Community action**
- With other local communities, we are working on community development projects.
- Promote the development of handicraft products;
- Encourage the locals to participate in ecotourism projects;
- Promote impact investment, involvement of relevant organizations.

**EXHIBITION**
- 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.

**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, work and culture, global biodiversity conservation and promotes educational innovation.

"我看到了一个有可能的新世界，而我想让它被更多人看到。“

宋新霖认为，在发展生态旅游地区时，更应该关注社区的发展，让他们能够参与和分享利益，自然保护区的管理和开发，才能守护当地生物资源的可持续性。即使不同利益者会有不同的价值观念，也不希望通过教育，让人们对环境保护和生态发展有更深层次的了解。只有当人们能看到和意识到不同的可能性，一个可能与自然和谐共存的新世界才有可能。

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.
Chapter 3: Sustainable Cities and Communities

关于格聂景区
ABOUT MOUNT GENIE AREA

它位于四川理塘，横断山脉中，与格僧神山为中心，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热点地区之一，是藏族佛教文化的重要传承地，是宇宙射线观测地，是保存最良好的第四纪古冰期遗址之一，也是康巴文化中的中心。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 centerpiece, 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 Kham. 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是最高的山脉，宋冬野把其称为“年轻而有高度”的喜马拉雅精神。她鼓励年轻人来这里学习、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域对话，再带着新的体会回到自己的社区，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.

- 下一站 | 未来目标
Next Stop | Future Goals

- 在自然保育团队的努力下，找到社区经济社会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
- 与更多的学者、专家等研究教育内容
- 与其他圣域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
- Interview, 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
Chapter 3: Sustainable Cities and Communities

“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 aboriginals 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.
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
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。」
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

TACKLING ECONOMIC DISADVANTAGES

- 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

FAIR TRADE 公平贸易

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，蓝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。
Chapter 3: Sustainable Cities and Communities

AWARDS AND PUBLICATIONS

2017
Short documentary by Ergun Productions

2018
British Business Inspiring Women Award

2019
Touching the Heart of Chengdu Top 10
Finalist for 2019 Social Impact Awards - Poverty Alleviation Award

2020
19th Trebbia Awards nominee
“Love at the Fingertips” Special Award for Trailblazing Female Entrepreneur

OTHERS
Awarded “The Unique Shop of the Year in AustralAsia” by the Luxury Travel Guide
Good Festival Good100 list winner

NEWS
Has been featured on CCTV, China Daily, Sichuan Observator, and Sichuan Observation

FIND US ON

WEBSITE 网站
https://bluesheepcrafts.com

WECHAT 微信
BlueSheep-Community
@bluesheepchengu

FACEBOOK 脸书
@bluesheep_shop

INSTAGRAM
@bluesheep_shop

YOUTUBE
Blue Sheep Crafts
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. Afterall, 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."
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
Chapter 3: Sustainable Cities and Communities

材料乘以设计

NANOxARCH

WE SUSTAIN MATERIALS
Chapter 3: Sustainable Cities and Communities

1. NANOxARCH Small Story

「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希就经常思考这个问题。在大学期间，她从材料科学与工程这个专业中看到了“可持续发展”与建筑的融合。她越来越觉得，让城市和人类共存，让自然和人类共存，是开启建筑最理想的途径。这种想法在雷雨希心中扎下了根。回到国内后，雷雨希与一家企业合作，开始从事可持续建筑设计的研究。

在不到3年的时间里，NANOxARCH立下了一个又一个里程碑。从获得中国首个“绿色建筑”认证的“绿色建筑”，到在苏州举办可持续设计展，再到建造了自给自足的100%可循环形态，当中虽遇到不少挫折，但NANOxARCH依然努力向前。展望未来，雷雨希认为，人类应该更加关注自然环境，希望世界变得更加美好一点。]

3. NANOxARCH Story

"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.

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 spaces, NANOxARCH hopes to one day make man-made spaces the environment where people and nature are integrated.
### Chapter 3: Sustainable Cities and Communities

#### NANOxARCH’s Work

<table>
<thead>
<tr>
<th>Work of NANOxARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Material Replacement</strong></td>
</tr>
<tr>
<td><strong>MATERIAL REPLACEMENT</strong></td>
</tr>
<tr>
<td><strong>CLOSED LOOP WASTE MANAGEMENT</strong></td>
</tr>
<tr>
<td><strong>STRATEGY PLANNING</strong></td>
</tr>
</tbody>
</table>

#### Innovative Elements

<table>
<thead>
<tr>
<th>Concept Innovation</th>
<th>Product Innovation</th>
<th>Service Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Created the new concept of “sustainable material design” to replace the non-recyclable material.</td>
<td>Turns waste into reusable and valuable products, installations and sustainable spaces.</td>
<td>Provide professional and personalized sustainable strategic planning services to enterprises and units.</td>
</tr>
</tbody>
</table>

#### Social Issues Tackled

- Material shortage crisis caused by natural resource consumption
- Environmental problems caused by human garbage and waste
- Promotion of sustainable development

#### Creative Elements

<table>
<thead>
<tr>
<th>Product Innovation</th>
<th>Service Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides sustainable services, such as providing sustainable space design, sustainable building design, and sustainable material services.</td>
<td>Provides sustainable strategies and sustainable planning services.</td>
</tr>
</tbody>
</table>

#### Innovation

**5. Innovation**

**Key Themes**

- Sustainable Cities and Communities

**Context**

- Designing for sustainable urban development

**Elements**

- **Product Innovation**
  - Sustainable materials and products
- **Service Innovation**
  - Sustainable urban planning and services

**Work of NANOxARCH**

- **Material Replacement**
  - Encourage the use of sustainable materials.
- **MATERIAL REPLACEMENT**
  - Promote sustainable waste management.
- **CLOSED LOOP WASTE MANAGEMENT**
  - Integrate architecture with nature and environment.

**Innovative Elements**

- **Concept Innovation**
  - Create new sustainable design concepts.
- **Product Innovation**
  - Transform waste into valuable products.
- **Service Innovation**
  - Offer personalized sustainable planning services.

**Social Issues Tackled**

- Material shortage crisis caused by natural resource consumption.
- Environmental problems due to human garbage and waste.
- Promote sustainable development.

**Creative Elements**

- Sustainable urban planning
- Sustainable building design
- Sustainable material services
「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
Chapter 3: Sustainable Cities and Communities

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
Chapter 3: Sustainable Cities and Communities

上海爱拍社区公益影像发展中心

I PAI COMMUNITY DEVELOPMENT CENTER OF PUBLIC IMAGE

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

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
Chapter 3: Sustainable Cities and Communities

1. 爱拍小故事

爱拍小故事

1.1 理念与情感并重的旅程

自2009年爱拍成立以来，爱拍以“艺术与公益”为使命，致力于推动社会文化发展，促进多元文化的交流与融合。爱拍通过影像和艺术的方式，将社会问题转化为艺术作品，以创新的形式展现社会现实，让公众更深入地了解社会问题。

1.2 社区故事

爱拍小故事

爱拍小故事

爱拍旨在通过社区影像记录来讲述社区故事，以期通过影像记录来增强社区凝聚力，让社区居民更好地了解和参与社区事务。爱拍希望通过影像记录来展现社区的多样性，让社区居民更好地了解和参与社区事务。通过影像记录来展现社区的多样性，让社区居民更好地了解和参与社区事务。
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Targeted social issues

Creating new elements

Innovative application: The participatory mode of community filmmaking

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

Product innovation

 CARE for the elderly: help the elderly who did not take wedding photos when they were young, fulfilling their wish
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.
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

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Olivia Wang (Program Facilitator)

SEEDInVenture
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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

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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
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要。社会很好的证明了社会问题可以透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

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。可能不少人会觉得社企是纸上谈兵，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。

Sheila 黃曉茵

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，用手段把销售额扩展到最大。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，也知道了社创家背后的故事。除了这些理念外，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在创办过程是非常重要。”我以前认为扩张就是一间社企成功的开始，但原来首先有一个明确的定位，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。

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。社会很好的证明了社会问题可以透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：“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。不論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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