



北京博能志愿公益基金会
BEIJING PROBONO FOUNDATION

北京博能志愿公益基金会 企业专业志愿服务 案例分享

From TECH4ALL to TECH by All
Corporate Pro Bono Case Study
Beijing Pro Bono Foundation

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Tokyo, Japan

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关于博能基金会 About Pro Bono Foundation



北京博能志愿公益基金会
BEIJING PROBONO FOUNDATION

Beijing Pro Bono Foundation was established in 2016, it is approved by the Beijing Municipal Civil Affairs Bureau, a 4A level non-public foundation dedicated to the construction and development of professional voluntary service. Initiated by 8 members of the China Professional Volunteer Association and incubated by the Beijing Huizeren Pro Bono Academy and the Youchange Entrepreneur Rural Development Foundation, jointly founded by hundreds of founding donors through crowdfunding.



博能基金会宗旨：专业志愿 智慧公益

Purpose: Professional for good

Vision

Pro Bono a Better Society

Mission

Leading professional volunteer with venture philanthropy, promoting cross-border collaboration and social innovation

Value

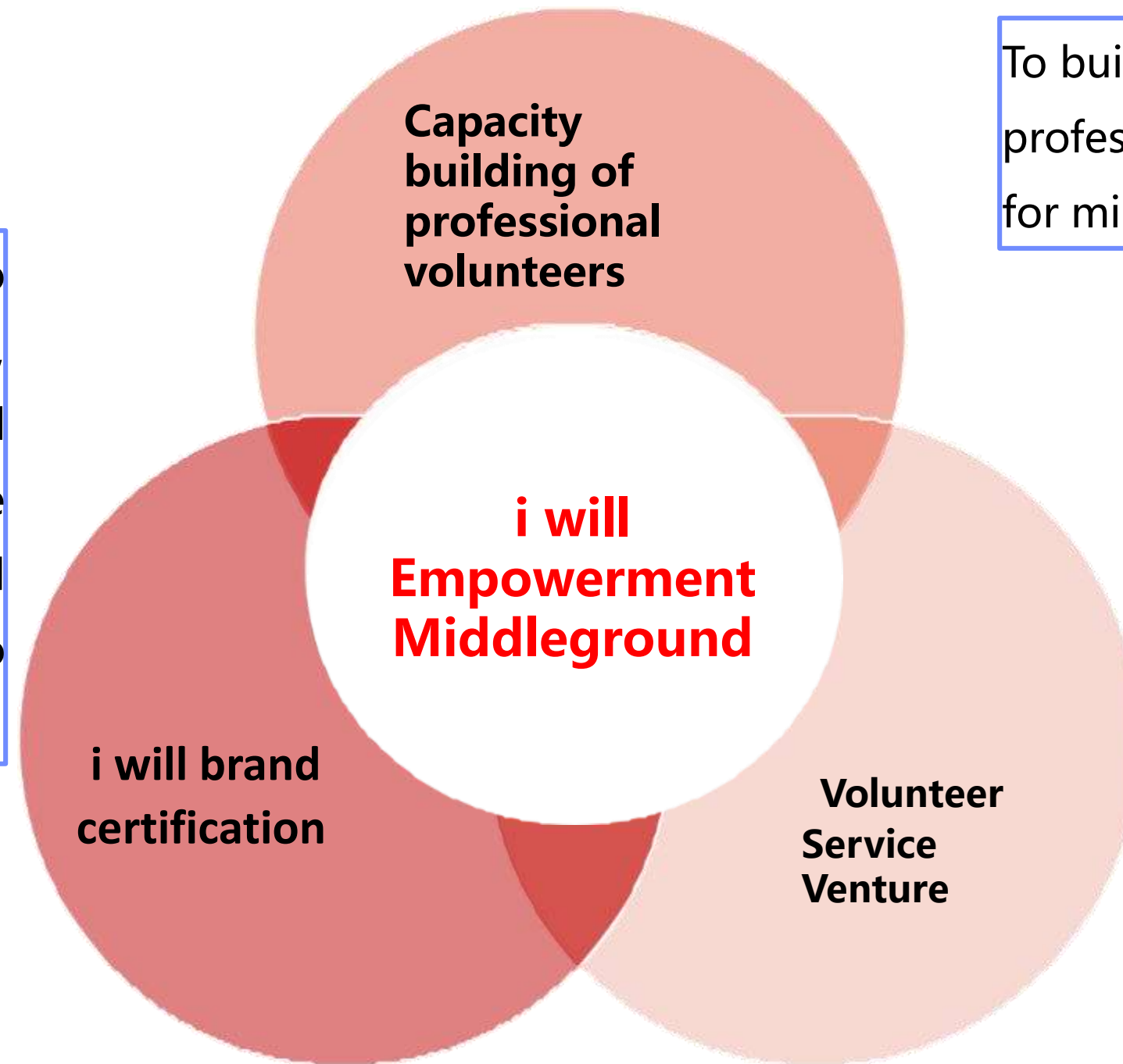
Professional volunteering creates credit and value, promotes fairness and efficiency





博能基金会 i will 中台战略 i will Middleground Strategy

To support the establishment of pro bono standard brand certification, advocate and disseminate professional volunteer spirit, cooperate with the "the Belt and Road" national strategy, and encourage professional volunteers to "go global" .



To build Probono Home and develop a professional volunteer team with empathy for mission.

To offer "Pro bono inside" supporting services, promote pro bono brand project, co-create social value through cross-border collaboration and social innovation.

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- Part 1** Corporate Pro Bono Types in China from 2020-2022
- Part 2** Corporate Pro Bono Fields in China from 2020-2022
- Part 3** New Trend: from TECH4ALL to TECH by All
- Part 4** Corporate professional volunteering Challenge

Corporate Pro Bono Types in China from 2020-2022

1. Traditional service 传统服务



Finance



Legal



Strategic consulting

Theme event design

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Corporate Pro Bono Types in China from 2020-2022

2.Pro Bono with Digital Technology Application Tools



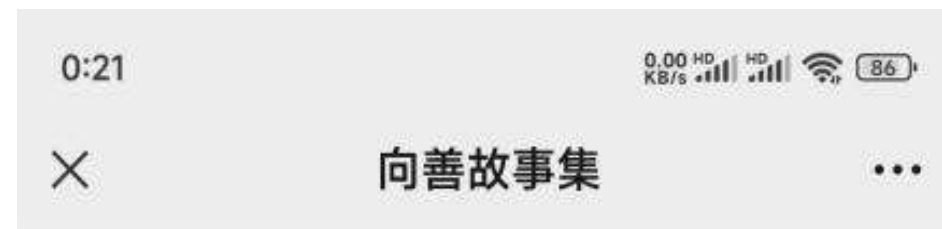
Guided by the principle of "tech for social good" and digital technology as its core competency, Tencent work together with professional volunteers, volunteer groups and NGOs through technological innovation and collaboration, to solve social pain points and enhance social well-being.

Established in 2012, Lingxi helps NGOs improve their management capabilities and outreach efficiency through the power of technology, thereby enabling more human and material resources to be invested in creating a better social cause.

Tiktok Lark integrates instant communication, smart calendars, audio and video conferencing, and other features with the workbench, members can achieve efficient communication and smooth collaboration in one place through an open compatible platform.

Corporate Pro Bono Types in China from 2020-2022

3. 3. 社团自治 Work as Voluntary Association



向善故事集

腾讯志愿者协会



4.5万鹅厂人一起捐助的“小小红花”少年...

年度事记 活动记录 向善日记

这件事，做了会上瘾



“腾讯的朋友有没有好办法？”

原创:青年战疫突击队



Tencent volunteer association

Tencent Volunteer Association: there were "260 activities", "6588 participants", and "36879 hours" - this is the imprint of the volunteers from the Tencent in the field of good practice in 2022.



ByteDance Pop rock charity: 29 volunteer clubs were founded and the APP we updated twice and are still under alteration.



4. Plat based pro bono for fund raising 平台公益



Waterdrop is a leading domestic platform for help seeker for serious personal illnesses.

Waterdrop moves the offline behavior of "mutual assistance" among the public to social network, helps severely ill patients and families to disseminate help information more conveniently through family and friend sharing and mobile payment, which makes it easier for donors to provide assistance.

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The first major illness relief model created by Easy Fundraising applies strong social relationships to major illness fundraising, providing efficient, transparent and convenient fundraising channels for patient.



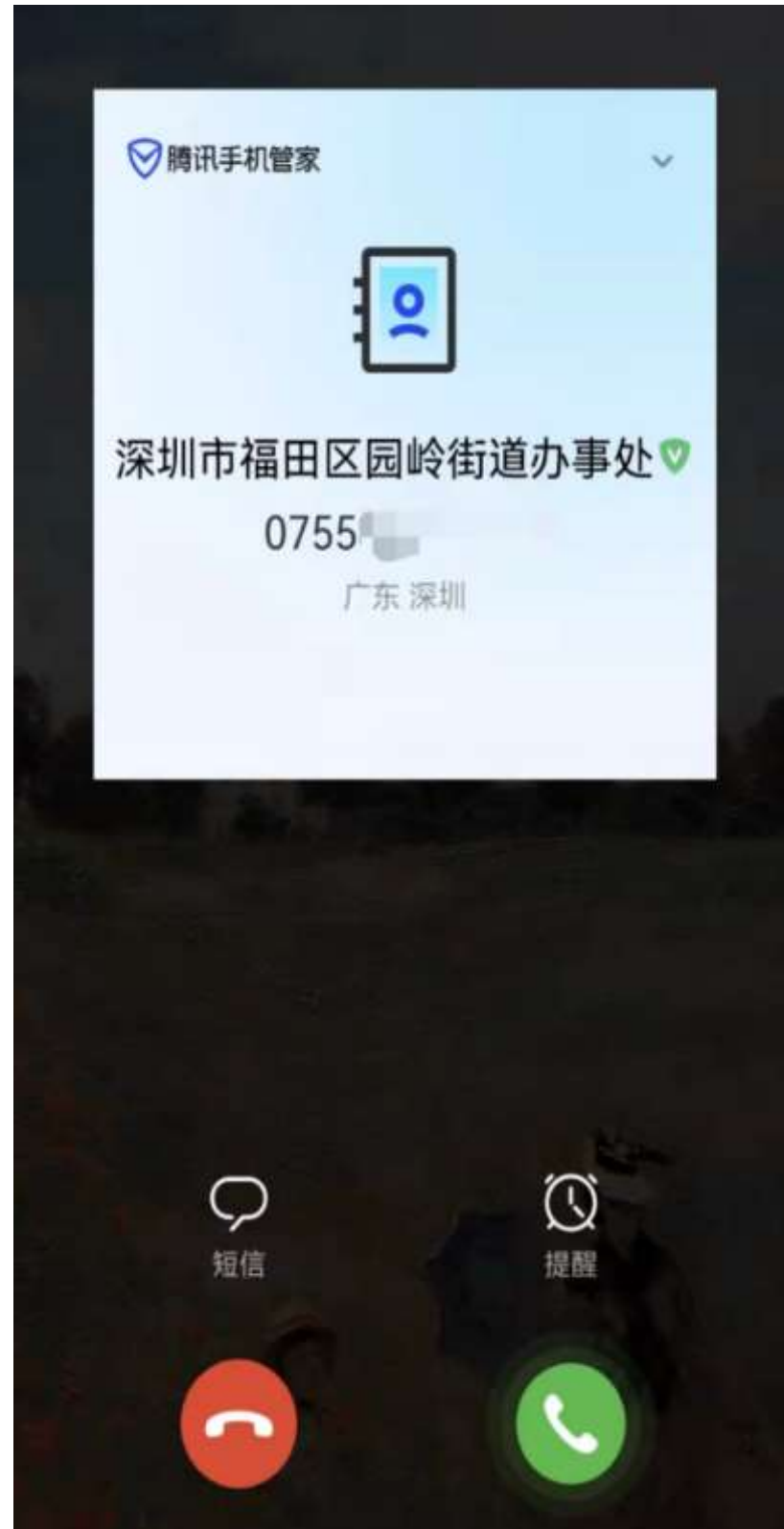
Corporate Pro Bono Types in China from 2020-2022

5. Pro Bono Project



Tencent Employee pandemic survey App

Tencent employee volunteers made full use of Tencent's mobile butler's "Yellow Page" during COVID-19 to support community pandemic survey calls labeled as "street", greatly improving the call completion rate.



Health QR code

The prototype of the health code during the pandemic was launched by Tencent employee volunteer collaboration, solving the tedious problem of repeatedly filling out information collection forms. This demonstrates the volunteer spirit and professional power of Tencent employees.

Part
2

Corporate Pro Bono Fields in China from 2020-2022



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1



2



3



4



5

Children
care

Environment
Conservation

Animals
Protection

Elderly
care

Emergency
rescue

Aim

Based on providing feedback to society and creating value for society through employee volunteers

Practice

- Through the support of employee, skills, and property, we establish partnerships with NGOs across the country to jointly explore and build a platform that connects public welfare needs and personnel capabilities, and explore sustainable models; it also aims to make volunteer service activities more sustainable.
- Combining platform functional upgrades with specific requirements in the vertical field to meet the general and individual needs of the entire volunteer service process management.
- Employees' volunteering achieves management and operation through app, while also providing training on digital technology applications to relevant personnel.



In the past two years, more than 100 NGOs have participated, and more than 2000 activities have been carried out, which has led more than 30000 ByteDance employee volunteers to join, and the total time has reached more than 70000 hours.

The ByteDance Pro Bono for the Elderly Training Program in the Local Community against Defraud

Aim

Help elderly people integrate into the digital world faster and cope with various life scenarios.

Practice

Pop Rock has launched 7 activities [Propaganda and Education of Defraud Prevention for the Elderly into Communities] in Beijing, Chongqing and other places.

Effect

It has covered nearly 300 elderly people and received positive reviews from the elderly and the cooperative street.





Tencent T-Volunteer Network is opening up to all

Aim

Consolidate the wisdom and volunteer enthusiasm of a wide range of professional practitioners, including Tencent employees

Practice

- It systematically outputs digital capabilities via the form of volunteer services, including data, technology, products, content, etc., to meet the needs of more social groups for a better life through technological innovation and professional volunteer services.
- It connects public welfare social organizations, public institutions, caring enterprises, etc

Focus Area

Rural revitalization, Youth education and protection, traditional cultural protection and inheritance, ecological environment protection, and digital inclusion.

T-Volunteer Network

New Trend: from TECH4ALL to TECH by All

Huawei Elderly-care Project



TECH4ALL Digital Inclusion Initiative and Action: Huawei proposed in 2019 to use technology, applications, and skills to achieve SDGs, and will make it an important direction to help elderly people integrate into the digital world, as well into Huawei's terminal product design and service system.

Exploration of terminal aging adaptation: Huawei has launched the elder-care activities, serving all elderly people, develop a senior care model, optimize product function development, to help elderly friends move towards a better digital life.



Ericsson Digital Lab



- It was introduced to China since 2021, and the first phase of "Ericsson Digital Lab" was settled at a school for the children of migrant workers in Beijing. The aim is to cultivate "technology youth" while reserving and nurturing young talents with knowledge and capability in the fields of technology and digital for rural revitalization.

- During the 2021 PBW, Ericsson was invited to carry out Lego robot courses for children in the community, which was deeply loved by children.



1

Unstable internal and external environment of the enterprise

2

Insufficient capacity of relevant personnel in charge of the enterprise

3

Inadequate resources internal and external within the enterprise

4

Barriers that exist to cross-border collaboration

5

Lack of relevant policies and friendly environment



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Thank You

Beijing Pro Bono Foundation

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