

公益组织

2.0

北京福特基金会资助项目

王瑾 (MIT新媒体行动实验室)





麻省理工学院
新媒体行动实验室
New Media Action Lab



中国科技大学
知识管理研究所
Institute of
Knowledge Management



自然之友
FRIENDS OF NATURE



北京奥美集团



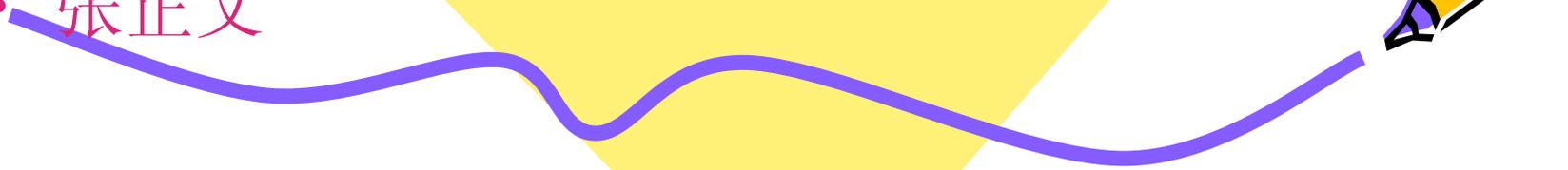
NGO CN
发展交流网



中山大學·公民社會中心
Institute For Civil Society - Sun Yat-Sen University



感谢第一届老学员

- 刘勇
 - 沈瑞松
 - 刘婕
 - 廖念秋
 - 马俊河
 - 高强
 - 李梁
 - 张正文
- 

2.0精神

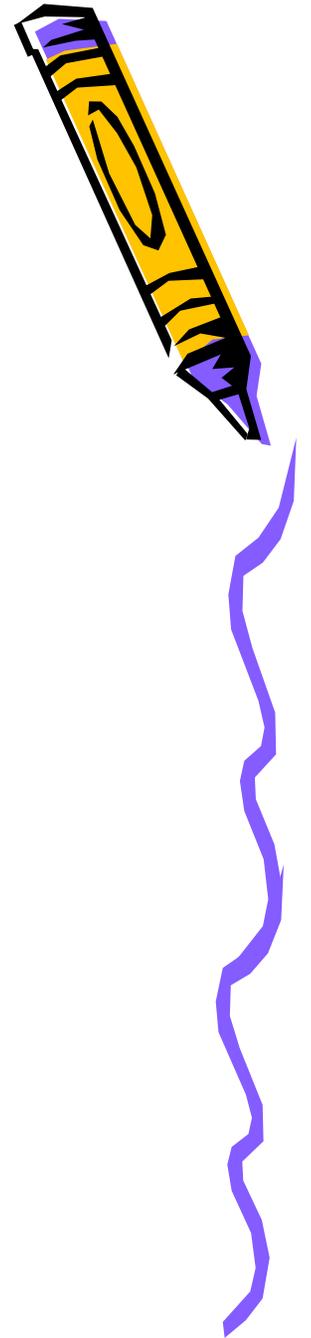
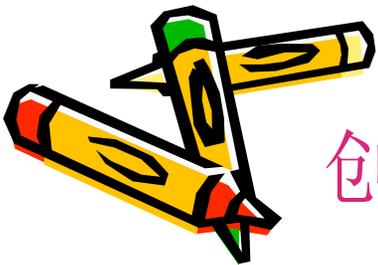
开放

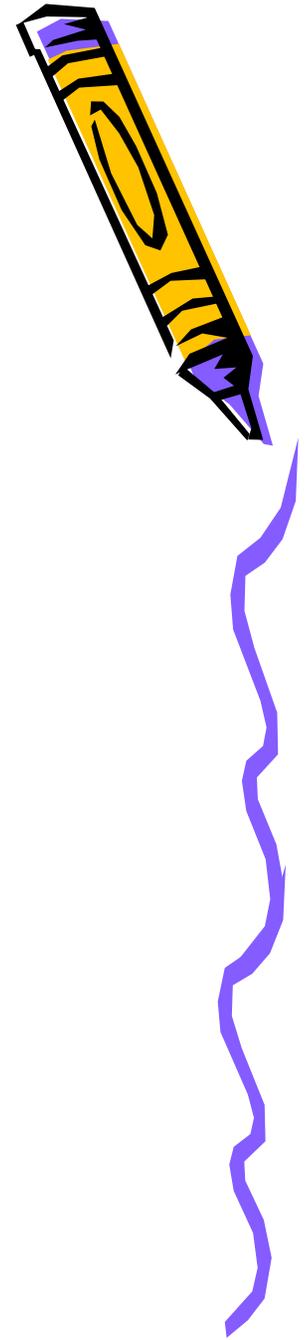
分享

参与 (人海)

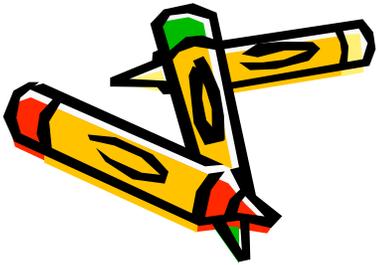
体验 (娱乐)

创新



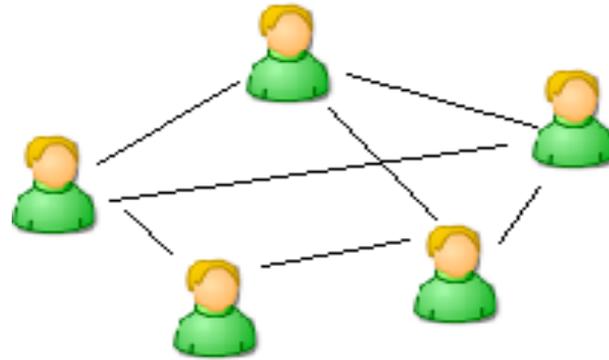


北京福特基金会

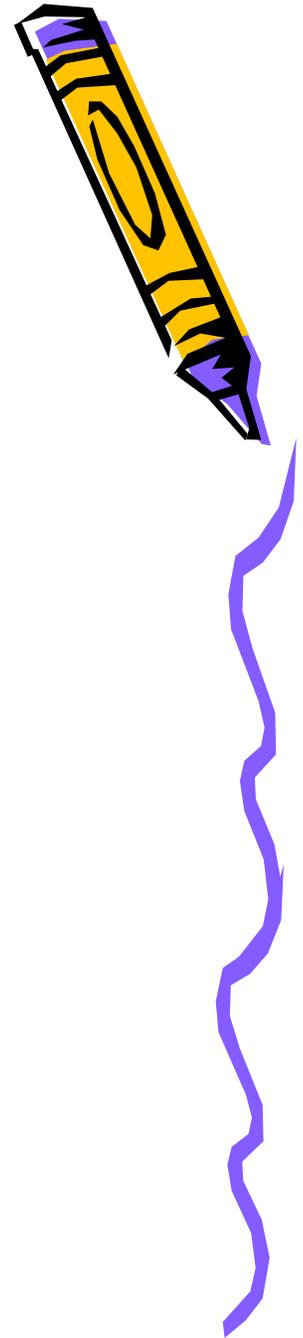
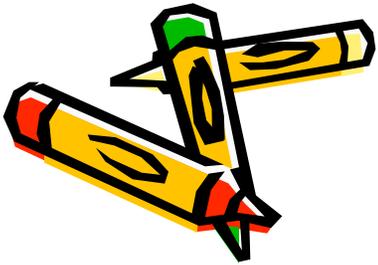


四天课程的设计 (刘勇)

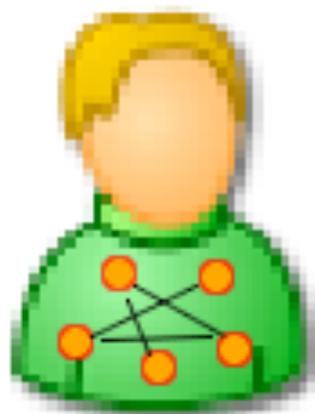
1 协作



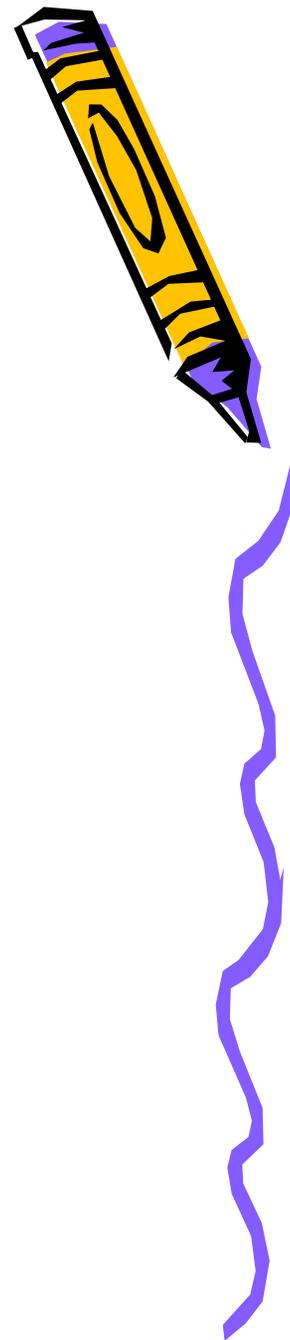
促进草根协作的**2.0**工具介绍与练习



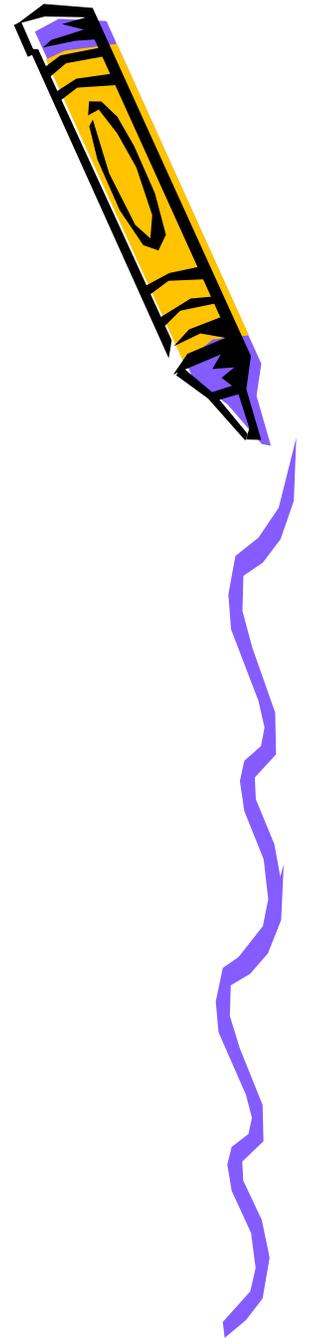
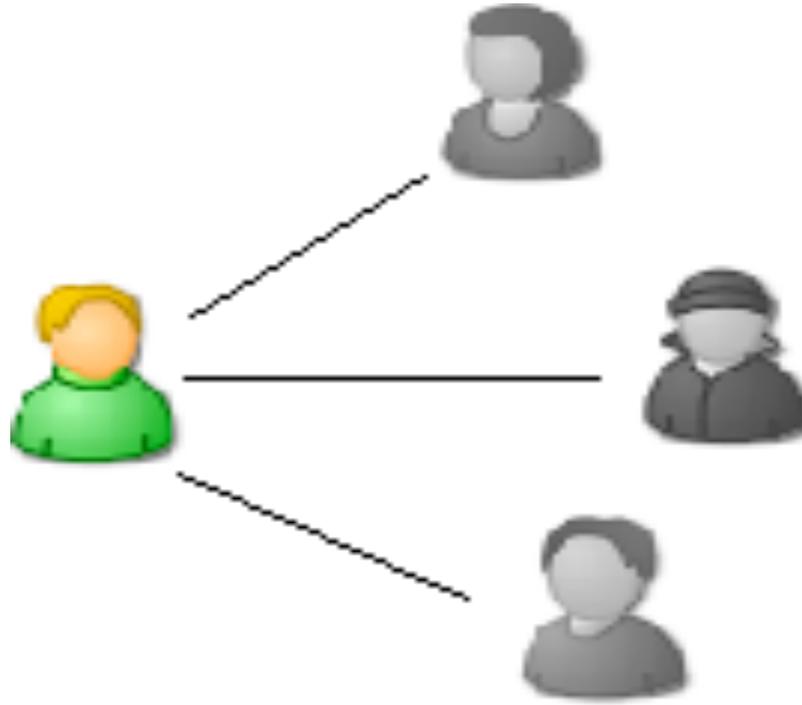
2 管理



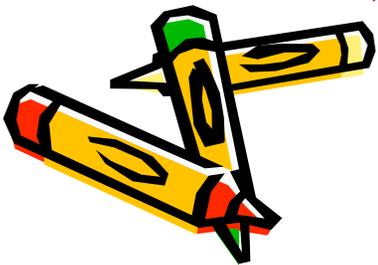
促进草根组织内部管理与沟通的工具与练习



3 宣传

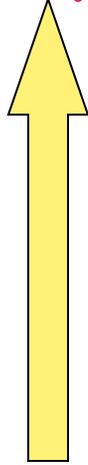


促进组织对外宣传的**2.0**工具与练习

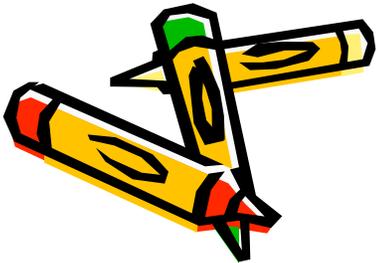
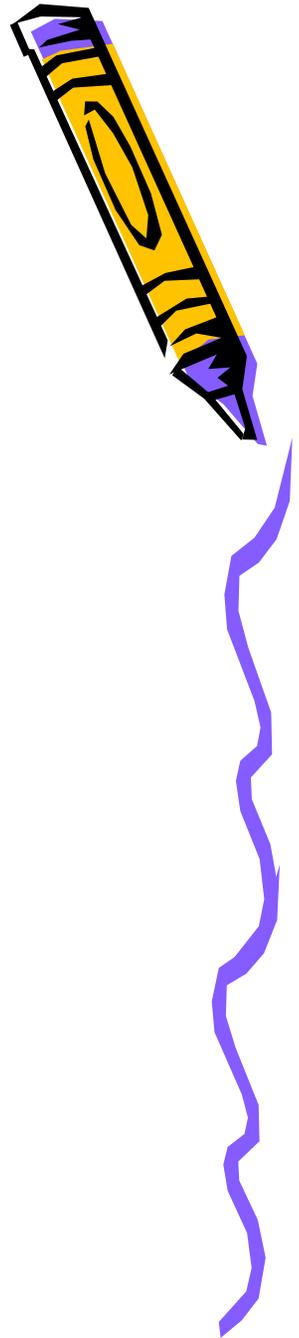
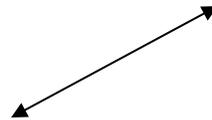
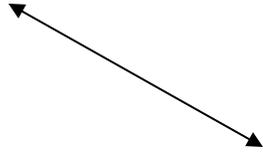


讲题

Web 2.0 思维

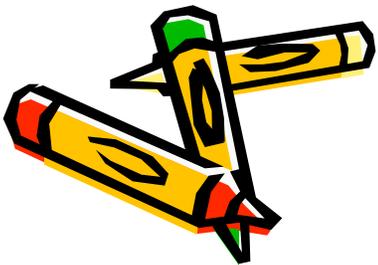


NGO 2.0 案例



公益组织2.0项目目标

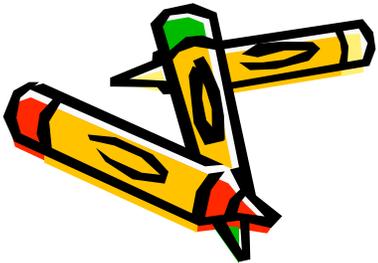
- 引入Web 2.0的思维方式与Web 2.0的工具,提高中国草根公益组织对内以及对外的信息获取能力、自我宣传能力、以及与其他草根进行协作的能力。



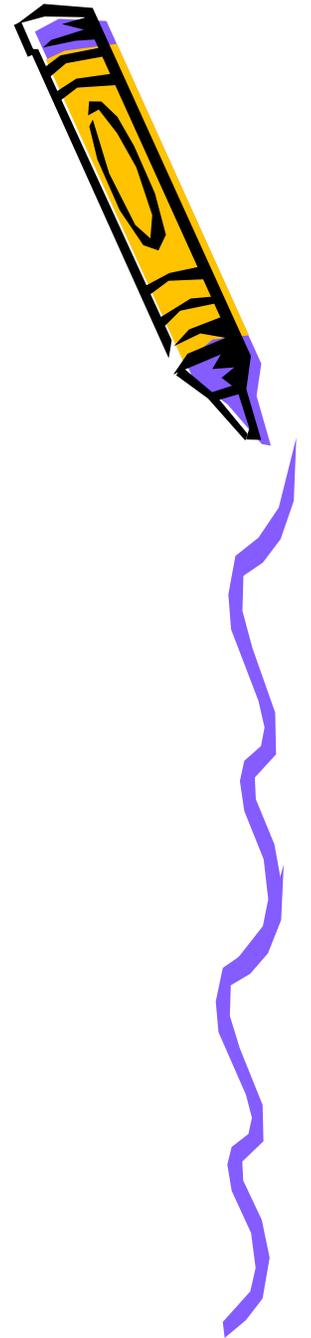
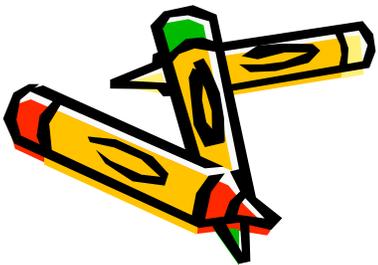


项目内容

- 建立集成Web 1.0 和 Web 2.0功能的、适合公益组织应用的多架构的信息传播平台
- Web 2.0培训
- 调研与分析报告
- 公益组织透明度与传播能力的评估体系



Web 2.0

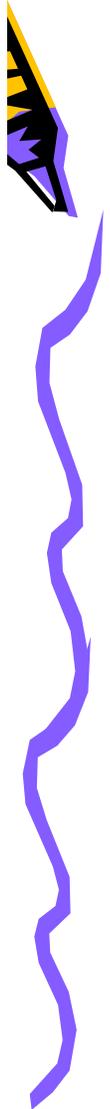


Web 1.0

blog.aysoon.com



Web 2.0



Web 2.0

- The Web As Platform
- Harnessing Collective Intelligence
- Data As Valuable As Functionality
- Continuous Improvement Gradient
- Frictionless Programming & Data Models
- Software That Crosses Boundaries
- Immersive, Social, Rich User Experiences

peer production

cost effective scalability

AJAX

unintended uses

mash-ups

Software as a Service

tagging

RSS

Identity 2.0

Library 2.0

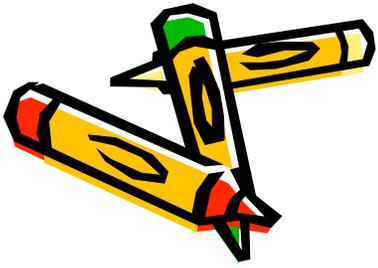
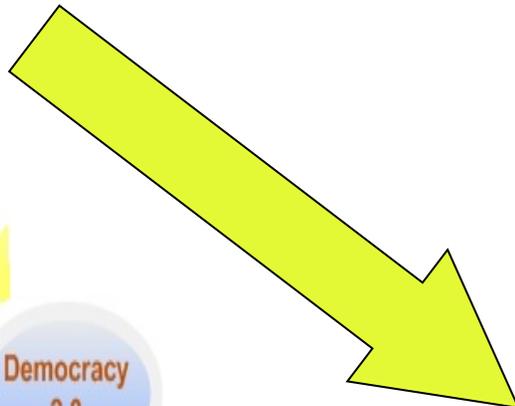
Law 2.0

Media 2.0

Advertising 2.0

Democracy 2.0

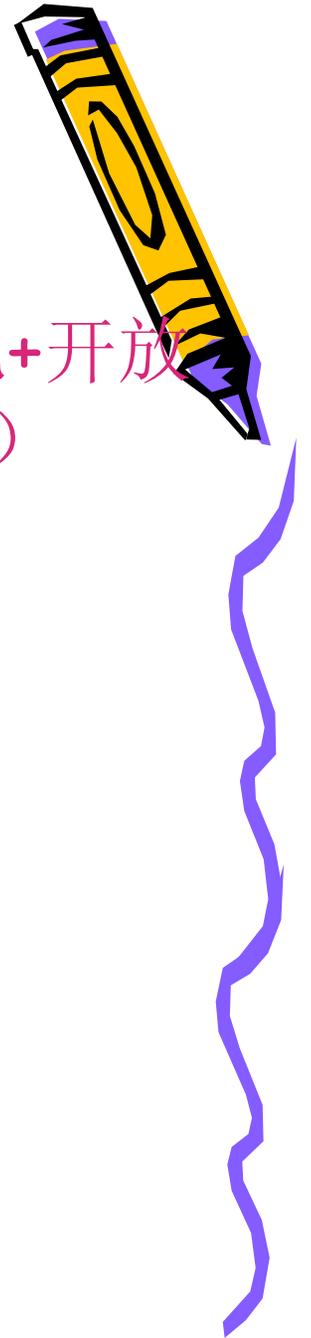
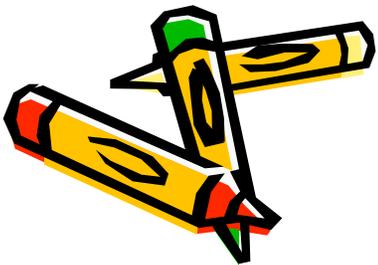
公益组织 2.0



2.0文化 =人海式参与文化+娱乐型的体验文化+开放性文化+p2p 的文化(打破知识阶层壁垒)

可惜的是~

大多数的2.0社区的有下面几个现象:



90%潜水

潜

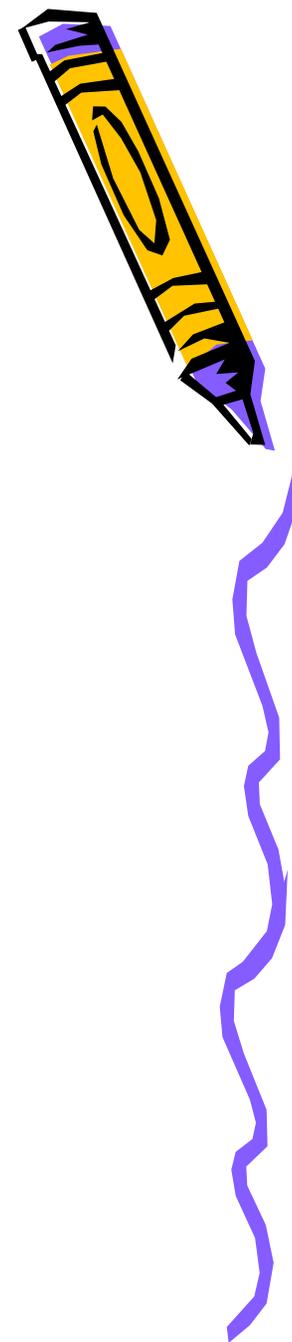
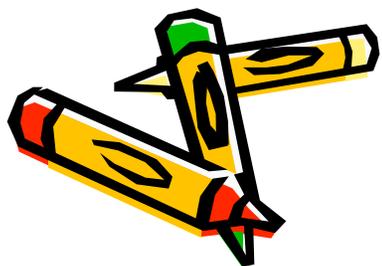


Tgao.com

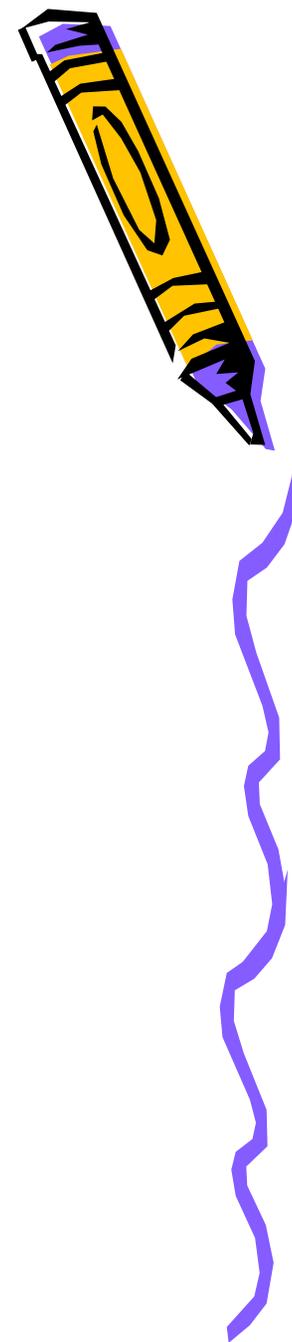
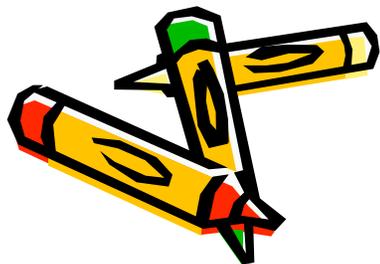
潜水王子
永不冒泡



9% 偶尔露面



1% 提供差不多所有的信息



积极？

- 多访问



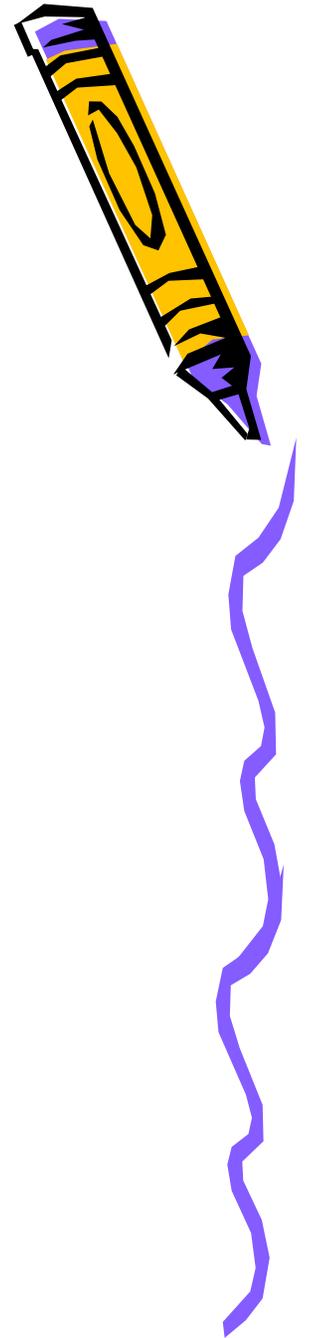
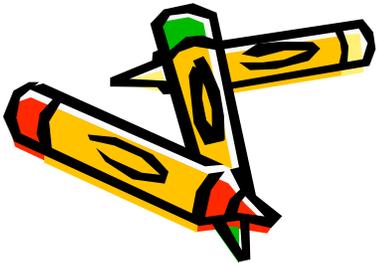
- 多创作微内容



- 多互动



利用 2.0工具来传播/创建（各式各样的微内容）与大家分享、改变世界。



NGO2.0 案例中的各种参与文化 &娱乐性的体验文化

- FreeRice



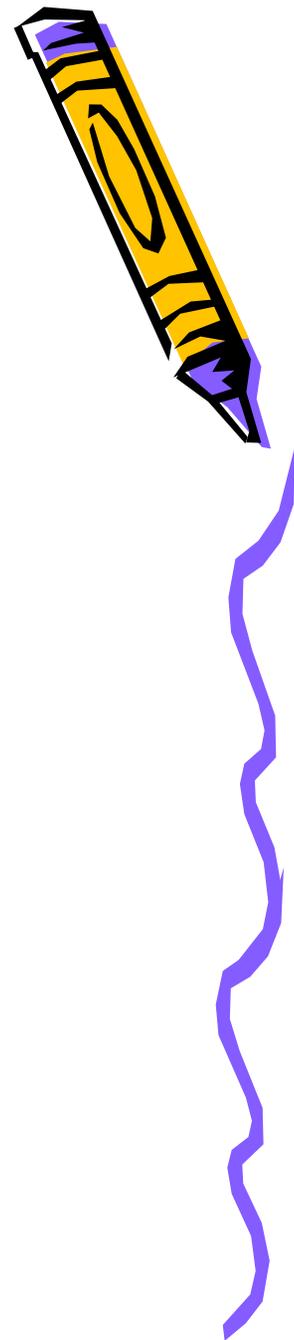
- Ecotonoha



- 多背一公斤



- 绿光森林



FreeRice



FREE
Rice

HOME SUBJECTS FAQ TOTALS OPTIONS PRESS CONTACT ABOUT

For each answer you get right, we donate 10 grains of rice through the UN World Food Program to help end hunger



1 right = 10 grains



5 right = 50 grains



Play and feed hungry people

English Vocabulary

Change Subjects ▶

pronto means:



quickly

solo

on land

likely

58,818,010 grains of rice donated yesterday.
Over 68 billion grains donated to date (see [totals](#)).

How to Play

- Click on the right answer in the middle of this page.
- If you get it right, you get a harder question. If you get it wrong, you get an easier question.
- For each answer you get right, we donate 10 grains of rice to the [United Nations World Food Program](#).

WARNING: This game may make you smarter. It may improve your speaking, writing, thinking, grades, job performance... ([more](#))

Give More Rice



Watch Free Rice Being Distributed



VIDEO REPORT

In partnership with



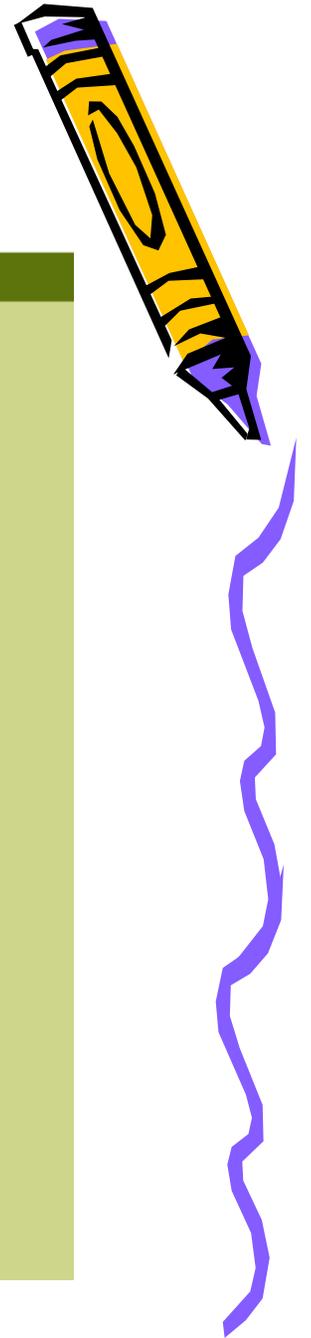
Berkman Center for Internet & Society at Harvard University



United Nations World Food Programme



可以更改游戏问答题



科目

艺术
名画

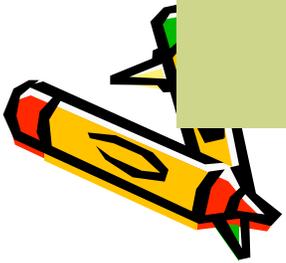
化学
化学符号(基本)
化学符号(全部名单)

英文
英语语法
英语词汇

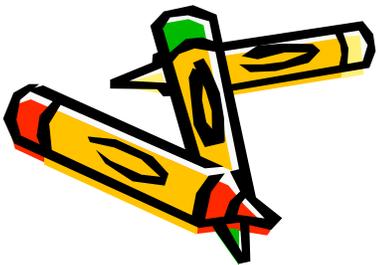
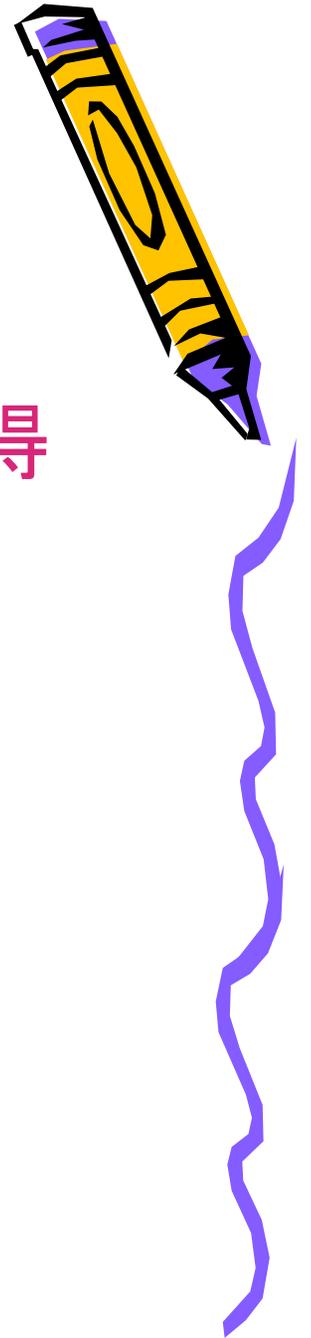
地理
确定哪些国家的地图
世界首都

语言学习
法语
德语
意大利语
西班牙语

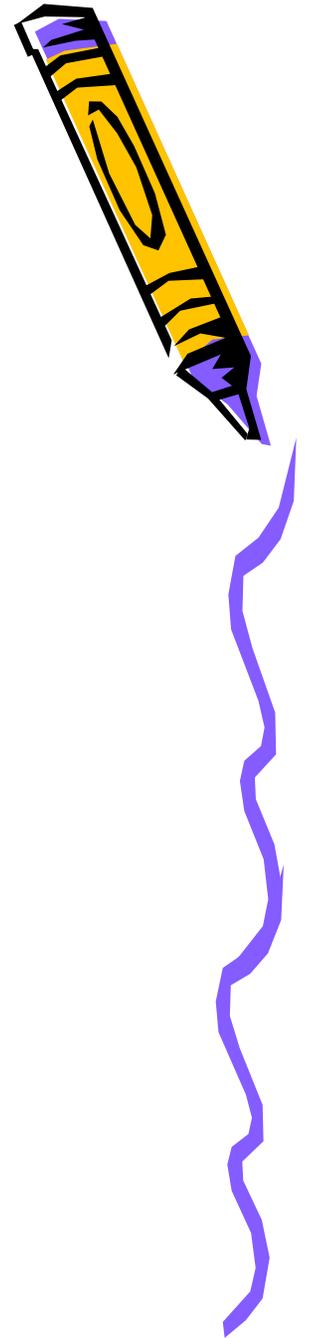
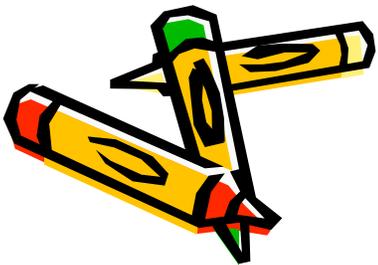
数学
基础数学(前代数)
乘法表

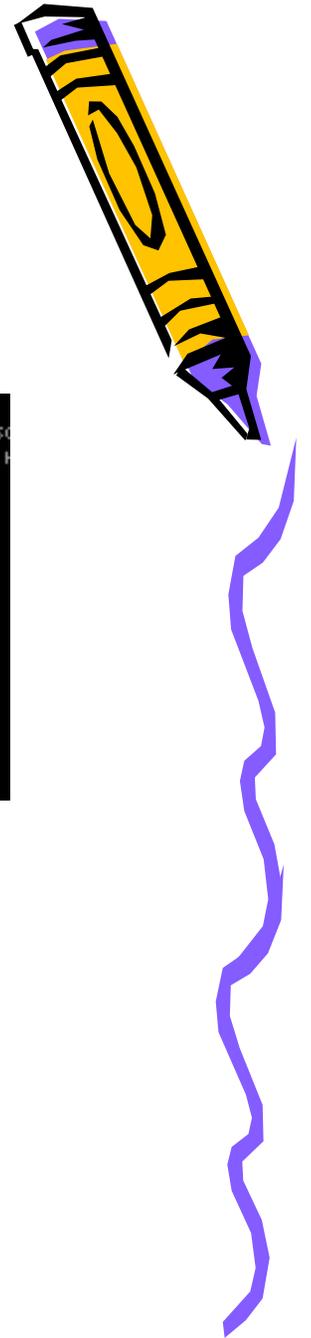


- 經網上流傳及傳媒報導後，每日募捐得到的稻米已超過1億粒。
- 作弊程式



NEC ecotonoha





Ecotonoha 台湾

NEC Empowered by Innovation



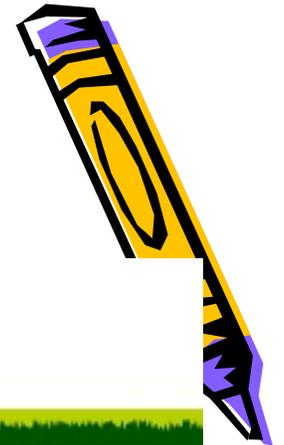
ecotonoha
THE WORD TREE WHICH BRINGS GREENERY TO LIFE

「ecotonoha for TAIWAN」係由台湾NEC為提倡環境保護意識，貢獻綠化地球之活動。透過台湾全民上網虛擬植樹之參與，台湾NEC將本著對環境愛護之心，由虛擬化成對大地真實樹木之種植，進而達到防止地球暖化及吸收CO2之目的。

- WHAT IS ECOTONoha FOR TAIWAN
- HOW TO PARTICIPATE
- BEST VIEWED WITH
- CONTACT
- HELP
- FAQ

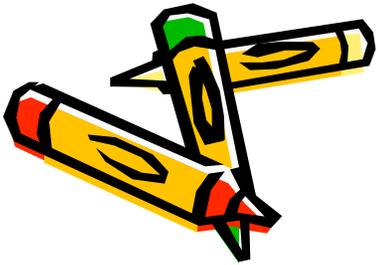
2,551 LATEST MESSAGES
4,830 TREES WERE PLANTED

visit ecotonoha
[HTTPS://WWW.ECOTONoha.COM/ECOTONoha.HTML](https://www.ecotonoha.com/ecotonoha.html)

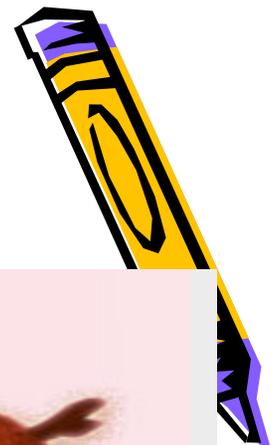




2008年，收到**136566**个点击与留言，
种了**1365**棵树（澳洲的袋鼠小岛）



多背一公斤



1KG公益贺卡,2010年让爱继续



1 2 3

多背一公斤是一种旅行方式。它以一种轻松快乐的方式，让旅行者在旅途中探访乡村学校，传递爱心和知识，同时为自己的旅程增添意义。

多背一公斤由"传递—交流—分享"三个步骤组成：

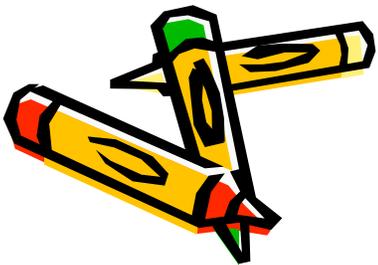
- **传递** — 出行时多背一公斤，为乡村学校带去需要的物资。
- **交流** — 在学校中与孩子们共同游戏和活动，传播知识，分享快乐。
- **分享** — 归来后在1KG.org网站分享信息，方便更多人参与。

» [随便转转, 更多了解多背一公斤](#)



“如果每个旅游者都这样做，那么世界将变得更美好，而我本人也将因此而改变。”

~安猪



搜狐绿光森林

绿光森林

OUR PART | 我们的贡献

主办: [白社会](#)
支持: 中华环保基金会
协办: 周迅我们的贡献
合作: 安利(中国)日用品有限公司

冰川融化, 海平面升高, 过度排放CO₂让人类面临气候灾难。从09年8月19日至9月23日, 白社会中的小白们积极播种绿光森林, 共计种树 **4450219** 棵, 累计捐款 **492338** 元, 为保护环境做出了贡献, 我们将用这些捐款购买树苗并赴 **内蒙古库伦旗** 种出真正的绿光森林。

你也想为保护环境种出一片绿光森林吗? 你知道自己平时生活中产生了多少不必要的CO₂吗?

测测就知道

热点播报

- 小贴士--室内植物可以挽救人的生命
- 小贴士--可能会造成室内污染的植物
- 小贴士--种在办公室的植物为何活不长
- 小贴士--11种不适合养在办公室的花
- 小贴士--12种适合养在办公室的植物

活动期间共种

4,450,219 棵

活动流程

1

测测你的CO₂排放量

立即测试

2

每天种树,
赢取限量奖品

3

邀请好友共同参与,
争做 **绿色宣传大使**

4

产生绿色特派员,
明天春天,
和我们一起**去种树**

测试CO₂排量

你平均每年会产生多少CO₂ ?

1/10

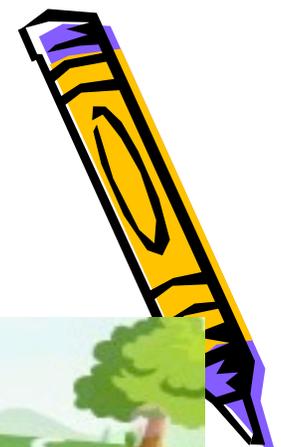


先来做10道小测试，看看你每年会产生多少CO₂ 吧！

1、你是只要看到喜欢的衣服就会买下来吗？

- 必须的！
- 还是忍住吧……
- 完全看心情，想买就买。

小白提示：每人每年少买一件衣服可相应减排CO₂ 6.4 Kg呢。



测试结果



衣服制造的CO₂
0kg



木材制造的CO₂
643kg



空调制造的CO₂
10kg



粮食制造的CO₂
20kg



照明制造的CO₂
100kg



汽油制造的CO₂
120kg



显示器制造的CO₂
9.2kg



用电制造的CO₂
200kg



热水器制造的CO₂
308kg



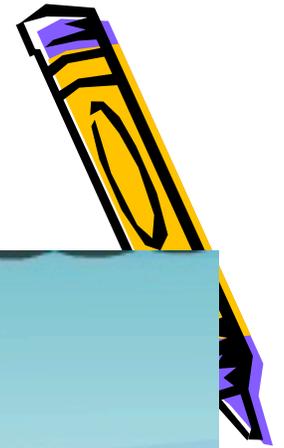
煤炭制造的CO₂
300kg

共计产生CO₂ : **1710.2kg**

你需要种 **21** 棵树才能吸收生活中产生的CO₂。

领树苗，去白社会种树

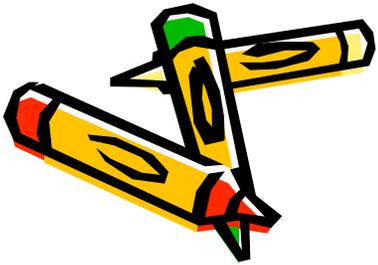
CarrotMob 胡萝卜暴民2.0



‘暴民’怎么运作？

give them carrots not sticks

- 由消费者主导的奖励商家的2.0运动。不棒打他们、不去示威抗议，而是带给他们更大的利润
- 挑选出有社会责任感（环保、扶贫或其他social cause）的商铺/公司。让他们彼此竞争，看哪家答应投入最多的收入在具体的社会责任（CSR）行动当中
- 怎么奖励中选的商家？ Carrotmob联系社区居民集体、同一时段去商店消费。



Carrotmob Makes It Rain

from carrotmob



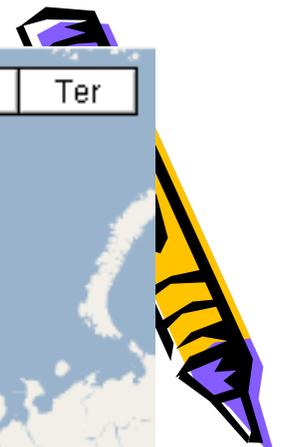
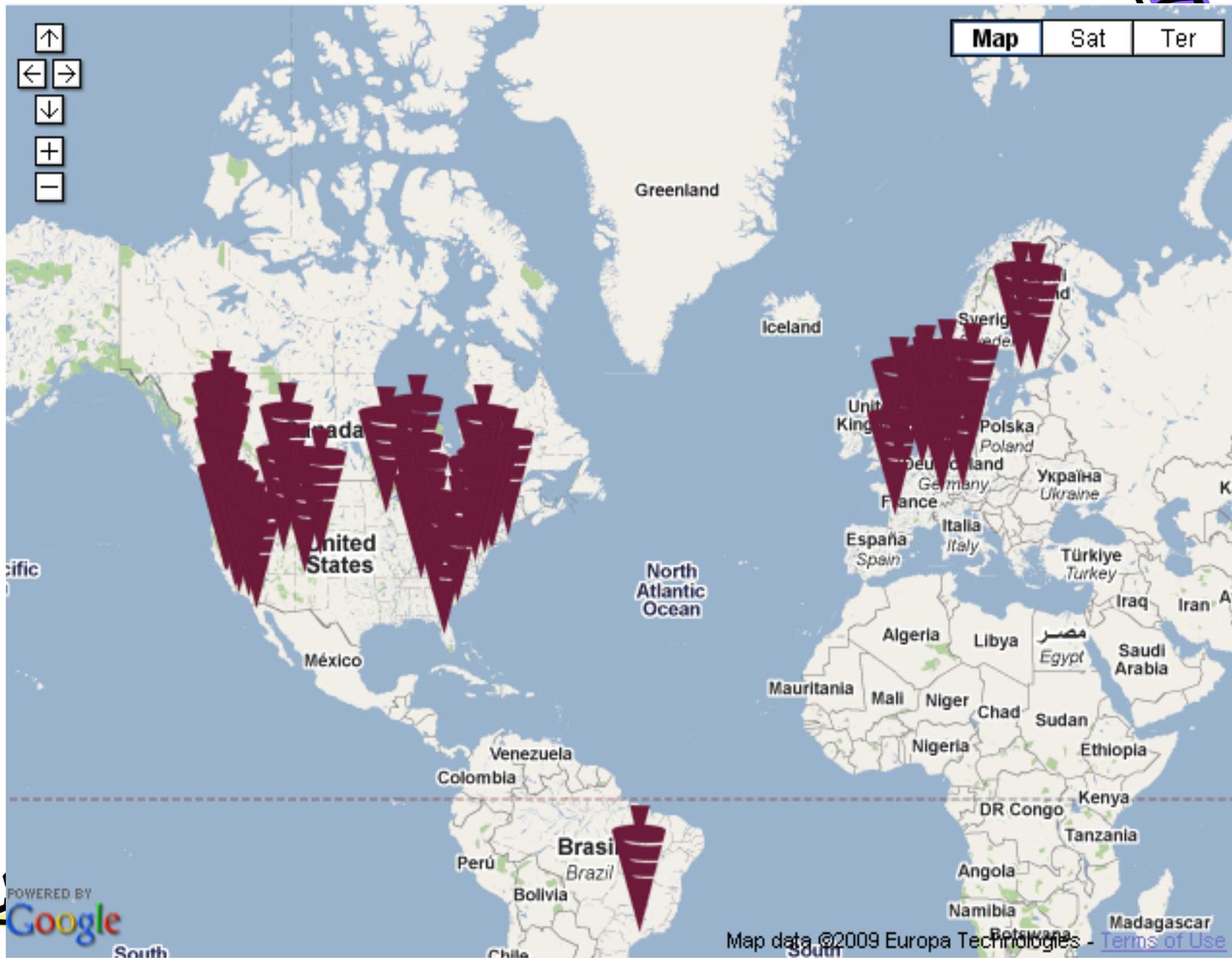
10:48



||| :: vimeo



city	event dates	winning business	promise	for what exactly...?	total revenue	impact	sponsors & partners
1) San Francisco, CA	3/29/2008	K&D Market	22% of revenue	upgrade the entire lighting system	\$9276.50	~\$2000 for improvements plus 366 lbs of food to: Food Bank	SF Energy Watch
2) London, UK	9/16/2008	Redchurch Bar	20% of revenue	general environmental upgrades			
3) Helsinki, Finland	9/27/2008	Story House restaurant	51% of revenue	energy efficiency- primarily lighting & refrigeration	€ 3700	with € 300 from owner = € 4000	
4) Kansas City, MO	10/21/2008	World of Spirits	24% of revenue	energy efficiency improvements	\$7015	\$1683 for improvements plus 800 lbs of food to: Harvesters	
5) Brooklyn, NY	12/14/2008	Tarzian Hardware	22% of revenue	energy efficiency improvements	\$12200	~\$2,000 for improvements plus donations to Materials for the Arts	
6) Fremont, CA	3/7/2009	Sam's Best Food Market	100%? of revenue	upgrade lighting to T8 fluorescent	\$700	\$700	
7) Turku, Finland	3/14/2009	3 restaurants! Pippurimylly Hugo Kerttu	100% of revenue, matched 100%	energy efficiency improvements	€ 6000	€ 12,000 (matched by restaurant owner!)	Valonia
8) Charleston, SC	4/11/2009	Queen Street Grocery	33% of revenue	top-to-bottom energy upgrade on their historic building, including thermal/ heat barriers, resealing, venting appliances to the outside of the building, upgrades to lighting, cleaning out cooler motors, etc.	\$4800	\$1600	Carolina's Eco Unit Holy City Bike Co-op Lowcountry Local First Green Drinks Charleston
9) Seattle, WA	4/22/2009	Pike Brewing Company	25% of revenue	energy efficiency, waste reduction		roughly halved the total cost of their retrofits by connecting Pike	Seattle Greendrinks Zip Car Seattle

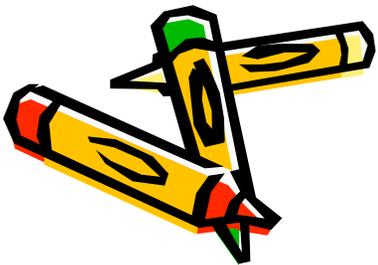
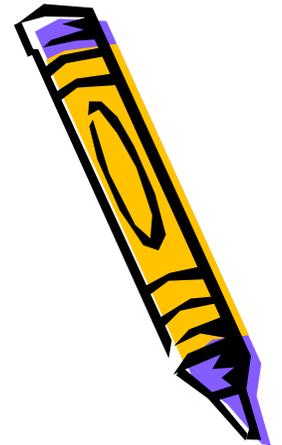




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1. Businesses compete with how much good they are willing to do.
2. Consumers choose one business they want to reward.
3. Consumers support that business by making coordinated purchases.
4. The most responsible business gets rich.
5. Consumers buy things that they would buy anyway, but by organizing themselves, they change the world!

- 如果你想组织自己的Carrotmob, 电子邮件info@carrotmob.org。或者通过[Twitter](#)和[Facebook](#)联系他们。



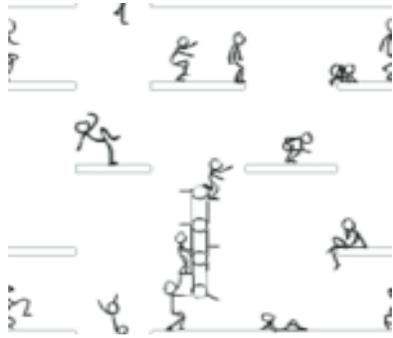
为什么发动与参与这些2.0公益活动？

- the potential we have as motivated individuals to be part of something greater than ourselves
- 我们作为个人去改变社会的力量是微不足道的，但我们如果参与到这样的2.0社会行动中，我们每个渺小的个人能释放的能量是无穷尽的。
- 2.0 参与式的、体验型的文化应该与草根的基本的精神是不谋而和的。我们的公益组织2.0项目的目的就是在这两者之间搭桥。
- 2.0→ 网络效应--》改变社会 --》同时增大草根组织的社会影响力

激发每个学员进入2.0体验、共同参与中国NGO2.0文化的建设



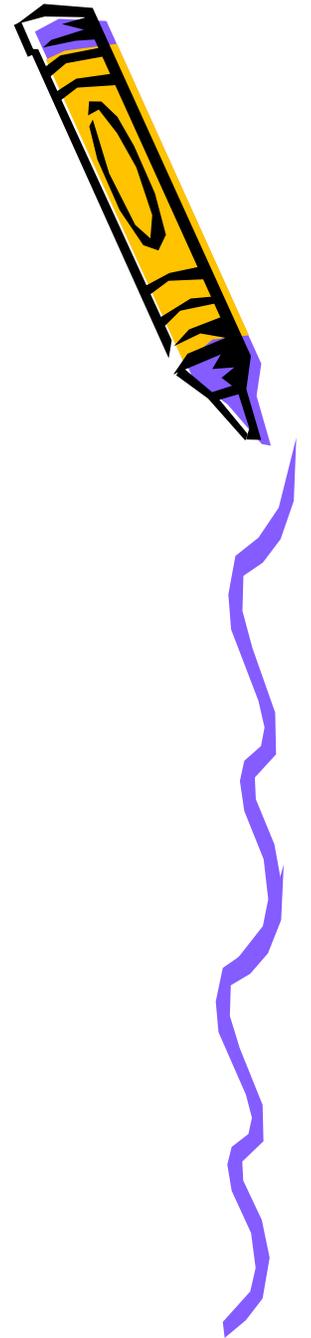
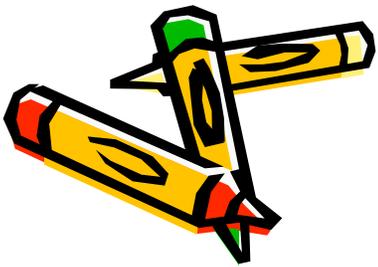
2.0思维的两大共性



网络效应

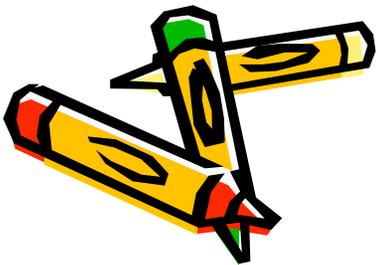


娱乐体验





- 如果我举的这五个例子，你们都听懂了，那就表示你的一支脚已经跨入了**NGO2.0**的门槛了。
- 剩下下来的就容易了。
- 学习如何使用**2.0**的工具。
- 然后替你们的组织思考**2.0**的创意点子，在第四天头脑风暴的课上，与童鞋们分享



欢迎加入中国NGO2.0的队伍

