**Supporting System for Promoting Public Sustainable Development Project Co-governance**

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There are two key words and one key phrase in this title. The first key word is "public sustainable development project". The key point here is the project, not the "activity" involving the public, but the spontaneous "project" of the public. The second key word is "co-governance". The public is not just a volunteer in this project. His role can be more dominant or co-created with institutions. The third key word is "support system". If we want to promote this deep participation of the public, we will need to provide different dimensions of support to help them better implement sustainable development projects.

Let's briefly introduce what Upbeing does. Upbeing pays attention to education and sustainable community at the same time and combines them. The education here is mainly a kind of self-education, so we mainly guide or accompany the public to jointly develop more products, services and models related to sustainable education based on social issues, and then gradually form an online and offline network. "Soil improvement" to support local social innovation.

Whether at home or abroad, in most of the past experiences, everyone is more accustomed to incubating a specific institution and developing volunteers in the institution, so both foundations and related CSR resources tend to support the development of the institution, and the way of supporting public participation is to let the public become volunteers. Therefore, our exploration method is more about how to let the public enter sustainable development projects to play the role of co-governance, and slowly turn sustainable development issues into a part of TA's work, study, and life, to occupy more of his time and energy, so that more people can stimulate their potential to build a better society together.

From its establishment, in 2017, to 2020, we will probably incubate more than 800 sustainable development projects initiated by the public, directly affecting 20,000 team members, and indirectly affecting about 70,000 service groups of their projects.

If we want to guide this kind of public and society to deeply participate in and co-govern sustainable development issues and communities, we will need more diverse and systematic support. I will briefly share some of our support methods. For example, we have set up an online platform called Action Village, where you can team up to find partners. Many actors before doing sustainable development projects, although TA will have some internal drive, many people will hesitate when initiating it and need more partners, so the first function of the platform is to form a team to help the public get through their first pass, and to find people of different ages who have the same interests.

This website not only allows people to team up and find resources, but also has some other functions. For example, it can also record the progress of projects, then make influence reports and get personal influence accounts. Moreover, there is an additional function that the project and its toolkit can be copied after the project initiated by the public or the group is finished.

For example, a project I initiated in Shanghai can be replicated in Beijing through knowledge management and the transformation of the initiating team into a mentor group. There will be some folk wisdom in each project, including their observation of the phenomenon of social issues in the community and the inspiration of solutions brought by them from all walks of life. It can provide some unique perspectives on issues and solutions for NGOs, social enterprises, etc. Many NGOs, foundations and social enterprises are looking at social issues in the macro dimension. When every public observes social issues, he is a micro perspective.

Since we focus on individuals to initiate projects, it will be very different from attracting the public to volunteer before, and we need to study the motivation mode, individual potential, team cooperation mode, and provide some online and offline tools and infrastructure.

In some specific working methods, we will encourage the creation of actuation workshops based on different topics, and we will also add many cross-border elements to the workshops. For example, this workshop is a co-creation workshop of environmental protection sanitary napkins, which is basically attended by women. In the process, we cover the art of body, etc., and it is easier to attract young people to participate. They can mobilize their bodies and feelings in the process of participation. Although these are not directly related to green development, the mobilization of one's multiple senses has a far-reaching supporting effect on green development.

We encourage everyone to develop lower-cost environmental protection tools, think in more dimensions of environmental protection, such as making a microscope with 50 pieces, and guide everyone to find some environmental protection materials around. For example, waste bicycles are used to make this steampunk product. Then there are a lot of engineering students' wastes in universities that can be recycled and transformed into teaching AIDS in nearby communities.

We encourage participants to have a lot of money, be they old people, be they children, or even have some reversals. For example, students can create a natural school by themselves; and we will let everyone put the action scene around, for example, the whole vegetable market can also be one of his action scenes, and he doesn't have to go to an organic farm.

We will also design some workshops to encourage everyone to do environmental innovation on products, for example, this is a trash can made of bamboo by students. We will guide you to more cross-border with different elements, for example, this case is combined with non-legacy and adzuki bean.

We encourage the co-creation of localized environmental protection solutions. For example, we will encourage everyone to make a local teaching material by means of knowledge management. This is one of the cases in Dinghai.

Toolkit is one of our working methods. This toolkit can be large or small, and it is generally used in project scenarios, which can make people understand and apply it quickly. There are more than a dozen open-source toolkits on our platform, and others are sold at low prices, because we don't have other sources of funds; as well as the whole visual design and content landing test, it takes a lot of time and energy. Basically, there will be some very detailed steps in the toolkit to teach you how to do it. Then we will also expand to more places through the toolkit, in the form of a contest. We will also encourage them to iterate locally in the toolkit of each place.

Through a tool or a challenge, mobilizing some co-founders can influence hundreds of people to participate in the action at the same time in a short time. It can spread to twenty or thirty cities and communities without extra money, and then more people can participate.

We encourage everyone to think about the morphological changes of many different products, services, and models. For example, this is a middle school student who finds the problem of waste by walking around the community, and then designs the waste into mahjong tiles. Later, this mahjong tile was copied to the hands of community aunts, etc. When we encourage innovation, we will also support the scale of some products. Experimenting in more scenes, to make more scenes and cases to support everyone's development projects and let everyone see the developability of innovative projects.

We will also slowly push many products into a commodity and precipitate some super-individuals. For example, this white-collar worker can make an enzyme spray in ten minutes, which would have taken three months to make, and become a mentor to teach you how to do it and develop related toolkits.

In fact, apart from this case of individualization and communization, in fact, we have a strong local cultivation. Therefore, in our support system, in addition to the presentation of various cases, the incubation of super-individuals and the inspiration of tools and methods, in fact, we will also show how to cultivate deeply in a community. For example, this Dinghai community is a resident project that we have practiced for about three or four years. We mobilize local people of different ages, businesses, schools, streets, etc. to build a local collaboration network and explore new capability models and related courses needed for sustainable community co-construction. In this process, we will also design a development model of the whole community as a plug-in, which can enter more different scenes and turn that place into a space of open cooperation.

Finally, I hope to learn and develop from each other and do things together!

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