

中欧2015届MBA志愿者 赴云南开展“行走乡村”活动

MBA 2015 Students Volunteer on Alumni CSR Project in Yunnan



▲ 马鞍小学学生以舞蹈表演欢迎中欧志愿者
Ma'an Primary School students welcome CEIBS visitors with a dance performance

中欧国际工商学院的学生和校友一直热心回馈社会，经常利用假期去帮助有需要的人们。在中欧企业社会责任俱乐部的支持下，三位2015届MBA志愿者在寒假期间参加了由OEC基金会组织的为期九天的教育发展项目。OEC国际学习学校执行董事、中欧校友徐鹏（EMBA 2005）一同踏上了此次行程。

一些来自北京、上海和深圳的国际学校学生加入了中欧志愿者的行列。此次“行走乡村”项目旨在向中学生灌输社会责任感。志愿者团队来到云南禄劝县大坪地村生活和学习。

大坪地村地处偏远，位于兴隆村一隅，是一个苗族村寨。作为一个农村-城市交换项目，乡村居民们可以通过此次活动更多地了解城市生活，学习最新技术和最佳实践，城市学生也可以开阔视野，体验乡村生活，感受慈善的力量。中欧志愿者在活动中担任了教师和研究指导。

志愿者们近距离了解了苗族的文化和传统，以及农村教育和就业所面临的挑战。此外，志愿者们还得知了慈善机构国际小母牛组织（Heifer International）在当地的工作情况。国际小母牛组织致力于通过可持续

的、以价值为基础的整体社区发展模式来消除贫困和饥饿。为了帮助当地学校提高教学质量，OEC基金会在活动中向乡村学校捐赠了平板电脑，中欧MBA学生对当地教师进行了使用培训。

志愿者团队在行程中欣赏了当地的迷人风光，享受了远离城市喧嚣的宁静美好，应主人的热情邀请，他们有幸参加一场当地婚礼，并体验了附近的露天温泉。志愿者们还参加了许多有趣的活动，包括围着篝火唱歌和在当地学校操场上打篮球。当地村民和项目成员相互交流，彼此都留下了美好回忆，并获得了全新的视角。

在与大坪地村的村民告别后，中欧志愿者团队又来到附近的马鞍村。他们向马鞍小学的57名学生捐赠了牛奶。所有捐赠费用均来自中欧企业社会责任俱乐部在近期“上海之夜”活动中筹得的款项。中欧教授、学生和校友慷慨解囊，共捐赠了善款12341元人民币，足以负担马鞍小学整个学期所需的牛奶费用。马鞍小学的学生以传统舞蹈欢迎中欧志愿者团队，并表达了他们对捐赠的感激之情。

满载着对热情好客的村民们的美好回忆，中欧2015届MBA学生回到了上海。此次活动让他们加深了对于中国乡村生活的理解，更体会到了企业社会责任所能发挥的影响力。



▲ 徐鹏 (EMBA 2005, 左一)、潘旦寅 (MBA 2013, 左三)、吴凯 (MBA 2013, 右三)、杨梦 (MBA 2013, 右一) 和当地村民们在一起
Xu Peng (EMBA 2005, left), Danyin Pan (MBA 2013, third left), Przemyslaw Widacki (MBA 2013, third right), Cici Yang (MBA 2013, right) and local residents.

CEIBS students and alumni continue to find ways to give back to society, often using vacation time to help those in need. The winter break was the perfect opportunity for three volunteers from the MBA Class of 2015 to spend nine days of their holiday participating in an education development project organised by the OEC Foundation with support from the CEIBS CSR Club. CEIBS EMBA 2005 alumnus Xu Peng, OEC's Founding President, accompanied the students on the trip.

The CEIBS group was joined by students attending international high schools in Chinese cities such as Beijing, Shanghai and Shenzhen. This "Visiting the Country" project

aims to instil a sense of social responsibility in the high school students. The group lived and studied in a remote village in Lu Quan County, Yunnan Province called Dapingdi, which is part of Xing Long Village. Residents there belong to the Miao ethnic minority people. The trip also served as an urban-rural exchange programme – the village residents got the chance to learn more about urban life and the latest technological innovations and best practices, while the students gained a broader understanding of rural village life and the impact that charity can have. The CEIBS volunteers served as teachers and research guides.

The visitors gained a first-hand

understanding of the culture and traditions of the Miao people, and the challenges of rural education and employment. They also learned about the work of Heifer International – a charity organisation that aims to eradicate poverty and hunger through sustainable, values-based holistic community development. During the visit the OEC donated tablet computers to the village school and the CEIBS MBA students helped train the teachers in using them. It is hoped the donation will help improve education standards in the school.

The group also had time to appreciate the local scenery and enjoyed discovering the pleasures of living away from the city. They

中欧MBA学生参加当地婚礼
CEIBS MBA students attend a local wedding

were lucky enough to be invited to a wedding ceremony by their gracious hosts, and they also enjoyed a visit to a nearby open-air hot spring where they had a pleasant bath. Singing songs around a campfire, and playing basketball at the local school's playground were also on the agenda. The exchange of ideas between the locals and the programme participants was memorable for both sides; everyone gained a new perspective.

After spending time with the residents of Dapingdi, the CEIBS group then travelled to the nearby village of Ma'an. Here they made a



donation of milk for the 57 students who attend the Ma'an Primary School. Funds for the donation were raised by the CEIBS CSR Club during the recent Shanghai Night event.

Thanks to the generosity of CEIBS' faculty, students, and alumni, RMB 12,341 was raised; enough to supply the primary school with milk for an entire semester. The primary school students performed a traditional dance to welcome the CEIBS group and express their appreciation for the donation.

The MBA Class of 2015 students returned to Shanghai full of fond memories of their friendly hosts, and a deeper understanding of life in the Chinese countryside and the impact that can be made through CSR.



项目成员访问当地学校教师
Programme participants interview a local school teacher