

# Let the "Leftover Fruits and Vegetables" Circulate



By Yang Xiaomei

Hema Fresh's Bao Ding store recently entered into an agreement with the Shanghai Food Bank Network to help expand its offerings, by promising to periodically donate fresh produce approaching their shelf life to the food

bank on Jiang Pu Street.

Ms. Shen, a recipient of low-income subsidy and a regular at the Jiang Pu Food Bank, picked up a bag of noodles for dinner. "There are more choices now, and I will get some vegetables tomorrow," said an ecstatic Ms. Shen, after seeing the

newly-shelved fruits and vegetables.

Today, Hema Fresh's Bao Ding store delivered 80 servings of fruits and vegetables and 10 boxes of cookies. "Green leafy vegetables and mushrooms are highly perishable so they need to be distributed tomorrow morning the latest. Items such as celtuce, cucumber, pepper, apple and orange can typically last a day or two, and it is imperative that the neighborhood committees spread the word so all the supplies can get to the low-income households in time," said Yi Sun, an employee from Shanghai Yanze Social Work Development Center, the operator of the program. "We verify the shelf life for each item so that they are distributed prior to expiration," said Ms. Sun, while she was busy with sorting the inventory before placing them into refrigerators.

The food bank, while small in size, stores a variety of food supplies, including staples such as noodles, frozen dumpling, as well as snacks such as Saqima, cranberry cookies, and chocolate. "Provided that supply is ample and needs of the low-income households are met, the food bank is also open to the public free of charge. A free pick-up once per day

is available to anyone with an ID card," Yi Sun told the reporter.

There are two primary sources of donation, one is Shanghai Green Oasis Public Service Development Center, a local NGO that is in partnership with a multiple number of international and domestic philanthropies which periodically donate food supplies. In addition, to fully utilize local resources to assist families in need, the residence committee also proactively reaches out to companies that are willing to lend a helping hand through donations.

As food banks are starting to gain traction, many businesses are finding ways to give back to the community. Shanghai-based Wostore Technology has made two donations alone this year, and Shanghai Huanqiu Supermarket has been donating food supplies each quarter since 2018. Many other businesses are following suit, including Three Guns, General Mills, and Dah Chong Hong.

During the food distribution process, many recipients volunteered to help with transporting and sorting inventories for the food bank, which is severely short-staffed.

Thanks to continuous efforts by

the residence committee, Hema Fresh has joined the ranks of donors. However, despite donations from existing participants, there is still a shortage of food supplies, in particular popular items such as bread and cake. "The bakery, George Richard used to donate everyday before it relocated, but other nearby bakeries all opted out the last minute due to concern for food safety and other considerations, so we still haven't yet found anyone who could inherit that type of volume", said Yi Sun.

Benefits of a food bank is multi-fold, it not only protects the environment by reducing the source of trash, but also allows help to reach people who most need them, promoting a culture of philanthropy within the community where local resources are called in to help solve societal issues. The residence committee calls for more companies to join the effort in helping the poor, while allowing the concept of "reduce waste and save food" to take hold throughout the production and distribution process of food supplies.

The food bank is located on Jiangu Road, No. 2309 and officially began operation in April of 2008.

## Sharing+ co-working Facility Begins Operations

By Mao Xinhui

In the Internet Plus era, even meeting rooms can be shared. GreatKIC recently launched its Sharing + co-working meeting space, allowing companies and entrepreneurs to share conference rooms under a self-service booking system.

The first Sharing+ co-working facility is now open to the public. We went to the GreatKIC location on Guotong Road #127 to find out what this is all about.

The co-working space takes an entire floor on Building #2, with a total office area of 50 square meters. The self-service booking system is fully automated.

Once you have arrived, you may use your mobile phone to scan the QR code at the entrance that leads to its WeChat official account. By clicking "book a meeting" on the menu the user may review details of a particular meeting room.

The facility has a total of 20 standard conference rooms and 1 extra large room that could host a total of 12 users. Each room is equipped with a Smart TV, HD data cable, and beverages. Reservation of a room can be done online by selecting a room of choice and time of use, as well as the user's contact information. Once booking is completed, an entrance key is generated to be used to access the meeting room. If your stay exceeds duration of the appointment, power in the room will be shut automatically.

When we visited the larger

conference room, a group of employees from a design firm were in the room working on a design plan for a road transformation project. Mr. Jiang, one of the designers, said he had used the meeting room three times this month. "I like the overall design of the conference room, and the lighting and interior decorations are all pretty impressive. The way the room is constructed can easily accommodate different types of meetings," said Mr. Jiang. "For me, whether it is a product illustration for a client or session with my colleagues the room does the job," Mr. Jiang continued.

According to Mr. Shuyi Chen, creator of the Sharing+ project, the co-working facility was converted from a lobby. "Since utilization of the lobby was particularly low, so we thought we might try to renovate the space into something that is more relaxed. Stylistically the decorations are simply and lively, for example we have a stepped seating configuration in the multi-purpose room and it gives off a very open and relaxing vibe," said Mr. Chen.

Since the co-working space is still in trial mode, all rooms are free of charge before the end of the year. "We will continue to improve on things based on user feedback," said Mr. Chen.

The facility currently only accepts reservations from corporate users. Each company may use the rooms twice a day, with each booking not exceeding two hours.



## "Nijikon"-themed Fintech Services Available in Yangpu

By Mao Xinhui

How will things turn out once a formal, traditional bank joins force with a Nijikon-styled internet company? Recently, that became a reality in Yangpu, with the arrival of CCB-Bilibili Mini-Bank program.

CCB's Guoding Road branch right next to Fudan University is China's first Bilibili-themed "mini-bank". In the lobby, there is a large train parking on a set of railway tracks. Whether it is the ATM machine or the counter, they are decorated in authentic Nijikon style, completely transforming the stereotypes people have for banks, which tend to be overly formal and stuffy. Using Shanghai as a pilot location, CCB will work with Bilibili to create hundreds of Bilibili-themed

mini-banks in university districts across a dozens of cities including Beijing, Tianjin, Hangzhou, Nanjing, Xi'an, Wuhan, Changsha, Chengdu, Guangzhou, Shenzhen, and Xiamen. These mini-banks will be rolled out in time for the fall semester to serve students with their banking needs.

The Guoding Road location showcases how the collision of two divergent cultures sparks amazing ideas and innovation. "Ticket Office", "Arrival Platform", "Departure Area", cylinder-shaped pillows, interactive Danmaku give visitors a refreshing and immersive experience. A touch-screen game is integrated with financial knowledge and banking services catered to the young, providing a highly interactive experience for users. Banking has never been more personalized and creative for

the younger generation. In addition, CCB has launched an online version of the mini-bank for those who can't be there physically. Users may interact with Bilibili content uploaders to talk about going back to school in the comfort of their homes.

The collaboration with Bilibili is an important first step as part of a broader marketing outreach campaign to reach and attract Generation Z customers. The use of technology as an enabler to connect campuses to the bank, a combination of physical locations and online communities to generate traffic, and most importantly, meshing the Nijikon pop culture with traditional banking services will greatly enhance our brand awareness within the younger customers," explained a senior personnel of the bank.