

# *Exploring the "Internet + Public Welfare" model to help revitalize ancient villages ——Take Friends of Spirit Community as an example*

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**Abstract:** The ancient village has witnessed history, culture, economy and society, and recorded the footprints of the development of human civilization. It is a cultural and natural heritage. The value of the ancient village is self-evident, but there is a problem of loss in the modernization stage, and the responsibility and awareness of protecting the ancient village urgently need to be implemented and strengthened. The "Friends of Spirit Community" that came into being, as a network of ancient village volunteers, used the Internet public welfare system to help many ancient villages achieve the goal of continuous development and cultural inheritance. This article will introduce how Friends of Spirit Community takes into account business and public welfare from the aspects of Internet propaganda projects and methods, Internet public welfare (Public-NGO-Private-Partnership), and New Able Villagers Project, and how to run the Internet to reflect the value of many ancient villages, and formulate protection plans to seek protection of ancient villages. A virtuous circle united with economic development.

## 1. Introduction

Ancient village architecture is the quintessence of traditional residential architecture in our country and an important component of the community culture. It is a precious cultural and historical relic left by ancestors. How to protect, revitalize and revitalize the ancient village has become an important issue in our society today.

In 2019, the fifth and last batch of traditional village definition work has also been completed. Through the application and screening, a total of 666 villages have been included in the "List of Traditional Chinese Villages", and the "List of Traditional Chinese Villages" has also been praised as the world the largest living farming civilization protection group in China with the highest content value.

The reality is that many ancient buildings and cultural relics are in danger. A large number of low-level cultural relics in remote and impoverished areas are difficult to protect. The number of

cultural relics that have been constructively destroyed is so large and the speed of disappearing is so fast. Therefore, it cannot be protected by government alone. The ancient village culture of China was developed for the original purpose of the ancient village public welfare operation organization-"Friends of Spirit Community" came into being, and the friends of the ancient village used the "Internet + public welfare" model to solve this problem.

In June 2014, in response to the local government's forced demolishing of the Weilongwu ancestral hall in Meizhou City, Guangdong Province, Tang Min realized that "fire fighting will not win the disappearance of the ancient village", and he realized the need to establish the country's largest rural town culture as soon as possible Protection management supervision service network. It is necessary to establish a volunteer team for each county so that every ancient village can be protected by the volunteer team. [1]

Thus, in November 2014, Friends of Spirit Community was officially launched. The original purpose was to transmit the concept of protecting ancient villages to the general public. Friends of the Ancient Village uses the Internet as a medium, combined with offline visits to the village, and appeals to people with lofty ideals from all parties to join the protection queue of the ancient village, so as to build a national ancient village protection and supervision network.

Friends of the Ancient Village was established only half a year ago, and the team has covered 30 provinces, reaching 1,000 volunteer teams, and forty-five thousand people have joined the ancient village protection volunteer team.

## **2. Internet Publicity Project**

### **(1) Applications**

The "traditional village" app independently developed by the Technology Innovation Center of Tsinghua Tongheng Planning and Design Institute, Beijing, China, not only plays an important guiding role in the technical inheritance of traditional culture and ecological protection, but also enables more Chinese and foreigners in the future Visitors have an in-depth understanding of the cultural meaning of traditional ancient villages, and at the same time it can also make it a solid technical bridge connecting traditional cultural villages with the Internet.

"Traditional Villages" is based on the "List of Traditional Villages" of the Ministry of Housing and Urban-Rural Development of China, using Baidu geocoding api to obtain location coordinates, including traditional villages and basic information in 555 cities. In addition, in addition to providing basic information on all aspects of the village, the app also realizes the combination of traditional culture and the Internet and promotes the sustainable development of the village by providing a sketching base, the design of cultural and creative products, and the upload of travel notes.

The effective use of the app can also enable the ancient village residents to communicate with the management agency in a timely manner. The effective use of the app also allows the residents of the ancient village to communicate with the management department in time. Wuzhen's first town-level app "Wuzhen Folklore" has been piloted in early 015 and there have been more than 4,000 residents in Hongqiao Village. Through this app, villagers can directly upload the problem to be solved to the corresponding functional department, and solve the problem immediately after seeing the corresponding problem.

### **(2) WeChat**

The overall communication awareness of ancient Chinese villages has been strengthened, and the communication methods have become richer. They have performed well in media guidance, activity,

communication power and interactivity. For example, the background introduction of a village, tourism and some special cases can enable outsiders to better understand and even travel, use the WeChat public account Internet project to realize WeChat reservations, online ticket purchases for scenic spots, mobile audio guides, etc. In short, using the economic concept of "cultural film and television" to give back to the tourism market can achieve good publicity effects and become the chief leader of economic marketing in ancient towns.

It operates a media model from the traditional Internet. To adapt to today's mass media, it has also expanded its propaganda model to let more people know about the organization's activities and its development. Their feelings for the ancient village are very special. They want rural people to enjoy the dividends of the Internet and the opportunities brought by reform and innovation.

### 3. Internet public welfare (PNPP)

In the second half of 2016, Friends of Spirit Community went beyond the protection and activation of ancient villages, and began to actively explore and practice other new paths for the benign development of ancient villages, with the ultimate goal of promoting the comprehensive revival of the village and the long-term stability of the rural society. The "Internet public welfare PPP model" has also developed into the "Internet public welfare PNPP model."

PNPP (public-ngo-private-partnership) is through the Internet platform, the professional hub organization is used to realize the community building and resource docking, and the construction of a multi-party organization such as government, enterprise, society, etc. The cooperation channel realizes the "five donations in one" of donation, donation, matching donation, material donation, and smart donation. Funds can be expanded exponentially, resource use efficiency, and public welfare efficiency enhanced with minimal resources.

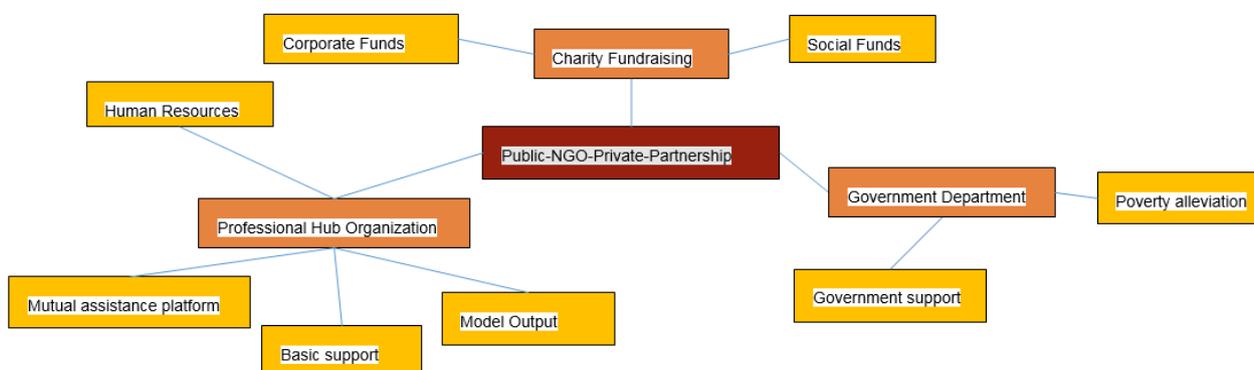


Figure. 1 PNPP diagram of Internet public welfare

In 2018, Friends of Gucun and Zhejiang University of Finance and Economics jointly organized a "Zhejiang University Student Rural Revitalization Creative Contest". A total of 25,000 teachers and students across the country conducted an in-depth rural survey. The results were remarkable and 1,848 innovative innovations were cultivated. Creative projects have created nearly a hundred outstanding landing projects, the first in the country to explore real problems and practice, the "government, school, enterprise and village" four-in-one Zhejiang model to help rural revitalization. Now it has developed into the highest standard and largest colleges and universities in Zhejiang Province to serve the Rural Revitalization Class A event, and the China Rural Revitalization Research Institute has been established on this basis.

The important thing is that villagers are the main force for the protection of ancient villages. Under the contradiction of villagers' cultural identity with their own environment, senior

departments should also invest in and publicize the Internet so that the significance of the village can be more reflected. For example, in some places in Jiashan, Zhejiang, the residents have been in Jiashan County to better protect and develop Jiashan's traditional villages. Specially formulated the "Protection and Development Plan for the Traditional Villages of Fennan Village, Taozhuang Town, Jiashan County" and "Yaozhuang Town, Jiashan County".

For the management department and the government, they should ensure that the villagers of the ancient village have sufficient rights to know and speak, to adopt their opinions more, and to insist on creating a vibrant rural residence, and through news reports and media communication., Let more people understand the beautiful rural culture. The village is the space where the villagers produce and live. Villagers are those who build villages and build villages. They are whether or not the village cultural producers should abide by the national policy protection actions, as well as the village's protection and development path selection and benefit distribution. Villagers should have the greatest participation and fullness. Another example is that Dexian County, Xuancheng City, Anhui Province plans to launch China's first customized online private farm "Gathering Land" and "Ten Thousand Crowds to Build China's Most Beautiful Ancient Village" project, transferring 465 acres of land. Collect maintenance costs for 18 ancient houses. Cultural dissemination is an expansion method of ancient villages in the era of new media, realizing the sustainable development of ancient village culture.

#### 4. New Able Villagers Project

With the development of the situation, the volunteer team of Friends of the Ancient Village realized that just staying in the protection of the ancient villages is not enough. It needs a comprehensive revitalization plan that can realize all the ancient villages, and a realistic path with both justice and benefits is needed. Of course, what is more important is that a "leader" with a major mission is needed to guide and organize, that is, new able villagers. [2]

Therefore, Friends of the Ancient Village launched the "new able villagers" project, which started an activation model that led by social organizations, widely mobilized social forces, and reshaped the cohesion of the ancient village through the Internet and the power of new able villagers, that is, relying on social forces and new able villagers Development can be universally applicable to the activation mode of various ancient villages. [3]

Initially, the New Able Villagers Project was completed through the Internet public welfare ppp (Public-Private Partnership) method. With continuous practice and application, this model has become more and more mature, and it also shows how the Chinese public welfare community can mobilize local forces, help and cooperate with the outside world to carry out public welfare in a comprehensive and efficient manner, and solve historical problems. The Internet public welfare ppp has become the most leading public welfare industry so far. One of the modes, later PPP developed into PNPP.

After the start of the "New Able Villagers" project, Friends of Gucun successively launched more than 200 entrepreneurial projects on the online entrepreneurship platform to support the promotion of "New Able Villagers" entrepreneurship. Nearly 100,000 people participated in the activity, which directly leveraged 200 million villages' entrepreneurial assets. The pnpp model is also the cooperation between the Chinese government and network enterprises through multi-party public resources, which shows the huge potential of China's network public welfare. [4]

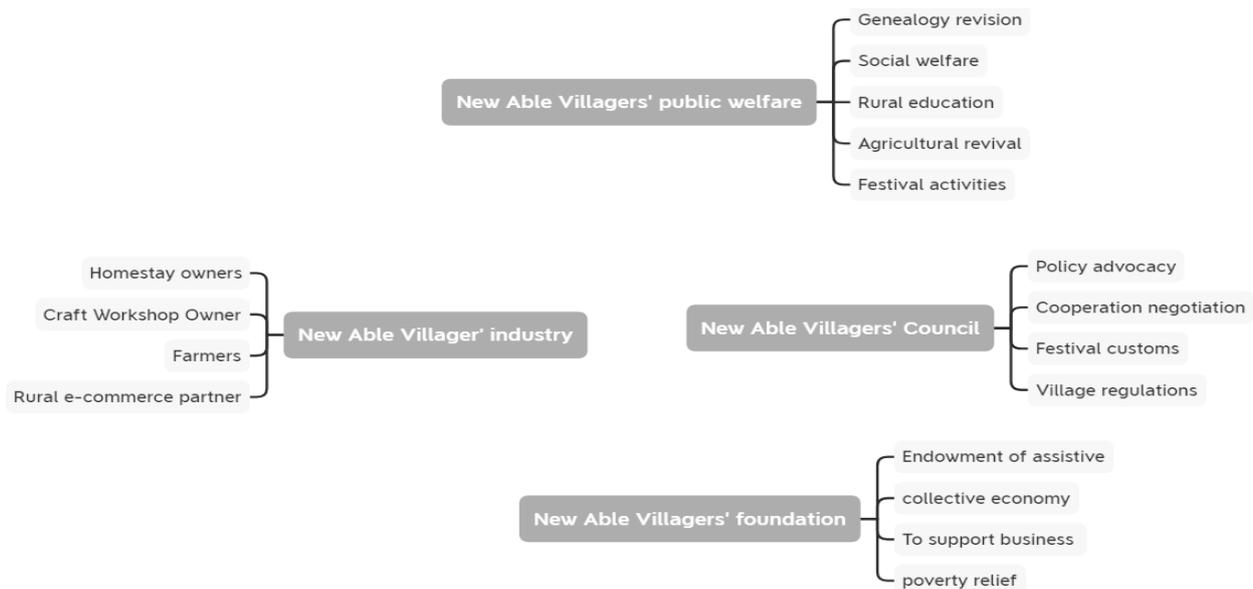


Figure. 2 New Able Villagers' Business Ecosystem

Fengwu Village in Xiaoshan District, Hangzhou is a successful case of village revitalization. Of course, this is inseparable from the leadership of new able villagers and the dedication of volunteers. It has been protected, repaired and developed into a patriotic education base after three years of protection, repair and development from an unknown small mountain village.

Zhou Yin, the deputy mayor of Heshang Town, took advantage of the special anti-Japanese history of the local ancient village and initiated the "Phoenix Wharf Anti-Japanese War Memory" biographical project to restore the old house as an anti-Japanese memorial exhibition hall. In the process of preparing for the construction of the memorial hall, Zhou Yin and volunteers discovered a large number of Sino-US cooperation in Xiaoshan local deeds in the War of Resistance against Japan, and also left homes where injured US pilots lived in the past, and also collected a large number of materials aided by US troops from overseas. .

In order to better achieve the goal, Zhou Yin used the "Old Village Old House Revitalization Project" of Friends of the Ancient Village to conduct online crowdfunding to repair this old house and build the Sino-US Cooperation War Memorial.

Fengwu Village "lived". It organized sightseeing tours, outreach training, homestays, farmhouses, and folk festivals around the theme of the Anti-Japanese War, which successfully promoted rural tourism and received tens of thousands of tourists every year. In October 2017, Fengwu Village was also rated as a 3A scenic village in Zhejiang Province.

## 5. Summary

The Volunteer Network of Friends of Spirit Community was originally created by using the Internet, combined with offline visits to the village, calling on all parties to join the ancient village protection queue and building a national ancient village protection and supervision network. From the "Internet public welfare PPP model" to the "Internet public welfare PNPP model", the New Able Villagers Project was launched, and the public welfare cluster was established to explore the new able villagers' ecosystem model of justice and benefit.

The spread of the influence of public welfare organizations and the integration of community resources have been completed online, and the construction of resource formations and mutual

assistance systems has been completed offline, forming a self-growth path for the online public welfare ecosystem. The Internet can gather the largest number of people. Although people don't know each other, because of the nature of "profit-seeking", people have internal motivation to do good things and put them into action, which affects more people. Become a common emotional link in society.

The "New World" established by the Internet makes traditional online complicated and difficult communication problems simple and convenient. The public welfare pursuit of a public welfare person is continuously amplified by the Internet until it becomes a common aspiration of the entire society and gradually becomes a reality. [5]

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