



Exploring more possibilities for inclusive charitable activities: Collaboration of stakeholders in a “Short Video + Live Streaming” charity ecosystem

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In recent years, numerous charity projects designed along the features of the internet have flourished. Experts recognized that digitalization initiatives can enhance the influence of charitable endeavors, making technology more humane and transforming internet-based charitable activities into a driving force for the sustainable development of the economy and society. Recently, the first Kuaishou Charity Ecosystem Conference was held in Beijing, focusing on building a digital charity ecosystem in the era of “short video + live streaming”. The conference released the “2024 Kuaishou Charity Ecosystem Report” and announced the launch of the Charity+ Plan, aiming to explore more possibilities within the digital charity ecosystem.