



1. ORGANIZING ZHEJIIIEC

From March to November 2023, ZHEEU organized the second Zhejiang Home Economics Industry-education Integration Innovation and Entrepreneurship Competition. The competition attracted more than 100 teams from 6 provinces and cities across the country, and a sub-competition area was set up in the Xinjiang Uygur Autonomous Region. The competition, with themes such as “Lighting Up Life with Creativity” and “Comprehensive Health and Home Economics Service”, built a platform for the integration of industry and education innovation and entrepreneurship, promoted the comprehensive development of home economics service vocational education, enhanced the ability of modern home economics to serve society, and promoted the active transformation of home economics towards modernization and digitization.



2. ORGANIZING THE ZHEJIANG-TAIWAN CROSS-STRAIT ELDERLY CARE AND CHILD CARE INTEGRATION DEVELOPMENT FORUM

On July 7, 2023, ZHEEU organized the Zhejiang-Taiwan Cooperation Week Cross-Strait Elderly Care and Child Care Education-Industry Integration Development Forum. The theme was to deepen the integration of industry and education and improve the quality and capacity of home economics service industry, enhance the health care service level for the “elderly care and child care”, and promote the integrated development of education chain, talent chain with science and technology chain, industry chain, and innovation chain. At the meeting, the Yangtze River Delta Elderly Care and Child Care Industry and Education Integration Community was established. Relying on the deep cooperation of this community, it promotes the high-quality development of Zhejiang’s home economics service industry.



3. ESTABLISHING THE HOME ECONOMICS AND COMING COMMUNITY LAB

ZHEEU and Zhejiang Daily Digital Culture Group CO., LTD. jointly established the Home economics and Coming community LAB, actively responding to social needs, fully leveraging the scientific research advantages of the alliance and the market advantages of enterprises, and jointly promoting the cultivation of university talents. In September 2023, relying on this platform, the undergraduate students majoring in Home Economics at Zhejiang Shuren University incubated entrepreneurial results, explored the effective integration of traditional disciplines towards digital platform management and services with the new model of “Home Economics Service Company” on campus. This case has been reported by several home economics and international media.



4. ORGANIZING THE ZHEJIANG NUTRITION COUNSELOR TRAINING CLASS

In accordance with the national requirement of “One nutrition counselor for every 10,000 residents”, on October 31, 2023, ZHEEU and Zhejiang Shuren University jointly organized the 2023 Zhejiang Nutrition Counselor Training Class. A total of 380 trainees from major hospitals, health centers, schools, and enterprises across the province participated in the training. The training taught professional knowledge such as nutrition health education and dietary matching, analyzed related cases of nutritional chronic diseases; at the same time, it also arranged for on-site practical learning, providing trainees with comprehensive nutrition knowledge and practical skills. The training class was widely welcomed by society and further enriched the team of professionals.

Wu Ronglan 吴荣兰