世界互联网大会
World Internet Conference

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爱(AI)公益行动计划
World Internet Conference
AI For Social Good Action Plan

2023
-
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PART 01

CONCEPT OF AI
FOR
SOCIAL GOOD

人 工 智 能 公 益 的 概 念

人工智能是引领新一轮科技革命和产业变革的战略性技术，正在对经济发展、社会生活等方面产生重大而深远的影响。从全球来看，在医疗、教育、生物多样性等诸多领域存在资源不充分、不均衡等问题和挑战。将人工智能技术应用于公益领域，可以在弥合数字鸿沟，发展公平、包容的数字未来等方面发挥重要作用。推动人工智能公益国际交流合作，可以促进全球知识和资源共享及协同创新，有利于不同文化背景、不同资源禀赋的国家和地区之间形成共同理念，确保人工智能技术的应用符合各国的伦理和法律要求，从而促进公益事业的可持续发展，为世界不同发展水平地区的弱势群体带来更多福祉。

Artificial Intelligence (AI) is a strategic technology that is sure to lead a new round of technological revolution and industrial transformation and is having a significant and profound impact on economic development, social life and other aspects. From a global perspective, there exist challenges concerning insufficient resources and unbalanced distribution in the fields of healthcare, education and biodiversity. The application of AI technology for social good can play an important role in bridging the digital divide and developing a fair and inclusive digital future. Promoting international exchange and cooperation in AI-driven social good programs is conducive to sharing global knowledge and resources and collaborative innovation, building common understanding among countries and regions with different cultural backgrounds and resource endowments, and ensuring the application of AI technology meets the ethical and legal requirements of each country, thereby advancing the sustainable development of social good undertakings and bringing more benefits to vulnerable groups in regions with different development levels around the world.

目前，多个企业、组织正在在积极的将人工智能应用于公益领域。**人工智能公益是指个人、企业、组织及其他社会力量通过运用人工智能技术，开发公益应用，创新公益模式，拓展公益服务对象，提升公益组织运营效率，重塑公益事业价值链和协作网络，更智能高效地解决社会问题，提升人类福祉。**

Currently, some companies and organizations are actively applying AI for social good undertakings. **"AI for social good" refers to the use of AI technology by individuals, enterprises, organizations and other non-governmental sectors to develop social welfare APP, innovate social welfare models, expand the targets of social welfare services, improve the operational efficiency of social welfare organizations, reshape the value chain and collaboration network of social welfare undertakings, solve social problems in a more intelligent and efficient manner, and promote human well-being.**

PART 02

GLOBAL TYPICAL PRACTICES IN AI FOR SOCIAL GOOD

全球人工智能公益典型做法

当前，全球正迈入智能社会，运用人工智能创造人类美好生活、塑造科技向善理念，已成为国际社会的普遍关切。联合国正在制定的《全球数字契约》将人工智能列为创造数字未来的七个议题之一；2022 年举行的国际电联全权代表大会通过了关于人工智能的决议，推动人工智能助力实现可持续发展目标；2023 年 7 月，国际电信联盟（ITU）将组织为期两天的"人工智能惠及人类"全球峰会，展示新技术如何在应对气候危机和加强人道主义响应等领域支持联合国可持续发展目标（SDGs）。

Today, the world is marching toward an intelligent society, and using AI to create a better life for humanity and shaping the technology-for-social-good concept has become a common understanding of the international community. The Global Digital Compact that is being developed by the United Nations lists AI as one of the seven topics for creating a digital future. The Plenipotentiary Conference of the International Telecommunication Union (ITU), which was held in 2022, adopted a resolution on AI that aimed to promote AI to help achieve the Sustainable Development Goals (SDGs). In July 2023, the ITU will organize a two-day "Artificial Intelligence for Good" Global Summit to showcase how new technologies can support the United Nations' SDGs in areas such as addressing the climate crisis and strengthening humanitarian response.

世界互联网大会作为互联网领域新型国际组织，致力于搭建全球互联网共商共建共享平台，为倡导科技向善，引导全球各方运用 AI 技术弥合数字鸿沟，提升人类福祉，发起了世界互联网大会爱（AI）公益行动计划，面向全球公开征集人工智能公益项目，首批共收到来自 23 个企业和组织机构的 33 个项目，覆盖文化交流、生物多样性保护、医疗健康、无障碍改造、教育培训、宜居环境等多个领域，体现了语音识别、图像识别、自然语言处理、态势感知等人工智能技术与具体公益场景紧密结合，提供更多样化解决方案，公益能力不断跃升的发展趋势。

As a new international organization focusing on the Internet, the World Internet Conference (WIC) is committed to building a global Internet platform for extensive consultation, joint contribution and shared benefits. In order to advocate technology-for-social-good concept, guide global parties concerned to use AI technology to bridge the digital divide and promote human well-being, WIC launched the World Internet Conference AI for Social Good Action Plan and solicited the projects globally. The first round of 33 projects received from 23 enterprises and organizations cover cultural exchanges, biodiversity conservation, medical health, accessible transformation, education and training, livable environment and other fields. These projects reflect the development trend where close combination of voice recognition, image recognition, natural language processing, situational awareness and other AI technologies with specific social good scenarios provides more diversified solutions to constantly improving social welfare capabilities.

1 保护传播全球文明成果促进各地文化交流

PROTECTING AND DISSEMINATING THE ACHIEVEMENTS OF GLOBAL CIVILIZATION, WHILE PROMOTING GLOBAL CULTURAL EXCHANGES

谷歌利用图像识别和处理技术以及 360°全景影像全方位呈现全球艺术品与展览。 谷歌艺术与文化平台与合作伙伴运用图像识别及处理和 360°全景技术，共同打造沉浸式、引人入胜的在线展览，并让全球各地的用户都能随时随地了解世界各地的精彩馆藏及其背后的故事。该项目设在巴黎的艺术与文化实验室是文化和先进技术的连结点，它利用谷歌人工智能图像生成研究技术为全球各地、各个年龄层的文化爱好者打造了多款新体验。迄今，该平台在全球范围内已经呈现超过 700 万件艺术品及文化档案，展出 2.2 万多场在线展览，让每一个人可以随时随地、身临其境地感受艺术与文化的魅力。

Google utilizes image recognition and processing technology, as well as 360 ° panoramic images, to present global artworks and exhibitions in an all-round way. The Google Arts & Culture platform, in collaboration with its partners, uses image recognition and processing and 360° panorama technology to create immersive and engaging online exhibitions that allow subscribers around the world to appreciate the world's amazing collections and read the stories behind them, anywhere, anytime. The Paris-based Arts and Culture Lab is at the intersection of culture and advanced technology. Using Google's AI image generation research technology, the Lab creates new experiences for culture lovers of all ages from around the world. To date, the platform has showcased more than 7 million artworks and cultural archives worldwide and hosted more than 22,000 online exhibitions, allowing anyone to feel the charm of arts and culture immersive anytime, anywhere.

抖音集团利用数字技术重现古籍内容。 抖音集团依托自然语言处理、光学字符识别等技术，实现古籍内容数字化，通过"识典古籍"平台，用户可以高效地进行古籍内容分词检索、影印底本与文字对照阅读、繁简转换、字典音义等。"识典古籍"平台已免费开放超过 1200 部古籍，其中已上线的《永乐大典》高清影像数据库结合 Web3D、OpenGL 着色语言等技术，将《永乐大典》做到光影效果还原、模型空间转换、流散轨迹重现，让用户获得更加沉浸的互动体验。

Douyin Group uses digital technology to reproduce the content of ancient books. Taking advantage of natural language processing, optical character recognition and other technologies, Douyin Group enables the digitization of the ancient books. By logging on to the "Reading Classic Ancient Books" platform, subscribers can efficiently retrieve the contents of ancient books, make photocopies and conduct text comparison reading, convert between simplified and traditional Chinese characters and look up pronunciation and meaning in the dictionary, etc. The "Reading Classic Ancient Books" platform has made more than 1200 ancient books available online free of charge. Among them, the online Yongle Canon HD image database employs Web3D, OpenGL Shading Language and other technologies to restore the light and shadow effect, convert model space, and reconstruct the dispersion track, allowing subscribers to get a more immersive interactive experience.

商汤科技开发家庭象棋机器人传承象棋文化。商汤科技通过将机器视觉和高精度机械臂技术相结合，开发的"元萝卜AI下棋机器人"可以实现手眼协同，进行毫米级精准度操作，对于棋盘和棋子的识别准确率达到99.9%以上，定位精度小于1mm。机器人成为科技与传统文化的桥梁，有助于更好地传承推广象棋文化。

SenseTime develops chess-playing robots for family entertainment to carry forward Chinese chess culture. By combining machine vision and high-precision robotic arm technology, SenseTime unveils "SenseRobot" – AI interactive Chinese chess robot for family entertainment, which can achieve "thinking" and "acting" in physical harmony and millimeter-level accuracy operation. The recognition accuracy of chessboard and chess pieces reaches more than 99.9%, and the positioning accuracy is within 1mm. Robots can serve as a bridge between technology and traditional culture, which helps to better inherit and promote Chinese chess culture.

科大讯飞融合视听技术复刻"吴侬软语"。因人口迁移、语言环境复杂等因素，一些地方方言正在渐渐消失。科大讯飞利用语音识别、语音合成等人工智能技术，通过不断积累专注于苏州方言语料库，将苏州方言的字识别率提升至84%。结合数字虚拟人技术，建构苏州方言虚拟主播，使方言传播更加生动。

iFLYTEK combines audio-visual technology to reproduce "Suzhou soft dialect". Due to factors such as population migration and complexity of language environments, some dialects are gradually disappearing. Relying on its leading artificial intelligence technologies including speech recognition and speech synthesis, iFLYTEK has managed to increase the text recognition rate of Suzhou dialect to 84% by continuously accumulating Suzhou soft dialect corpus. The company has also employed digital virtual human technology to create a virtual anchor of Suzhou dialect to enable a more vivid dissemination of the dialects.

2 保护地球生物多样性

PROTECTING THE BIODIVERSITY OF THE EARTH

联邦快递保障珍稀活体动物安全运送。联邦快递拥有包括 SenseAware ID 蓝牙传感设备在内的独特监测技术，能够全方位监测货物运送过程的温度、湿度、光线和气压。借助这些技术，联邦快递的工作人员能够近乎实时地追踪动物运送过程中的环境情况，确保动物处在规定的温度和湿度范围内，避免受到过度光线或其他影响因素，从而使得珍稀动物以最安全、最人性化的方式进行高效运输。

FedEx ensures the safe transportation of rare live animals. FedEx has unique monitoring technology, including SenseAware ID Bluetooth sensor, which can comprehensively monitor the temperature, humidity, light and barometric pressure of goods during transportation. Using these technologies, FedEx staff can track the environmental conditions during animal transportation in near real time to ensure that the required temperature and humidity ranges are maintained and excessive light or other influencing factors are avoided, so that rare animals can be transported efficiently in the safest and most humane way.
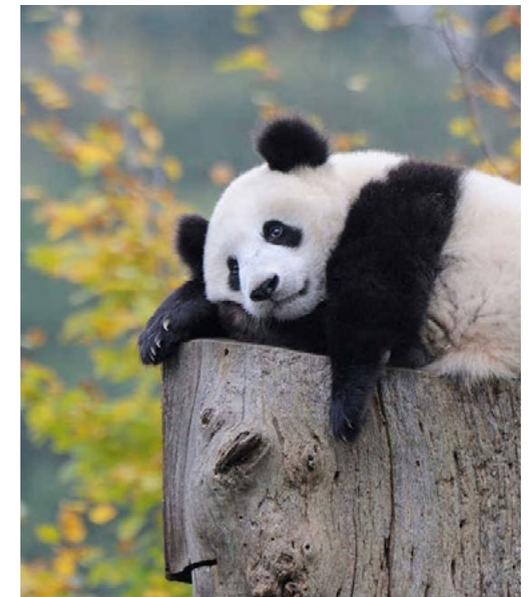
微软、腾讯公益慈善基金会利用 AI 技术提升动物识别能力。微软联合山水自然保护中心利用图像识别、机器学习等技术开发了一套红外相机智慧管理系统，可对相机拍摄的图片进行内容判断和分析，如是否拍到野生动物等，进而进行相应分类，图片识别准确率达 90%，为野生动物的监测、研究工作提供了强大工具支持，提升了效率。**腾讯公益慈善基金会**综合利用迁移学习、自动数据增强、难例样本挖掘、计算机视觉等技术，自主开发了一套包含红外相机数据 AI 识别、巡护数据协同管理的数据平台用于观测雪豹的活动，可自动检测图像或视频中是否出现动物并预测动物的位置和类别。目前系统可以筛掉 98% 以上的空拍，物种识别率超过 97%，可识别物种数目从 23 类提升至 31 类，图像级检出率从 70.8% 提升至 95.5%，精度由 59.1% 提升至 85.2%，进一步推动了雪豹的监测与保护，助力濒危物种保护工作取得成效。

Microsoft and Tencent Charity Foundation use AI technology to enhance animal recognition capabilities. Microsoft and Shanshui Conservation Center have developed an infrared camera intelligent management system by using image recognition and machine learning technologies. The system can judge and analyze the content of images captured by the camera, such as, whether a wild animal is captured, before classifying them accordingly, with the image recognition accuracy reaching 90%. The system provides a strong tool for monitoring wildlife and relevant research work with improved efficiency. Through the comprehensive use of transfer learning, automatic data enhancement, hard example mining, computer vision and other technologies, **Tencent Charity Foundation** has independently developed a set of data platforms including infrared camera data AI recognition and patrol data collaborative management to observe the movements of snow leopards, automatically detect whether animals appear in images or videos and predict the location and category of animals involved. At present, the system can screen out over 98% of aerial photos, with a species recognition rate of over 97%. The number of recognizable species has increased from 23 to 31, the image-level detection rate has improved from 70.8% to 95.5%, and the accuracy has increased from 59.1% to 85.2%. This further enhances the monitoring and protection of snow leopards and helps to improve the results in the protection of endangered species.

| 识别编号	识别结果	其他可能	操作		
01	雪豹(92%)	马鹿(1%);牦牛(1%);	更改结果	删除	修改历史
02	雪豹(92%)	羊(1%);马鹿(1%);	更改结果	删除	修改历史

宇视科技运用 AI 技术助力北京雨燕观测保护。宇视科技运用 AI 机器视觉技术、智能分析装备，攻克木质古建内部施工等工程技术难题，对雨燕巢穴进行 24 小时不间断观测和拾音，获取了大量筑巢、产卵、孵化及新生雨燕成长的珍贵视频资料，在雨燕每年的回归、生活习性等方面提供了丰富的研究材料，极大提高了研究人员收集数据效率，助力生物多样性监测研究。

Uniview utilizes AI technology to assist in the observation and protection of swifts in Beijing. By utilizing AI machine vision technology and intelligent analysis equipment to overcome engineering and technical difficulties in the internal construction of ancient wooden buildings, Uniview conducts 24-hour uninterrupted observation of swift nests and picks up their sound, and obtains a large amount of valuable videos of swift nesting, egg, hatching, and the growth of newborn swift, thus providing rich research materials on swifts' annual migration, living habits and other aspects, greatly improving the efficiency of data collection by researchers and supporting biodiversity monitoring research.

3 助力医疗服务更高效便捷

MAKING MEDICAL SERVICES MORE EFFICIENT AND CONVENIENT

英特尔支持合作伙伴江丰生物利用图像识别技术开发快速阅片和辅助诊断工具。英特尔合作伙伴江丰生物基于英特尔®至强®可扩展处理器的内置人工智能加速功能，针对工作负载进行优化，应用大数据及深度学习框架，通过专业病理医师在宫颈细胞学数字图像上进行阴阳性标注，进行大量的样本训练和测试，不断丰富知识库，开发出针对病理图像识别的核心算法，为宫颈癌早的期筛查提供辅助诊断，每张切片的识别时间缩短到 1 分钟内。同时，英特尔®深度学习加速（英特尔®DL Boost）采用了矢量神经网络指令（VNNI），有效提高了 AI 推理的表现，极大地降低人工智能应用的部署成本，加快宫颈癌筛查应用的落地速度和应用场景，提升了诊疗效率，促进医疗资源普惠

Screenshot
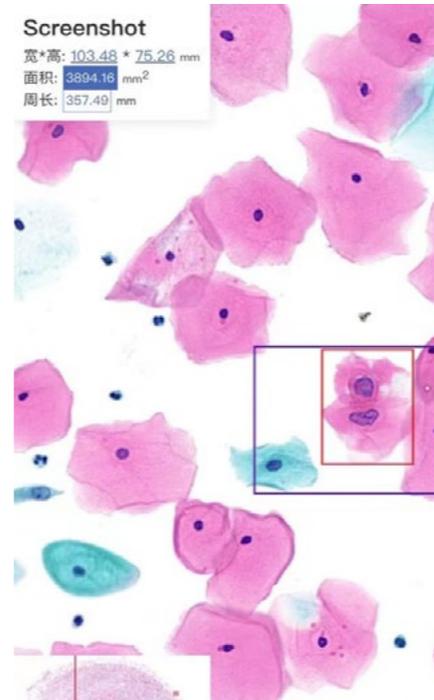
Intel supports the partner KFBIO to develop rapid film reading and auxiliary diagnostic tools using image recognition technology. Based on built-in artificial intelligence acceleration function of the Intel®xeon® expandable processor, KFBio, as one of Intel's partners, has developed the core algorithms for pathological image recognition by optimizing the workload and applying big data and deep learning framework to help professional pathologists mark positive and negative on the digital image of cervical cytology and conduct a large number of sample training and testing to constantly enrich the knowledge base. These efforts provide auxiliary diagnosis for early stage screening of cervical cancer and reduce the recognition time for each slice to less than 1 minute. Furthermore, Intel ® Deep Learning Boost (Intel® DL Boost), which adopts Vector Neural Network Instruction (VNNI), effectively improves the performance of AI inference, greatly reduces the deployment cost of artificial intelligence applications, accelerates the implementation speed of cervical cancer screening applications and enriches application scenarios, improves diagnosis and treatment efficiency, and promotes the wide accessibility of medical resources.

百度、圣美生物等利用图像识别技术开发快速阅片和辅助诊断工具。百度 AI 眼底影像分析系统可以十秒内识别筛查数种眼疾，如筛查糖尿病视网膜病变、青光眼、黄斑病等，准确率可达到 90% 以上，极大提升诊断准确度和医疗效率。**圣美生物**联合中国信通院将深度学习技术应用于计算细胞学临床应用领域，解决肿瘤液体活检稀有细胞判读困难、准确率及效率低下的行业痛点，结合医学 CT 影像 AI 分析技术，可有效提升直径在 5-10mm 肺小结节良恶性分析的准确性，其综合准确性可达到 90% 以上。通过基于 AI 技术的多组学数据分析，实现 Ia 期肺癌诊断效能的大幅提升，通过早发现、早治疗"提升肺癌患者 5 年生存率，进而使得降低社会及个人医疗负担的目标具备了实现基础。

Baidu and Sanmed Biotech use image recognition technology to develop rapid film reading and auxiliary diagnostic tools. **Baidu** AI fundus image analysis system is able to identify and screen a number of eye diseases within ten seconds, such as diabetic retinopathy, glaucoma, macular disease, etc., with the accuracy rate reaching more than 90% and greatly improving the diagnostic accuracy and medical efficiency. **Sanmed Biotech**, in collaboration with China Academy of Information and Communications Technology, applies deep learning technology to the clinical application of computational cytology to solve the industry's pain points, including difficult interpretation and low accuracy and efficiency of rare cells in tumor liquid biopsy. Combined with medical CT imaging AI analysis technology, they can effectively improve the accuracy of analysis of benign and malignant lung nodules with a diameter of 5-10mm, achieving a comprehensive accuracy of over 90%. The analysis of multi-omics data based on AI technology helps to significantly improve the diagnostic efficiency of Stage Ia lung cancer, and the 5-year survival rate of lung cancer patients further improves through "early detection and treatment", thus laying a good foundation for achieving the goal of reducing social and personal medical burden.

商汤科技利用人工智能技术看护渐冻症患者。 商汤科技 AI 智能看护系统基于计算机视觉技术和多光谱成像传感器，通过监测胸廓起伏的稠密光流，精准测量呼吸率、体温、心率等指标，如遇紧急情况可在 3 秒内监测到并发出警告信号，对行动不便、吞咽及呼吸困难的渐冻症患者实现 24 小时无接触看护，为渐冻人的生活带去切实的改善和帮助。

SenseTime uses AI technology to care for patients suffering from Amyotrophic Lateral Sclerosis (ALS). SenseTime AI intelligent nursing system is based on computer vision technology and multi-spectral imaging sensor. By monitoring the dense optical flow of chest undulation, the system accurately measures respiratory rate, body temperature, heart rate and other indicators. In case of emergency, it can detect and send warning signals within 3 seconds. In this way, it can realize 24-hour non-contact care for patients with ALS who have difficulty in moving, swallowing and breathing, and bring practical improvement and help to improve the lives of the patients.

阿里巴巴达摩院利用语音感知进行认知功能筛查。 阿里巴巴利用语音识别、自然语音处理、计算机视觉等技术，开发 AI 多模态认知筛查工具，通过语音交流的方式和老人进行互动，让没有经过专业医学训练的志愿者也可以快速开展相关筛查，工具筛查失智症的敏感度达到 100%，特异性达到 80%，耗时从原来的 20 分钟缩短到 7-10 分钟。

Alibaba DAMO Academy uses speech perception for cognitive function screening. Alibaba has developed AI multimodal cognitive screening tools by using voice recognition, natural language processing, computer vision and other technologies to interact with the elderly through voice communication, so that volunteers without professional medical training can also quickly perform relevant screening. With this tool, the sensitivity of dementia screening reaches 100%, the specificity reaches 80%, and the time spent is shortened from 20 minutes to 7-10 minutes.

DNA分子机器（开启状态）

核仁素　　　　靶向序列

凝血酶-DNA　　闭锁序列

关闭状态　　　开启状态

b

IV
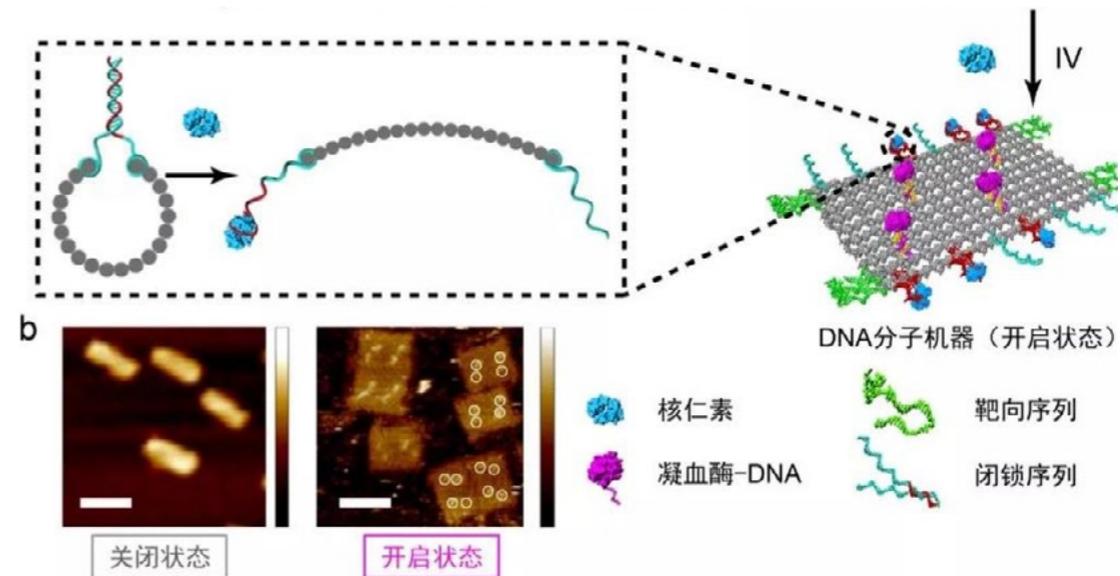
金砖国家未来网络研究院中国分院为世界半数人口对抗肿瘤贡献力量。 金砖国家未来网络研究院依托中国权威三甲医院及政府相关部门、金砖国家相关机构支持，利用基于肿瘤流行病学和基因组学的大数据分析、图像识别等技术，针对肿瘤影像学和病理学数据开展辅助诊断及预测模型建模，结合智能手术机器人和新药智能筛选等智慧医疗解决方案建设合作平台。作为人工智能促进社会公益（AI4SG）的一个有益探索，该项目展现了金砖国家在国际援助中发挥的主动作用，有助于改善金砖等新兴国家作为客体接受医疗援助的形象，也将适时向"金砖+"国家推广，为全球卫生安全做出积极贡献。

China Branch of BRICS Institute of Future Networks (BIFN) contributes to the fight against cancer for half of the world's population. Relying on the support of China's authoritative Grade A tertiary hospitals, relevant government departments and relevant institutions in the BRICS countries, the BIFN uses big data analytics, image recognition and other technologies, based on tumor epidemiology and genomics, to carry out auxiliary diagnosis and prediction modeling for tumor imaging and pathological data, and builds a cooperation platform in combination with intelligent medical solutions such as intelligent surgical robots and intelligent screening of new drugs. As a rewarding exploration of "AI for Social Good" (AI4SG), this project showcases the proactive role BRICS countries play in international aid, helping to improve the image of emerging countries including BRICS receiving medical aid. The project will also be promoted to BRICS+countries in time, making positive contributions to global health security.

4 提供包容公平的教育培训

PROVIDING INCLUSIVE AND EQUITABLE EDUCATION AND TRAINING

腾讯公益慈善基金会联合腾讯优图实验室开放 AI 基础能力供各界使用。 腾讯公益慈善基金会组织 Light 技术公益创造营，通过开放超过 300 个 AI 标准接口和超过 80 个 AI 行业解决方案，降低公众参与社会公益的门槛，让更多社会公益议题走进大众视野，持续激发更多人群关注社会问题。Light 技术公益创造营举办三届以来，已经吸引超过 3600 支队伍、18000 名开发者参加。

Tencent Charity Foundation collaborates with Tencent YouTu Lab to open up basic AI capabilities for public use. Tencent Charity Foundation organizes the Light Technology Charity Creation Camp, which lowers the threshold for public participation in social good actions by opening up over 300 AI standard interfaces and over 80 AI industry solutions, bringing more social welfare topics into the public's view, and continuously inspiring more people to pay attention to social issues. The Light Technology Charity Creation Camp has been held for three times, attracting over 3600 teams and 18000 developers to participate.

浙江蚂蚁公益基金会开展县域 AI 新型职业培训。 浙江蚂蚁公益基金会发起的"AI 豆计划"为欠发达地区人口，尤其是女性，提供数据标注师等 AI 新兴职业技能培训，协助地方政府建设数字就业中心、联合孵化本地运营企业。截至 2022 年，已在 17 个中西部欠发达县域与当地政府建立数字就业中心，累计为 5921 人提供数字产业技能培训，超过 4297 人成功上岗。

Zhejiang Ant Foundation provides new AI-driven vocational training to the counties across the country. The "Idol Plan" launched by Zhejiang Ant Foundation provides training on emerging AI-driven vocational skills such as data marker for the population, especially women, in underdeveloped regions, assists local governments in building digital employment centers and jointly incubates local operating enterprises. As of 2022, digital employment centers have been established in collaboration with local governments in 17 underdeveloped counties in central and western China, and digital skills training has been provided for a total of 5,921 people, more than 4,297 of whom have found jobs.

中国信息通信研究院组织国际性业务培训。 通过举办研究组会议、标准化论坛、研讨会、考察访问和培训班等活动，中国信息通信研究院为亚太地区欠发达国家和地区开展AI技术培训，以促进亚太电信组织（APT）各会员国之间在政策和技术方面的交流合作，共同促进亚太地区信息通信协同发展。

China Academy of Information and Communications Technology (CAICT) organizes international business training. By organizing study group meetings, standardization forums, seminars, investigations, visits and training programs, CAICT provides AI technology training for underdeveloped countries in the Asia-Pacific region to promote policy and technical exchanges and cooperation among member countries of the Asia-Pacific Telecommunity (APT), and jointly advance the coordinated development of ICT industry in Asia-Pacific region.

联想助力乡村学校实现智慧教学。 "联想智慧教室"应用程序在教师端提供了简洁高效的智慧化教学工具；在学生端，基于推荐算法等AI技术，向学生个性化推送学习资源和错题库。"联想梦想中心"项目面向乡村教师开展了人工智能课程培训，并提供资源包，提升教授人工智能课程的能力。

科大讯飞拓宽乡村儿童AI视野。 通过举办"科技大篷车"全国巡展活动，科大讯飞将最前沿的科学装置、最有趣的互动体验、AI等最权威的科学知识带到多个欠发达地区青少年身边，激发青少年科学兴趣，培养科学精神，推动科普教育事业发展。

Lenovo helps rural schools achieve smart teaching. The "Lenovo Smart Classroom" application provides a simple but efficient intelligent teaching tool on the teacher end; on the student side, based on AI technologies such as recommendation algorithms, it feeds personalized learning resources and error question banks to students. The "Lenovo Dream Center" program has conducted AI course training for rural teachers and provided resource packages to enhance their ability to teach AI courses.

iFLYTEK broadens the AI vision of rural children. By holding the "Tech Caravan" national tour, iFLYTEK brought the most cutting-edge scientific devices, the most interesting interactive experience, AI and other scientific knowledge to teenagers in many underdeveloped regions to stimulate their interest in science, cultivate their scientific spirit, and promote the development of science popularization education.

5 打造无障碍数字环境
CREATING AN ACCESSIBLE DIGITAL ENVIRONMENT

微软利用语音合成技术使有声书更有温度。 微软与红丹丹视障文化服务中心合作，利用深度神经网络语音合成和声音定制技术，为有声读物打造更接近真人的声音，拥有多音色、多情绪能力，让有声内容声音不再单一。在此基础上，微软文字转语音开放平台将一本有声书的制作时间从 3 个月缩短到几百毫秒，从而大幅降低人力和时间成本，打破了有声内容生产的壁垒，为视障人群带来更"温暖"的阅读体验。

Microsoft uses speech synthesis technology to make audio books more convenient. In collaboration with Microsoft, Hongdandan Cultural Service Center for Visual Impairment utilizes deep neural network voice synthesis and voice adapation technology to create a more realistic voice for audio books with multiple tones and emotions, making the voice of audio content no longer singular. Furthermore, Microsoft's open platform for text-to-speech conversion is able to shorten the production time of an audio book from three months to hundreds of milliseconds, thus significantly reducing the labor and time costs, breaking down the barriers to the production of audio content, and delivering a "warmer" reading experience to visually impaired people.

谷歌助力亮亮视野助听字幕眼镜，帮助听障人士平等就业。 亮亮视野利用增强现实、语音识别和机器翻译等技术，开发了帮助听障人士的助听字幕眼镜。它通过将语音转化成文字在眼前展示出来，帮助解决听障人士因听力困扰导致的沟通问题，帮助听障人士在信息获取、沟通质量、心理认知、学习培训、面试就业等场景下的效能提升。在谷歌出海创业加速器计划的支持下，亮亮视野在面向海外用户的产品中应用了 Google Cloud 全球解决方案，在降低背景噪音、优化语言处理等方面得到了较大提升，实现了更为流畅的语言转录和翻译功能。

In collaboration with Google, LLVision's accessible AR glasses help hearing-impaired people have equal access to employment opportunities. LLVision has developed accessible AR glasess for hearing-impaired people by using Augmented Reality (AR), speech recognition, machine translation and other technologies. The product helps hearing-impaired individuals to overcome communication difficulty due to impaired hearing by converting speech into text and displaying it in front of eyes and thus enables the hearing-impaired to improve the efficiency in such scenarios as information acquisition, communication quality, psychological cognition, learning and training, and job interviews. With the support of the Google Overseas Entrepreneurship Accelerator Program, LLVision applied Google Cloud's global solutions to products aimed at overseas users to significantly reduce background noise and optimize speech processing, achieve smoother speech transcription and translation functions.

星巴克通过 AI 技术在手语门店助力听障人士融合就业。星巴克和微软联合研发了天使伙伴智能辅助系统，通过深度神经网络语音合成、自然语言处理、AI 自学习等多种微软特有的认知服务科技，微软智能云及 IoT 技术，帮助星巴克听障咖啡师与客人交流，为听障咖啡师提供无障碍的工作环境，给消费者创造有爱无"碍"的点单体验，为听障群体及其社区打造包容性的人与人交流场景。

Starbucks uses AI technology to assist the hearing-impaired in integrating employment in sign language stores. Starbucks and Microsoft jointly developed the Angel Partner Intelligent Assistant System, which is built on a variety of Microsoft-specific cognitive service technologies, such as deep neural network speech synthesis, natural language processing, AI self-learning, as well as Microsoft Intelligent Cloud and IoT technology. Starbucks uses the system to help hearing-impaired baristas communicate with customers, provide an accessible working environment for baristas with hearing impairments and bring an accessible ordering experience to consumers, thus creating inclusive interpersonal communication scenarios for hearing-impaired individuals and their communities.

阿里巴巴达摩院数字人实现真人手语动作识别翻译。 通过结合计算机视觉、机器翻译、语音技术和 3D 虚拟人等技术，阿里巴巴达摩院数字人实现了领先的纯视觉识别算法，在现实场景中对听障人士的手语动作进行时空信息捕捉，通过手语数字人"小莫"理解翻译，实现了自然语言和手语两种语言双向互译。通过小莫的手语翻译，听障人士不仅可以实现更好的用手语交流来沟通和问询，还可以在机场车站等公共场合更好"看到"手语广播通知，可以看到线上的新闻，在视频平台同步收看新闻和音视频，在旅游景点观看手语视频了解历史风貌等等。

Alibaba DAMO Academy-developed digital human realizes human sign language action recognition and translation. By combining computer vision, machine translation, voice technology, 3D virtual humans and other technologies, Alibaba DAMO Academy-developed digital human realizes the leading pure vision recognition algorithm, captured the spatio-temporal information of the sign language actions of the hearing impaired in real scenes, achieving two-way translation between natural language and sign language through the understanding and translation of sign language digital human "Xiao Mo". Xiao Mo's sign language translation enables the hearing-impaired to not only better communicate and inquire through sign language, but also better "see" sign language broadcast notifications in public places such as airports and railway stations, read online news, synchronously watch news on video platforms, watch sign language videos at tourist attractions to learn more about history and culture.
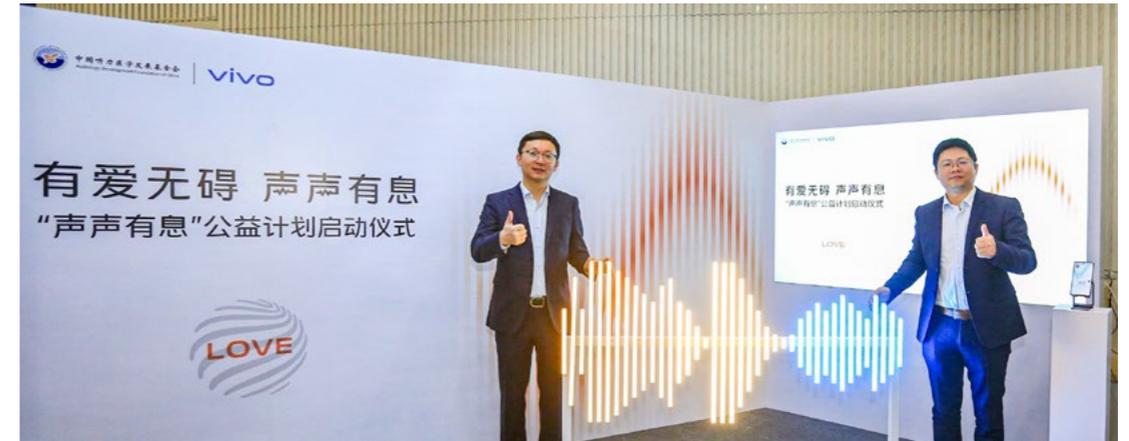
vivo 实现语音和视频无障碍通话和环境声音感知。 vivo 利用语音识别、语音合成技术，推出"无障碍通话功能"，实现通话场景和社交平台视频场景下的语音、文字互转，帮助听障用户和亲朋好友顺畅的电话或视频连线。"vivo 听说"帮助听障用户顺畅的面对面沟通，听的懂、说得清，配合多音字、韵律、多情感音色等优化措施，帮助听障用户更好的表达情感。基于语音增强和语音识别技术，vivo 自研语音识别率超 90%。"声音识别"功能利用环境音感知技术，结合手机等外设，将婴儿哭声、烟雾报警声、汽车鸣笛声等转化为可感知的视觉、触觉信号，帮助听障人士识别生活中那些重要且关乎安全的声音。

Vivo realizes voice and video accessible calls and ambient sound perception. Vivo utilizes voice recognition and speech synthesis technology to launch the "accessible call function", which enables speech-to-text conversion in call scenarios and social platform-based video scenarios, helping hearing-impaired subscribers to have smooth phone or video connections with their family and friends. "Vivo Listening and Speaking" helps hearing-impaired subscribers communicate smoothly face-to-face, understand and speak clearly, and with optimization measures such as polyphonic characters, rhythm and emotional tone, enabling hearing-impaired people to better express their emotions. Based on speech enhancement and speech recognition technology developed by vivo, the voice recognition rate exceeds 90%. The "sound recognition" function utilizes ambient sound perception technology, combined with mobile phones or other peripheral devices, to convert baby crying, smoke alarm sound, car horn sound, etc. into perceotible visual and tactile signals, helping the hearing-impaired identify important and safety-related sounds in their lives.

腾讯算法赋能助听器企业解决"听不清"难题。听障人群虽然通过辅听设备重获听力，但在嘈杂环境下仍难以听清，腾讯以心理声学的发音和听觉模型为基础，融合感知编码，经典语音信号和深度学习技术的音频处理和编解码系统，为听障人群提供高清、纯净、流畅的音频通信体验。该技术在人工耳蜗和助听器降噪、AI辅听和字幕识别优化等场景已面向社会责任领域开发者、厂商及合作伙伴开放，共同提升助听辅听设备降噪效果，改善佩戴者的使用体验。

Tencent's algorithm empowers hearing aid manufacturers to solve the problem of "unclear hearing". Although people with hearing disabilities can regain their hearing through hearing aids, they still find it hard to hear clearly in noisy environments. Based on Psychoacoustics' pronunciation and hearing models, Tencent integrates perceptual coding, classic voice signals and deep learning technology with audio processing and encoding/decoding systems to provide the hearing impaired with high-definition, pure and smooth audio communication experience. This technology has been open to developers, manufacturers and partners in the field of social responsibility for such scenarios as cochlear implant and hearing aid noise reduction, AI hearing aid and caption recognition optimization, to jointly improve the noise reduction effect of hearing aids equipment and improve the use experience of the wearers.

美团利用语音识别与处理技术开展适老化改造。美团运用语言识别与处理技术，将输入、选择商品、下单支付等对老年人来说复杂的操作转化为语音指令，老年用户只需说出"下单"等指令，就能完成在线药师咨询和买药，帮助老年人享受智能化服务带来的便捷。

Meituan utilizes voice recognition and processing technology to carry out elderly-oriented transformation. Meituan uses voice recognition and processing technology to transform complex operations such as typing in, product selection, ordering and payment for the elderly into voice commands. Elderly subscribers only need to speak out "place an order" and other instructions to complete online consultation with pharmacists and purchase medicine, helping the elderly enjoy the convenience brought by intelligent services.
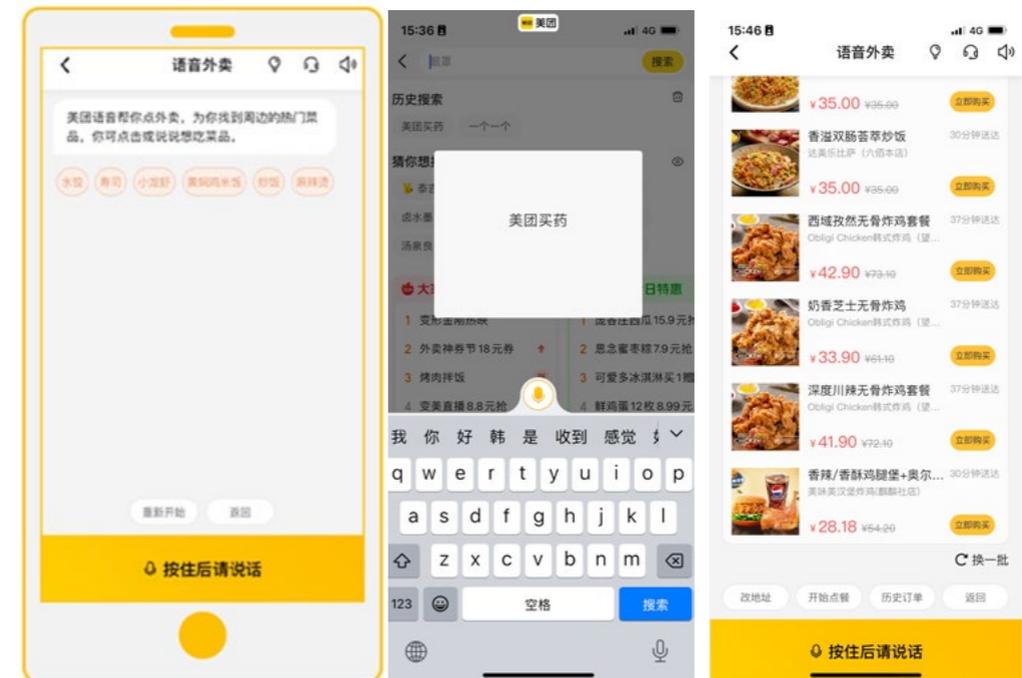
6 营造绿色、安全、可持续的住区和环境

CREATING GREEN, SAFE AND SUSTAINABLE
SETTLEMENTS AND ENVIRONMENTS

联邦快递开发低碳环保物流解决方案。联邦快递以科技驱动，通过在中国启动自动驾驶递送车测试，并启用人工智能驱动的智能分拣机器人，将人工智能、无人技术等新兴技术融入低碳环保物流解决方案中，加强绿色运营技术创新。

FedEx develops low-carbon and environment-friendly logistics solutions. Technology-driven FedEx launched the test of self-driving delivery vehicles in China and used AI-driven intelligent sorting robots integrating emerging technologies such as artificial intelligence and unmanned driving technology into low-carbon and environment-friendly logistics solutions to strengthen technological innovation in green operation.
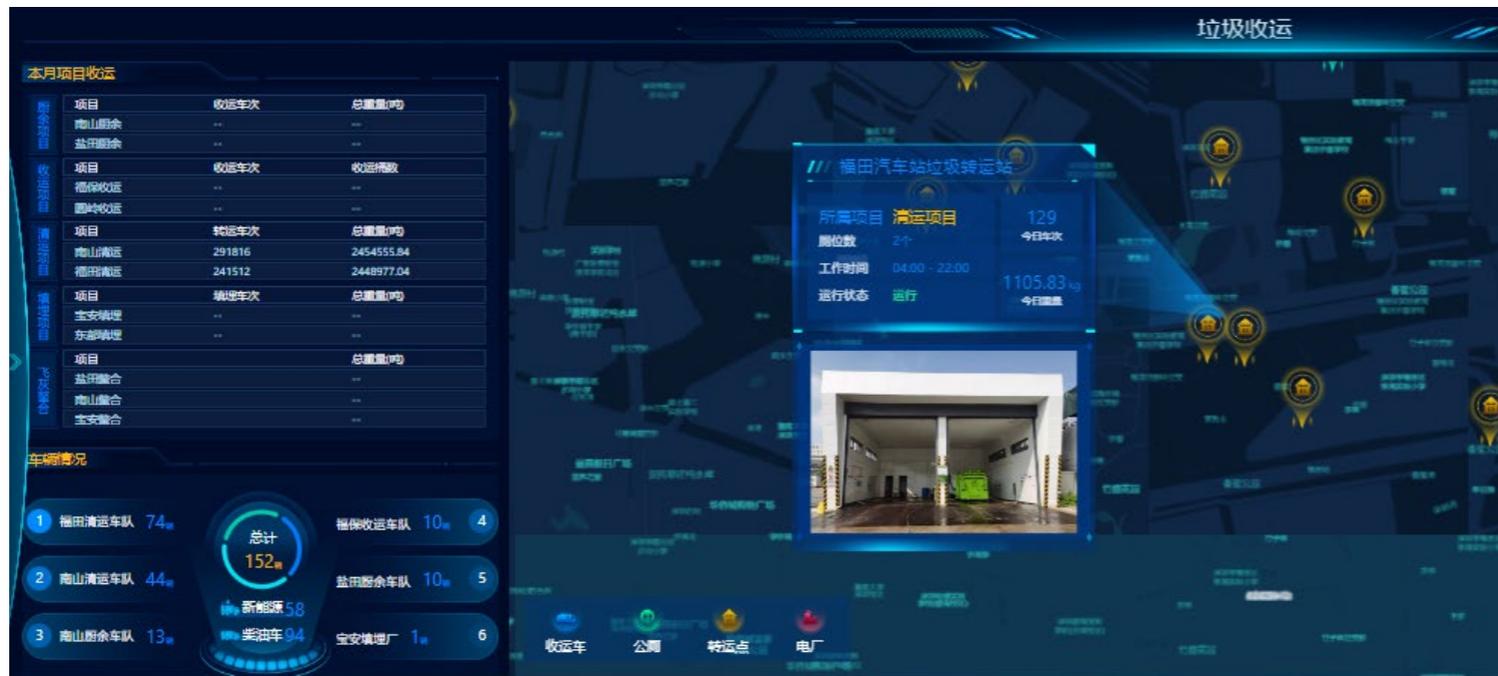

诺基亚贝尔一站式监测城市固废处理。基于大数据与人工智能、增强现实、5G 通信、北斗高精度定位、数字孪生等技术，诺基亚贝尔支持深圳能源环保股份有限公司实现对城市垃圾收运实时追踪、末端处置的精准管控、固废处置全链条降碳提效，助力深圳打造"无废城市"的战略目标。

Nokia Shanghai Bell launches one-stop monitoring of urban solid waste treatment. Based on Big Data and AI, Augmented Reality (AR), 5G communication, Beidou high-precision positioning, digital twin and other technologies, Nokia Shanghai Bell supports Shenzhen Energy & Environmental Protection Co., Ltd. to achieve real-time tracking of urban waste collection and transportation, precise control of final disposal, and carbon reduction and efficiency improvement along the whole chain of solid waste disposal, helping Shenzhen to realize its strategic goal of building a "waste-free city".

淘天集团对非正常搜索开展正向引导。 淘天集团发布"绿网计划"，将基于风险图谱的内容识别和风险行为挖掘相结合，依靠人工智能技术，进行风险识别及拦截，将非正常搜索转化为普法宣导教育。目前，已有 9 家公益合作机构加入，通过搜索框实现每天上千万次的触达转换，已累计向网民进行安全普法宣传教育次数达 1.2 亿次，活动策划整体宣传曝光量达 3.1 亿，459 万网民自发成为普法公益守护官，让网络法治、安全治理从事后走向事前，从惩戒走向预防。

Taotian Group conducts positive guidance on abnormal searches. Taotian Group released its "Green Cyber Plan", which combines risk profile-based content identification and risk behavior mining, relies on AI technology to identify and intercept risks, and converts abnormal searches into legal education and publicity. So far, 9 social welfare institutions have joined the plan and realized about ten million times of daily conversions through search boxes. A total of 120 million times of security law education and publicity have been provided to netizens, the overall publicity exposure of the event planning reached 310 million, and 4.59 million netizens have spontaneously become guardians of legal education, allowing online rule of law and security governance to move from punishment to prevention.
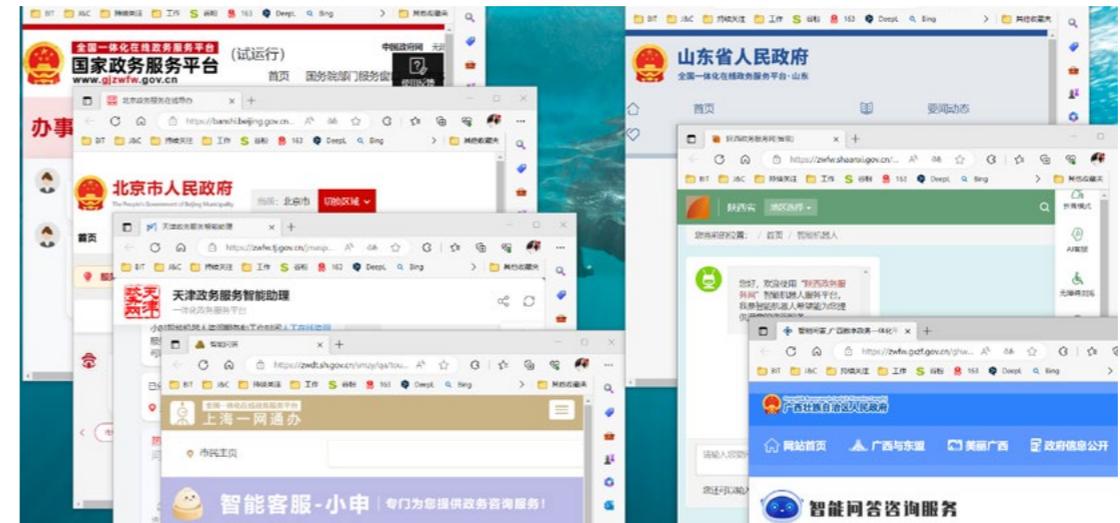
中国软件评测中心建立政务智能问答评测规范。 智能问答系统集成了自然语言处理、智能问答等技术，能够通过准确简洁的自然语言，全天候实时回答关于日常事务办理、民生政策、企业经营法规等方面咨询。中国软件评测中心制定了智能政务技术产品测评规范，涵盖十余项能力指标，针对中国 7 个政府政务网站的智能问答系统开展了测评，总结测试用例总计 217 个，未来可为主要国家的政府网站提供相关测评服务，提升政务服务效能，为当地社群提供高效便捷的优质政务服务。

China Software Testing Center (CSTC) has developed a standard for evaluation of intelligent Q&A on government services. By integrating natural language processing, intelligent Q&A and other technologies, the intelligent Q&A system can respond to queries about daily affairs management, livelihood policies, business regulations and other aspects in real time 24/7 in accurate and concise natural language. CSTC has formulated a testing standard for intelligent government technology products covering more than ten capability indicators, conducted tests on the intelligent Q&A systems of seven government websites in China, and summarized a total of 217 test cases. In the future, CSTC will be able to provide relevant testing services for government websites in major countries, improve the efficiency of government services, and deliver efficient and convenient high-quality government services to local communities.

网商银行服务小微群体便捷贷款。网商银行利用多模态识别、图计算等技术，打造全域智能交互式风控的"百灵系统"，构建了目前业内最大规模的动态企业图谱和首个应用于风控的行业专家知识库，用于准确刻画和还原小微群体的经营、资产状况和用款场景，从而对经营情况有完整和准确的评估。通过唯一性检测、关系图谱交叉等验真技术，准确率达到 95%。对于小额信贷已实现 100% 自动化审批，在超过 100 万的中大额信贷中，智能审批与人工审批的一致性已经达到 80%。目前，系统支持超 70 种自证任务，已服务超过 600 万小微经营者，为小微群体创造美好生活提供便利。

MYbank provides convenient loans for small and micro businesses. MYbank employs such technologies as multimodal recognition and graph processing to create a "Bailing System" for intelligent and interactive risk control. They have built the largest dynamic enterprise profile in the industry and the first industry expert knowledge base for risk control, which is used to accurately depict the operation, asset status and payment scenarios of small and micro businesses, thus providing a complete and accurate evaluation of the business situation. The authenticity techniques, such as uniqueness detection and relationship graph crossing, prove that the accuracy rate reaches 95%. For small loans, 100% automated approval has been achieved, and for medium to large loans exceeding RMB1 million, the consistency between intelligent approval and manual approval has reached 80%. At present, the system supports over 70 self-certification tasks and has served over 6 million small and micro businesses, providing convenience for small and micro businesses to create a better life.

360 集团为弱势群体创造安全环境。360 集团通过以 AI 视频图像识别为主的 360 视觉云，对人员行为、车辆、物体实现主动识别、分析，帮助有需要的公益组织在公益行动中提升项目效果、降低执行成本。360 视觉云走进全国 50 所学校，开启儿童安全公益讲座，走进北京市多个社区，守护独居老年人的安全，走进农村地区，为 100 位农村留守儿童安全健康成长保驾护航。

360 Group creates a safe environment for vulnerable groups. Relying on 360 Visual Cloud, which focuses on AI video image recognition, 360 Group actively identifies and analyzes personnel behaviors, vehicles and objects. It helps social wellfare organizations in need to improve project effectiveness and reduce costs in executing social good actions. 360 Vision Cloud has been to 50 schools across the country to hold public lectures on children safety, to a number of communities in Beijing to help improve the safety of the elderly living alone, and to rural areas to ensure the safe and healthy growth of 100 rural left-behind children.

PART 03

OBSERVATIONS
AND
FINDINGS

观察与发现

通过分析研究上述公益项目，发现当前人工智能公益项目已有全球协作趋势，但协作深度和紧密度需进一步提高；目前特定公益应用场景已经融合了多项人工智能技术，但随着人工智能技术快速迭代更新，应用场景仍需进一步拓深拓宽；项目普遍注重传播且涉及多平台多主体，但传播范围较聚焦于项目主体所在国。

The analysis and research on the above social wellfare projects indicate that a global trend of collaboration in AI for social good projects is emerging, but the depth and closeness of collaboration need to be further improved. Although specific social good application scenarios have integrated multiple AI technologies, the rapid iteration and upgrading of AI technologies requires continous expansion of application scenarios. Current AI for social good projects generally focus on dissemination and involve multiple platforms and entities, but these are mostly limited to the countries where the project entities are located.

一是全球协作趋势浮现，深度和紧密度仍待进一步加强。

First, with the emergence of global trend of collaboration, the collaboration depth and closeness still need to be further strengthened.

大型跨国科技企业放眼全球，针对不同国家及地区，尊重当地特性，与所在国企业或组织开展合作，充分发挥不同主体资源与优势，在文化、社会、医疗等方面开展了因地制宜的应用探索，提供了较好范例。另有一些项目聚焦于项目实施主体所在国，受益群体类别及规模有限，人工智能技术优势未充分发挥，项目规模及影响力有待进一步提升。

Some of large multinational technology companies have demonstrated a global vision. Considering the differences between countries and regions, they respect local customs and collaborate with local enterprises or organizations to fully leverage the resources and advantages of different entities. They have explored application scenarios tailored to local cultural, social, medical and other conditions, providing an exemplary role. Some other projects focus on the countries where the project entities are located, with limited beneficiary groups and scales. The advantages of AI technology have not been fully utilized, and the project scale and impact need to be further improved.

二是技术应用向融合化发展，应用场景仍有较大拓深拓宽空间。

Second, technology applications are developing towards integration, and there is still large room for further expansion and extension of application scenarios.

一方面，AI 技术的应用发展已经从传统的语音识别、图像识别、自然语言处理的经典分类方式走向融合化发展，通过技术路线组合应用于特定场景。例如，数字人技术融合了动作识别、语音转文本、语音或文本转图像等技术，成为集成化应用。另一方面，在一些场景下，AI 技术与外设配合使用，使其发挥出更智能的效果，如使助听器更清楚、使机器人更智慧等。然而，既有人工智能公益应用场景点状分布明显，行业和领域渗透率有待进一步提高。此外，随着人工智能技术快速发展迭代，公益需求有待进一步挖掘，前沿技术的公益应用场景有待进一步深化和拓宽，使其更加贴合受益群体特点和需要，应用于更广泛的公益领域。

On the one hand, the application and development of AI technology has moved from the conventional classification methods of speech recognition, image recognition and natural language processing to the integration, and they are applied to specific scenarios by combining technology roadmaps. For example, digital human technology integrates motion recognition, speech-to-text conversion, speech or text-to-image conversion and other technologies and becomes an integrated application. On the other hand, in some scenarios, AI technology is used together with peripherals to achieve more intelligent effects, for example, making hearing aids clearer and robots smarter. However, the existing application scenarios of AI for social good show a distinct point distribution, and the industry or field penetration rate need to be further improved. In addition, with the rapid development and iteration of AI technology, demands for social welfare need to be further explored, and the social good-specific application scenarios of cutting-edge technologies need to be further deepened and expanded to better fit the characteristics and needs of beneficiary groups and realize application in wider social welfare fields.

三是传播渠道类型广泛，但传播范围仍有待拓宽。

Third, there is a wide range of dissemination channels,
but the scope of dissemination still needs to be broadened.

通过统计案例的传播渠道，发现超过三分之二的项目通过微信公众号、微博等社交平台传播，是最主流的传播方式。四分之一的项目通过政府渠道进行推广传播，位居第二。此外，还包括自有 APP 或官网、小程序、线下活动等方式。总体而言，渠道及传播主体多样，但传播范围聚焦于项目实施主体所在国，未充分发挥项目具备的潜在示范性和引领性。

The statistics of dissemination channels of project cases show that more than two-thirds of the projects are disseminated through social media platforms such as WeChat official account and Weibo, which are the most mainstream way of communication. A quarter of the projects are promoted and disseminated through government channels, ranking second. In addition, other methods such as self-owned APPs or official websites, mini programs and offline activities are also used for project communication. Overall, there are various dissemination channels and entities, but the scope of dissemination is focused on the countries where the project entities are located, and the potential demonstration and leadership role of the project has not been fully exploited.

自有 APP 或官网、小程序、线下活动等
Self-owned APPs or official websites, mini programs and offline activities

微信公众号、微博等社交平台
Social media platforms such as WeChat official account and Weibo

政府渠道
Promoted and disseminated through government channels
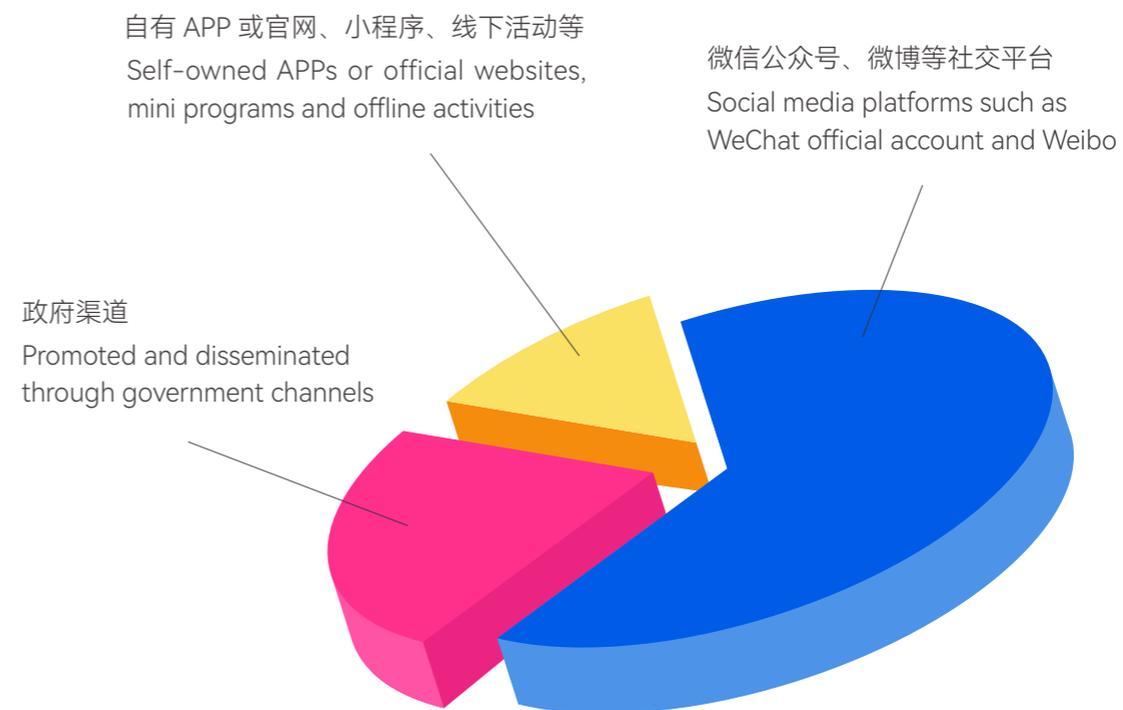
PART 04

ACTION
PLAN

行 动 计 划

世界互联网大会爱（AI）公益行动计划旨在搭建 AI 公益平台，建设 AI 公益生态，分享 AI 公益实践经验，共同壮大 AI 公益事业，打造"包容、开放、共享的 AI 共益时代"公益理念。我们将实施以下行动：

The World Internet Conference AI for Social Good Action Plan aims to build an AI-driven social good platform, develop an ecosystem of AI for social good, share the practical experience of AI for social good, jointly expand AI-driven social welfare undertakings, and create the social welfare concept in an "inclusive, open and shared AI era". We will take the following actions:

1 建立人工智能公益全球协同机制

ESTABLISHING A GLOBAL COLLABORATIVE MECHANISM FOR AI FOR SOCIAL GOOD

大会将与相关国际组织、公益组织、学术机构、驻华使领馆、企业等相关主体一起，搭建全球人工智能公益领域的协同机制，整合全球人工智能公益相关资源，扩展合作范围，促进公益应用场景探讨与交流，推动人工智能公益项目的全球推广和落地。

WIC will work with relevant international organizations, social good organizations, academic institutions, foreign embassies and consulates in China, enterprises and other relevant entities to establish a global collaborative mechanism in the field of AI for social good, integrate global resources related to AI for social good, expand the scope of cooperation, promote exploration and exchange of social good application scenarios, and drive the global promotion and implementation of AI for social good projects.

2 推动全球项目合作，共享人工智能技术红利

PROMOTING GLOBAL PROJECT COOPERATION TO SHARE THE DIVIDENDS OF AI TECHNOLOGY

大会将面向国际社会推动人工智能公益项目合作，选取标准化、可复制且有代表性的成熟项目，在有需求的国家及地区落地，利用人工智能技术弥合国家间和地区间发展差距，促进可持续发展。推动人工智能医疗卫生公益项目落地，缓解全球卫生事业发展不平衡现状；推动人工智能无障碍改造公益项目落地，助力全球身障人士融入社会，改善生活，共享技术发展红利；推动人工智能智慧教育项目落地，改善全球教育资源不平衡现状，助力全球教育发展。

WIC will promote cooperation in AI for social good projects for the international community, select standardized, replicable, and representative mature projects to implement them in countries and regions in need, and use AI technology to bridge the development gap between countries and regions and promote sustainable development. We will also promote the implementation of AI healthcare charity projects to alleviate the imbalance in global health development; promote the implementation of AI for social good projects of accessible transformation, help people with disabilities worldwide integrate into society, better their lives, and share the dividends of technological development; promote the implementation of AI-driven intelligent education projects, improve the imbalance of global education resources, and make contributions to the development of global education.

3 开展人工智能公益培训，弥合全球数字鸿沟

CARRYING OUT TRAINING ON AI FOR SOCIAL GOOD
TO BRIDGE THE GLOBAL DIGITAL DIVIDE

大会将面向有需要的国家开展人工智能普惠性及公益性培训，普及人工智能基础认知，提升理念认知，展示发展成果，分享发展经验；同时，推动人工智能产业全球分工与协同，有针对性的在欠发达国家及地区开展数据加工、标注、数据清洗等人工智能相关的公益职业教育，为当地创造公益就业岗位，帮助发展中国家建设数字就业中心，为当地优化产业结构、带动经济发展提供帮助，更好融入数字世界。

WIC will offer training on the wide accessibility and social good function of AI for countries in need, popularize basic knowledge of AI, improve conceptual understanding, showcase development achievements, and share development experiences. Furthermore, we will promote the global division of labor and collaboration of the AI industry, carry out targeted social good vocational education related to AI such as data processing, tagging and data cleansing in less developed countries and regions, create jobs for local people, help developing countries build digital employment centers, optimize their industrial structure and drive their economic development, and better integrate them into the digital world.

4 加强人工智能公益全球交流与传播

STRENGTHENING GLOBAL EXCHANGES AND DISSEMINATION OF
AI FOR SOCIAL GOOD

大会将通过官方宣传渠道，积极搭建人工智能公益领域对话交流与传播的国际平台，放大公益项目效果，为国际社会提供有代表性、有成效、可借鉴的人工智能公益项目经验，并探讨前沿技术的公益应用场景，为孵化人工智能创新公益项目创造可能性。

The WIC will actively establish an international platform for dialogue, exchange and dissemination in the field of AI for social good through official promotional channels, amplify the effectiveness of social good projects, provide representative, effective and referable experiences of AI for social good projects for the international community, explore social good application scenarios of cutting-edge technology, and create possibilities for incubating innovative AI for social good projects.

世界互联网大会
World Internet
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