

# 2018 年企業社會責任領航計畫-冬季行動

## 2018 CSR Captain Program-Winter Action

### 活動報名簡章

### Event Registration Guidelines

#### 壹、活動目的

#### I. Event Objective

為使本國籍及外國籍學生深入瞭解臺灣企業文化，促進產學界良好交流，增進多元文化以培養國際思維，於校園與社會扎根企業社會責任概念，由中鼎教育基金會(CTCIEF)及台灣企業永續研訓中心(CCS)多次共同籌辦的第三屆「企業社會責任領航計畫」活動獲得熱烈迴響，而本次「2018 年企業社會責任領航計畫-冬季行動 2018 CSR Captain Program-Winter Action」活動，由在國內就讀大專院校的本國及外籍學研究生組隊，深入觀察臺灣與國外企業發展及落實執行企業社會責任，藉由各隊不同國籍的學研究生在活動期間彼此相互學習、溝通及討論，邀請CSR相關領域的專家學者及企業代表進行課程講授以及企業CSR經驗實務分享，並讓專家學者協同親自指導學員們提案報告書撰寫，期學子能將在活動中的體驗與收穫帶回校園，並藉由社群媒體分享到自己的國家，將臺灣企業CSR個案執行成果，傳播分享至全世界。同時學員們的創意提案，亦可以讓參與經驗分享企業代表與指導專家學者獲得極具啟發性之回饋。

To afford domestic Taiwan and international students to gain a better appreciation of Taiwan's corporate culture, enhance the between and, stimulate multiculturalism and develop broad international perspectives, the CTCI Education Foundation (CTCIEF) and Center for Corporate Sustainability (CCS) have jointly planned the 3rd "CSR Captain Program", which is resounding. "2018 CSR Captain Program-Winter Action", to encourage domestic and international undergraduate and graduate students in Taiwan universities to observe in depth and consider the status quo of Taiwan's corporate development and implementation and realization of corporate social responsibility. Through the interchange among graduate and undergraduate students of diverse nationalities, and CSR case studies sharing and discussion with one another, They can learn from the invited related-field professors and the CSR sharing from the corporates. Additionally, the renowned experts help guide the attending students for making the proposal about CSR Captain Report. In the aim of fostering learning growth during the event, experiential engagement, and personal gains which will be brought back to their home campuses, deploying the force of social media to reach their home nations, spreading and sharing the results of Taiwan Corporates' promotion of CSR, through transmission throughout the entire world.

#### 貳、主辦單位

#### II. Host Organizations

## 參、活動期程

### III. Event Timeline

- 一、 **網路報名**：107 年 9 月 1 日(星期六)至 107 年 10 月 14 日(星期日)21:00 止，一律網路報名，報名時須同時提交相關資料(請參照**陸、報名流程**)。
  1. **Online Registration**: Saturday, September 1, 2018, to Saturday, October 14, 2018 at 21:00, with solely online registration available, and concomitant submission of all relevant materials (Please see **VI. for the Registration Process**).
- 二、 **隊伍篩選**：主辦單位根據報名時提交的報名資料進行書面資料審核，將於 107 年 10 月 19 日(星期五)公布最終入選 12 支隊伍。
  2. **Preliminary Selection**: The host organization in accordance with the registration submitted materials conduct the review of written materials, and on Friday, October 19, 2018 announce the 12 finalist teams.
- 三、 **研習工作坊**：107 年 10 月 27 日(星期六)全日於臺北辦理 CSR 研習活動。場地資訊，請以 CTCIEF 官網公告內容為主。
  3. **Educational Workshop**: Saturday, October 27, 2018, all day in Taipei there shall be study activities, including CSR classes, corporate lectures and so on. The course location information will be as announced on the CTCIEF official website as authoritative.
- 四、 **提交報告書審查**：12 隊入選隊伍，須於 107 年 11 月 13 日(星期二)當天 12:00 前，提交「2018 企業社會責任領航計畫-冬季行動活動領航報告書」，以供評審委員進行書面檢核。
  4. **Submission of Reports for Review**: the 12 finalist teams, shall before noon, Tuesday, November 13, 2018, submit the “2018 Corporate Social Responsibility Captain Program-Winter Action Caption Report”, for written review by the Judges.
- 五、 **繳交簡報和跨國溝通指標登記表**：於 107 年 11 月 18 日(星期日)21:00 前，提交成果發表會用簡報和跨國溝通指標登記表。
  5. **Submission of presentations**: prior to 21:00, Sunday, November 18, 2018, the presentations and international Communication Index Registration Form shall be submitted for use in the Participation Results activity.
- 六、 **成果發表會暨頒獎典禮**：107 年 12 月 1 日(星期六)各隊伍進行口頭成果發表會暨頒獎典禮，提供「中鼎 CSR 獎學金」第一名新台幣 2 萬元整、第二名新台幣 1

萬 6 千元整及第三名新台幣 1 萬 2 千元整，其餘隊伍經評審委員核可有獲獎資格者皆頒發獎學金新台幣 1 萬元整。

**6. Results Presentation and Awards Ceremony:** on Saturday, December 1, 2018, each team will provide an oral presentation at the Participation Results and Awards Ceremony, with the First Prize winner of the “CTCI CSR Scholarship” receiving NT\$20,000, Second Prize receiving NT\$16,000, and Third Prize receiving NT\$12,000, with the remaining teams selected by the Judges with qualification for recognition each receiving NT\$10,000 scholarships.

#### 肆、活動地點

#### IV. Event Locations

活動場地資訊，請以 CTCIEF 官網公告內容為主。

**For event location information, please consult the CTCIEF official website as authoritative.**

#### 伍、活動對象及組隊辦法

#### V. Event Prospective Participants and Team Formation Guidelines

##### 一、報名資格：

##### 1. Registration Qualifications:

國內大專院校大學部或研究所之本國及外國籍學生。有關外國籍學生包括：

Undergraduate or graduate students in domestic universities from Taiwan or international students. As for international students, the following are so deemed:

##### 1. 外籍學生(外籍學位生)

International students (degree candidate international students)

##### 2. 交換學生(外國籍交換學生、中國大陸含港澳交換學生)

Exchange students (exchange program international students, mainland China including Hong Kong and Macao exchange students)

##### 3. 華語生(語言中心學生)

Chinese language students (language center students)

##### 4. 陸生及僑華生(學位生)

Mainland Chinese and overseas Chinese students (degree candidate students)

註：為保障參與學生權益，參與過前二屆(2017&2018 春季行動)「企業社會責任領航計畫 CSR Captain Program」之學生，不得再次參與本活動。

Note: So as to protect and ensure the rights of participating students, those who participated in the “2017 CSR Captain Program & 2018 CSR Captain Program-Spring Action” may not again participate in the event.

##### 二、人數：請以學校具名、自訂隊名(4 位學生須為同一校)，每隊限制為 4 人；報名者

須含至少 2 國籍以上(如台灣 2 位、馬來西亞 2 位等)。而每人僅可報名一隊，不可重複報名，如有偽造或與事實不符之情事，主辦單位得取消該隊參與活動資格。

2. Number of Team Participants: Please list the university name, the self-styled team name (**the 4 students must belong to the same university**), and **each team is limited to 4 members; Participants must include at least 2 nationalities (such as 2 Taiwanese, with 2 Malaysians, etc.)**. Each participant may register with only one team, and no repeat registrations are allowed, also, of there are any false or untrue matters, the event organizers may cancel the team's registration and participation qualification.

三、透過網路報名，完成組隊後，主辦單位審核報名隊伍資料並**挑選 12 隊**參與本活動。

3. Through online registration, complete team formation, then the event organizers will review the team registration materials and **select 12 teams** to participate in this event.

## 陸、報名流程

### VI. Registration Process

一、統一以網路報名，報名隊伍請至中鼎教育基金會 FB 粉絲專頁或中鼎官方網站進入**報名頁面**( <http://www.ctcief.org/?PID=signup> )，填寫隊伍相關資料。

1. All teams shall register online, and the team registration shall use the CTCIEF FB fans page or the official CTCIEF website to enter the registration page (<http://www.ctcief.org/?PID=signup>), to complete input of all the team information.

二、繳交上傳資料：

2. Upload the following information:

(一)本國學生：1.身份證、2.學生證。

(二)境外學生：1.護照或居留證、2.學生證或在學證明。

(1.) Domestic students: 1. Personal ID card, 2. Student ID.

(2.) Students from abroad: 1. Passport or residence permit card, 2. Student ID or certification of enrollment.

三、除填寫組隊成員 4 人之個人基本資料，以及上傳「身分證」(「護照或入台證」)，以及「學生證」或「在學證明」之掃描電子檔外，並須填覆以下報名資料(各 250 字以內)：

3. Besides completing the basic biodata for the 4 team members, and uploading scanned copies of one's [personal ID](passport or Permit to Enter Taiwan), and one's [student ID] or [certification of enrollment], there shall also be submitted (each in 250 Chinese or English characters or less):

(一)隊伍介紹(隊名、隊名緣由、成員簡介等)；

(二)對 CSR 的認知說明；

(三)參與活動的動機以及期望

(1.) Team introduction (team name, team origin, introduction to team members);

(2.) Knowledge about CSR;

(3.) Motivation for participation in the event and aspirations

四、由隊長彙整(建議為本國籍)、上傳及填覆所有組隊成員之上述報名資料並送出；待主辦方審核後，即送出報名成功確認信。

4. The team captain shall collect (recommend designating a domestic student for this position), upload and complete all team members' aforementioned registration materials and submit same; then after review by the event organizers, await notice of confirmation of registration. (registration process flowchart as follows)

## 柒、報名隊伍選拔說明

### VII. Explanation of Selection of Registered Teams

一、篩選階段：主辦單位進行書面資料審核作業，其對 CSR 之認知、參與動機及組隊多元性等項目審閱，篩選符合活動資格之隊伍，選取 12 隊晉級評選階段。若入選之前 12 隊中之任一隊無法於研習工作坊及成果評選當天全員或全程參與活動時，主辦單位有權於活動前以備選隊伍依序遞補。

1. **Initial Selection:** The organizers will undertake review processes for the written submissions, including CSR knowledge, motivation for participation, and diversity of the team, etcetera, to select teams qualified for the event, of which 12 teams will be determined finalists. **If any team selected among the 12 finalists, is unable to ensure complete attendance of all team members during the educational workshop or participation results presentations or to complete all the event requirements, the organizers retain the right to replace said team with a wait-listed replacement team.**

二、評選階段：進入評選階段的 12 個隊伍，需撰寫該隊「2018 企業社會責任領航計畫-冬季行動活動領航報告書」，撰寫格式請提供 WORD 檔格式以利專刊製作，中、英文不拘，撰寫頁數至少 6 頁、不超過 8 頁為限(含參考資料來源)，檔案請壓縮於 10MB 以下，並將領航報告書寄至 [service@ctcief.org](mailto:service@ctcief.org) 主辦單位信箱。其內容須包括：

2. **Selection Process: For the selection process of the 12 finalist teams, they shall complete their team's "2018 CSR Captain Program-Winter Action Caption Report", using Word format, in Chinese or English. Please notice that the writing page need to be in 6-8 pages (including the references) and for uploading in a report file less than 10MB, and mail to [service@ctcief.org](mailto:service@ctcief.org) with contents which must include the following:**

(一)創意 CSR 作法提案；

(二)企業優勢分析；

(三)個案企業 CSR 作法與績效展現。

(1.) innovative CSR method proposal;

(2.) corporate strengths analysis;

(3.) corporate case study CSR methods and efficacy results.

三、成果發表：由主辦單位籌組評審委員會進行領航報告書審核作業外，評比各隊伍當日簡報成果其內容，獎學金獲獎資格為經評選後獲得。

**3. Results Presentation:** The event organizers Judging Committee will review the Reports, and evaluate the team's presentation contents, to determine winners of the Scholarships.

#### 捌、研習工作坊、成果發表時程說明

#### VIII. Educational Workshop, Results Presentation Timetable

一、10月27日(星期六)研習工作坊活動：

規劃邀請致力於CSR領域的專家學者分享國際CSR發展趨勢及國內產業推動CSR之探討，也邀請6家績優企業講者針對環境(E)、社會(S)、公司治理(G)三面向進行臺灣CSR企業、執行現況與目標之經驗分享，同時讓專家學者協同指導學員領航報告書撰寫，期能縮短提案構想之創意發想與實際執行上落差。活動時程如下：

##### 1. Saturday, October 27 Educational Workshop Activities:

The event plans to invite esteemed expert academics specialized in the CSR field to share about developing international CSR trends and the status of domestic enterprises promotion of CSR, and critical review of policy implementation dimensions, as well as inviting 6 Taiwan corporations (CCS members) to share about their CSR implementation experiences' status quo and results. Additionally, the renowned experts help guide the attending students make the proposal about CSR Captain Report. In the aim of decreasing The activities schedule is as follows:

時間 Saturday, Oct. 27, Schedule	研習工作坊內容 Educational Workshop
08:15~08:45	報到 Registration
08:45~09:00	活動時程提醒(含隊伍介紹) Reminder for the event timeline (including group introduction)
09:00~09:20	開幕式(簡董致詞)[含大合照] Opening Ceremony [taking the Group Photo]

	(Chairman Amb. Dr. Eugene Chien)
<b>09:20~10:00</b> (40mins)	SDGs 課程 SDGs Courses 申永順 副教授 Dr. Y.S. Shen
<b>10:00~10:10</b>	休息 Break
<b>10:10~10:40</b> (30mins)	企業經驗分享 1 Corporate Lecture Presentation 1
<b>10:40~11:10</b> (30mins)	企業經驗分享 2 Corporate Lecture Presentation 2
<b>11:10~11:30</b> (20mins)	Q&A 1
<b>11:30~12:30</b>	午膳&休息 Lunch & Break
<b>12:30~13:00</b> (30mins)	企業經驗分享 3 Corporate Lecture Presentation 3
<b>13:00~13:30</b> (30mins)	企業經驗分享 4 Corporate Lecture Presentation 4
<b>13:30~13:50</b> (20mins)	Q&A 2
<b>13:50~14:00</b>	休息 Break
<b>14:00~14:30</b> (30mins)	企業經驗分享 5 Corporate Lecture Presentation 5
<b>14:30~15:00</b> (30mins)	企業經驗分享 6 Corporate Lecture Presentation 6
<b>15:00~15:20</b> (20mins)	Q&A 3
<b>15:20-15:30</b>	休息 Break
<b>15:30-15:45</b> (15mins)	行政庶務報告 Participation Results Presentation Rules announced (活動進行方式+隊伍負責個案分配抽籤 +評分規則說明)
<b>15:45-16:15</b> (30mins)	腦力激盪時間 Brain-Storming (提案構想討論)
<b>16:15-17:15</b>	Rotate-Round Table (教授各自指導參與隊伍之提案架構)
<b>17:15-17:45</b>	交流時間 Networking (教授綜合講評&學員提問)

17:45-	賦歸 Conclusion
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二、12月1日(星期六)辦理成果發表，每隊15分鐘簡報，審查委員依其審查項目進行評核，並公告前三名及其餘優秀隊伍及頒發獎學金。規劃議程如下：

2. Saturday, December 1, the participation results presentation will be held, with each team having 15 minutes for the presentation, and Judges will review the contents, then the top 3 winners and the other outstanding performance teams will receive Scholarships. The schedule is as follows:

12月1日(星期六)時程 Saturday, Dec. 1, Schedule	成果發表暨頒獎典禮議程 Participation Results Presentation and Awards Ceremony Schedule
08:15~08:45	報到&報告順序抽籤 Registration & Drawing for Order of Presentations
09:00~10:30 (each group appr. 15min)	成果發表-1(前6隊) Results Presentations-1 (the former 6 groups)
10:30~10:40	中場休息 Break
10:40~12:10 (each group appr. 15min)	成果發表-2(後6隊) Results Presentations-2 (the latter 6 groups)
12:10~13:15	用膳&休息 Lunch & Break
13:15~14:15	結業式(成績公布) Completion Ceremony (Winner Announcement) and “CTCIEF CSR Scholarships” Awards

玖、主辦、執行單位簡介及活動相關名詞說明

## IX. Event Organizer and Implementation Unit Summary and Event Related Terminology Overview

一、主辦、執行單位介紹

### 1. Organizers and Implementation Entities

(一)財團法人中鼎教育基金會(CTCIEF)

(1.) CTCI Education Foundation (CTCIEF)

中鼎教育基金會以提升工程教育技術水準、培育優秀工程建設人才、獎勵

展開「探索台灣 120h 活動」、「青年永續領袖」、「出版永續發展目標教育書籍」、「台灣工程技術回顧及展望講座」、「企業社會責任領航計畫」、「中鼎獎學金計畫」、「循環經濟研討會」等多項工作，有計畫的培育國內(含外籍來臺)大學系所學研究生永續工程與企業社會責任扎根及國際視野養成。  
請參考官網：[\(http://www.ctcief.org/\)](http://www.ctcief.org/)。

CTCI Education Foundation aspires to enhance project education and engineering standards, cultivating outstanding international project team members, recognizing academic research, establishing a lifelong learning environment, and enhancing national competitiveness as our primary missions, while collaborating with industry, government, academia, and research leaders, through events such as the “120h- Taiwan in My Eyes”, “Youth Sustainability Leadership Camp”, publishing sustainable development educational works, the Taiwan International Project Management Technology Review and Aspirations Lectures, CSR Captain Program, Exploring Taiwan SDGs Activities, CTCI Scholarship Program, Southward Bound Plan Promotion Workshop, Sustainable Development International Forum, and numerous other events, designed to systematically develop domestic (including international students in Taiwan) university undergraduate and graduate students to pursue Sustainability Engineering and Corporate Social Responsibility while setting deep roots for sustainability in Taiwan and cultivating international perspectives. The CTCI Educational Foundation official website is: [\(http://www.ctcief.org/\)](http://www.ctcief.org/).

## **(二)台灣企業永續研訓中心(CCS)**

### **(2.) Center for Corporate Sustainability (CCS)**

本中心目前會員企業數達52家，均係臺灣各行業領銜標竿公司。2018年之會員年總營收達新臺幣8.3兆餘元，約為我國2017年實質GDP比值一半以上。中心設立宗旨為善盡企業社會責任、推動企業永續發展，為落實前揭宗旨，中心確立「引領社會核心、孕育標竿企業、傳承永續志業、宣導永續理念、策勵帶動風潮」五大核心理念，並以「平台交流、人才培育、校園推廣、診斷諮詢、學術研討、國際參與、出版宣導」七大策略落實，延伸出近20項專案活動及課程，三年來共辦理近500場次、觸及人數高達5萬餘人，均獲極佳成效及各界熱烈迴響。承先啟後、繼往開來，期許本中心成為引介國際永續潮流先行者、永續發展經驗的傳承樞紐、永續知識智庫及傳播基地、企業永續交流與合作平臺等豐富且多元化的臺灣最具影響力永續組織。

請參考官網：[\(http://www.ccstw.net/\)](http://www.ccstw.net/)

CCS presently has 52 member corporations representing the leading benchmark firms in all of Taiwan's industries. CCS provides a hub platform integrating governmental sustainable development policies and corporate sustainability. CCS also sees our mission as serving as a foundational resource to

promote corporate sustain-ability education and research to cultivate professional manpower, assiduously conducting diverse activities and training, while also helping corporations create customized consulting or project management. CCS enjoys excellent social influence and aspires to serve as a critical force to enhance Taiwan's corporate sustain-ability and corporate social responsibility dimensions while deploying the latest international trends.

Please see the official website: (<http://www.ccstw.net/>)

## 二、課程主題及分享企業介紹

### 2. Course Instructors and Sharing Corporate Overviews

#### (一) 課程講師背景：（邀請中）

##### (1.) Lecturer Backgrounds: (invited, awaiting confirmation)

邀請馬偕醫學院全人教育中心申永順副教授兼學務長國內著名企業永續相關專業學者講授SDGs國際發展趨勢。

Invited lecturer Dr. Y.S. Shen, the renowned expert in the corporate sustainability field from Mackay Medical College, Center of Holistic Education to give a lecture about the Lens of Global Sustainable Development Trends.

#### (二) 分享企業介紹：（邀請中）

##### (2.) Lectures sharing corporate experiences (invited, awaiting confirmation)

邀請 CCS 會員企業，包括中鼎工程股份有限公司、富邦金融控股股份有限公司、長榮航空股份有限公司、昇恆昌股份有限公司、勤業眾信聯合會計師事務所、上銀科技股份有限公司等推動 CSR 企業。

CCS member corporations have been invited to share about their CSR effort promotion, including CTCI, Fubon Financial Holding, EVA AIR, Ever Rich, Deloitte, and Hiwin.

## 三、活動相關名詞說明：

### 3. Event Terminology Explanations:

#### (一)企業永續與企業社會責任：

##### (1.) Corporate sustainability and corporate social responsibility

隨著國際間永續發展思潮與經濟貿易活動全球化的推展，企業永續 (Corporate Sustainability, CS)與企業社會責任(Corporate Social Responsibility, CSR)之議題現已形成眾所矚目的焦點，許多國際性公司均重視 CS/CSR 在產業經濟活動中所應扮演之角色，並將其視為企業經營的關鍵性策略。

As international sustainable development thought is trending and with the advent of economic and trade globalization, Corporate Sustainability (CS) and Corporate Social Responsibility (CSR) topics have emerged as key focal points, with many

international firms emphasizing the role played by CS/CSR in their industrial and economic activities, and viewing these as core strategies within their corporate operations.

**(二)永續工程：**

**(2.) Sustainability Engineering/ Sustainable Projects:**

基於達成永續發展之願景，在保護環境條件下，既滿足當代人的需求，又以不損害後代人需求為前瞻之發展模式。符合環境保育、社會公義和經濟發展所規劃、建置、營運管理之工程，工程的推動不但要有效率、有效益，還要兼顧永續發展與節能減碳。綠色思維必須在規劃設計階段即納入考量，並貫穿整個工程建設的執行與營運。

A development mode which achieves the vision for sustainable development, while protecting the environment, and satisfying contemporary mankind's demands, yet not harming future generations' needs. Moreover, such project's planning, implementation and operations management ensures environmental conservation, social justice and economic development, while project promotion is not only efficient, but efficacious and also ensure sustainable development and energy efficiency with carbon reduction. Green thought requires that in the planning and design phase it is thoroughly, holistically integrated, and involves the entire project and construction implementation and operations.

**拾、承辦人聯絡資訊**

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中鼎教育基金會 CTCI Education Foundation, CTCIEF

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