

2018 年企業社會責任領航計畫-春季行動

2018 CSR Captain Program-Spring 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，由中鼎教育基金會(CTCIEF)及台灣企業永續研訓中心(CCS)共同籌辦的「企業社會責任領航計畫」活動，今年已邁入第二屆。「2018 年企業社會責任領航計畫-春季行動 2018 CSR Captain Program-Spring Action」活動，開放國內就讀大專院校的本國及外籍學研究生組隊報名參加，透過活動深入觀察台灣與國外企業及落實執行企業社會責任，以及不同國籍的學研究生在活動期間彼此相互學習及研討，特邀 CSR 相關領域之學者專家講授永續發展教育課程以及 6 家企業代表分享 CSR 個案實務講座，期許學子在活動中的體驗與收穫帶回校園，再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，亦可以讓參與分享的企業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 Taiwan Center for Corporate Sustainability (CCS) have jointly planned the "CSR Captain Program". "CSR Captain Program", 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. 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. At the same time, the innovative CSR method proposal from the students is also able to make the enterprises which joined the CSR cases sharing gain the inspiring feedback.

貳、主辦單位

II. Host Organizations

中鼎教育基金(CTCI Education Foundation, CTCI EF)及台灣企業永續研訓中心(CCS)
CTCI Education Foundation, (CTCIEF) and the Taiwan Center for Corporate Sustainability (CCS)

參、活動期程

III. Event Timeline

- 一、 **網路報名**：107 年 3 月 5 日(星期一)至 107 年 4 月 14 日(星期六)24:00 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: Monday, March 5, 2018, to Saturday, April 14, 2018 at midnight, with solely online registration available, and concomitant submission of all relevant materials (Please see VI. for the Registration Process).
- 二、 **初選**：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 4 月 18 日(星期三)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 Wednesday, April 18, 2018 announce the 12 finalist teams.
- 三、 **講座課程**：107 年 5 月 5 日(星期六)全日於台北辦理 CSR 課程與企業講座活動。場地資訊，請以 CTCIEF 官網公告內容為主。
 3. Lecture Courses: Saturday, May 5, 2018, all day in Taipei there shall be CSR classes and corporate lecture events. (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 5 月 10 日(星期四)12:00 前，提交「2018 企業社會責任領航計畫-春季行動活動報告書」，以供評審委員進行書面檢核(活動時間請以 CTCIEF 官網公告為準)。
 4. Submission of Reports for Review: the 12 finalist teams, shall before noon, Thursday, May 10, 2018, submit the “2018 Corporate Social Responsibility Captain Program-Spring Action Caption Report”, for written review by the Judges. (The deadline’s information will be as announced on the CTCIEF official website as authoritative.)
- 五、 **繳交簡報和跨國溝通指標登記表**：於 107 年 5 月 16 日(星期三)12:00 前，提交成果發表會用簡報。
 5. Submission of presentations: prior to noon, Wednesday, May 16, 2018, the presentations shall be submitted for use in the Participation Results activity.
- 六、 **成果發表會暨頒獎典禮**：107 年 5 月 19 日(星期六)上午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 the morning of Saturday, May 19, 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，參與過首屆(2017)「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” 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: i. Personal ID card, ii. Student ID.

(2) Students from abroad: I. Passport or residence permit card, II. 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(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 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、初選階段：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講座課程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 lecture classes 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，需撰寫及上傳(<http://goo.gl/ss2ojF>)該隊「2018 企業社會責任領航計畫-春季行動活動領航報告書」，並請提供 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，其內容須包括：

2. **Selection Process:** For the selection process of the 12 finalist teams, they shall complete and upload (<http://goo.gl/ss2ojF>), their team's "2018 CSR Captain Program-Spring 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, 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企劃書審核作業外，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、課程講座、成果發表時程說明

VIII. Class Lectures, Results Presentation Timetable

一、5 月 5 日(星期六) 課程講座活動：

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 現況及政策執行面向之探討，以及邀請 6 家台灣推動 CSR 企業(CCS 會員企業)經驗分享 CSR 推動現況與成效。活動時程如下：

1. Saturday, May 5 Class Lecture 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. The activities schedule is as follows:

5 月 5 日(星期六)時程 Saturday, May 5 Schedule	課程/講座內容 Class/Lecture Contents
08:15~08:45	報到 Registration
08:45~09:00	行政作業與活動時程提醒
09:00~09:20	開幕式

5 月 5 日(星期六)時 程 Saturday, May 5 Schedule	課程/講座內容 Class/Lecture Contents
	Opening Ceremony 簡又新 董事長 Chairman Amb. Dr. Eugene Chien
09:20~09:50	企業社會責任 Corporate Social Responsibility
09:50~10:20	永續發展目標 SDGs
10:20~10:30	休息 Break
10:30~11:15	工作人員介紹(約 5min)&隊伍介紹(每隊約 2min) &行政庶務報告(約 15min) (共 45min) Staff & 12 Groups introductions (appr. 5min/ each group appr. 2min) / Participation Results Presentation Rules announced (appr. 45min)
11:15~12:30	用膳&休息 Lunch & Break
12:30~13:00	企業演講-1 Corporate Lecture Presentation-1
13:00~13:30	企業演講-2 Corporate Lecture Presentation-2
13:30~13:50	Q&A (20 min)
13:50~14:00	休息 Break
14:00~14:30	企業演講-3 Corporate Lecture Presentation-3
14:30~15:00	企業演講-4 Corporate Lecture Presentation-4
15:00~15:20	Q&A (20 min)
15:20~15:30	休息 Break
15:30~16:00	企業演講-5 Corporate Lecture Presentation-5
16:00~16:30	企業演講-6 Corporate Lecture Presentation-6
16:30~16:50	Q&A (20 min)
16:50~	賦歸 Conclusion

二、5 月 19 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隊伍及頒發獎學金。規劃議程如下：

2. Saturday, May 19, 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:

5 月 19 日(星期六)時程 Saturday, May 19, 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	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	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、獎勵學術研究、建構終身教育環境、促進國家競爭力為宗旨，結合產官學研能量，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」、「探索台灣 SDGs 行動」、「中鼎獎學金計畫」、「南向計畫推動研習營」、「永續發展國際論壇」等多項工作，有計畫的培育國內(含外籍來台)大學系所學研生成績優異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/>。

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/>).

(二)台灣企業永續研訓中心(CCS)

(2.) Center for Corporate Sustainability (CCS)

財團法人台灣永續能源研究基金會為表揚企業善盡社會責任、推動企業邁向永續發展，鼓勵我國產業界推行企業永續活動，自 2008 年起連續八年舉辦台灣企業永續獎(Taiwan Corporate Sustainable Awards, TCSA)及相關企業永續研習活動，並與國際發達國家齊步，參採 GRI G4、AA1000 及 ISAE 3000 等國際先進規範做為評選與推動準則。截至 2016 年為止，歷年參獎企業總數已達 173 家、其年度總營業額與我國 2015 年 GDP 比值為 88.12%，業有效提昇我國企業永續及企業社會責任資訊揭露實施水準，獲得國內企業及社會各界熱烈回應。請參考官網：[\(http://www.ccstw.net/\)](http://www.ccstw.net/)

The Taiwan Center for Corporate Sustainability aims to recognize corporate fulfillment of social responsibility, promoting corporate endeavor for sustainable development, recognizing Taiwan's industries promotion of corporate sustainability efforts, and since 2008 has participated in hosting the Taiwan Corporate Sustainability Awards (TCSA) and related corporate sustainability workshops and activities, while working in harmony with the developed nations internationally through adopting international guidelines such as the GRI G4, AA1000, and ISAE 3000 standards as the basis for evaluations and best practices. As of 2016, participating enterprises totaled 173, representing annual operating income comprising 88.12% of Taiwan's 2015 GDP, evincing efficacious enhancement of Taiwan domestic corporate sustainability and corporate social responsibility information disclosure standards, while earning wide accolades for TCSA from domestic firms and society at large. Please see the official website: (<http://www.ccstw.net/>)

二、課程師資、課程主題及分享企業介紹

2. Course Instructors, Course Themes, and Sharing Corporate Overviews

邀請李育明 特聘教授兼所長/顧洋 講座教授兼副院長、申永順 副教授兼學務長等國內著名企業永續相關專業學者。

Invited lecturers include Distinguished (Dis.) Prof. and director, Dr. Yuh-Ming Lee,/ Chair Prof. and Associate Dean, Dr. Young Ku, Associate (Assoc.) Prof. and Dean of Student Affairs, Dr. Y.S. Shen, the renowned experts in the corporate sustainability field.

(一)師資介紹：Lecturer Backgrounds: (邀請中) (invited, awaiting confirmation)

1.台北大學 自然資源與環境管理研究所 李育明 特聘教授兼所長/台灣企業永續研訓中心 秘書長

Dr. Yuh-Ming Lee

- National Taipei University, Management Institute of Natural Resources and Environment
Distinguished Professor and Director,
Center for Corporate Sustainability(CCS)
Secretary General
- 2.台灣綜合研究院 顧洋 副院長/台灣永續能源研究基金會 執行長/台灣科技大學 化學工程系 講座教授
Dr. Young Ku
TAIWAN RESEARCH INSTITUTE
Associate Dean,
National Taiwan University of Science and Engineering, Department of Chemical Engineering
Chair Prof.,
Taiwan Institute for Sustainable Energy(TAISE)
- 3.馬偕醫學院 全人教育中心 申永順 副教授兼學務長/台灣永續能源研究基金會 台灣企業永續學院 秘書長
Dr. Y.S. Shen
Mackay Medical College, Center of Holistic Education
Associate Prof. and Dean of Student Affairs,
Taiwan Academy of Corporate Sustainability, Taiwan Institute for Sustainable Energy (TACS, TAISE)
Secretary General

(一)課程主題：(規劃中)

(2) Course Themes (planning now)

- 1.企業社會責任
Corporate Social Responsibility
- 2.永續發展目標
SDGs

(二)講座分享企業介紹：(邀請中)

(3.) 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、國泰金融控股股份有限公司、長榮航空公司、台灣積體電路製造股份有限公司、安永聯合會計師事務所、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 CTCL, Cathay Financial Holding, EVA AIR, Taiwan Semiconductor(TSMA), EY, and ASE 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

X. Organizer Contact Information

中鼎教育基金會 CTCI Education Foundation, CTCIEF

王薇荼企劃專員 Ms. Vivian Wang

TEL：02-2769-8589#105 EMAIL：service@ctcief.org