

# 2020 第七屆企業社會責任領航計畫-秋季行動

## 2020 The 7<sup>th</sup> CSR Captain Program – Autumn Action

### 活動報名簡章

### Registration Guideline

#### 壹、活動目的

為使學研究生瞭解臺灣企業文化，響應全球企業社會責任運動，自 2017 年起，中鼎教育基金會(CTCI EF)及台灣企業永續研訓中心(CCS)共同籌辦「企業社會責任領航計畫」(CSR Captain Program)，落實推動企業社會責任概念扎根於校園，過去六屆廣獲各大專院校、企業與社會各界好評！領航計畫活動已邁入第七屆，本次「2020 第七屆企業社會責任領航計畫-秋季行動」(2020 The 7th CSR Captain Program- Autumn Action)透過國內大專院校之本國籍與外籍學研究生組隊參賽，藉由不同國籍之學研究生，觀察討論臺灣與國外企業執行企業社會責任之實際情形，並邀請 CSR 相關領域之學者專家及企業代表，進行課程講授與企業實務經驗分享，協同指導學生撰寫提案報告書。更期冀學子們能將活動之成果帶回校園，亦分享至自己的國家，傳播擴散至全世界；而學生們創意之提案，亦讓參與學者專家及企業代表獲得啟發，促進產學界良好交流，達到雙效回饋之影響。

#### I. Event Objective

CTCI Education Foundation (CTCI EF) and Center for Corporate Sustainability (CCS) jointly host CSR Captain Program. The program offers opportunity for university students to earn insightful understanding of Taiwan's corporate culture while responding to the global CSR movements. The event leads to integrating corporate social responsibility concepts into university campuses. The program is well recognized by universities, corporations, and the wider society. CSR Captain Program has entered into the 7th season. 2020 The 7<sup>th</sup> CSR Captain Program- Autumn Action involves formulation of teams combining local and international students in universities in Taiwan. This combination will provide students the opportunities to expose to corporate social responsibility practices in Taiwan and in foreign countries. Furthermore, experts and professionals in the field will share their practical experiences; they will nurture the students in their proposals. The program expects to bring sustainability experiences to university campuses, to countries where students originated, and to the rest of the world. At the end of the program, both the creativity of students and the corporate representatives will build a platform for knowledge exchange between industry and academics achieving a 'win-win' situation.

## 貳、主辦單位

財團法人中鼎教育基金會(CTCI EF)  
台灣企業永續研訓中心(CCS)

## II. Host Organizations

CTCI Education Foundation, (CTCI EF)  
Center for Corporate Sustainability (CCS)

## 參、活動期程

- 一、**活動報名**：一律採網路報名，即日起至 **2020 年 10 月 13 日(二) 中午 12:00** 截止收件。
- 二、**隊伍篩選**：主辦單位根據報名提交之資料進行書面審核，於 **2020 年 10 月 15 日(四)** 公布最終 12 支入選隊伍及數支備取隊伍。
- 三、**研習工作坊**：12 支入選隊伍於 **2020 年 10 月 24 日(六)**參與研習主辦單位舉辦工作坊之 CSR 課程進修。
- 四、**繳交領航報告書與跨國溝通指標登記表**：12 支入選隊伍須於 **2020 年 11 月 9 日(一) 中午 12:00 前**，提交「2020 企業社會責任領航計畫-秋季行動」之領航報告書及跨國溝通指標登記表，以供評審委員進行書面檢核。
- 五、**繳交提案簡報**：12 支入選隊伍須於 **2020 年 11 月 25 日(三)中午 12:00 前**，提交成果發表會之提案簡報。
- 六、**成果發表會暨頒獎典禮**：**2020 年 11 月 28 日(六)**各入選隊伍進行簡報提案之成果發表會暨頒獎典禮，優勝隊伍將獲得「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。

## III. Event Timeline

1. **Online Registration:** Registration closing on Tuesday, October 13, 2020 12:00pm. All registrations are online.

2. **Preliminary Selection:** The host will review written materials submitted and announce the 12 finalist teams on Thursday, October 15, 2020.

3. **Workshops:** Full day workshop on Saturday, October 24, 2020.

4. **Submission of Report and Interaction Form for Review:** The 12 finalist teams shall submit the “2020 CSR Captain Program-Autumn Action Caption Report” and “2020 CSR Captain Program-Autumn Action International Communication Interaction Form” before 12pm, Monday, November 9, 2020, for review by the judges.

5. **Submission of Presentations:** Before 12pm, Wednesday, November 25, 2020, the presentations slides shall be submitted.

6. **Final Presentation and Awards Ceremony:** On Saturday, November 28, 2020, each team will deliver their final presentation followed by the Awards Ceremony. The First Prize winner of the “CTCI CSR Scholarship” receives NT\$20,000, the Second Prize winner receives NT\$16,000, and the Third Prize receives NT\$12,000. The other teams will receive NT\$10,000 each.

#### 肆、活動地點

2020年10月24日(六)研習工作坊與2020年11月28日(六)成果發表會暨頒獎典禮皆於中鼎集團總部(臺北市士林區中山北路六段89號)舉行。活動場地資訊最終以CTCI EF官網公告內容為主。

#### IV. Location

The Workshop on October 24 and the Final Presentation follow by Awards Ceremony on November 28 will be hold in CTCI Corporation Headquarter, in Taipei. (Address : 1F, No. 89, Sec. 6, Zhongshan N. Rd., Shilin Dist., Taipei City 111, Taiwan) The location will be published on the CTCI EF official website.

#### 伍、活動辦法

##### 一、報名資格：

國內大專院校大學部或研究所之本國籍及外籍學研究生。

關於外籍學研究生包括：

1. 外籍學生(外籍學位生)
2. 交換學生(外籍交換學生、中國大陸含港澳交換學生)
3. 華語生(語言中心學生)
4. 陸生及僑華生(學位生)

**註 1：**參與過前六屆「企業社會責任領航計畫 CSR Captain Program」(2017、2018 春季 & 冬季行動、2019 春季行動&秋季行動、2020 春季行動)，不得再次參與本活動。

二、隊伍人數：每隊 4 人(須為同校)，請以學校具名，自訂隊名，報名者須含至少 2 個國籍以上(如臺灣 2 位、馬來西亞 2 位等)，建議至少 1 位臺灣籍學生參與。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。

**註 2：**為避免影響參與學生之授課品質，每隊伍之成員至少有一名隊員須具備高階級之中文語言能力(良好中文聆聽、可以獨立閱讀中文讀物、中文口語表達清楚，能正確傳達訊息，對特定觀點提出想法，並能解釋闡述)，另主辦單位盡可能請講者提供英文分享資料，確保學生之學習權益。

三、主辦單位將依報名隊伍之參賽資格與文件資料進行初審作業，**挑選 12 隊**入選隊伍及數支備取隊伍參與本活動。

## V. Event Guidelines

### 1. Eligibility

**Undergraduate and postgraduate students from universities in Taiwan are eligible (local and international students).**

International students include:

- (1) Foreign students (undergraduate students from foreign countries)
- (2) Exchange students (exchange program international students, students from China, Hong Kong, and Macau included)
- (3) Chinese language students (language center students)
- (4) Mainland Chinese and overseas Chinese students (undergraduate and graduate students)

**Note 1: Those who participated in the past (i.e. 2017 CSR Captain Program, 2018 CSR Captain Program - Spring Action & Winter Action, 2019 CSR Captain Program - Spring Action & Winter Action & 2020 CSR Captain Program - Spring Action") are ineligible for re-entry.**

### 2. Size of a team:

**4 students per team (from same university).** Please register with the university name and a team name. **Participants must come from a minimum of 2 nationalities** (such as 2 Taiwanese, with 2 Malaysians, etc.). **The host advises at a minimum of 1 Taiwanese student per team.** Each participant may register with only one team, and no repeat registrations allowed. The host organization has the right to disqualify candidates with falsified registration.

**Note 2: To ensure the quality of the lectures, at least one of the team members needs to be fluent in Chinese (listening, reading, speaking, and clear communication). In addition, the host organizations make effort to have the speakers to speak and present in English. This is to ensure the students' rights in the program.**

3. The organizer then will review the team registration upon submission to shortlist **12 teams** with the remaining teams placed in the reserve list.

## 陸、報名流程

一、請至中鼎教育基金會 FB 粉絲專頁(<https://www.facebook.com/CTCIEF/>)或中鼎官方網站進入報名頁面

(<http://www.ctcief.org/page.aspx?V=Y&SID=673>)。

由隊長(建議為本國籍)於網上報名系統填寫團隊之基本資料，並須同時繳交(以下三項皆中、英文不拘，請提供約 300 字中文或英文字內容)：

1. 隊伍介紹
2. 對 CSR 及永續影響力投資的認知說明
3. 參與活動的動機以及期望

資料填覆完整並完成上傳上述文件後，待主辦方確認資料齊全，寄送報名成功通知信；如交付之資料未完整，也須於主辦方規定之報名截止時間 2020 年 10 月 13 日(二) 12:00 前補交，資料不齊全者，無法參與初審資格。

## VI. Registration Process

1. Enter into the CTCI Education Foundation Facebook page (<https://www.facebook.com/CTCIEF/>) or its official website to for registration (<http://www.ctcief.org/page.aspx?V=Y&SID=673>).

2. The team captain (local students recommended) shall register through online system with the following information provided (within 300 Chinese/English characters):

- (1) Team Introduction
- (2) Knowledge about CSR, Sustainable and Impact Investing
- (3) Motivation to participate and expectation

Upon upload and complete registration, the host will inform receipt of registration after review and confirm the information. **If the registration is incomplete, it must be submitted by 12pm, October 13, 2020. The teams are ineligible for the preliminary round if the documents are required are not submitted.**

### 柒、報名隊伍選拔說明

- 一、**篩選階段**：主辦單位進行參賽資格與書面資料審核，其針對 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 12 支隊伍之任一隊，無法全員且全程參與研習工作坊及成果發表會兩日活動，主辦單位有權以備選隊伍依序遞補。
- 二、**評選階段**：進入評選階段之 12 支隊伍，須繳交身分證明文件之電子掃描檔，參與研習工作坊活動結束後，須繳交隊伍領航報告書及跨國溝通指標登記表。

(一)身分證明文件之電子掃描檔：

1. 本國籍：學生證、身分證
2. 外國籍：學生證或在校證明、護照及居留證

(二)各隊伍需撰寫該隊「2020 企業社會責任領航計畫-秋季行動」領航報告書：

中、英文不拘，12 級新細明體字型，須標註頁碼，頁數以至少 6 頁，但不超過 8 頁為限(含參考資料來源)

(三)各隊伍需提供該隊「2020 企業社會責任領航計畫-秋季行動」跨國溝通指標登記表：

1. 網路平台-CTCIEF FB 活動粉絲專頁文章發表至少 200 字、至少 1 張照片文章，須含 Po 文日期、臉書名稱
2. Po 文連結與相關數據統計(含個人臉書頁分享，且該文須設為公開狀態)

請儲存 WORD 及 EXCEL 檔格式，總檔案以不超過 10MB 為限，2020 年 11 月 9 日

(一)中午 12:00 前 MAIL 至主辦單位信箱(vivianwang@ctcief.org 及 service@ctcief.org)，逾時遲交隊伍將扣團隊總分數 10%。

三、成果發表：由主辦單位籌組評審委員會，於成果發表日前先進行各隊提交之領航報告書審核，成果發表當日亦評比各隊伍提案簡報之內容，獎學金獲獎資格為經評選後獲得。

## VII. Selection of Registered Teams

1. **Preliminary Round Selection:** The organizers will undertake review for the proposal, the criteria include knowledge in CSR, motives, and diversity of the team, 12 teams will be selected for entry. **If any of the finalist teams is unable to ensure full attendance of all members for the the workshops, the presentations, and the awards ceremony, the organizers retain the right to replace with reserve teams.**

2. **Selection Process:** The 12 finalist teams shall provide scanned personal identification, 2020 CSR Captain Program-Autumn Action Caption Report, and 2020 CSR Captain Program-Autumn Action International Communication Interaction Form.

(1) Scanned Personal Identification:

(1.1) Local students: Student ID, Personal ID.

(1.2) International Students: Student ID or Certification of Enrollment, Passport or Residence Permit.

(2) Each finalist teams shall hand in the 2020 CSR Captain Program-Autumn Action Caption Report :

The report can be completed either in Chinese or in English. The report needs to be 6-8 pages in length(including the references), font size 12, and in Time New Roman.

(3) The finalist teams shall complete the 2020 CSR Captain Program-Autumn Action International Communication Interaction Form, which list out:

(1.1) For posting on the official social media – CTCI EF Facebook page, please include at least 1 photo with more than 200 words (either in Chinese or in English) . The posting shall include the posting date and Facebook name.

(1.2) The link of the Facebook post and its related statistical data (include sharing on personal page with privacy setting as public).

In word and excel document, please upload a document less than 10MB in size. The report must be sent to the host (vivianwang@ctcief.org & service@ctcief.org) no later than **Monday, November 9, 2020, before 12:00pm. Late submission will result in 10% reduction of the team's total score.**

**3. Final Presentation:** The panel will review the proposal and evaluate the team’s presentation to award the winners for the Scholarships.

#### 捌、研習工作坊、成果發表會暨頒獎典禮說明

##### 一、10月24日研習工作坊：

規劃邀請 CSR 領域的專家學者，分享國際 CSR 發展趨勢與國內產業推動 CSR 之探討，亦邀請多家績優企業代表針對環境(E)、社會(S)、公司治理(G)三面向，分享臺灣 CSR 企業、執行現況與目標之經驗，以及永續影響力 ESG 投資主題，專業顧問協同指導學生撰寫領航報告書，期能縮短提案構想之創意發想與實際執行上之落差。

本屆活動主題為「永續影響力投資」，透過永續發展相關基礎知識，以及創新非主流模式，針對本屆參與之企業進行企劃提案，提出可行之構想，期望為社會帶來積極正向的改變，落實環境、社會價值及影響力，找到創新商業模式。活動議程規劃如下：

時程	活動內容
<b>10月24日</b>	<b>研習工作坊</b>
9:00-9:20	報到
9:20-9:40	活動時程提醒(含隊伍介紹)
9:40-10:00	簡大使開幕式(含大合照)
10:00-10:50	CSR 知識演講 1 (馬偕醫學院申永順副教授-邀請中)
10:50-11:00	中場休息
11:00-11:40	CSR 知識演講 2 (優樂地永續服務-邀請中)
11:40-12:00	行政說明

時程	活動內容
<b>10月24日</b>	<b>研習工作坊</b>
12:00-13:00	午餐
13:00-13:30	企業經驗分享 1 (台灣影響力投資學會)
13:30-13:40	中場休息
13:40-14:10	企業經驗分享 2 (富邦金控-邀請中)
14:10-14:20	中場休息
14:20-14:50	企業經驗分享 3 (資誠會計)
14:50-15:00	中場休息
15:00-18:00	案例演練教學 (陳耀德顧問)
18:00-	賦歸

## 二、11月28日成果發表會暨頒獎典禮：

每隊進行 15 分鐘簡報發表，審查委員依其審查項目進行評核，當天並公布前三名及其餘優秀隊伍，頒發獎學金。議程規劃如下：

時程	成果發表會暨頒獎典禮 活動內容
<b>11月28日</b>	
8:10-8:25	報到
8:30-8:40	提案簡報說明(含報告次序及評選準則)
8:40-8:50	簡大使開幕式(含大合照)
8:50-10:25	成果發表 1-6 隊(每隊 15 分鐘)
10:25-10:35	中場休息
10:35-12:10	成果發表 7-12 隊(每隊 15 分鐘)
12:10-13:00	午餐
13:00-14:00	結業式(成績公布)

## VII. Lectures, Workshops, Final Presentation, and Awards Ceremony Schedule

### 1. Saturday, October 24 Workshop:

The program gathers experts in the field of CSR to speak about latest international trends and development of local companies, the companies will speak about environment, social, and governance dimensions of sustainability and the ESG impact investing topic. Furthermore,



those companies will share their practical experiences. Consultants and experts will support the students in completing their proposals with creativity within a short timeframe.

The Autumn Action focuses on Impact Investment. Participants will generate proposals through knowledge in sustainability and creative ideas, which further brings positive change to the society and fulfills the environment and social value and impact to find the creative business model. The schedule is as follow:

<b>Timetable Saturday, October 24</b>	<b>Workshop Schedule</b>
9:00-9:20	Registration
9:20-9:40	Introduction and Briefing (including Group Introduction)
9:40-10:00	Opening Ceremony (including Group Photo) (By Chairman Amb. Dr. Eugene Chien)
10:00-10:50	SDGs Course 1 (Associate Professor and Academic Director, Yung-Shuen Shen , Mackay Medical College-TBD)
10:50-11:00	Break
11:00-11:40	SDGs Course 2 (Unity Sustainability Services-TBD)
11:40-12:00	Event Briefing (Announcement)
12:00-13:00	Lunch Break
13:00-13:30	Corporate Presentation 1 (Taiwan Impact Investing Institute)
13:30-13:40	Break
13:40-14:10	Corporate Presentation 2 (Fubon Financial-TBD)
14:10-14:20	Break
14:20-14:50	Corporate Presentation 3 (PwC Taiwan)
14:50-15:00	Break
15:00-18:00	Case Study and Practical Session (Dr. Yue-De Chen)
18:00-	Conclusion

## **2. Saturday, November 28, Presentation and Awards Ceremony:**

Each team will be given 15 minutes for the presentation for evaluation by judges, the top 3 teams will receive the scholarships. The schedule is as follows:

<b>Timetable Saturday, November 28</b>	<b>Final Presentation and Awards Ceremony Schedule</b>
8:10-8:25	Registration
8:30-8:40	Drawing for Presentation (including Order of Presentations and evaluation)
8:40-8:50	Opening Ceremony (including Group Photo) (Chairman Amb. Dr. Eugene Chien)
8:50-10:25	Presentations 1 (the first 6 groups)
10:25-10:35	Break
10:35-12:10	Presentations 2 (the next 6 groups)
12:10-13:00	Lunch & Break
13:00-14:00	Closing Ceremony

#### 玖、聯絡資訊

中鼎教育基金會領航計畫活動小組

王企劃專員 TEL: 02-2769-8599 #105

EMAIL: vivianwang@ctcief.org, service@ctcief.org

#### IX. Organizer Contact Information

CTCI Education Foundation, CTCI EF Team of Captain Program

Ms. Vivian Wang TEL: 02-2769-8599 #105

EMAIL: vivianwang@ctcief.org, service@ctcief.org

△本活動未盡詳細事宜，主辦單位保有更正、修改、取消本活動的權利，所有活動消息依官方網站公布為主，不另行通知。

△ For event details not covered, the organizer reserves the right to correct, amend or cancel the activity. Information about the event is subject to the announcements at CTCI Education Foundation official website, and will not inform individually.