

2019 企業社會責任領航計畫-春季行動

2019 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，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)再次共同籌辦的「企業社會責任領航計畫」活動，過去三屆活動廣獲各大學、企業及社會各界好評。而本次「2019 企業社會責任領航計畫-春季行動 2019 CSR Captain Program-Spring Action」活動已邁入第四屆。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 (CTCI EF) and Center for Corporate Sustainability (CCS) have jointly planned the 'CSR Captain Program' again. '2019 CSR Captain Program-Spring 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

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, (CTCI EF) and Center for Corporate Sustainability (CCS)。

參、活動期程

III. Event Timeline

一、**網路報名：**即日起至 108 年 4 月 15 日(星期一)23:59 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: From today till Monday, April 15, 2019 at 23:59, 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 108 年 4 月 18 日(星期四)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 Thursday, April 18th, 2019 announce the 12 finalist teams.

三、**研習工作坊：**108 年 5 月 4 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, May 4th, 2019, 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 108 年 5 月 10 日(星期五)當天中午 12:00 前，提交「2019 企業社會責任領航計畫-春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, Friday, May 10th, 2019, 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 108 年 5 月 20 日(星期一) 當天中午 12:00 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 noon, Sunday, May 20th, 2019, 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**：108 年 5 月 25 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, May 25th, 2019, 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 CTCI EF 官網公告內容為主。

For event location information, please consult the CTCI EF 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，參與過前三屆(2017&2018 春季行動&2018 冬季行動)「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 & 2018 CSR Captain Program-Winter 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/page.aspx?L=ch&PID=csr-captain-2019-spring>)，填寫隊伍相關資料。

1. All teams shall register online, and the team registration shall use the CTCI EF FB fans page or the official CTCI EF website to enter the registration page (<http://www.ctcief.org/page.aspx?L=ch&PID=csr-captain-2019-spring>), to complete input of all the team information.

二、除填寫組隊成員 4 人之個人基本資料，並須填覆以下報名資料(各 250 字以內)：

2. Besides completing the basic biodata for the 4 team members, and the following 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

三、由隊長彙整(建議為本國籍)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。

3. The team captain shall collect (recommend designating a domestic student for this position) 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「2019 企業社會責任領航計畫-春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 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 and mail to service@ctcief.org, their team's "2019 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、5月4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親自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之落差。活動時程如下：

1. Saturday, May 4th 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:

5月25日(星期六)時程 Saturday, May 4, Schedule	研習工作坊議程 Educational Workshop
08:10~08:40	報到 Registration
08:40~09:00	活動時程提醒(含隊伍介紹) Reminder for the event timeline (including group introduction)
09:00~09:20	簡大使開幕式(含大合照) Opening Ceremony (including taking the Group Photo) (Chairman Amb. Dr. Eugene Chien)
09:20~10:00 (40mins)	SDGs 課程(含 Q&A) 申永順 副教授

	SDGs Course (including Q&A) (Dr. Y.S. Shen)
10:00~10:10	休息 Break
10:10~10:40 (30mins)	企業經驗分享 1 Corporate Lecture Presentation 1
10:40~11:10 (30mins)	企業經驗分享 2 Corporate Lecture Presentation 2
11:10~11:30 (20min)	Q&A 1
11:30~12:30	午膳&休息 Lunch & Break
12:30~13:00 (30mins)	企業經驗分享 3 Corporate Lecture Presentation 3
13:00~13:30 (30mins)	企業經驗分享 4 Corporate Lecture Presentation 4
13:30~13:50 (20mins)	Q&A 2
13:50~14:00	休息 Break
14:00~14:30 (30mins)	企業經驗分享 5 Corporate Lecture Presentation 5
14:30~15:00 (30mins)	企業經驗分享 6 Corporate Lecture Presentation 6
15:00~15:20 (20mins)	Q&A 3
15:20~15:30	休息 Break
15:30~15:45 (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)
15:45~16:15 (30mins)	腦力激盪時間 Brain-Storming (提案構想討論)
16:15~17:15 (1hr)	Rotate-Round Table (業師各自指導參與隊伍之提案架構)
17:15~17:45 (30mins)	交流時間 Networking

	(業師綜合講評&學員提問)
17:45-	賦歸 Conclusion

備註、課程主題與分享企業介紹：

(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 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.

(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、資誠永續發展服務股份有限公司、富邦金控控股股份有限公司、台灣高鐵股份有限公司、昇恆昌股份有限公司及力成科技股份有限公司等推動 CSR 績優企業

CCS member corporations have been invited to share about their CSR effort promotion, including CTCL, PricewaterhouseCoopers Taiwan (PwC Taiwan), Fubon Financial Holdings, Taiwan High Speed Rail Corp., Ever Rich D.F.S. Corp., Powertech Technology Inc. (PTI).

二、5月25日(星期六)辦理成果發表會暨頒獎典禮，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, May 25th, 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25日(星期六)時程 Saturday, May 25, Schedule	成果發表暨頒獎典禮議程 Participation Results Presentation and Awards Ceremony Schedule
08:10~08:40	報到 Registration
08:40~09:00	活動提醒(含報告順序及方式等評選準則說明) Reminder for the event (including oral presentation instructions)
09:00~09:10	簡大使開幕式(含大合照) Opening Ceremony (including taking the Group Photo)

	(Chairman Amb. Dr. Eugene Chien)
09:10~10:45	成果發表-1(前 6 隊) (每隊 15 分鐘) Results Presentations-1 (the former 6 groups) (each team having 15 mins)
10:45~10:55	中場休息 Break
10:55~12:30	成果發表-2(後 6 隊) (每隊 15 分鐘) Results Presentations-2 (the latter 6 groups) (each team having 15 mins)
12:30~13:30	用膳&休息 Lunch & Break
13:30~14:30	結業式(成績公布) Completion Ceremony (Winner Announcement) and “CTCI CSR Scholarships” Awards

玖、承辦人聯絡資訊

IX. Organizer Contact Information

中鼎教育基金會 CTCI Education Foundation, CTCI EF

領航計畫活動小組 Team of Captain Program

王企劃專員 Ms. Vivian Wang TEL: 02-2769-8589 #105 EMAIL: service@ctcief.org

vivianwang@ctcief.org

△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。

△The organizers reserve the right to amend, cancel, or change any event content or details, and all information shall be deemed authoritative in accord with publishing on the official website only.