



點子松 IDEATHON

徵件辦法

Submission Guidelines

主辦 Organized by

數位發展部 Ministry of Digital Affairs

經濟部工業局 Industrial Development Bureau of the Ministry of Economic Affairs

執行 Executed by

台灣設計研究院 Taiwan Design Research Institute

目錄

一、	活動背景	3
二、	徵件主題	3
三、	辦理單位	3
四、	徵件內容	4
五、	參賽資格	4
六、	重要時程	4
七、	未來新聞個人獎徵件說明	5
八、	未來原型團體獎徵件說明	6
附錄一、	評審及專家委員的名單	9
附錄二、	智慧財產權聲明	10

CONTENTS

1. Background _____	12
2. Submission Theme _____	12
3. Organizers _____	12
4. Submitted Content _____	13
5. Application Eligibility _____	13
6. Schedule _____	13
7. Future News Submissions (for Individuals) _____	14
8. Future Prototype Submissions (for Groups) _____	15
Appendix 1. List of judges and expert panel members _____	19
Appendix 2. Intellectual Property Statement _____	21

一、 活動背景

「點子松」為因應國家數位產業未來發展，首度邀請全民參與未來生活情境之想像，以廣納公民創新點子、實現開放政府精神，進而影響政策制定與推動產業之發展。本活動將每年持續辦理，與民眾進行對話，以達到全民「共創」及「涵融」的願景。

二、 徵件主題

點子松主題為： WeWe Futures：2040 多元宇宙 (Plurality)

今年的主題從多元的元宇宙出發，探討不同世代、地區、國籍在未來 2040 年的生活情境的想像與期望。每個人都可以設定自己希望的空間、發起自己想做的事情。從自己到群眾，從虛擬到實體，從環境、社會、經濟變遷發想未來的生活面向，如：居住、交通、飲食、社群、溝通等；你也可以跳脫現實世界，進入到不同的世界或元宇宙裡打造全新的未來，讓多元的希望與想法持續共存、共融在不同的元宇宙世界裡。我們接納所有可能性並賦予每個選擇意義性，讓期望持續擴大，打造眾人一同想像的未來 (WeWe Futures)。

※ 更多活動詳細資訊可瀏覽官網：ideathon.tw

三、 辦理單位

主辦 | 數位發展部、經濟部工業局

執行 | 台灣設計研究院

四、 徵件內容

本競賽分二個徵件類別：

1. 「未來新聞」徵件 (個人)：

在未來 2040 時空背景下，由第三者視角所發佈的事件和消息報導。

2. 「未來原型」徵件 (團體)：

根據使用情境，在未來 2040 新技術投入量產前所發展的設計概念。

五、 參賽資格

不分國籍、年齡皆可投件。

六、 重要時程

階段	活動	日期
未來新聞 徵件	啟動記者會	10/3(一)
	投件時間	10/3(一)-11/4(五)
	評選公告	11/25(五)
	授獎活動	12/16(五)
未來原型 徵件	啟動記者會暨論壇	10/29(六)
	投件時間	10/31(一)-11/25(五)
	入圍公告	12/16(五)
	入圍者共創設計	12/19(一)-2/3(五)
	大獎公告	2/17(五)

階段	活動	日期
頒獎	頒獎典禮	3/19(日)

*活動時程若有變動，以官網公告為主

七、 未來新聞個人獎徵件說明

1. **徵件時間：**2022年10月3日(一)至11月4日(五)17:00截止。
2. **投稿內容：**想像受到環境、社會、經濟、技術、政治等趨勢影響的未來，以新聞報導的第三方視角描述2040年可能發生的重大事件、生活方式...等，建構起未來世界的樣貌。
3. **稿件形式：**不限圖片、影片、文字、多媒體。
4. **投件步驟：**
 - a. 將內容發布於可公開瀏覽且支援 #Hashtag 功能的社群平台(如 IG、FB、Twitter、Dcard 等)。
 - b. 發布前需加入 #ideathon #2040Plurality 兩個 hashtag 標籤，設定公開可被執行單位索引。
 - c. 填寫線上報名表：<https://tdri.surveycake.biz/s/PrwDv>，在期限內成功送出即完成參賽。
5. **投件限制：**以個人為單位投件，不限提交數量。
6. **獎勵辦法：**
 - **參加獎**，每人頒發**限量憑證**乙個，將隨機抽出**50~200**個參加獎品乙份。(依據投件總量提高獎品數量)
 - **未來洞見獎 10 名**，經評選擇定，每人頒發**限量憑證**乙個、**洞見禮**乙

份及參與唐鳳部長面對交流活動 1 場。

7. **評選標準：未來洞見獎 10 名**，經評選擇定（評審名單如附錄 1 之一）

依評審標準考量未來性、創意度、呈現方式，選出獲獎者。

八、 未來原型團體獎徵件說明

1. **徵件時間**：2022 年 10 月 31 日 (一) 至 11 月 25 日 (五) 17:00 截止。

2. **投稿內容**：提出在 2040 年的世界樣貌下，各類情境下的未來設計概念原型，包含但不限於有型之產品、空間、生命體或無形之服務、運作機制等。

3. **稿件形式**：需包含以下三項。

a. **提案摘要**：提案主題(20 字以內)、提案概述(200 字以內)。

b. **概念圖示**：重點圖片至少 1 張(解析度須為 300 dpi 之 png、jpg 檔)。

c. **提案內容**：不限概念圖文、簡報、多媒體、可互動內容等形式。

4. **投件步驟**：

a. 每隊由一名代表於本活動官網註冊帳號。

b. 進入投稿頁面依序填列上述稿件內容，含提案說明、概念圖示、提案內容連結等。

5. **投稿限制**：

● 以團體為單位投件，每隊 2~10 人為限，不限提交數量。

● 提案內容須為 2023/3/31 日前，尚未在市場生產銷售之作品、未實際執行之提案。

8. 獎勵辦法

- **參加獎**，每人頒發**限量憑證**乙個
- **團隊入圍獎 10 名**，經評選擇定 (評審名單如附錄 1 之一)，每人頒發**限量憑證**乙個及**入圍禮**乙份。(若團隊獲得評審團大獎則不另提供入圍獎獎品)
- **評審團大獎 5 名**，經評選及公開投票選出 (評審名單如附錄 1 之二)，每人頒發**限量憑證**乙個、**大獎禮**乙份及作品應用發展(包含但不限於未來情境影片、未來情境策展或其他設計應用)乙式。

9. 評選標準

- **團隊入圍獎**，評審審查提案內容選出，評分標準如下：

評分標準	說明	占比
突破框架 (Creativity)	能試著突破現實限制，探索更多未來的可能性	40%
呈現品質 (Quality)	內容呈現上的多元性、清楚度、豐富度等	30%
未來影響力 (Impact)	創作內容對於未來社會、商業價值具有一定的潛在影響力	30%
加分項	提案內容回應未來新聞者得加分至多 5 分，加分項由評委認定之。	-

※ 此階段未來原型作品經評選後，將擇定 10 組入圍隊伍進到下一階段的輔導活動，與專家團隊共創決選作品，將原型概念作品持續深化，共創出元宇宙體驗情境。原則上擇定 10 組隊伍入圍最終決選，實際名單、入圍數量由執行單位保留最終決定權，依評審委員共識會議決議之。

- **評審團大獎**，由上述入圍 10 隊參與共創後成果，經由評審評選及民眾票選，擇定最終五組評審團大獎。

評分方式	評分標準	說明	總占比
評審評選	突破框架 (Creativity) (40%)	能試著突破現實限制，探索更多未來的可能性	70%
	呈現品質 (Quality) (30%)	內容呈現上的多元性、清楚度、豐富度等	
	未來影響力 (Impact) (30%)	創作內容對於未來社會、商業價值具有一定潛在影響力	
民眾票選	平方投票	按民眾投票點數開平方根為得票數，並以得票數*10 為此項得分	30%

※ 參與決選之 10 組入圍隊伍，將透過評審與民眾共同平方投票，選出最終獲勝的 5 組隊伍，頒發評審團大獎。考量後續決選為國際評審，若入圍團隊之作品使用中文提案，則執行單位將協助進行英文翻譯，並由參與者於網站提交中文與英文之內容。

附錄一、評審及專家委員的名單（邀約中）

1. 未來新聞評審及未來原型初選之評審名單

姓名	職稱
鄭陸霖	實踐大學工業產品設計學系專任副教授/ 社會學家
鄭國威	泛科知識公司的知識長、台灣數位文化協會理事
涂豐恩	聯經總編輯/「故事」創辦人
林以涵	社企流共同創辦人暨執行長
龔大中	奧美廣告創意長/輔大廣告系助理教授/ 導演/雜誌專欄作者
劉安婷	「TFT 為台灣而教」基金會創辦人
周品均	東京著衣創辦人/ 現任 Wstyle 電商負責人

2. 未來原型決選之評審名單

姓名	職稱/簡介
詹宏志	PChome 網路家庭出版集團/城邦文化創業企業家
張鐵志	VERSE 雜誌社長兼總編輯
林之晨	台灣大哥大總經理
Anthony Soames	Subkarma 薩巴卡瑪國際有限公司設計總監
Liza Chong	The Index Project 執行長
張文櫻	文策院副院長
ANAB JAIN	Superflux 聯合創始人兼總監

附錄二、智慧財產權聲明

若您未滿二十歲，仍欲參加本次徵件活動，請在您的家長(法定代理人或監護人)陪同下，一起細讀、瞭解並同意本智慧財產權聲明。當您於本服務勾選「我已閱讀且同意點子松之智慧財產權聲明」時，即推定您的家長(法定代理人或監護人)已細讀、瞭解並同意接受本智慧財產權聲明，若您提供之稿件有違反本聲明之相關規定，法定代理人或監護人應一併負法律責任。

一、未來新聞與未來原型之參賽提案，其智慧財產權歸屬參賽者(包含個人或團隊)。

二、參賽者應擔保提供予本活動之參賽資訊，包括但不限於參賽提案、圖文、簡報、影音及其他資料，並無侵害他人之智慧財產權、其他權利或違反法令之情事，否則執行單位將取消其獲獎資格。若因前述情事致主辦單位或執行單位遭第三人主張權利者，參賽者應立即出面解決，其產生之訴訟費用、律師費用或其他相關費用，悉由參賽者負責。如因此造成主辦單位或執行單位直接或間接(包括但不限於名譽)損害，參賽者亦應無條件負擔賠償責任。

三、未來新聞得獎與未來原型入圍之參賽者同意將其為參加本活動所提供之圖文、簡報、照片、影音及其他資料(包括但不限於參賽者成員之姓名、肖像)，無償授權主辦單位或執行單位以不限區域、時間、次數及營利或非營利之方式

使用 (包括但不限於印刷、展示、宣傳、報導、出版或公開)，或再授權第三人使用，參賽者並同意主辦單位或執行單位得改作、重製、編輯及行使其他著作權法上著作財產權人所得享有之一切權利，且主辦單位或執行單位均不另行通知參賽者。如未涉及著作人格之誣衊，參賽者及其成員同意對主辦單位或執行單位不行使著作人格權。

四、參賽者同意無償授權主辦單位或執行單位得於本活動進行過程中，拍攝、錄影或請參賽者提供相關照片或動態影像，做為紀錄、宣傳推廣、行銷本活動或相關活動之用，並得以任何形式發表前述之相片或動態影像。

五、未來新聞與未來原型之參賽提案，執行單位自獲選名單公布後，可就參賽提案本身及衍生之智慧財產權轉讓或授權事宜，享有優先洽談合作之權利。

1. Background

As a way of promoting the future development of Taiwan's digital industry, the Ideathon invites everyone to imagine what their life might look like in the future. The objective is to gather a collection of innovative ideas from the general public and, in the spirit of open government, build on them to influence policy formulation and promote industrial development. This event will be held annually to encourage citizen engagement and achieve our vision of co-creation by and inclusion of all.

2. Submission Theme

The theme of the Ideathon is WeWe Futures : 2040 Plurality.

This year's theme uses the perspective of a pluralistic metaverse to explore the imaginings and expectations that people of different generations, regions, and nationalities have for their life in 2040. Each participant can decide their own space and what they want to do, whether as an individual or a group, in virtual or real-world, and involving environmental, social, or economic changes, to formulate ideas about various aspects of life in the future, such as housing, transportation, food, community, and communication. You can also escape from reality and enter a different world or metaverse to create a brand-new future wherein pluralistic dreams and ideas continuously and harmoniously coexist. We embrace all possibilities and bestow meaning upon all choices, so that all of us can live in growing anticipation of our co-imagined future (WeWe Futures).

※ Visit the website for more information: ideathon.tw

3. Organizers

This event was organized by the Ministry of Digital Affairs and the Industrial Development Bureau of the Ministry of Economic Affairs, and is being executed by the Taiwan Design Research Institute.

4. Submitted Content

Two types of submission can be entered for this competition.

- (1). **Future News (for individuals):** Events and news reports published from a third-person point of view, set in the year 2040.
- (2). **Future Prototypes (for groups):** Design concepts developed for new technologies in 2040 yet to be in mass production based on application scenarios of that time.

5. Application Eligibility

Everyone, irrespective of age or nationality.

6. Schedule

Stage	Event	Date
Future News Submissions	Event launch press conference	October 3 (Monday)
	Submission period	October 3 (Monday) to November 4, (Friday)
	Announcement of selected works	November 25 (Friday)
	Award ceremony	December 16 (Friday)
Future Prototype Submissions	Event launch press conference and forum	October 29 (Saturday)
	Submission period	October 31 (Monday) to November 25 (Friday)
	Announcement of finalists	December 16 (Friday)
	Finalists design co-creation	December 19 (Monday) to February 3 (Friday)
	Grand prize announcement	February 17 (Friday)
Award Ceremony	Award presentation ceremony	March 19 (Sunday)

※ Event schedule is subject to change. All changes will be announced on the official website.

7. Future News Submissions (for Individuals)

- (1). Submissions will be accepted from October 3, 2022 (Monday) until 17:00 on November 4 (Friday).
- (2). **Content:** Imagine the future as it has been shaped by the environment, society, economy, technology, politics, or other trends, and write a news report from the third-person point of view to describe major events or new lifestyles that may occur in 2040 that constructs a clear picture of the world as it exists then.
- (3). Submissions can be in any form, including images, video, text, and multimedia.
- (4). **Submission Process:**
 - Post your content on a publicly accessible social media platform that supports the #hashtag function (such as Instagram, Facebook, Twitter, Dcard, etc.)
 - Add two hashtags, #ideathon #2040Plurality, before posting to allow your post to be viewed by the organizers.
 - Fill in the online registration form (<https://tdri.surveycake.biz/s/PrwDv>) and submit your work by the deadline to complete your application.
- (5). **Number of submissions:** Submissions are considered individually. There are no limits on the number of submissions allowed.
- (6). **Awards:**
 - **Participation Award:** Each participant will receive a **limited-edition certificate**, and **50–200 participation prizes** will be awarded based on random draw (the number of prizes will be increased based on the total number of submissions).

- **Future Insight Award:** 10 people will be selected to receive a limited-edition certificate, a gift, and the opportunity to speak in person with the Minister of Digital Affairs, Audrey Tang.

(7). **Evaluation criteria:**

- **Ten participants will be selected for the Future Insight Award** (see Appendix 1-1 for a list of judges). Award winners will be selected based on the evaluation criteria, which include the futuristic features, creativity, and presentation of the work.

8. **Future Prototype Submissions (for Groups)**

(1). **Submissions will be accepted from October 31, 2022 (Monday) until 17:00 on November 25 (Friday).**

(2). **Content:** A prototype of a future design concept for all types of contexts for the year 2040, including but not limited to tangible products, spaces, living beings or intangible services, mechanisms, etc.

(3). **Submissions must contain the following:**

- **Proposal summary:** Title/subject (<20 characters) and overview (<200 characters) of your proposal.
- **Concept diagram:** At least one key image (png/jpg file with a resolution of 300 dpi).
- **Proposal content:** Unlimited—conceptual images and texts, presentations, multimedia, interactive content, etc.

(4). **Submission Process:**

- One representing team member will register an account on the event website.
- Fill in the submission content in the order as shown on the submission page, including a description of your proposal, concept images, and hyperlink to the proposal content.

(5). **Restrictions:**



- Submissions can only be entered by a team of 2–10 people. There are no limits to the number of submissions allowed.
- Only proposals for works not yet produced or sold on the market and will not be implemented before March 31, 2023 will be accepted.

(6). Awards:

- **Participation Award:** Each participant will receive a **limited-edition certificate**
- **Ten teams will be nominated** (see Appendix 1-1 for the list of judges) for the **Team Award**; each nominee will receive a **limited-edition certificate and a gift**. (If the team wins the **Grand Jury Prize**, nominated certificates and gifts will not be provided.)
- **Five teams** will be selected by public voting to win the **Grand Jury Award** (see Appendix 1-2 for the list of judges). Each person will receive a **certificate, a grand prize**, and the opportunity to apply and develop their work (including but not limited to **Future Scenario videos, curation, or other design applications**).

(7). Evaluation criteria:

- For the **Team Award**, the judges will review the proposals and nominate works based on the following evaluation criteria:

Evaluation Criteria	Description	Proportion
Creativity	An attempt to break free from the limitations of reality and explore future possibilities	40%
Quality	The diversity, clarity, and richness of the content	30%
Impact	The potential impact on future society and	30%

Evaluation Criteria	Description	Proportion
	commercial value of the content	
Bonus Points	A proposal that is a response to Future News is eligible for up to 5 additional bonus points. Bonus points are given at the judges' discretion.	-

※After the Future Prototype concept designs have been selected, the 10 nominated teams will enter the next stage (guidance) and work with a team of experts to create their final work in expanding their concept to co-create a metaverse experience. In principle, 10 teams will be nominated as finalists. The actual list and number of finalists will be determined at the organizers' discretion and resolved in a consensus meeting with the judges.

- For the **Grand Jury Award**, the co-created works submitted by the ten finalist teams will be evaluated by the judges and voted on by the public to select five winning teams for the Grand Jury Award.

Evaluation Method	Evaluation Criteria	Description	Proportion
Jury Selection	Creativity (40%)	An attempt to break free from the limitations of reality and explore future possibilities	70%
	Quality (30%)	The diversity, clarity, and richness of the content	
	Impact (30%)	The potential impact on future society and commercial value of the content	
Public Vote	Quadratic	Scores will be calculated by	30%

Evaluation Method	Evaluation Criteria	Description	Proportion
	Voting	multiplying votes by 10, where the number of votes is the square root of the number of public votes received	

※Five winning teams will be selected from the ten finalist teams by the judges and the general public through quadratic voting, each receiving a Grand Jury Award. Given that the final winning teams will be selected by foreign judges, if a finalist's work is in Chinese, the organizer will have it translated into English, and the participant will submit their work in both Chinese and English on the website.

Appendix 1. List of judges and expert panel members (invitations are ongoing)

1. Judges for Future News and Future Prototype nominations

Name	Title
Lu-Lin (Jerry) Cheng	Associate Professor/Sociologist, Department of Industrial Design, Shih Chien University
Kuo-Wei Cheng	Founder, PanMedia / Director, Association of Digital Culture Taiwan
Feng-En Tu	Editor-in-Chief, Linking Publishing / Founder, Story Studio
Yi-Han (Sunny) Lin	Co-Founder and CEO, Social Enterprise Insights
Ta-Chung (Giant) Kung	Chief Creative Officer, Ogilvy / Assistant Professor, Department of Advertising and Public Relations, Fu Jen Catholic University / Film Director / Magazine Columnist
An-Ting Liu	Founder, Teach for Taiwan (TFT)
Pin-Chun (Mayuki) Chou	Founder, YOCO Collection / Person-in-Charge of Wstyle e-commerce operations

2. Judges for Future Prototype final selection

Name	Title
Hong-Zhi Zhan	Entrepreneur, PChome Online Inc. / Cite Publishing Ltd.
Tie-Zhi Zhang	President & Editor-in-Chief, VERSE Magazine
Chih-Chen (Jamie) Lin	President, Taiwan Mobile
Anthony Soames	Creative Director, Subkarma
Liza Chong	CEO, The Index Project
Wen-Ying (Alice) Chang	Vice President, Taiwan Creative Content Agency

IDEATHON

Name	Title
	(TAICCA)
Anab Jain	Co-Founder & Director, Superflux

Appendix 2. Intellectual Property Statement

If you are under the age of 20 and you wish to participate in this event, both you and your parents (legal representative or guardian) must read, understand, and agree to this Intellectual Property Statement. Ticking the box “I have read and agree to the Ideathon Intellectual Property Statement,” means that your parents (legal representative or guardian) have read, understood, and agreed to this Intellectual Property Statement. If your submission violates any regulations under this Statement, your legal representative or guardian shall be held legally liable.

1. The participants (including individuals and teams) own the intellectual property rights to the Future News and Future Prototype works submitted.
2. Participants shall guarantee that the information provided, including but not limited to the proposal, images, texts, presentations, audios, videos, and other materials, does not infringe the intellectual property rights or other rights of others, or violate any laws or regulations; otherwise, their eligibility for awards will be revoked by the executive organizers. If the aforementioned circumstances cause a third party to make claims against the organizer or executive organizer, the participant(s) shall immediately resolve the issue in person and shall bear all relevant litigation costs, attorney fees, and other fees incurred. If the issue causes direct or indirect damage (including but not limited to reputational damage) to the organizer or executive organizer, the participants shall also be held unconditionally liable for compensation.
3. Future News award winners and Future Prototype finalists agree to authorize the organizers and executive organizer to use the images, texts, presentations, photos, audios, videos, and other materials (including but not limited to the names and portraits of the team members), free of charge and



without restrictions on location, time, or number of times for for-profit or non-profit purposes (including but not limited to printing, display, promotion, news reporting, publication, or publicizing), or to sublicense third parties to use the aforementioned materials. The participants agree that the organizers and executive organizer may revise, reproduce, edit, and otherwise exercise all of the rights to which the copyright owner is entitled under copyright law without notifying the participants. Participants and their team members also agree not to exercise their personality rights against the organizers and executive organizer if the aforementioned rights are not compromised.

4. The participants agree to authorize the organizers and executive organizer to take photos, make videos, or request participants to provide photos or videos for the purposes of recording, promoting, and marketing this event and its related activities during the course of this event, and that the organizers and executive organizer may publish the aforementioned photos or videos in any form.

5. After the Future News and the Future Prototype winners have been announced, the executive organizer shall be given the right of first refusal to negotiate collaborations with respect to the proposal itself and the transfer or authorization of the intellectual property rights derived therefrom.

