

## 「探索台灣 120h Taiwan In My Eyes」報名簡章

### 壹、指導單位、主辦單位及執行單位：

- 一、指導：教育部、經濟部(邀請中)
- 二、主辦：中鼎教育基金會(CTCI Education Foundation, CTCI EF)、台灣永續能源研究基金會(Taiwan Institute for Sustainable Energy,TAISE)，以下簡稱主辦方或主辦單位。
- 三、執行：台灣企業永續研訓中心(Center for Corporate Sustainability, CCS)，以下簡稱執行單位。

### 貳、活動目的：

為使國際社會對台灣有更深入的瞭解及促進交流，增進多元文化之相互理解與培養國際思維，讓國內外學生產生不同的文化激盪與創意思維並拓展其視野，特籌辦「探索台灣」活動。

由國際學生組隊參訪及深度觀察台灣的生活、企業、建築、生態及文化，並透過大學生在活動期間彼此交流、討論與分享心得感想，進而理解異國多元文化，培養宏觀思維，增進且提升溝通之能力素養。

### 參、活動說明：

#### 一、活動流程

本活動區分為兩部分，第一部分為實地探索活動、第二部分為成果發表會，說明如下：

- (一) 實地探索活動：7月3(星期一)至7月7日(星期五)進行為期5日之實地探索活動，每日行程以1至2個參訪點搭配1個自選點或主題進行規劃；5日行程共包含8個參訪點與5個自選點或主題，合計13個地點。(時間、參訪點、自選點或主題挑選原則，以及本階段考核要求，詳如後述)

(二) 成果發表會：7月13日(星期四)於中鼎集團總部201會議室，並以隊為單位進行每隊約15分鐘之簡報及成果展現。由主辦單位籌組之評選委員會依「簡報展現」、「成果內容」及「實地探索活動考核」進行評分，並選拔前三名隊伍。

(三) 頒獎典禮：成果發表活動優選隊伍於7月13日(四)當日，由主辦單位依序頒發「中鼎國際交流獎學金」新台幣20萬元(1隊)、10萬元(2隊)及5萬元(4隊)，其餘5隊另各頒發獎學金2萬元。

## 二、實地探索活動獎學金

實地探索活動啟動首日由主辦單位先行發給各隊每人新台幣6千元、合計每隊新台幣2萬4千元，俾補助各隊進行實地探索活動之差旅與食宿費用，若有其他衍生費用，敬請各隊自理。

## 三、實地探索活動之考核與要求

本活動將於實地探索活動針對各隊表現進行考核、並納入成果發表評比，相關要求說明如下：

- (一) 各參訪點均由主辦單位及相關人員接待並進行簡介或導覽，參與隊伍務須遵守指定點相關規定及安全要求。
- (二) 本活動所列參訪點，均詳列參與隊伍指定到達時間，各隊須恪遵準時之要求，遲到情節嚴重者逕取消該隊參與活動資格，並要求繳回實地探索活動獎學金款項。
- (三) 各隊於實地探索活動期間須依經審核通過之企劃行程進行實地探索，各隊每一成員均須於各當日上傳每則至少2張照片，以及至少300字(限中文或英文)之各點(或主題)之探索心得感想或紀要至活動臉書粉絲頁，續再由活動臉書粉絲頁將該則貼文分享至個人臉書頁(須含「參訪點」及「自選地點或主題」，且該文須設為公開狀態)。亦即每人於實地探索活動期間每日須上傳張貼至少2或3則、為數600至900字以上臉書貼文；參與隊伍並須於頒獎典禮結束後1週內，蒐集彙整該隊4員之前開貼文、以電郵WORD電子檔方式另寄交主辦單位

([service@ctcief.org](mailto:service@ctcief.org))。

- (四) 參與隊伍須於 7 月 12 日(星期三)中午 12 時前上傳該隊經剪輯之探索紀實影片 1 部至本活動指定雲端儲存空間。(片長限 5 分鐘以內，格式以.avi/.mov/.mpg 等可上傳 YouTube 為準)
- (五) 前述之報名提案企劃書、臉書貼文與照片、影片、參與評比簡報及成果展現相關資料與文件，經報名入選參加者視同同意賦予主辦單位編輯、重製、改作、發行、公開傳輸及散佈等權利使用，惟非讓與其著作權及其他智慧財產權予主辦單位。

(六) 參訪點主題目標及意涵

地區	編號	目標	意涵
北區	1	跨國工程	台灣工程技術與實力在國際大型工程與建設的成果。
	2	長照保全	台灣完善社會醫療安全及長期照護體系的建制與發展。
	3	環境永續	環境保育、都市垃圾管理、廢棄物資源回收等知識與趨勢。
	4	科技研發	科學園區對於全球電子產業的轉型與技術轉移的發展。
中區	5	創新服務	台灣百貨公司第四代店型「百貨型購物中心」，以數位科技、智慧零售的經營模式。
	6	飲食文化	台灣夜市飲食文化與生活消費型態的體驗與探索。
南區	7	綠色工廠	光電、積體電路及生物科技等產業之綠色工廠標章產業園區。
	8	永續農業	以農業技術為基礎所發展之永續農業型態。

備註：本活動依表列目標挑選 8 個參訪點，並以網站公告為準



### (七) 自選點或主題選擇原則及建議

自選點或主題以能深度探索台灣生活、建築、企業、生態及文化等意涵，各隊提案之自選點或主題須至少擇定5個，北(北北基、桃竹苗)、中(中彰投、雲嘉)及南部(高屏)三區，各區須至少有1自選點，須納入企劃書進行行程規劃、並經主辦單位審核通過後，始得納入各隊自選點或主題；審核未通過者，得通知該隊另補或以其提案之其他自選點或主題為之。

### 肆、 活動時間：

- 一、 網路報名：106年4月5日(星期三)至5月15日(星期一)。
- 二、 初選階段：106年5月下旬(進行書面資料審核，5月下旬公布進入甄選之24個隊伍)
- 三、 甄選階段：106年6月中旬(24個進入甄選之隊伍於6月5日前提案企劃書，經主辦單位進行企劃書審核後，6月20日前公布入選的12個隊伍及備選隊伍)
- 四、 實地探索：106年7月3日(星期一)~7月7日(星期五)，共五日。(7月3日啟動日並辦理行前說明)
- 五、 成果發表會評選暨優選隊伍頒獎：106年7月13日(星期四)。

### 伍、 活動對象及組隊說明：

- 一、 資格：中華民國地區大專院校大學部或研究所之本國學生(須提供「身分證」、「學生證」或「在學證明」)及境外學生。有關境外學生(須提供「護照或入台證」、「學生證」或「在學證明」)說明如下：
  - 1.外籍學生(外籍學位生)；
  - 2.交換學生(外國籍交換學生、中國大陸含港澳交換學生)；
  - 3.華語生(語言中心學生)；
  - 4.陸生及僑生(學位生)
- 二、 組隊人數及成員規範：

1. 每隊限制為 4 人須為同校；其中 1 位須為本國學生、其餘 3 位須為不同國籍之境外學生(例如：小美為本國生、小明為陸生、Monica 係美國籍，以及馬來西亞籍的 Muhammad 即可組隊)。
  2. 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，主辦單位得逕取消該隊參與活動資格。
- 三、 組隊完成後，透過網路報名，經初選及甄選作業，由報名提案隊伍挑選 12 隊及備選隊伍參與本活動。

#### 陸、 報名隊伍選拔說明：

- 一、 初選階段：由主辦單位進行書面資料審核作業，除篩選符合組隊資格之隊伍外，並評核其對主辦單位之認知、參與動機及期望內容，由主辦單位選取至多 24 隊晉級甄選階段。
- 二、 甄選階段：晉級甄選階段隊伍，除上傳各成員照片(小於 1MB 之證件照)與填覆緊急聯絡人外，須撰擬及上傳該隊參與本活動之企劃書(依提供之參考 WORD 檔格式，以中文撰擬小於 10MB 之 3 至 5 頁企劃書)，內容須包括：
  1. 活動期間之食宿及交通安排規劃
  2. 自選點或主題探索之搭配規劃
  3. 對於參訪點的想法與期待。

由主辦單位籌組評核委員會進行企劃書審核作業，並評比其內容擇優選取前 12 隊參與探索活動，第 13 順位至 24 順位則為備選隊伍。若入選之前 12 隊中之任一隊無法以全員或全程參與本活動時，主辦單位有權於活動前以備選隊伍依序遞補。

#### 柒、 報名流程：

- 一、 以網路形式報名，請至中鼎教育基金會官網(<http://www.ctcief.org/>)進入活動網頁或掃描活動 QR Code 進入報名頁面，填寫及上傳相關報名資料。
- 二、 小組自選任命 1 人為隊長(建議為本國籍)，並彙整其餘 3 位隊員之個人基

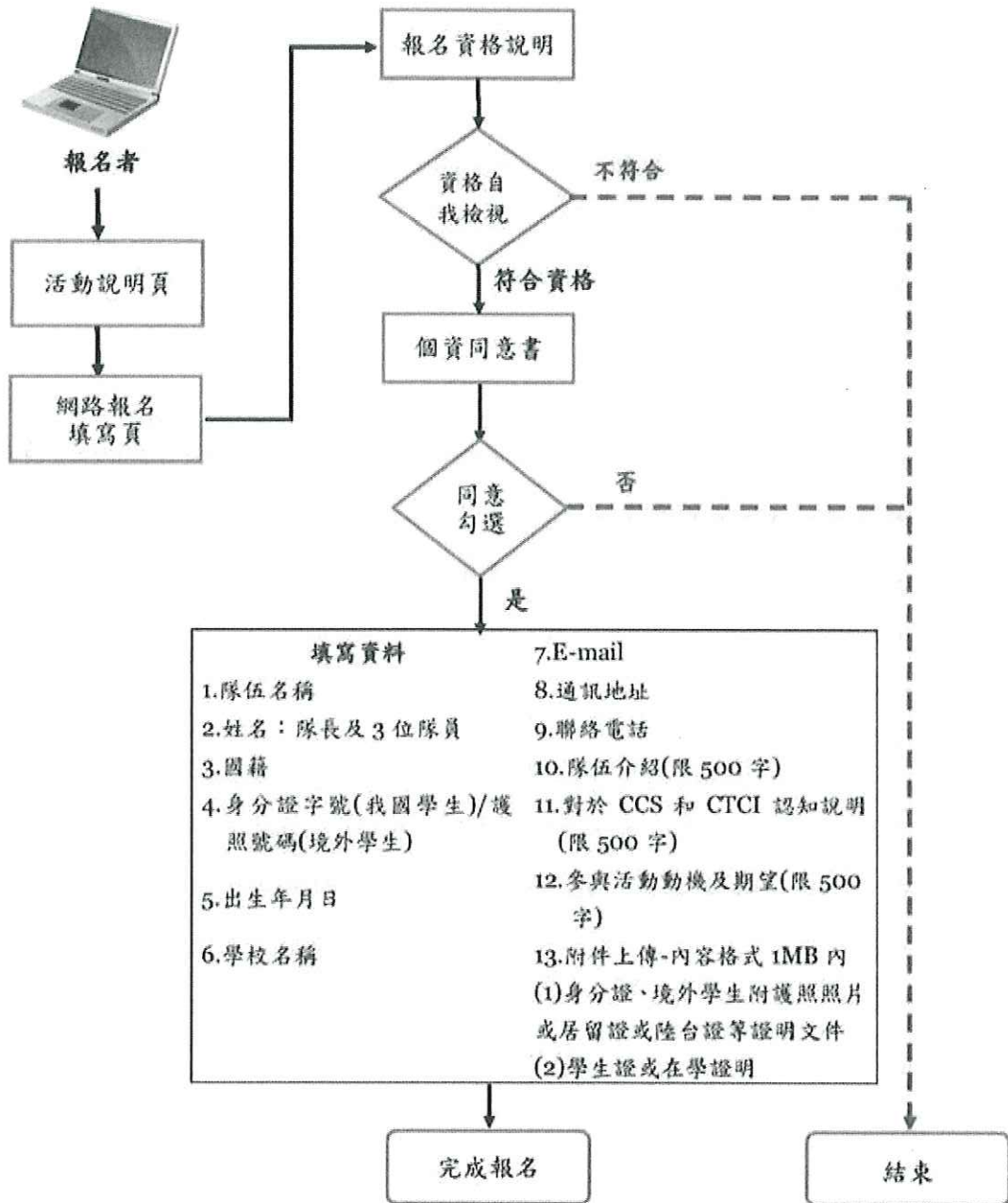
本資料協助完成報名，以及填寫隊伍資料：隊伍介紹、對於 CTCI(中鼎集團)和 CCS(台灣企業永續研訓中心)的認知說明、參與活動動機及期望等。

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 500 字以內)：

1. 隊伍介紹(隊名緣由、成員簡介等)；
2. 對於 CTCI 和 CCS 的認知說明；
3. 參與探索台灣活動的動機以及期望

四、由隊長彙整、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。(流程如下圖)

### 「探索台灣」網路報名流程



附圖：「探索台灣」網路報名流程示意圖



# **“Discover Taiwan” Registration Guidelines**

## **I. Supervising entities, host organizations, and organizers:**

1. Supervising entities: the Ministry of Education and Ministry of Economic Affairs
2. Host organizations: CTCI Education Foundation (CTCI EF) and the Taiwan Institute for Sustainable Energy (TAISE), hereafter referred to as the hosts.
3. Organizers: Center for Corporate Sustainability (CCS), hereafter referred to as the organizer.

## **II. Purpose of the Event:**

The “Discover Taiwan” event is conducted to ensure the international community has a better and in-depth appreciation and perception of Taiwan, and enhance interchange, multicultural understanding and global perspectives, allowing domestic and international students to share in cultural stimulation and innovation advancing their viewpoints.

Through the international student team participation and in-depth observation of Taiwan lifestyles, enterprise, architecture, ecology and culture, and through the university students mutual interchange during the event period, as well as discussion and sharing of their thoughts and feelings, the event aims to promote appreciation of other’s cultures, developing broader global perspectives and thereby enhancing participant’s communication skills and capacities.

## **III. Event Overview:**

### **1. Event Process**

The event is divided into two phases, with the first phase being dedicated to the experiential learning and activities, and the second focusing on presentation of results, or more specifically:

- (1.) Experiential discovery activities: from Monday, July 3, through Friday,



July 7, 2017, for a total of five days, with one to two scheduled site visits and one elective site visit or theme experience per day; the 5 day program includes 8 experiential site visits and 5 elective or theme experiences, for a total of 13 sites. (times, places, elective sites or theme selection principles, and this phase's scoring requirements will be explained later, infra)

(2.) Results Presentation: Thursday, July 13 at the #201 Conference Room of the CTCI Group, with teams presentations in 15 minutes with poster and results presentation. The host organizations are preparing the Judges Committee to evaluate presentations based on "Poster Realization", "Results Contents" and "Experiential Discovery Event Scoring", with selection of the top three teams.

(3.) Awards Ceremony: Judging and Awards will be on Thursday, July 13, with the host organization awarding the winners with the "CTCI Exchange Scholarships" in the amount of NT\$200,000 (One Team), NT\$100,000 (Two Teams), NT\$50,000 (Four Teams), and NT\$20,000 (the other five teams).

## 2. Experiential Discovery Activity Scholarships

For the experiential discovery events, the host organizer on the first day of the event provide each team member with NT\$6,000, for a total of NT\$24,000 per team, helping defray the actual costs of each team member's per diem travel, room and board expenses associated with each experiential discovery site, and for any other incidental expenses, the teams shall be responsible for their own expenses.

## 3. Scoring and Requirements for Experiential Discovery Activities

The Discovery Taiwan event will undertake scoring of the experiential discovery activities participation by each team, which will be considered in the final event scoring, as follows:

(1.) For each Discovery site, the host organizer and related staff will receive

the teams and provide an overview or guide, and participant teams must strictly abide by all site regulations and safety requirements.

- (2.) The Discovery sites will have specified arrival times, so team members must be on time, and for seriously late infractions, the team will lose its status as a participant in the event, and team members will be required to return in full the Discovery scholarship sum.
  
- (3.) Each Discovery site experience must comply with the approved plans for the experiential activities, and each team member must take at least two pictures per site for uploading each day along with a minimum of 300 words (in Chinese or English) about each site (or theme) and their experiential discovery or thoughts or key points on the Discovery FB Fans Page, and then share their post on the event FB page to their personal FB page (which must include the “site visited” and “elective site or theme”, and the post must be publicly viewable).

Thus, each day throughout the experiential discovery phase, each participant shall upload two or three times, posting messages of 600 to 900 words on Facebook; teams must also within one week of the Awards Ceremony, collect all the aforementioned 4 team members posts, and send them in WORD format to the host organizer care of ([service@ctcief.org](mailto:service@ctcief.org)).

- (4.) Teams shall before noon on Wednesday, July 12, upload their team’s edited Discovery On site Video to the event Cloud space. (the video should be under 5 minutes long, in .avi, .mov, or .mpg format, and uploaded to Youtube).
  
- (5.) As for any of the aforementioned registration plans, FB posts or images, videos, judging posters and results presentation related information and documents, shall be deemed to be voluntarily submitted without recourse to the host organizers for any use to edit, re-produce, modify, distribute, or release by transmission or distribution, and other use rights, but shall

not be deemed to convey any copyright or other intellectual property rights to the host organizers.

(6.) Site theme objectives and significance:

Location	Number	Purpose	Significance
North Taiwan	1	International Projects	Taiwan project engineering technology and prowess on international large scale projects and construction results.
	2	Long-Term Healthcare	Taiwan has a complete healthcare system and the long term health care system establishment and development.
	3	Environmental Sustainability	Environmental conservation, urban waste management, and waste recovery related knowledge and trends.
	4	Science and Technology Research and Development	Science Parks contributions to global electronics industry transformation and technology transfer development.
Central Taiwan	5	Innovation Services	Taiwan Department Stores Fourth Generation “Hyper Malls”, digital technology, and smart retailing operations.
	6	Food and Beverage Culture	Taiwan Night Market food and beverage culture and consumer lifestyles experience and discovery.
South Taiwan	7	Green Factories	Optoelectronics, and Biotechnology industry green accredited factory Industrial Parks.
	8	Sustainable Agriculture	Sustainable Agriculture from technological development.



Note: the event selection of 8 sites, is subject to the online lists as authoritative

(7.) Elective sites or theme selection principles and recommendations

Elective sites or themes shall emphasize in-depth discovery of Taiwan lifestyles, architecture, enterprises, ecology and cultural significance, so each team will select at least 5 elective or theme sites, in the three regions of north Taiwan (Taipei, Taipei City and Keelung, Taoyuan, Hsinchu and Miaoli), Central Taiwan (Taichung, Changhua, Nantou, Yunlin and Chiayi), or South Taiwan (Kaohsiung and Pingtung). At least one elective site per region shall be selected, and included in the Team Plan for their itinerary, and after approval by the host organizers, may then be included in the team elective or theme sites; where not approved, the team must make alternate selections or the team will be apprised of selection of other of their elective choices or themes in lieu thereof.

**IV. Event period:**

1. Online registration: Wednesday, April 5, through Monday, May 15, 2017.
2. Initial selection: end of May, 2017 (with written notice of selection, and determination in late May of the 24 teams selected for the final selection)
3. Final selection: mid June, 2017, (24 finalist teams will submit their plans before June 5, and after approval by the host organizers, the final 12 teams will be selected by June 20).
4. Experiential Discovery: Monday, July 3 ~ Friday, July 7, 2017, for a total of 5 days. (on the first day of July 3 there will be a pre-departure orientation)
5. Results presentations selection of the five award categories: Thursday, July 13, 2017.

**V. Event eligibility and team overview:**

1. Qualifications: Domestic university or graduate students in the Republic of China (with personal ID, student ID or proof of enrollment), or university students outside Taiwan. For students outside Taiwan (provide (passport or

Taiwan entry permit), student ID, or proof of enrollment), as follows:

- (1). Overseas students (degree pursuing students without ROC nationality);
- (2). Exchange students (overseas exchange students in Taiwan, or mainland China, Hong Kong or Macao exchange students);
- (3). Chinese language students (enrolled at language centers);
- (4). Mainland Chinese students or Overseas Chinese (Taiwanese) students (degree pursuing)

2. Team numbers and participant guidelines:

Each team shall have four members from the same university; among them one student must be from Taiwan, and the other three should be of different foreign nationalities (such as: one is from Taiwan, another from mainland China, another from the USA, and another from Malaysia, to form one team).

Each participant can only register with one team, and may not register more than once, for any fraud or misrepresentations, the host organizer reserves the right to cancel the team's participation and eligibility for the event.

After a team is formed, online registration should be completed, then after the initial and final selection, there will be a total of 12 final teams selected and wait list teams selected for participation in the event.

**VI. Registered Team Selection Overview:**

1. Initial phase: the host organizer shall conduct written evaluations, to determine if the team qualifies, and their understanding of the host organizer, their participation motivation and aspirations, for selection of the cohort of 24 finalist teams.
2. Final selections: the finalist teams, besides submitting their team member photos (ID photos of less than 1MB) and emergency contact information, will also submit their Team Participation Plan (using the reference WORD format,

in Chinese and from 3 to 5 pages with less than 10MB size), including:

- (1).Event period room and board and transportation itinerary
- (2).Elective sites and theme discovery selections plan
- (3).Thoughts and Expectations about Site Selections.

If any of the selected 12 teams is unable to deploy its entire team or participate in the entire event program, the host organizer reserves the right to replace same with a wait list team instead.

## **VII. Registration process**

1. The registration shall be conducted through the official event website link at the CTCI Educational Foundation URL, (<http://www.ctcief.org/>), or use the QRCode to directly access the official webpage, then complete and upload the registration information.

The Teams shall elect one person to serve as the Team Leader (it is recommended to select the Taiwan student), who will gather all of the team members biodata to complete registration of the team information: the team overview and their understanding of CTCI and CCS, and their motivation and aspirations for participating in the event.

2. Besides completing the team member Biodata, upload the personal ID, passport or Taiwan entry permit, and student ID or proof of enrollment, in scanned images, and answer the following (in under 500 words each):

- (1).Team introduction (team history and resumes of members, etc.);
- (2).Knowledge of CTCI and CCS;
- (3).Motivation and expectations for participation in Discovery Taiwan



3. The Team Leader shall collate all the information, upload same, and complete all required information for the team member's registration, and send it out; after the host organizer review thereof, there will be sent a notice confirming registration is successfully completed (the registration process flowchart follows)

### 「探索台灣」網路報名流程

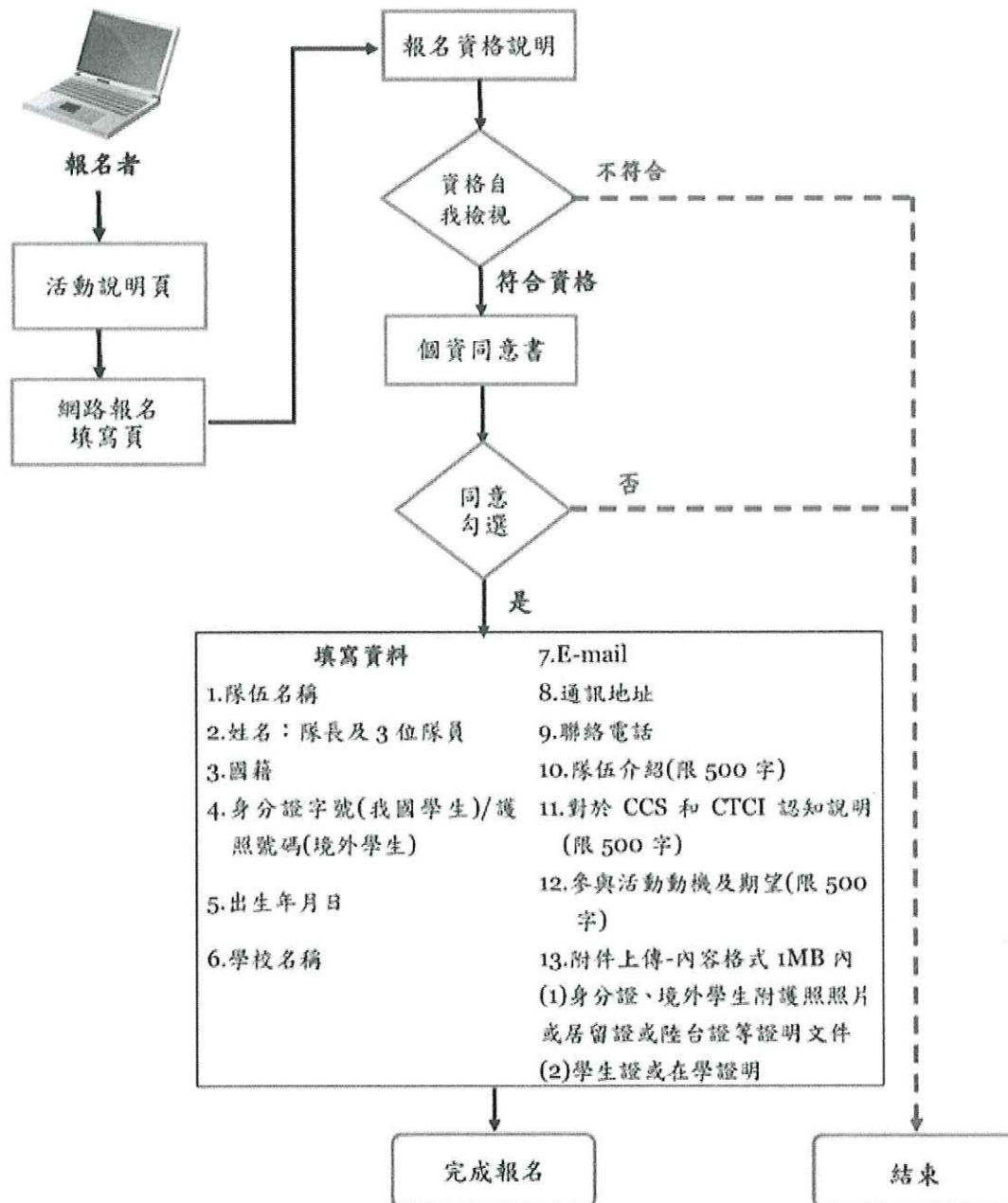


Figure: “Discover Taiwan” Online Registration Process Flowchart