

2019 第五屆企業社會責任領航計畫-秋季行動

2019 The 5th 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，促進產學界良好交流，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，過去四屆廣獲各大專院校、企業與社會各界好評！領航計畫活動已邁入第五屆，本次「2019 第五屆企業社會責任領航計畫-秋季行動」(2019 The 5th 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，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。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；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，達到雙效回饋之影響。

I. Event Objective

CTCI Education Foundation (CTCI EF) and Center for Corporate Sustainability (CCS) have jointly hosted CSR Captain Program. The program offers opportunity for university students insightful understanding of Taiwan's corporate culture while build a platform for knowledge exchange between industry and academics. These interactions lead to fulfillment of 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 5th season. 2019 The 5th CSR Captain Program- Autumn Action involves formulation of teams combining local and international students in universities in Taiwan. This combination will provide Taiwanese students opportunities to expose to corporate social responsibility practices in foreign countries. Furthermore, experts and professionals in the field will participate and share their practical experiences; they will nurture the students in their case proposals. The program aims to bring sustainability experiences to university campuses, to countries where international students originated, and to the rest of the world. At the end of the program, both the creativity of students and the corporate representatives' expertise will be promoted 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**2019年10月3日(四) 17:00**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**2019年10月7日(一)**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**2019年10月19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：12支入選隊伍須於**2019年10月25日(五)中午12:00前**，提交「2019企業社會責任領航計畫-秋季行動」之領航報告書，以供評審委員進行書面檢核。
- 五、繳交提案簡報與跨國溝通指標登記表：12支入選隊伍須於**2019年10月31日(四)中午12:00前**，提交成果發表會之提案簡報及跨國溝通指標登記表。
- 六、成果發表會暨頒獎典禮：**2019年11月2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 Thursday, October 3, 2019 at 17:00 with all documents submitted. All registrations are online.
2. **Preliminary Selection:** The host will review written materials submitted and announce the 12 finalist teams on Monday, October 7, 2019.
3. **Lecture Courses Workshop:** Full day course on Saturday, October 19, 2019.
4. **Submission of Reports for Review:** The 12 finalist teams shall submit the “2019 CSR Captain Program-Autumn Action Caption Report” before noon, Friday, October 25, 2019, for review by the Judges.

5. **Submission of Presentations and Registration Form:** Before noon, Thursday, October 31, 2019, the presentations slides and registration form shall be submitted.

6. **Final Presentation and Awards Ceremony:** On the morning of Saturday, November 2, 2019, each team will deliver their final presentation followed by the Awards Ceremony. The First Prize winner of the “CTCI CSR Scholarship” receive NT\$20,000, Second Prize receive NT\$16,000, and Third Prize receive NT\$12,000. The remaining will receive NT\$10,000 each.

肆、活動地點

2019年10月19日(六)研習工作坊與2019年11月2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 Lecture Courses Workshop on October 19 and the Final Presentation follow by Awards Ceremony on November 2 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 finalized 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 1：參與過前四屆(2017、2018 春季&冬季行動、2019 春季行動)「企業社會責任領航計畫 CSR Captain Program」學研究生，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)。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)，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

University and undergraduate 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 “2017 CSR Captain Program”, “2018 CSR Captain Program-Spring Action & Winter Action” & “2019 CSR Captain Program-Autumn Action” are ineligible for re-entry.

2. Size of teams:

4 students per team (from same university). Please register with the university name and a team name. **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 allowed. Candidates provided with falsified registration will be disqualified.

Note 2: In order to avoid affecting the quality of the lectures, at least one of the team members of each team need to be fluent in Chinese language ability (listening, reading, speaking, and clear communication in the language). This is to ensure the students' rights in the program.

3. The organizer then will review the team registration materials upon submission to shortlist **12 teams** with the rest of the teams 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?L=ch&PID=csr-captain-2019-%20autumn>)。

二、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：

1. 對 CSR 的認知說明(中、英文不拘，請提供約 300 字中文或英文字內容)
2. 參與活動的動機以及期望(中、英文不拘，請提供約 300 字中文或英文字內容)

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 2019 年 10 月 3 日(四) 17:00 前補交，資料不齊全者，無法參與初審資格。

VI. Registration Process

1. Enter into the official website of CTCI EF through the CTCI EF Facebook page(<https://www.facebook.com/CTCIEF/>) or the official CTCI EF website to enter the registration page (<http://www.ctcief.org/page.aspx?L=ch&PID=csr-captain-2019-%20autumn>).
2. The team captain (local students recommended) shall register through online system with the following information provided:

(1) Knowledge about CSR (in 300 Chinese/English characters or less)

(2) Motivation for Participation in the Event and Aspirations (in 300 Chinese/English characters or less)

After uploading and completing all team members' aforementioned registration materials and submit same; then after reviewing by the event organizers, await notice of confirmation of registration. **If the registration materials submitted is not complete, all materials must be submitted by October 3, 2019 (before 17:00). Failure to submit required documents are ineligible for the preliminary round selection.**

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及領航報告書。

(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「2019 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)，其內容須包括：

1. 創意 CSR 作法提案
2. CSR 重大性分析
3. 個案企業 CSR 作法與績效展現

請儲存 WORD 檔格式，總檔案以不超過 10MB 為限，**2019 年 10 月 25 日(五)中午 12:00 前** MAIL 至主辦單位信箱 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. Explanation of Selection of Registered Teams

1. **Preliminary Round Selection:** The organizers will undertake review processes for the written submissions, including knowledge in CSR, motivates, diversity of the team etc to select teams qualified in which 12 teams will be finalists. **If any team among the 12 finalists unable to ensure complete attendance of all team members during the lecture courses workshop, results presentations and awards ceremony to complete all the event requirements, the organizers retain the right to replace the team with reserve teams.**

2. **Selection Process:** For the selection process of the 12 finalist teams shall scanned personal identification and “2019 CSR Captain Program-Autumn Action Caption Report”:

(1) Scanned Personal Identification:

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

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

(2) Each finalist teams shall hand in “2019 CSR Captain Program-Autumn Action Caption Report”:

About the Caption Report, please write in either Chinese or English. Please notice that the writing page need to be in 6-8 pages (including the references), font size 12, Time New Roman, must include the following:

(2.1) Innovative CSR method proposal;

(2.2) CSR materiality analysis;

(2.3) Corporate case study in CSR practices and performances

In word document, please upload in a file less than 10MB. The report must be sent to CTCI EF email (service@ctcief.org) no later than **Friday, October 25, 2019, before 12:00 noon. Late submission will lead to 10% reduction of the team's total score.**

3. Final Presentation: The Judging Committee will review the Captain Reports, and evaluate the team's presentation to determine winners of the Scholarships.

捌、研習工作坊、成果發表會暨頒獎典禮說明

一、10月19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 4 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，並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。活動議程規劃如下：

時程	活動內容
10月19日	研習工作坊
8:10-8:40	報到
8:40-9:00	活動時程提醒(含隊伍介紹)
9:00-9:20	簡大使開幕式(含大合照)
9:20-10:00	SDGs 課程(含 Q&A)- 申永順副教授
10:00-10:20	休息
10:20-10:50	企業經驗分享 1(中鼎工程)
10:50-11:20	企業經驗分享 2(台新金控-TBD)
11:20-11:40	Q&A 1
11:40-12:30	午餐
12:30-13:00	企業經驗分享 3(資誠會計)
13:00-13:30	企業經驗分享 4(新光三越-TBD)
13:30-13:50	Q&A 2
13:50-14:00	休息
14:00-14:30	行政庶務報告 (活動進行方式+隊伍負責個案分配 +評分規則說明)
14:30-17:30	CSR 重大性分析暨案例績效評估演練- 陳耀德顧問
17:30	賦歸

二、11月2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
11月2日	
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 19 Lecture Courses Workshop:

The program invites the experts in the field of CSR to share about latest international trends and local development, and critical review of policy implementation dimensions. Furthermore, four Taiwanese corporations (CCS membership companies) are invited to share about their CSR practices. The activities schedule is as follows:

Timetable Saturday, October 19	Lecture Courses Workshop Schedule
8:10-8:40	Registration
8:40-9:00	Briefing about Program Schedule (including Group Introduction)
9:00-9:20	Opening Ceremony (including Group Photo) (Chairman Amb. Dr. Eugene Chien)
9:20-10:00	SDGs Course (including Q&A) Associate Professor and Academic Director, Yung-Shuen Shen
10:00-10:20	Break
10:20-10:50	Corporate Lecture Presentation 1 (CTCI)
10:50-11:20	Corporate Lecture Presentation 2 (Taishin International Bank-TBD)
11:20-11:40	Q&A 1
11:40-12:30	Lunch & Break

Timetable Saturday, October 19	Lecture Courses Workshop Schedule
12:30-13:00	Corporate Lecture Presentation 3 (PwC Taiwan)
13:00-13:30	Corporate Lecture Presentation 4 (Shin Kong Mitsukoshi-TBD)
13:30-13:50	Q&A 2
13:50-14:00	Break
14:00-14:30	Final Presentation (Rules Announced)
14:30-17:30	CSR Materiality Analysis & Case Study Performance Assessment Discussion (Advisor, Yue-De Chen)
17:30	Conclusion

2. Saturday, November 2, Results Presentation and Awards Ceremony:

Each team will be given 15 minutes for the presentation, and Judges will review the contents, then the top 3 teams winners will receive Scholarships. The schedule is as follows:

Timetable Saturday, November 2	Final Presentation and Awards Ceremony Schedule
8:10-8:25	Registration
8:30-8:40	Drawing for Proposal Presentation (including Order of Presentations and Selection Rules)
8:40-8:50	Opening Ceremony (including Group Photo) (Chairman Amb. Dr. Eugene Chien)
8:50-10:25	Results Presentations 1 (the first 6 groups)
10:25-10:35	Break
10:35-12:10	Results Presentations 2 (the latter 6 groups)
12:10-13:00	Lunch & Break
13:00-14:00	Closing Ceremony (Winner Announcement) & “CTCI CSR Scholarships” Awards

玖、聯絡資訊

中鼎教育基金會領航計畫活動小組

楊高級企劃專員 TEL: 02-2769-8599 #109 EMAIL: isha@ctcief.org

王企劃專員 TEL: 02-2769-8599 #105 EMAIL: service@ctcief.org

IX. Organizer Contact Information

CTCI Education Foundation, CTCI EF Team of Captain Program

Ms. Isha Yang TEL: 02-2769-8599 #109 EMAIL: isha@ctcief.org

Ms. Vivian Wang TEL: 02-2769-8599 #105 EMAIL: 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 this activity. Information about the event is subject to the announcements at CTCI EF official website, and will not inform individually.