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Newsletter

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Results of Top Cycling - The Best Cycling Routes of Taiwan Announced



Former Sports Administration Director-General Kao announces the results of the Top Cycling - The Best Cycling Routes of Taiwan online vote

After a one-month long online vote was held for the Sports Administration's Top Cycling-The Best Cycling Routes of Taiwan, over 2 million votes were received.

After overall assessment at a best cycling path selection meeting by a panel of invited experts taking in route planning, peripheral services, road surface and safety facilities, path connection, attractions and local characteristics, the 15 cycling paths chosen as the best and winners of the lucky draw in which all voters were entered announced on World Cycling Day 2020.

The winning cycling paths are as follows (in north, central, south, east, and outlying islands order):

1. Best Highlight Path Award (10 routes): Yilan Shuangyuan Cycling Path, Yilan Nanfangao Mountain -Sea Cycling Path, New Taipei City Keelung River Cycling Path, New Taipei City Sandiaoling Cycling Path, Taichung City Tanya Shenluyuan Cycling Path, Taichung City Qingshui Cycling Path, Tainan City Chamuying Cycling Path, Taitung County KAKACAWAN Cycling Path, Taitung County Luye Cycling Path, Kinmen County Jin-cheng Circular Cycling Path.
2. Popularity Award (2 routes): Nantou County Minjian Township Bolushuiludao Cycling Path, Kaohsiung Love River Lotus Lake Cycling Path.
3. Special Selection Excellence Award (3 routes): Miaoli County Green Light Sea Breeze Cycling Path, Chiayi County Puzi River Cycling Path, Pingtung County Wan-Jin Sugar Refinery Cycling Path.

Primary School Football World Cup National Finals



Quarterfinalists were determined to be champions (girls section)

The finals of the first ever official football tournament aimed at primary school children, the Primary School Football World Cup, were held at Taipei Municipal Stadium from July 10 to 12, making history for primary school football in Taiwan.



Quarterfinalists were determined to be champions (boys section)

Held for the first time in 2019, the Primary School World Cup kicked off in 22 cities and counties in December

2019, 431 teams entered nationally (314 boys teams and 117 girls teams) Following the World Cup model, regional qualifiers were first held and after almost 1000 matches, 40 boys teams and 32 girls teams from 22 cities and counties went on to the national semi-finals, teams battling it out for the 8 places in the finals in the boys and girls section.

Former Sports Administration's Director-General Kao Chin-hsung said that, in recent years, football has gained more and more popularity at grassroots level in Taiwan, with the number of football players at nursery and elementary schools increasing and the number of teams taking part in junior high school and high school football leagues rising to 110 teams in the last 3 years or so. Also, in terms of facilities, the Sports Administration will set up 6 football training centers nationwide and will successively improve football fields on campuses, aiming to promote the development of football in Taiwan by improving processes and facilities at the same time. Former Director-General Kao said that this year the Sports Administration originally planned to hold a series of football competitions such as the Mini Football Tournament for 6-9 years old, the Primary School Football World Cup for primary school students, the Middle School Football League for junior high and high school students and the University Football League for university students. Date, schedule, measures for spectators etc. have all been affected by the COVID-19 epidemic to some extent. However, to allow more parents to take part in the children's growth, we specially delayed the finals of the Primary School Football World Cup to July. As long as everyone implements the "Epidemic Prevention New Life Movement", we welcome everyone to watch matches. Related measures include:

1. Using a real name system, entering after registering at a single entry/exit and presenting a Health Declaration.

- 2.Implementation of crowd control, group in group out method used to control the number of spectators inside venues.
- 3.Temperature check and alcohol disinfection upon entering and wearing face mask throughout while inside.
- 4.In principle, maintaining a social distance of one meter; regular disinfection of seats and public areas.
- 5.Planning of an isolation room; if a spectator feels unwell, they will be evaluated by medical personnel onsite and then advised to seek medical attention.

The winners and runners-up in this national competition will win the right to take part in the 2020 Primary School Football World Cup International Invitational Tournament, allowing the children to make friends while engaging in sports and get to know children from other countries; also letting football in Taiwan make international connections from primary school level, building an internationalized platform on which to happily play football with children from other parts of the world.

Sports Administration Brings Out the Easy Online Learning International Event Branding Training Courses for New Branding Ideas



International Event Branding Training Courses group photo

Taiwan holds over 100 international sports events annually. The Sports Administration aims to actively raise the quality of these events and create a Taiwan brand. As part of this effort, in the first half of this year, 3 International Event Branding Training Courses were held to which certain sports groups were invited to learn the practical experiences of well-known marketing company representatives and media figures that is hoped will help them add to the brand image of international sports events. All the courses can be found at Fun Sports in Taiwan YouTube channel (<https://youtu.be/mOkQNjF-8Os>). It is hoped everyone will join together to build Taiwan brand sports events and market Taiwan through sports.



Former Sports Administration Director-General Kao addresses a Taiwan International Event Branding Training Courses

Former Sports Administration Director-General Kao Chin-hsung said that they started the Program for Molding Taiwan-brand International Sports Events and established the Taiwan Brand International Sports Event Guidance Team in 2019, the aim being to provide event organizers with opinions and ideas through industry-government-academia cooperation so that the brand value of international sports events held in Taiwan can be raised, with the ultimate aim of "hearing the event brand or hearing the slogan you think of Taiwan". Also, excellent sports events that are internationally marketed and have local character will create economic benefits such as tourism and sports consumption.

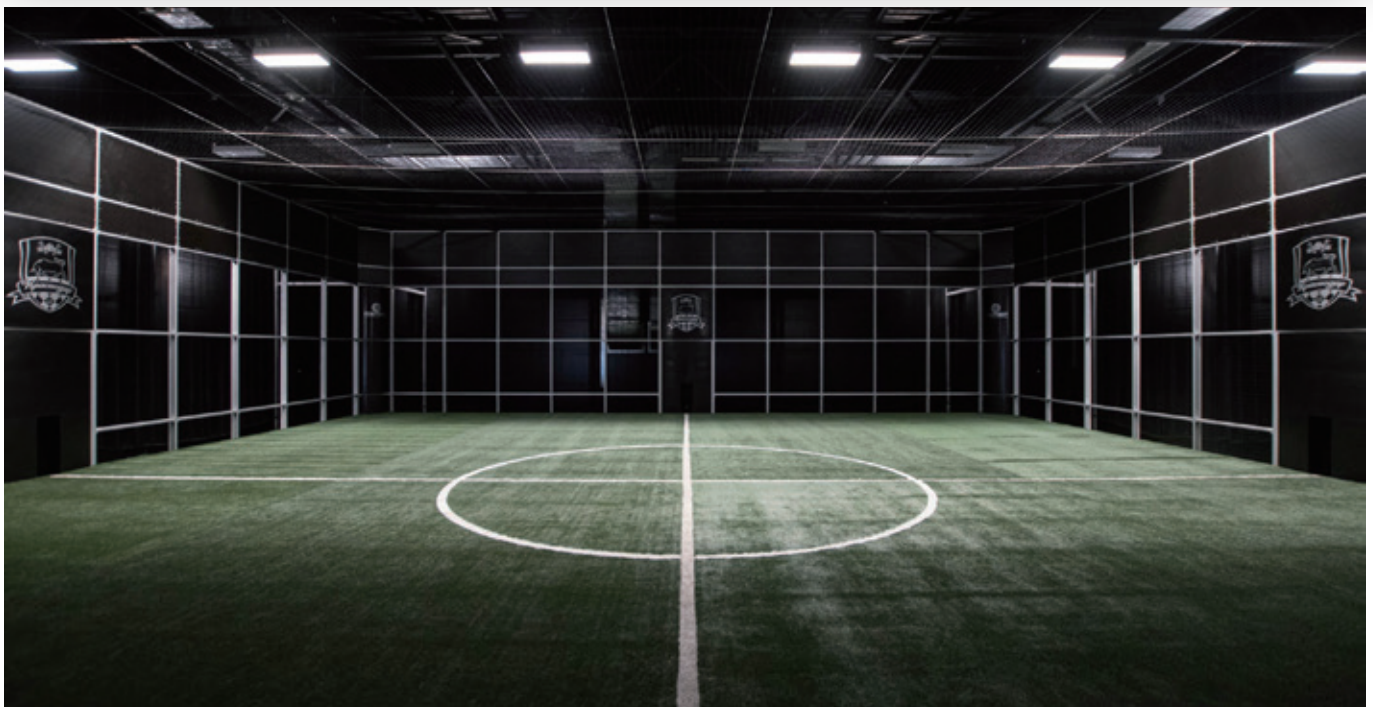
Furthermore, the Sports Administration held 3 International Event Branding Training Courses sessions this year. Lecturers with practical experience of providing guidance were invited to share their experience in the areas of building event brands and marketing and explain the elements a successful event needs to give athletes and spectators a special feeling about the event and about Taiwan; lecturers led attendees to think about whether their events have brand power. Through the training activities, attendees will merge brand thinking into the international sports events they organize and gradually increase the event brand value.

The specialized courses started easy and became more difficult. The first session had the theme Building Brand Foundation and explained what a brand is, the importance of

Intellectual Property (IP) and how to attract sponsors. Session 2 had the theme Increasing the Value of Brand Meaning, showing how to make an event more eye-catching through visual design of packaging, running a community to increase interaction between fans and holding city tourism to make an event more interesting. Session 3 had the theme Brand Image Operation, showing how to use good integrated marketing strategy and effective use of communication tools to move the public and make them willing to actually attend an event, deepening brand service experience, and how to add to the event brand image by combining with mass media influence.

Taking into account COVID-19 epidemic prevention requirements and the limited number of people who can attend class in a physical classroom, the Sports Administration offered Online Simultaneous Video and After-class Highlights to allow more event organizing units to obtain professional knowledge by online learning. For International Event Branding Training Courses go to the Fun Sports in Taiwan YouTube channel (https://www.youtube.com/channel/UCxJoY_pqu29TtWt7Ra5HJ2Q) .

Asia's First Sports Startup Accelerator Offers More Innovative Products and Services to the World



Professional FOOTBOT version installed for FC Krasnodar

The HYPE SPIN Accelerator TAIWAN program is a joint effort of the Sports Administration and National Chiao Tung University's IAPS and Israel's HYPE Sports Innovation (HYPE). Starting from October 2018, three training cycles have been held; the third 3-month intensive training cycle began in November, 2019.

The HYPE SPIN accelerator program provides customized financing and enterprise matching and links to the international sports industry network, as well as a chance to share a team's products and services with leading sport related enterprises and teams such as Chunghwa Telecom, Decathlon, and Weichuan Dragons. While nurturing startup teams, the aim is also to establish Asia's first sports startup and technology industry cooperation eco-sphere. The third HYPE SPIN Accelerator TAIWAN Demo Day was held on January 17 this year; each team had six minutes to make their pitch, displaying the products of Asia's first sports startup accelerator to startup investors, representatives of sport brand enterprises and industry mentors and consultants.

The 3rd Demo Day had 13 HYPE SPIN teams, eight of which were international, from Russia, New Zealand, India, Israel, Singapore, Malaysia, Singapore and Hong Kong. The main service content developed by the teams spans: sports community, data analysis, sports entertainment, sports training, ball sports training, integrated platform, and muscle massage industry. Below, two startups that focus on basketball and football train respectively are introduced; they are Nicesun from Taiwan and FOOTBOT from Russia.

· NICESUN Enterprise Co., Ltd

Basketball is one of the world's most popular sports. To allow teams to effectively gain points in games, increased shooting distance and accuracy rate have become focuses of training in professional basketball. With this in mind, we developed Quick Hitter, the first Ai professional training machine of its kind in the world, together with Taiwan's top basketball coach Jia Fan. Using this training machine can help players adjust their throw to achieve



Quick Hitter lets a player train with a high level of efficiency, with training data recorded and analyzed using a tablet PC



Quick Hitter training can increase the success rate of shots. The photo shows a high school basketball team actually using the system

the golden parabola when they shoot, and use the correct parabola to increase accuracy rate. It records images of the player and then uses AI to compares their shot to the standard shooting action of a professional player, to serve as reference for correcting his/her shooting posture. It can offer different training menus according to player height and skill level; and, through our cloud system, record and analyze and then provide training data which is preserved digitally.

With funding from the government's Smart City Taiwan program, Quick Hitter has been installed at Chungshing University and Youth Senior High School; it has increased free throw percentage rate of the Youth basketball team in the High School Baseball league, an increase of 12% on before the system was used. Quick Hitter has more than 3000 users and has been used more than 10,000 times. Our next step is to raise funds to allow the product to enter the market and future competitions.

· FOOTBOT

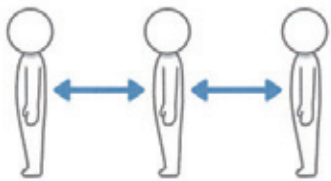
FOOTBOT is the cutting-edge training machine for football players to progress in a highly-performance and personalized way:

- sensor-based analytical system
- pitching machines for simulating game situations
- one-hour training in only 15 minutes
- video cameras for deeper technique analysis
- data-driven approach



B2C FOOTBOT version for kids and amateur players

All walks of life Join to protect lives



Maintain social distancing

1 meter indoors or 1.5 meters outdoors
Spare a seat from the next diner
or install partitions



Protect each and every one

by wearing a mask, taking
temperatures, and providing handwashing
products at entrances or in restaurants.



Facilitate tracing by keeping a record
of customers, managing crowd, and
sanitizing environments after every
customer visit.

「騎亮臺灣—最讚亮點自行車路線」票選結果出爐

體育署辦理「騎亮臺灣—票選最讚亮點自行車路線」活動，為期 1 個月的網路票選，吸引超過 200 萬筆的投票數，再經由最讚亮點自行車道遴選座談會，邀請專家就騎乘路線規劃、周邊服務、路面與安全設施、車道串連、景點與在地特色五大構面進行綜合評比，於 109 年「世界自行車日」揭曉票選最讚的 15 條自行車道，並公開抽出參與票選的中獎名單。

各獎項獲選車道如下（依北中南東離島區域排序）：

一、最佳亮點車道獎（10 條）：宜蘭縣雙園自行車道、宜蘭縣南方澳山海漫遊自行車道、新北市基隆河自行車道、新北市三貂嶺自行車道、臺中市潭雅神綠園道自行車道、臺中市清水自行車道、臺南市查畝營自行車道、臺東縣加走灣 KAKACAWAN 自行車道、臺東縣鹿野自行車道、金門縣金城環鎮自行車道。

二、最讚人氣獎（2 條）：南投縣名間鄉波蘿水綠隧自行車道、高雄市愛河蓮池潭自行車道。

特選佳作獎（3 條）：苗栗縣綠光海風自行車道、嘉義縣朴子溪自行車道、屏東縣萬金糖廠自行車道。

國小足球世界盃全國決賽

全國首屆以國小為核心的官方足球賽事「國民小學足球世界盃」，於 7 月 10 日至 12 日在臺北市立田徑場舉行全國總決賽，創造屬於臺灣國小足球的歷史。

108 學年度首度舉行的「國民小學足球世界盃」，自 108 年 12 月起於全國 22 縣市遍地開踢，全國共有 431 隊報名參加，其中男生組 314 隊、女生組 117 隊。本賽事仿照足球世界盃模式，由各縣市先進行地區預賽，在近千場預賽賽程中，最後共有代表 22 縣市的男生組 40 隊、女生組 32 隊晉級全國複賽，男生組與女生組再分別取 8 隊晉級最後的總決賽。

前體育署高俊雄署長表示，近年來，臺灣的基層足球運動風氣越來越興盛，不但在幼兒及國小階段足球運動人口增加，參與國、高中足球聯賽的代表隊近 3 年也增加了 110 隊。此外，在硬體設施方面，體育署將在全國陸續設立 6 座足球訓練中心，校園內的運動場地也會持續改善，希望以軟硬體並進的方式促進臺灣足球運動的發展。高署長也說明，體育署今年原訂辦理一連串的足球賽事，像是針對 6-9 歲小朋友的「迷你足球賽」、小學生的「國民小學世界盃」，國、高中生的「中等學校足球聯賽」以及大專生參與的「大專足球聯賽」，無論是賽期、賽程、觀眾入場措施等多少都受到新冠肺炎疫情的影響。不過為了讓更多家長可以參與孩子們的成長，我們特別將這次的總決賽延至 7 月舉行，只要大家落實「防疫新生活運動」，我們歡迎大家來觀賽，這些措施包括：

（一）以實名制方式，統一由單一出入口登記並繳交健康聲明書後入場。

（二）實施人流管制，以團進團出方式控管場內人員。

- (三) 進場時配合體溫量測、酒精消毒、並須全程配戴口罩等防疫措施。
- (四) 保持室外 1 公尺之安全社交距離為原則，座位區及相關公共區域定期清潔及消毒。
- (五) 規劃隔離室，觀眾若有出現身體不適症狀，由現場護理人員評估後，勸導就醫。

本次由全國賽脫穎而出的冠、亞軍隊伍將可代表參加「2020 國小足球世界盃國際邀請賽」，讓孩子在運動的同時也能以球會友，認識來自各國的小朋友，也讓臺灣的足球運動從國小開始就與國際接軌，共同搭建與全世界的少年一起快樂踢球的國際化平台。

體育署推出「品牌國際賽事研習課程」 線上輕鬆學 品牌新思維

我國每年舉辦超過百場國際運動賽事，教育部體育署希望能夠積極提升賽事品質，打造臺灣品牌，今年上半年推出 3 場「品牌國際賽事研習活動」，邀請特定體育團體參加，聆聽知名行銷公司及媒體人的業界實務經驗，為國際賽事品牌形象加分。所有課程可在「夯運動 in Taiwan」YouTube 頻道線上學習（<https://youtu.be/mOkQNjF-8Os>），希望大家一起打造品牌，透過運動來行銷臺灣。

前體育署高俊雄署長表示，體育署去（108）年推出「形塑臺灣品牌國際賽事計畫」並成立「臺灣品牌國際賽事輔導團」，就是希望透過產官學通力合作，提供賽事主辦單位意見與想法，讓在臺灣舉辦的國際賽事能更進一步提升賽事品牌價值，最終希望達到「看到賽事品牌或聽到口號，就能聯想到臺灣」。同時，也藉由具行銷國際及地方特色的優質運動賽事，創造觀光與運動消費等經濟效益。

體育署進一步在今（109）年辦理 3 場「品牌國際賽事研習活動」，邀請具有實務經驗輔導團委員擔任講者，分享打造賽事品牌及行銷操作之經驗，針對一場成功的國際賽事應具備哪些元素，才能讓來臺參賽選手或觀賽民眾等，對於賽事本身與臺灣好感度能相互加乘，由講者引導與會主辦單位，反思所辦理賽事是否具備「品牌力」，透過研習活動將品牌思維帶入至自身舉辦國際運動賽事中，逐步提升賽事品牌價值。

專業課程內容規劃由淺入深，第 1 場以「品牌基礎建構」為主軸，講解何謂品牌、IP 重要性以及如何吸引更多贊助商投入；第 2 場以「品牌內涵增值」為主軸，學習透過視覺設計包裝讓賽事更加吸睛，經營社群增加粉絲互動以及結合舉辦城市觀光增加賽事娛樂性；第 3 場研習課程則以「品牌形象經營」為主軸，學習透過良好整合行銷策略及善用溝通工具，使民眾有感並進而願意實際進場觀賽，加深品牌服務體驗，並結合大眾媒體影響力，為自身賽事品牌形象加分。

考量新冠肺炎防疫之需，實體授課參與人數受限，體育署本次研習活動推出「線上同步視訊」及「課後精華剪輯」，提供更多賽事主辦單位透過線上學習更多跨領域的專業知識。「品牌國際賽事研習活動」課程資訊可至「夯運動 in Taiwan」YouTube 頻道（https://www.youtube.com/channel/UCxJoY_pqu29TtWt7Ra5HJ2Q）觀看。

亞洲第一運動新創加速器「飛」向全球「鏢」新立異

教育部體育署及國立交通大學產業加速器暨專利開發策略中心（IAPS）共同與以色列國際運動創新加速器 HYPE Sports Innovation（簡稱 HYPE）合作，進行 HYPE SPIN Accelerator TAIWAN 運動加速器計畫，從 2018 年 10 月開始，共進行了三期加速培訓，其中第三期於去年（2019）11 月展開了連續三個月密集加速訓練。

透過 HYPE SPIN 加速計畫，提供客製化資金及企業媒合、鏈結跨國運動產業網絡，也提供與中華電信、迪卡農、味全龍等體育界代表性企業與球隊領隊分享產品或服務的機會。扶植新創團隊的同時，也期望在臺灣建立亞洲第一且唯一的運動新創與科技產業合作的生態圈。而在今年 01 月 17 日，HYPE SPIN Accelerator TAIWAN 將舉辦第三期的 Demo Day，藉由 6 分鐘全英文的 Pitch，向新創投資人、運動品牌企業代表、業界導師顧問等展現亞洲第一的運動新創加速器。

本次 3rd Demo Day 共有 13 組 HYPE SPIN 團隊，其中 7 組為國際團隊，來自於俄羅斯、紐西蘭、印度、以色列、新加坡、馬來西亞、新加坡及香港。本期團隊的主要開發服務內容涵蓋：運動社群、數據分析、運動娛樂、運動項目訓練、球類訓練、整合平台、肌肉按摩產業等領域。以下將介紹兩家以籃球訓練、足球訓練為主的運動新創公司：來自台灣的 Nicesun 與來自俄羅斯的 FOOTBOT。

· NICESUN 昇昕企業

籃球是全世界最熱門運動項目之一，而在籃球的比賽中為了能有讓球隊有效率的取的分數，投射的距離增加與命中率提高的已成為籃球職業聯賽的球員重點訓練項目。因此我們與台灣最頂尖的籃球教練『賈凡』開發出全球第一台 AI 職業訓練用的快手投籃訓練機（Quick Hitter），透過我們的投籃機訓練可以幫助球員修正其正確的投球黃金拋物線，藉由正確的拋物線提升其命中率。再透過鏡頭側錄球員影像利用 AI 分析對比職業射手的標準投籃動作影像參考修正其投籃姿勢。並可以依據不同球員的身高與程度給予不同的訓練菜單。並可以透過我們的雲端系統紀錄與分析後再提供訓練數據的數位保存服務。

快手訓練機獲的政府的智慧城鄉計畫分別在中興大學與青年高中籃球隊設置，並有效提升青年高中在 HBL 賽事的罰球命中率，對比使用前後提升 12% 以上的罰球命中率。也已有 300 人以上的用戶數與 10,000 以上的使用人次。下一步我們將籌資讓產品可以快速接軌邁入市場，並進行下一步的聯網競賽開發。

· FOOTBOT

FOOTBOT 是特別針對足球員所設計的訓練工具，採用尖端科技，針對每個運動員量身打造訓練方式，幫助他們再創佳績：

- 分析系統採用感測器
- 發球機可模擬真實賽事狀況
- 只需 15 分鐘就有一小時的訓練功效
- 配備錄影機，可進行深入技術分析
- 訓練方式以數據為本

2020 臺灣運動產業博覽會 TAIWAN SPORT INDUSTRY EXPO

撼動未來

MOVING THE FUTURE

7/17 FRI.
8/09 SUN.

松山文創園區
臺北市信義區光復南路133號

運動日常

運動專業

電競
及多功能館

撼動館

未來館

運動廣場

運動風格市集

服務區

臺北文新大樓
Taipei New Horizon

松山文創園區
Songsshan Cultural & Creative Park

忠孝東路四段

忠孝東路四段553巷



運動 | 產業連結 | 臺灣

體育署官方網站
<https://www.sa.gov.tw/>



主辦單位 |  教育部體育署

共同主辦 |  臺北市政府  中華奧林匹克委員會

廣告