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Newsletter

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300 Days Until the Tokyo Paralympics Sports Administration Calls on People to Provide the Strongest Support to Athletes



Sports Administration Director-General Chang Shao-Hsi gave a speech at the Countdown to the Paralympic press conference to mark 300 days to the start of the Paralympics

The 2020 Tokyo Paralympics (Paralympics) was put back until August 24-September 5, 2021 due to the COVID-19 pandemic. The announcement that there are 300 days to go until opening day was made on October 27, 2020. Sports Administration Director-General Chang Shao-Hsi attended the "Countdown to the Paralympics" press conference held by the Chinese Taipei Paralympic Committee (Committee) and together with athletes sent out the message that they are determined to do their best in Tokyo and ready for action.

According to the Tokyo Olympics and Paralympics Organizing Committee introductory material, the Chinese name of the 2020 Paralympics mascot in Chinese is Ran Jing Ji, which

is based on Somei Yoshino which sounds like So Mighty in English, the aim being to display Paralympic athletes' outstanding performance and strong will.

Director-General Chang said to allow athletes to qualify for the Paralympics and to drive disabled people's sports participation in Taiwan by



Sports Administration Director-General Chang Shao-Hsi announced 300 days to the opening of the Paralympics with Dr. Mu Ming-chu, President of the Chinese Taipei Paralympic Committee and para athletes

displaying their strong performance and will, the Sports Administration commissioned the Committee to carry out more than 50 programs and operations in 2019 and 2020. Moreover, the Sport Administration provided funding of NT\$60 million for the programs. Although participation in some international events was unable to take place due to COVID-19, the Sports Administration has continued to guide the Committee to ensure that attention is paid to the preparation needs of athletes, so that they receive sufficient resources and support.

The Sports Administration stated that, the Disabled Sports Forum was held on April 16, 2019 to implement the promotion of disabled sports, nurturing of competitive athletes and other matters; after the forum, the Sports Administration actively turned various suggestions into actions. The important promotion items are enhancing the preparation of disabled athletes for participation in multi-sports events and training of athletes with potential. In the meantime, the aim of providing disabled athletes with complete training resources and systems together

with sports organizations and coaches, so that athletes can display the fruits of their hard work on the international stage and let the world cheer for the Taiwanese athletes.



Held every four years, the Paralympics is the highest competitive level of any sports event for the mentally and

physically disabled in the world and a stage on which the dreams of para athletes come true. Guided by the spirit of "So Mighty", the Sports Administration and athletes will do their best to win glory for Taiwan and call on people to work hard to build a social supportive atmosphere for "Live Better Through Sports" to provide the strongest support for athletes as they prepare for international competition.

Women and Sports Rights Declaration Signing Event Successfully Held



The signing units and groups, IWG Asia representative Ms. Etsuko Ogasawara, IMGA CEO Mr. Jens Holm and other attendees had a group photo taken

Called by the Sports Administration and the Chinese Taipei Olympic Committee, almost 30 sports groups and units signed the Brighton plus Helsinki 2014 Declaration on Women and Sport on November 23, displaying the importance attached to promotion of sports equality for women in Taiwan and setting a new milestone for efforts in the area of women and sport.

The signing ceremony was simple but solemn. Sports Administration Director-General Chang Shao-Hsi, Chinese Taipei Olympic Committee President Lin Hung-Dao, and representatives of almost 30 sports groups and units attended. Ms. Raewyn Lovett, co-chair of the International Working Group on Women and Sport (IWG) thanked Taiwan for having so many

units and groups willing to work with the IWG in the area of women's sports while the world faces a pandemic in the congratulatory video. Mr. Jens Holm, CEO of the International Masters Games Association also witnessed the signing ceremony through video.



On-site signing by 28 units and groups

After the ceremony, Chen Mei-Yan, member of Women's Committee of Chinese Taipei Olympic Committee, and international baseball umpire Liu Po-Chun, winner of the 2019 International Olympic Committee Women and Sport Awards' World Award, were invited to share their experiences of promoting women's sports promotion in Taiwan, Sports Administration Director-General Chang thanked the sports units and groups participating in this event and expressed the hope that, in future, the government and civil groups can act to jointly promote women's sport in future.

Promoting The Concept of Sports Equality on Campus, Building A Safe Campus Sports Environment



Successful Campus Sports Gender Equality Forum

To implement campus sports genders equality education and discrimination prevention advocacy work and increase the importance given by the public to establishing a diverse and safe campus sports environment, the Sports Administration commissioned National Taiwan University to hold the Campus Sports Gender Equality Forum. Experts and scholars in the field of gender equality attended and lecturers from a campus film lecture tour were also invited to share their promotion experience. Diverse dialogue was carried out from academic research to practical promotion.

The Sports Administration stated that, a lot of studies show that stereotypes and gender difference exist in sports; the campus safety report data of the Ministry of Education show that sport related gender equality incidents sometimes happen on campus. Consequently, to promote the concept of sports gender equality on campus and build a safe campus sports

environment, the Sports Administration commissioned National Taiwan University to conduct a campus sports (sports space) gender equality education promotion program; apart from beginner and advanced empowerment camps for seed teachers, a sports gender equality film lecture tour was held.

The Sports Administration further pointed that this forum discussed four issues, namely the progress of promotion of gender equality education internationally and in Taiwan, campus physical education and physical autonomy, campus experience sharing and the future outlook for campus sports gender equality. The aforementioned forum analyzed gender issues in depth from international to Taiwan and allowed exchange of opinion between experts and scholars. Moreover, sharing of physical education and sports gender equality related experience were used with the aims of increasing the importance the public attach to the issue of gender in sport, cultivate social influence and actively build a friendly and equal environment for physical education and sports training.

Affected by the "#Me too" movement, the issue of diverse and safe sports environments has attracted more attention all round. In particular, with campus being the place where future citizens are nurtured, a safe and friendly campus sports environment is beneficial for the continuing progress and development of school physical education activities and sports training. For this reason, the Sports Administration planned the campus sports & sports space gender equality promotion program. The aim is to increase the importance attached to the gender equality issue in physical education and sports by the public and their understanding of it and extend this attention to build a sports space characterized by the concept of "sports gender equality, hand in hand."



Kaohsiung's Best Mother Role Model Takes You on a Ride at the Love River and Lotus Lake



Love River-Lotus Lake paced cycling event group photo

The fifth stage of the Top Cycling - the Best Cycling Routes in Taiwan was held at the Love River-Lotus Lake Cycleway. Setting off from the square in front of Kaohsiung Museum of Products on November 14, 2020, the theme was "Dragon and Tiger Slowly Riding Around Lotus Lake". Sports Administration Senior Specialist Huang Hsin-Yu, Kaohsiung City Government Tourism Bureau Chief Secretary Chen Yi-Fang, and Kaohsiung's best mother role model, Chen Jia-Ling, led riders on the Love River-Lotus Lake cycleway network, experiencing a cycling green corridor with ecology, culture, leisure and scenic functions.

In 2018, the Sports Administration subsidized a program to link the Love River and Lotus Lake's existing cycle way; the total cost was NT\$60 million with the Sports Administration providing NT\$42 million. The 19-kilometer route links the resources of Zuoying, Gushan

and Sanmin Districts and includes the best parts of downtown Kaohsiung including Lotus Lake, Dragon Tiger Pagoda, Kaohsiung Museum of Products, Lotus Lake Arch, Confucius Temple, Love River Riverside Park Bridge, Zuoying High Speed Railway station area, Smile Park and other important landmarks and attractions. It is a relatively long-established cycleway system with rich tourism resources along the way, including historic sites, local culture and natural scenery, all having tourism potential. The aim is to increase usage rate of the cycle way and drive local cultural development and sports tourism value.



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



Get moving in the living room at home with Uniigym

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, four training cycles have been held; the fourth 3-month intensive training cycle began in May, 2020.

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 4th HYPE SPIN Accelerator TAIWAN Demo Day was successfully held on July 18 this year; each team had five 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 4th Demo Day had 12 HYPE SPIN teams, six of which were international, from South Korea, United Arab Emirates, Singapore, Malaysia and France. The main service content developed by the teams spans: sports community, data analysis, sports entertainment, sports training, circular economy, smart medical equipment, ball sports training, materials technology, integrated platform, and functional apparel industry.

Two sports startups respectively focusing on intelligent children's watches and AI fitness regime system are introduced below: Singapore's ELXR and Taiwan's Uniigym.

· ELXR

ELXR, a leading sports technology company based in Singapore, has launched a cloud platform to support the fitness community with innovative and personalized solutions that harness the power of sports technology. ELXR is also the only startup in the region to have been selected by the Global Sports Innovation Centre



■ The Physical ELXR Container Gym



■ The ELXR Cloud Sports Club

powered by Microsoft (GSIC), an initiative aimed at encouraging digital transformation of sports entities around the world and mitigating the impact of the COVID-19 outbreak on the industry.

The ELXR Personalized Cloud Sports Club was designed as an essential daily tool with the entire fitness ecosystem in mind. It empowers users to digitalize and personalize their workout regimens, with customized training programs to suit their individual needs and preferences across all fitness levels. At the same time, it is a fit-for-purpose platform that supports and enables trainers, coaches and enterprises with go-to-market solutions. By building and strengthening their services, they can continue to engage with audiences even as the industry faces

structural challenges due to COVID-19 and the increased demand for digital services.

Users can create their own personalized cloud gym spaces and build up their fitness regimes at their own convenience. Various options are available in phases for users and coaches and allow them to create and access preferred premium content that is suited for their requirements.

· Uniigym Co., Ltd.

Uniigym displayed the rhythm shadow with video-projected light fitness class system using AI, including 100 sports classes of various types. It allows the user to take part in gym group classes at home and, different to YouTube, Uniigym courses have good light and sound effects and are highly infectious. Man or woman, young or old can all keep up with the moves and directly get moving in their own living room.



■ Sharing of the actual scene of a team class at Taipei QSquare

Uniigym's fitness class system will go live online in Taiwan and it is planning to provide a digital set top box service in unison with telecommunications/cable TV operators that will

allow more than 100 classes taught by renowned coaches to be quickly brought into the homes of users in Taiwan.

As well as providing a large number of varied courses, the Uniigym team has also made a big effort to provide users with comprehensive service and experience. Uniigym group course experiential areas were established at Decathlon's Zhonghe branch and at Qsquare in Taipei in July; during the experience, users could see data from analysis of their sports performance. Also, with respect to preparation for provision of 5G services by telecommunications operators, Uniigym will continue to bring out interactive class content with AR application, giving users a diverse interactive experience online. Let's find vitality from rhythm together!

Fall-Winter COVID-19 Prevention Program: Community Prevention

From December 1, 2020, masks must be worn in the following eight types of public venues:



Healthcare facilities, public transportation, places of consumption, educational facilities, sports and exhibition venues, entertainment venues, places of worship, offices and business venues.



Failure to comply with the rule after being advised to do so will result in an NT\$3,000-NT\$15,000 fine from the local government.

東京帕運倒數 300 天 體育署號召國人做選手最堅強的後盾

2020 東京帕拉林匹克運動會（簡稱帕運）因嚴重特殊傳染性肺炎（COVID-19）影響，延期至 2021 年 8 月 24 日至 9 月 5 日舉辦，相關備戰作業於 109 年 10 月 27 日宣布倒數 300 天，體育署張少熙署長參與中華民國殘障體育運動總會（簡稱殘總）帕運倒數記者會，與選手攜手宣示，決戰東京，我們準備好了！

根據東京奧林匹克暨帕拉林匹克運動會組織委員會介紹資料，2020 東京帕運的吉祥物中文名稱為「染井吉」，名稱來自日本代表性的「染井吉野櫻」（Somei Yoshino），其名稱和英文「so mighty」相近，希望藉此展現帕運選手出色的表現及堅強的意志。

張少熙署長表示，為讓選手取得 2020 東京帕運參賽資格，並透過其出色表現與堅強意志精神，引領帶動我國身心障礙運動風氣，教育部體育署於 108 年及 109 年已委請殘總辦理相關計畫與參賽作業逾 50 項次，挹注經費約新臺幣 6,000 萬元，雖部分國際參賽作業受疫情影響無法執行，惟體育署持續輔導中華民國殘障體育運動總會關注選手國內備戰需求，期讓選手獲得充分資源與支持。

體育署表示，為落實我國身心障礙運動推廣及競技選手培植等作業，體育署於去（108）年 4 月 16 日舉辦「身心障礙體育運動論壇」；在論壇後，體育署積極將各界建議轉為實際作為，其中策進要項，即是強化身心障礙綜合性賽會備戰及潛力新秀培育等，期與各組織、教練攜手，為身心障礙選手提供更完整的培訓資源與制度，期讓選手在國際舞台上展現辛勤訓練成果，讓世界為臺灣選手喝采。

四年一次的帕運，是全世界身心障礙運動競技水準最高的體育運動盛事，更是身障選手夢想實現的舞台，體育署將與選手攜手秉持「so mighty」的精神，為國家爭取最高榮譽，並呼籲國人為營造《愛運動＊動無礙》的社會支持氛圍共盡心力，成為選手備戰國際最強大的支持後盾。

女性與運動權益宣言簽署活動圓滿完成

教育部體育署與中華奧會號召近 30 個體育團體及單位，於 11 月 23 日共同簽署「2014 年布萊頓暨赫爾辛基女性與運動宣言」，展現我國對於推動女性運動平權的重視，並對女性與運動的努力邁向新的里程碑。

本簽署儀式過程簡單隆重，體育署署長張少熙、中華奧會主席林鴻道及近 30 個體育團體及單位代表共同參與，此外，國際女性與運動工作小組（International Working Group on Women and Sport, 簡稱 IWG）共同主席 Ms. Raewyn Lovett 在祝賀影片中，對我國在全球疫情如此艱難的情況下，仍有這麼多的單位團體能與 IWG 共同在女性運動領域努力，表達感謝。另國際壯年運動總會（IMGA）執行長 Mr.Jens Holm 透過視訊見證簽署儀式。

儀式後並邀請中華奧會婦女委員會陳美燕委員與 2019 年國際奧會「婦女與運動獎座」世界獎得主、國際棒球裁判劉柏君分享於國內推廣女性運動參與之經驗。

體育署署長張少熙對於參與本次活動的單位及團體表示感謝，也期望未來政府能夠攜手民間團體，共同為女性運動的推動展現行動力。

推廣校園運動性平觀念 打造安全校園運動環境

落實推廣校園體育性別平等教育及防治宣導工作，並透過社會影響力喚起大眾對於建置多元及安全的校園運動環境之重視，教育部體育署特別委託國立臺灣大學辦理「校園體育性別平等論壇」，除邀請性別平等相關領域之專家學者於論壇中進行專題分享及議題討論外，另邀請校園電影巡迴講座講師們分享校園推廣經驗，從學術研究到實務推展進行多元對話。

體育署表示，由許多研究結果顯示，在運動領域中確實存在性別刻板印象及性別差異問題；從教育部校安通報資料顯示，也時有與運動相關的校園性平事件發生，因此，為推廣校園內運動性平觀念，打造友善安全的校園運動環境，體育署特別委託國立臺灣大學辦理校園體育（運動空間）性別平等教育推廣專案，除持續辦理種子教師初階、進階培力營外，也深入校園進行運動性平電影巡迴講座。

體育署進一步指出，本次論壇分別以四大議題進行探討，包含國際與臺灣性別平等教育的推展進程、校園體育運動與身體自主、校園經驗分享及校園體育性別平等未來展望，深入解析從國際到臺灣的性別議題，並透過專家學者們意見交流及體育運動性別平等相關經驗分享，以激發社會大眾對於體育運動中性別議題的重視與理解，厚植社會影響力，積極建構體育教學及運動訓練之友善性平環境。

由於受到美國 #Me too 事件的衝擊，多元及安全的運動環境議題受到各界更多的關心及重視，尤其學校是百年樹人的園地，安全及友善的校園運動環境，有利於學校體育活動及運動訓練持續進步與發展，因此體育署特別規劃辦理校園體育及運動空間性別平等推廣專案，以提高社會大眾對於體育運動中性別平等議題的重視與理解，延續議題關注度，以建立「運動性平、攜手同行」性別平等理念的運動空間。

港都最強母愛小比媽帶你騎鐵馬環遊愛河蓮池潭

「騎亮臺灣—最讚亮點自行車路線」系列領騎活動第 5 站—愛河蓮池潭自行車道，109 年 11 月 14 日於高雄物產館前廣場舉行，以「龍虎漫遊環騎蓮潭」為活動主題，由教育部體育署黃幸玉專門委員、高雄市政府觀光局陳依芳主任秘書以及港都最強母愛小比媽（陳嘉齡），一同帶領民眾騎亮臺灣環遊愛河蓮池潭自行車道路網，體驗兼具生態、文化、休閒、景觀功能的自行車道綠廊。

體育署於 107 年核定補助愛河連接蓮池潭既有自行車道整建計畫，總計畫經費 6,000 萬元，體育署補助 4,200 萬元，全長約 19 公里著重於左營地區、鼓山地區及三民地區之資源結合，路線涵蓋北高雄都會精華地區，包括蓮池潭、龍虎塔、物產館、蓮池潭門樓、孔廟、愛河河堤公園橋樑、左營高鐵站區、微笑

公園等重要地標景點，屬於較早發展的自行車路網系統，沿途觀光資源豐富，不論是歷史古蹟、在地人文或自然景觀都深具觀光潛力，期許藉由自行車道使用率提升，一併帶動在地文化發展及運動觀光產值。

亞洲第一運動創新加速器「滑」麗登場「板」面盛大

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 107 年 10 月至今，共進行了 4 期加速培訓專案，其中第 4 期於今（109）年 5 月展開了將近 3 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，也提供與迪卡儂、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。扶植創新團隊的同時，也期望在臺灣建立亞洲第一個運動新創與科技產業合作的生態圈。而在今年 7 月 18 日，HYPE SPIN Accelerator TAIWAN 第 4 期的 Demo Day 圓滿結束，藉由 5 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創新加速器。

本期加速培訓專案共有 12 組 HYPE SPIN 團隊參與，其中 6 組為國際團隊，來自於南韓、阿拉伯聯合大公國、新加坡、馬來西亞及法國。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、循環經濟、智能醫療設備、球類訓練、材料技術、整合平台、機能服飾產業等領域。

以下將介紹兩家以智能兒童手錶及 AI 健身課程系統為主的運動新創公司：來自新加坡的 ELXR 與台灣團隊 Uniigym。

· ELXR

總部位於新加坡的領先運動技術公司 ELXR 已推出雲端平台，利用運動科技的為健身族群提供創新且客製化的健身方案。ELXR 同時是該地區唯一一家由微軟支持的全球體育创新中心評選的初創公司（GSIC），該機構鼓勵全球體育實體進行數位化轉型，並藉此減輕 COVID-19 爆發對產業的衝擊。

ELXR 個人化雲端體育俱樂部，宗旨在成為健身族群必備的日常工具。它允許用戶通過數位化及客製化的培訓設計方案，以適應所有健身水平上的個人需求和偏好。同時，它是可以協助訓練者，教練和企業從中獲利並提供支持的解決方案。通過建立和增強其服務，即使因為 COVID-19 和對數位服務需求的增加，使健身產業面臨結構性挑戰時，ELXR 仍可以持續與觀眾互動。

用戶可以創建自己個人的雲端體育館空間，並建立適合自己的健身方案。用戶和教練將分階段提供各種選項及服務，使他們得以創建和獲取適合其要求的首選優質內容。

· 優力勁聯股份有限公司

Uniigym 優力勁聯公司，展出 AI 開發的光影律動健身課程系統，內含上百堂各種類型的運動課程，主打在家就可以上健身房各樣團體課程，且不同於看 YouTube 影片，Uniigym 課程的聲光效果十足並極具感染力，令人忍不住舞動身體，不論男女老少，都可以輕易跟上動作，在家裡的客廳直接動起來。

Uniigym 的健身課程系統即將在台灣正式上線，且與電信 / 有線電視業者籌備結合數位機上盒的服務，將上百堂與知名專業教練的課程快速地帶入台灣用戶們的家中。

除了提供多樣多元的課程內容，Uniigym 團隊亦全力以赴為用戶提供更全面的服務和體驗。7 月份迪卡儂中和店、台北京站時尚廣場等皆有 Uniigym 系統的團體課程體驗區，體驗過程中還能看見自己的運動表現解析數據。還有針對電信 5G 服務上線前的準備，Uniigym 將持續推出 AR 應用的互動課程內容，豐富和多元化用戶在線上的互動體驗。讓我們一起由律動帶出活力！

Sport Terms

運動詞彙

Paralympic Games

帕拉林匹克運動會

Bicycle

自行車

Introduction of a Corporate Identity System (CIS)

How does the organizer establish an event CIS?

What is 「CIS」 ?



Development path from laying **brand foundation** to a creating a **marketing operations system**

✓ Brand Continuation

Consistent continuous communication to gradually build up target audience awareness

✓ Marketing Strategy

Consolidate marketing resources and communication strategies based on core values

✓ Visual Management

Allow people to make intuitive associations and memories from the visible scope

✓ Establish CIS

First know who you are and what sets you apart from others

Want to know more about identity systems?



Condensed version



Full-length version

Advertisement

