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## 2020 Sports Elite Awards Ceremony



Vice President Lai Ching-Te (6<sup>th</sup> from right, 1<sup>st</sup> row), Ministry of Education Deputy Minister Lin Teng-Chiao (5<sup>th</sup> from right, 1<sup>st</sup> row), Sports Administration Deputy Director-General Wang Shui-Wen (6<sup>th</sup> from left, 1<sup>st</sup> row), Chinese Taipei Olympic Committee President Lin Hong-Dow (5<sup>th</sup> from left, 1<sup>st</sup> row), and ROC Sports Federation President Chang Chao-Kuo (4<sup>th</sup> from right, 1<sup>st</sup> row) pictured together with the winners of the 2020 Sports Elite Awards

25 sets of athletes and teams were chosen for the six main prizes in the 2020 Sports Elite Awards after media recommendation and initial selection meeting. On December 18, the Sports Administration held the final selection meeting to choose this year's winners and then held the presentation ceremony. Wang Kuan-Hung was named Best Male Athlete, Chen Nien-Chin Best Female Athlete. Hung Yi-Chung received the Best Coach Award; the Best Team Award went to the men's team from the 2019 World Gymnastics Championship; Hsu Le was awarded the best Sporting Spirit Award. Best Newcomer Award went to Ting Hua-Tien. Vice

President Lai Ching-Te also presented Lin Kuei-Chang with the Lifetime Achievement Award and Liu Chun-Yeh received the Special Award; in total, 25 Outstanding Awards and eight Elite Award were presented.

In 2020, many international sports events have been cancelled due to the COVID-19 pandemic, however, athletes have kept at their posts and continued to make a contribution to sport in their own way. The holding of this year's Sports Elite



Vice President Lai Ching-Te presented the Lifetime Achievement Award to Lin Kuei-Chang and the Special Award to Liu Chun-Yeh which was accepted by his three children on his behalf.



Best Male Athlete Wang Kuan-Hung and Best Female Athlete Chen Nien-Chin pictured together.

Awards symbolizes that our efforts in epidemic prevention have allowed sports events to go ahead in Taiwan and is also intended to give strong encouragement to the athletes for their tireless efforts as well as to gain public support so that the public are the strongest backup force for Our athletes. No matter how the pandemic evolves, it is hoped that all athletes and coaches can perform outstandingly well on the sporting stage and also that all our athletes go into international sports events in future well prepared and achieve good results, allowing the world to see Taiwan.

## Promoting Outdoor Water Sports Education to Enable Children to Get Close to Water Safely



The Sports Administration implemented the 2020 Water Sports Resource Centers Promotion Demonstration Program.

The Sports Administration implemented the 2020 Water Sports Resource Centers Promotion Demonstration Program (Demonstration Program hereafter). The establishment of water resource centers will be used to expand and deepen the student water sports experience activities held for years, with more emphasis on water safety education to nurture students' ability to get close to and be safe in open water such as the sea and lakes. This Demonstration Program will also develop regional characteristics in future and integrate resources so that getting close to water isn't just a slogan, it is a rich water experience based on water safety knowledge and complete water sports resources.

The implementation of the "Respecting the Sea" policy by the Executive Yuan in June this year was a milestone for the development of ocean sports in Taiwan, however, while encouraging people to get close to water, safety is an issue that people are concerned about. To encourage people to get close to water with the precondition of increased safety, the Sports Administration commissioned National Kaohsiung University of Technology to

implement this Demonstration Program and establish Water Sports Resource Centers to promote student water sports experience at all school levels, integrated sports skills, water safety and marine education. Through water sports experience, students can learn about how to get close to ocean safely and enjoy it as well as nurturing their water activity literacy.



Promoting outdoor watersports education

The Demonstration Program held the Leaders' Experience Camp and Student Water Activity Experience Camp in the summer when the COVID-19 threat had eased. The Leaders' Experience Camp has four sessions and invited education unit undertaking personnel, managers of agencies and teachers to take part. In the process of experiencing water activities, participants were able to understand the importance of introducing the water safety education and that full preparation can greatly reduce the risk of water sports, thereby enabling the participants to have an open and encouraging attitude towards involvement of students in water experience activities and to have the ability to judge quality related activities in future. The Student Water Activity Experience Camp combined with the core literacies of the 2019 curriculum, allowing students to obtain knowledge, ability and correct attitude from actually participating in water sports and also nurturing their ability to get close to and stay safe in open water such as the sea and lakes.

The Sports Administration has promoted student water sports for years and has focused on building an understanding of water safety, so that students can have diverse and safe experience of the ocean. Supported by the "Respecting the Sea" policy, assistance will continue to be given to centers to promote marine sports with regional characteristics in



accordance with local conditions and combining the capability of industry, government and schools. Schools interested in developing student water experience can contact the centers in each area to allow students to enjoy water sports resources fairly and the opportunity for more diverse water experience.

## Stronger Than Ever: Taiwan Para Athletes Announce "I can. Therefore, I am" on International Day of Persons with Disabilities



Taiwan para athletes announce "I can. Therefore, I am" on International Day of Persons with Disabilities

The Paralympic Games is held every four years. The International Paralympic Committee and International Olympic Committee came to an agreement in 1988 that the Paralympic Games would be held in the same city within one month of the end of each Olympic Games. The Paralympic Games will be held two weeks after the end of the delayed 2020 Tokyo Olympics in 2021, in the same city and venues. The Paralympic Games is the highest level of international para sports competition and the stage on which para athletes make their dreams come true. Supported by the Sports Administration and the Chinese Taipei Paralympic Committee, 22 Taiwan athletes are preparing for the next Paralympic Games and are determined to do their best to achieve glory for Taiwan!

December 3, 2020 is the International Day of Persons with Disabilities. Para athletes Lee Kai-Lin, Fang Jen-Yu, Yang Chuan-Hui and Tian Shiau-Wen want to tell everyone by film





that "para" doesn't represent deficiency, it represents our courage to overcome our disability! Because of belief, because of challenge, "#Because we can do it, we aren't afraid", to invite everyone to support a social atmosphere of "Together We Move".

Film link and QR Code

<https://www.youtube.com/watch?v=Wym9JmbypgY>



## Top Cycling reaches Chiayi for a Leisurely Ride on the Puzi River Bikeway



Paced ride along the Puzi River Bikeway

The sixth stage of Top Cycling - the Best Cycling Routes in Taiwan was held on Puzi River Bikeway on November 28, 2020. This paced ride set off from Zhe Cheng Cultural Park at Chiayi Suantou Sugar Factory and had the theme "Puzi River - Taisugar Railway Leisurely Ride". Sports Administration Senior Specialist Huang Hsin-Yu, Chiayi County Culture and Tourism Bureau Section Chief Weng Sung-Yuan and cycling internet celebrity Chen Song-Yun, led participants on a ride through Chiayi County to experience rural villages, wetland ecology, and enjoy local farm produce and fresh delicious seafood.



The Sports Administration subsidized the implementation of the "Puzi Reiver Bikeway Potential Attractions Development and Environment Improvement Program" by Chiayi County Government in 2017. Total expenditure was NT\$18 million, with the Sports Administration providing NT\$16.2 million. The roughly 25 kilometer route includes plain villages and coastal fishing villages. The eastern section is the Suanao Bikeway created from the old Taisugar railway line. It passes through the center of Suantou Village in Liujiao Township, both sides are lined with dense vegetation, there are pavilions to rest and the surface is well maintained. The western section is centered on the embankment on the north bank of the Puzi River; the scenery is mainly river ecology and fishing village scenes. Visitors are encouraged to arrange a relaxed cycling tour in Chiayi.

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



BiiB provides a platform for all the running community, driving positive change in the world by bringing people together with boundary-less challenges to allow people to participate wherever they are.

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 4<sup>th</sup> HYPE SPIN Accelerator TAIWAN Demo Day was successfully held on July 18, 2020. 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.

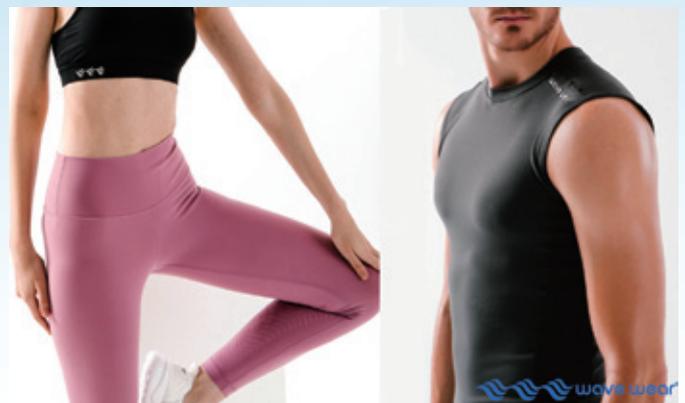
The 4<sup>th</sup> Demo Day had 12 HYPE SPIN teams, six of which were international, from South

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 functional clothing and an exchange platform for runners, are introduced below: South Korea's Wave Wear and Malaysia's BiiB.

• **WaveWear**

Definitions of performance wear and approaches to developing such clothing vary. Wave Company has developed BWAS, special adhesive silicone, and applied it to performance wear to create WaveWear, compression wear with the effects of kinesiology taping.



Kinesiology taping is commonly used as a sports medicine method in sports and rehabs by physical therapists to quickly relief pain without using drugs, and prevent injuries while doing activities. The user needs to use time and money each time.



WaveWear inner BWAS smoothly supports, adhering the joints and muscles. Its adhesion is 80% of the kinesiology tape and the adhesion stays after washing. In a year, the user may save up to 90% costs by using WaveWear.

Based on a blood test clinical trial, WaveWear was effective at reducing muscle fatigue as much as 35% more than common compression wear. This means you could stay longer in the game using the same power, and come back in better condition for the game tomorrow.

In June 2020, WaveWear had a special product test with the Taiwan Dragons Baseball Team with very positive feedbacks that bodes when for entering the Taiwan market.

## • BiiB

BiiB is a community platform for runners serving a global audience with the power of the internet, transforming sports by making running and walking into a team sport. It is a digital running arena that allows runners and everyday people to participate in events that lets them represent their community in our borderless challenges, with our new and dynamic gameplays.

BiiB aspires to inspire different communities all over to be active by creating a culture of positive, self-continuous transformation with the help of peer support. BiiB hosts running challenges for social and community engagement, as well as regional, national and inter-country championships. We create tailored challenges for partners who want to engage in a fitness program for their employee's health, wellbeing and productivity.

BiiB flexibly tailors to the runner's needs; they can either choose to run with our app or sync their other preferred running app with BiiB, such as Garmin, Strava or MapMyRun for distance tracking and Apple Health and Google Fit for step tracking.



BiiB has teamed up with Sports Notes Taiwan to create their first virtual team competition event, 29 teams are in Round Taiwan Challenge for charity.

## Best Practices During COVID-19

## One small step

*you take is a big step in our joint defense*



Wear a face mask on public transport, in an elevator, in crowded spaces, and when you cannot maintain social distancing.



Wash your hands with soap after you visit public places, take public transport, arrive home, and before you eat.



Avoid going out, and avoid crowded places. You can chill at home exercising, reading, playing video games, and binge watching!



Do not panic if you have a fever or respiratory symptoms.

Put on a face mask and see a doctor. Inform the doctor of your contact history to facilitate timely diagnosis.

Rest at home. Leave home only after recovery.

## 109 年體育運動精英獎頒獎典禮

109 年體育運動精英獎經過媒體推薦、初選會議，6 大獎項共計評選出 25 組選手及團隊入圍，並獲頒傑出獎，體育署於 18 日召開決選會議評選出今年得獎人及進行頒獎典禮，最佳男運動員由王冠閎拿下、最佳女運動員獎則由陳念琴獲獎，最佳教練獎則由洪一中教練獲得、最佳運動團隊獎得主為 2019 年世界體操錦標賽中華男子體操代表隊、最佳運動精神獎得主為許樂，而一生僅有一次機會可獲獎的最佳新秀運動員獎則頒給丁華恬；並由賴清德副總統頒發林圭璋先生終身成就獎及劉俊業教練特別獎共計頒發 25 個傑出獎及 8 個精英獎獎項。

109 年因疫情關係使許多國際賽事被迫停辦，但選手仍堅持在自己崗位上，用自己的方式持續為體壇效力，本屆體育運動精英獎的辦理，除了代表臺灣在防疫工作上的努力使國內體育賽事可以持續舉辦外，更希望藉由體育運動精英獎給選手努力不懈的選手最大的鼓勵，也願意成為大家最強大的後盾。不論疫情如何演變，期盼所有運動員及教練們在賽場上都有精采表現，並期待所有運動員都能整裝再出發，在未來國際賽事上發光發熱，讓世界看見臺灣。

## 推展戶外水域運動教育讓學生安全地親近海洋

教育部體育署於 109 年推出「水域運動資源中心推動示範計畫」（以下簡稱示範計畫），藉由成立資源中心，擴大與深化行之有年的學生水域體驗活動，更強調學生從事水域體驗的「水域安全教育」，培養學生在海洋、湖泊等開放性水域的親水及安全應變能力。該示範計畫亦將發展區域特色，整合與共享資源，讓親水不只是口號，而是有更完整的水安知識、完善的水域運動資源及豐富的親水體驗。

行政院 109 年 6 月推出的「向海致敬」政策為我國海洋運動發展的重要里程碑，然而在鼓勵國人親水的同時，安全性是民眾最關心的議題，體育署為了提高親水安全前提下培養全民親海風氣，委託國立高雄科技大學執行示範計畫，規劃並建構「水域運動資源中心」，推展各級學校學生水域運動體驗，綜合性學習運動技巧、水域安全、海洋教育。學生藉由水域運動體驗了解海洋，並且能安全地親近、享受海洋，從而培養親水活動的素養。

示範計畫在新冠肺炎疫情較趨緩的暑假期間，分別辦理「領袖體驗營」和「學生水域活動體驗營」。「領袖體驗營」共舉辦 4 場，邀請教育單位承辦人員、機關主管、教師參與，讓參與者在體驗水域活動的過程中，了解水域安全教育導入的重要性，且在活動充足的準備下，大幅降低水域運動體驗的風險，進而對學生從事水域體驗活動保持開放鼓勵的態度，日後帶領學生從事相關活動時亦有能力鑑別優質的活動；「學生水域活動體驗營」則結合 108 課綱核心素養，讓學生從水域運動實際體驗過程中獲得知識、能力與態度，同時培養學生在海洋、湖泊等開放性水域的親水及安全應變能力，最終更願意進入且親近海洋。

體育署長年推廣學生水域運動，建構學生的「水域安全」認知，讓學生能安全地、多元地體驗海洋；在「向海致敬」政策支持之下，將持續協助各區域中心因地制宜，結合產、官、學之能量，推展區域特色

的海洋運動。期盼有意參與或發展學生親水體驗的學校能與各區域中心合作，提供我國學生公平享有水域運動資源，以及更豐富的親水體驗機會。

## Stronger Than Ever 國際身心障礙者日帕拉中華健兒宣示 I can. Therefore, I am.

帕拉林匹克運動會（簡稱帕運，Paralympic Games）每 4 年 1 屆，自 1988 年起國際帕拉林匹克委員會（International Paralympic Committee, IPC）及國際奧林匹克委員會（International Olympic Committee, IOC）達成協議，帕運將於奧林匹克運動會（簡稱奧運，Olympic Games）辦理結束後 1 個月內在單一城市舉辦，延至 2021 年的東京奧運結束後約 2 個禮拜，帕運即在同一城市，同一場館舉辦開幕，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。我國帕拉中華健兒在教育部體育署與中華民國殘障體育運動總會的支持下，目前有 22 位選手投入備戰，期待為臺灣爭取最高榮譽！

109 年 12 月 3 日是國際身心障礙者日，帕拉選手李凱琳、方振宇、楊川輝及田曉雯更透過形象影片，想告訴大家，帕拉（Para），代表的不是缺陷，而是我們超越自身障礙的勇氣！因為相信，因為挑戰，《#因為做得到，所以無所畏懼》，邀請國人一起支持《愛運動動無礙》的社會氛圍。

影片連結及 QR Code

<https://www.youtube.com/watch?v=Wym9JmbypgY>



## 騎亮臺灣抵嘉啦 朴子溪自行車道慢慢騎

「騎亮臺灣—最讚亮點自行車路線」系列領騎活動第 6 站—嘉義縣朴子溪自行車道領騎活動，109 年 11 月 28 日於嘉義蒜頭糖廠蔗埕文化園區舉行，以「朴子溪 糖鐵慢騎」為活動主題，由教育部體育署黃幸玉專門委員、嘉義縣政府文化觀光局翁順源科長以及單車網紅松哥（陳松筠），共同帶領民眾探訪諸羅騎跡，體驗農村聚落、溼地生態、品嚐在地農產品及尚青的海鮮美食。

體育署於 106 年補助嘉義縣政府辦理「朴子溪自行車道潛力亮點發展及環境改善計畫」，總計畫經費 1,800 萬元，體育署補助 1,620 萬元，全長約 25 公里，路線涵蓋平原鄉村及海岸漁村，東半段利用台糖廢鐵道改建而成的蒜鰲線，途中經過六腳鄉蒜頭村鬧區，道路兩旁植栽茂密，並設有涼亭供休息，車道維護良好；西半段以朴子溪北岸堤防為基軸，景觀多為河川生態及漁村風光，極力推薦民眾來到嘉義安排一趟單車輕旅行。

## 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 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 109 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。

以下將介紹兩家以機能服飾及跑者交流平台為主的運動創新公司：來自南韓的 Wave Wear 與馬來西亞的團隊 BiiB。

### · WaveWear

性能款服飾的定義和開發此類服飾的方法各不相同。Wave 公司開發了 BWAS，一種特殊的黏合矽樹脂，並將其應用於性能款服飾上，開創一款 WaveWear 壓縮服，並具有肌內效貼布的效果。

肌內效貼布常被物理治療師用作運動和復健中的運動醫學方法，此貼布除了可以在不使用藥物的情況下快速減緩疼痛、防止運動中的受傷，更可以免去使用者每次花費時間和金錢在藥物治療上的成本。

WaveWear 內部的 BWAS 可平穩支撐，黏附關節和肌肉。它對人體的黏附力是肌內效貼布的 80%，並且可在洗滌狀態下保持黏附力。一年內，使用者可以藉由使用 WaveWear 省下多達 90% 的花費。

根據一項血液測試臨床試驗，WaveWear 可以有效減輕肌肉疲勞，比普通的壓縮服飾多達 35% 的效果。這意味著您可以在運動競賽中保留更多體力，並更有效率的恢復體力並進行隔日的比賽。

109 年 6 月，WaveWear 與台灣味全龍棒球隊進行產品實測，並從中得到進入台灣市場，相當正面且良好的回饋。

### · BiiB

BiiB 是一款為跑者 / 跑團提供交流平台的應用程序，通過互聯網與運動的力量，讓跑步和步行融入日常生活。我們提供一個線上跑步競技場，讓跑者或群眾都可以參與到各種活動，從而使他們能夠在我們無限制的挑戰中代表自己的社區出戰。而我們將新穎而動態的遊戲玩法融入挑戰賽中，將跑步變成一項團隊運動。

BiiB 通過各地跑團和組群的支持，致力於激發各地社區對跑步運動的積極性。BiiB 也為企業，社區主辦各種有趣挑戰，也主辦地區級，國家級，不同國家之間的線上挑戰賽。BiiB 服務對象除了群眾與跑者之外，也為合作夥伴提供量身定製的挑戰，為員工的健康和生產力打造合適的健身計劃。

BiiB 融合了各大平台來滿足廣大跑步者的習慣性需求，無論是使用 BiiB 跑步，或將其他首選的跑步應用程序例如 Garmin，Strava，MapMyRun，都能夠同步至 BiiB；Apple Health 和 Google Fit 也能為每日步數進行同步。即時同步里程數功能為各挑戰賽增加一絲競爭與刺激感，使參賽者們樂此不疲地挑戰他們的極限。

## Sport Terms

## 運動詞彙

Water Sports

水域運動

International Day of Persons with Disabilities

國際身心障礙者日

International Paralympic Committee

國際帕拉林匹克委員會

# Relationship Management and Interaction

How can the organizer increase the event  
feel good factor?



## What is **New Media** ?

New media are forms of media that have arisen in the Internet era

## **Features and Advantages** of New Media

1

### **High Accessibility**

Accessible anywhere with the Internet at any time, an important medium for different types of media

2

### **Low Establishment Threshold**

Fan page and Instagram account can be created with a mobile phone and computer

3

### **Good Spreadability**

Name of the event can be found easily online through sharing and hashtags

## What should I **do** ?

What seems commonplace to you is actually **not ordinary at all**

Let the participants **tell the story for you**

You will be **rewarded** by being diligent, trust the **professionals**

Want to know more about  
identity systems?



Condensed  
version



Full-length  
version

Advertisement

