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## 12<sup>th</sup> Sports Activist Awards Commendation Ceremony Pays Respects to the Heroes Behind the Scenes



Gathering of the Glory Sports: left to right: ROC Sports Federation President Chang Chao-kuo, Minister for Education Pan Wen-chung, ROC President Tsai Ing-wen, Chinese Taipei Olympic Committee President Lin Hung-dao, Sports Administration Director-General Chang Shao-hsi

At the 12<sup>th</sup> Sports Activist Awards commendation ceremony attended by President Tsai Ing-wen she thanked enterprises for sponsoring and promoting sports, giving high praise to them for their selfless contribution and saying they are important "pushing hands" of sports in Taiwan. The 2020 Sports Activist Awards had an enthusiastic response, attracting 89 entries. 51 units received an award, including 58 in the sponsor category and 20 in the promotion category.

During the event, President Tsai emphasized that making an outstanding athlete doesn't only depend on the hard work, perseverance and passion of the athlete, guidance of coaches, encouragement of friends and family, there is also a lot of unsung support behind the scenes that promotes sport hidden behind the applause. This means that while rewarding outstanding athletes, we should also give applause and thanks to these behind-the-scenes pushing hands. It is hoped that the Sports Activist Awards encourage everyone to be pushing hands behind Taiwan's sports development so that taking part in sports promotion becomes popular, giving sport endless support to jointly build a healthy Taiwan and show the world our pride.



The 12<sup>th</sup> Sports Activist Awards commendation ceremony featured a performance of Calling Up Swirling Clouds to boost the morale of athletes



Group photo for the 12th Sports Activist Awards

## 2020 Tokyo Olympics Judo Training Team and Golden Plan Elite Athlete Yang Yung-wei Takes Silver Medal at the Doha World Judo Masters 2021



2020 Tokyo Olympics judo training team member and Golden Plan elite athlete Yang Yung-wei takes silver medal at the Doha World Judo Masters 2021 (First on left)

One of Taiwan's top judokas, Yang Yung-wei knocked out a series of tough opponents on his way to the final of the Doha World Judo Masters 2021 in Qatar. Unable to overcome Kim Won-Jin of South Korea, he had to settle for a silver but it still equaled his best ever Masters showing.

Yang reached the final of the Dusseldorf Judo Grand Slam in February last year but had to withdraw through injury, still recording his best result and won the silver medal. The silver he bagged in Doha this time will give him more Olympic qualifying points. The rules state that the top 18 judokas on the points table will qualify for the Olympics. At present, Yang and Japan-based female judoka Lien Chen-ling are both on the list.



## HYPE SPIN Accelerator Taiwan 5<sup>th</sup> Demo Day Held at the Red House Ximending on January 20



Group photo of HYPE SPIN Accelerator Taiwan 5<sup>th</sup> demo day

The demo day of the 5<sup>th</sup> training cycle of HYPE SPIN Accelerator Taiwan was held at the Red House in Ximending, Taipei on January 20, 2021. The intelligence collection representative of the WeiChuan Dragons baseball team was invited to explain how the team has utilized innovative technology and to talk about the experience of cooperative development with a sports startup. The CEO of PICKUPS Lee Chen-fan and BiüB co-founder Chen Hsu-yong, two outstanding startups from the 4<sup>th</sup> training cycle, took part to share related experiences.

In 2018, the Sports Administration commissioned National Chiao Tung University's Center of Industry Accelerator and Patent Strategy (IAPS) and HYPE Sports Innovation (HYPE) to jointly establish SPIN Accelerator Taiwan. The aim was to utilize the technology network of IAPS and its experience of nurturing almost 100 startup teams to help the teams taking part in this project to carry out technological integration spanning technology, manufacturing and service industries and take advantage of HYPE's international sports innovation resources to quickly enter the international market and offer more possibilities to Taiwan's sports startups.



The outstanding startup teams that completed the first four training cycles have raised more than NT\$300 million by taking part in various innovative events and meetings in Taiwan and overseas.

This training cycle involved 10 outstanding domestic and overseas

sports startup teams; the five foreign teams were Hong Kong's Diggin' which has developed a one-stop dance information media platform; Fanera of Jordan which has developed an exclusive community network platform for football; VAVEL of Spain which connects sports media creators and users worldwide; Canada's WeavAir which has developed an air allocation system that can prevent pollution spreading and effectively saves energy and FitBiomics of the US which has developed probiotics that can optimize the body's exercise function. The five domestic teams were FEEGAM, which has developed a sports venue seat marketing system, KNCKFF, a trading platform for fashion sports shoes, Joe Athlete, which has developed sports science based online baseball training courses outdoor play XR games startup AACs, and Hikingbook, a platform for easily sharing mountain climbing experience.

The 5<sup>th</sup> training cycle lasted for two and a half months and was carried out physically and online at the same time. Domestic and foreign experts and scholars and mentors were invited to take part including IAPS global partners and the HYPE international mentor team. Unaffected by the pandemic, they helped the sports startups continue to grow. Also, once again this time, an opportunity for cooperation with Decathlon Taiwan and WeiChuan Dragons baseball team was offered to suitable teams to provide an opportunity for the market validation of their product concepts.

The 5<sup>th</sup> demo day was held in English throughout. The 10 participating startup teams in this cycle displayed the rich results of this program through a presentation contest. In the end, Feegam, FitBiomics, Hikingbook and WeavAir won the favor the judges and were named the outstanding teams of this cycle.

## Wind in the Hair on Chingshui Bikeway Visiting A Secret Place to Cycle



Group photo at Taichung Chingshui Bikeway

The 9<sup>th</sup> stage of the Top Cycling—the Best Cycling Routes in Taiwan—the Taichung Chingshui Bikeway Paced Ride was held at Gaomei Wetlands Visitor Center on January 16, 2021. The theme was Wind in the Hair on Chingshui Bikeway Visiting a secret Place to Cycle. Sports Administration senior specialist Huang Hsin-yu, section chief Lin Cheng-hsun of Taichung City Tourism and Travel Bureau, and well-known Youtuber cycling celebrity Chen Songyun (Songge) led participants of a ride to discover the ecological beauty of the Gaomei Wetlands. The Sports Administration's aim was to combine cycling and local tourism to increase people's willingness to exercise, making citizens more healthy and introducing them to the beauty of Taichung.





## New Generation Physical Education Classes Going into Nature From Tempering the Body to Tempering the Mind



■ New Generation Physical Education Classes Going into Nature

Elementary school Physical Education classes are no longer boring. The Sports Administration has developed PE course teaching modules, with situational leading exploratory learning and with experiential methods combined with fun exploratory practice, creative thinking, and reflection action learning giving PE classes more room for imagination.

To allow teachers without PE teaching expertise be empowered and certified, the Sports Administration designed new generation PE course modules that are fun and nurture literacy. This not only overturns the stereotypical image of the public of PE teaching, it also supports the PE teaching professional development of cross-PE areas teachers at elementary schools and, in doing so, increases the PE teaching quality at the elementary school stage.

To date, in all, more than 3,000 PE teachers have participated in the three certification steps of training (study), actual teaching (practice) and reflection workshop (reflection, sharing, and producing) and 1,600 PE teaching module teachers completed the training; also, 180 PE teaching module seed teachers have been set to cities and counties to carry out promotion,



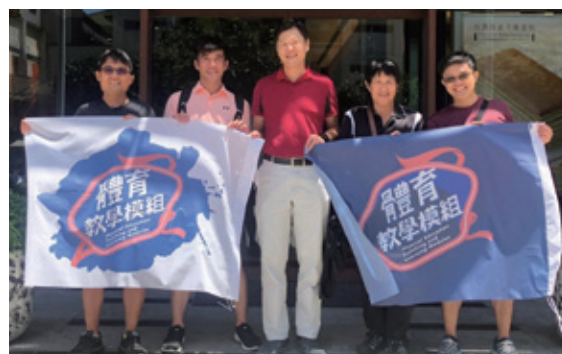
with around 80,000 students experiencing PE teaching module courses.

In addition, from 2020, the PE teaching module attempted to develop from the teaching renewal of the individual teacher to the course renewal of the teacher community, reviewing "cross grade"

and "cross class" PE course arranging to design new generation literacy-oriented elementary school courses and teaching.

The Sports Administration began implementing the Mountain Education Promotion and Implementation Plan in 2013. In addition to establishing teachers' mountain climbing skills, schools of senior high school level and below are encouraged to hold mountain wilderness activities; as of 2020, 198 schools have taken part. Taking Guangwu Junior High School as an example, this city school had a low enrolment rate 15 years ago, however, through outdoor activities such as mountain wilderness education, the education structure of the school was gradually flipped and it became one of the star schools of Hsinchu. The reason was that outdoor adventure drives student initiative learning and teachers were also moved. Other schools in remote areas such as Huanan Elementary School and Zhanghu Junior High School also used courses such as outdoor exploration, learning while walking and mountain wilderness survey research to raise school quality and create "education migrants", students flowing back.

These outdoor adventure activities proceed gradually, taking students out of the classroom to explore the basic literacy and abilities related to education courses, nurturing outdoor adventure leadership basic theory, opening up new possibilities with innovative teaching, providing cross-area exchange, making the form of physical activity not only the simple display of skills such as playing ball or running, by outdoor adventure teaching method and emphasizing imagination in learning, letting the curiosity of adventure guide the physical and spiritual creativity of children, creating endless future possibilities and achieving the aim of making learning fun.



# Practice social distancing while shopping

02

03

04

01

**Tape lines or make markings on the floor to help people keep a safe distance. Or, give them numbers to avoid customers waiting in a crowd.**

**Shop keepers and goers are all advised to wear masks.**



## 第 12 屆「體育推手獎」表揚典禮 向體育幕後英雄致敬

109 年 12 月 25 日「109 年體育推手獎表揚典禮」，蔡英文總統親臨頒獎，感謝贊助及推廣體育活動的企業、團體與個人，高度讚譽並表揚他們的無私奉獻，是臺灣體育活動最重要的「推手」。「體育推手獎」109 年度在各方踴躍參與下，總收件數達 89 件，共計有 51 個獲獎單位，其中包含贊助類 58 件、推展類 20 件。

蔡英文總統在會中特別強調，成就一位優異的運動員，除了選手自己努力、堅持與熱情、教練的指導、親友的鼓勵外，還有許多在背後擔任支持的力量，這些隱身在掌聲後面的推手，無怨無悔、全心全意投入體育推展工作。所以在獎勵優秀選手的同時，更要給予這群幕後推手更多的掌聲與感謝。希望藉由「體育推手獎」，期盼大家一起做臺灣體育發展的「推手」，以增進參與推動體育之風氣，讓體育的奧援源源不斷，永不止歇，共創更健康的臺灣，讓世界看到臺灣的驕傲！

## 2020 東京奧運柔道培訓隊暨黃金計畫菁英選手楊勇緯赴卡達參加 2021 杜哈大師賽獲得銀牌

我國柔道好手楊勇緯於 110 年 1 月 11 日在柔道卡達大師賽一路過關斬將，闖進男子 -60 公斤級金牌戰，最終不敵南韓好手金源鎮（Kim Won-Jin），拿下銀牌，仍寫下個人生涯大師賽新猷。

楊勇緯去年 2 月曾闖進德國杜塞道夫大滿貫賽金牌戰，但因傷退賽，以銀牌作收，仍締造個人生涯大滿貫賽最佳成績，今天再添一面銀牌入袋，有助爭取東京奧運積分。根據規定，柔道各量級積分排名前 18 名的選手，將取得奧運資格，目前楊勇緯、旅日柔道女王連珍羚均名列安全名單。

## 臺灣運動創新加速器第 5 期成果發表會 1/20 西門紅樓亮眼登場

體育署引進國際資源，為臺灣運動產業打造的「臺灣運動創新加速器」（HYPE SPIN Accelerator Taiwan），於 110 年 1 月 20 日在西門紅樓舉行第 5 期培訓專案成果發表會，展示運動創新團隊的培訓成果。第 5 期成果發表會邀請味全龍職業棒球隊情蒐科技代表呂彥翰先生，分享球隊結合創新科技，以及與運動創新團隊合作發展之經驗，並邀請前期優秀結業團隊 PICKUPS 執行長李晨帆先生和 BiiB 共同創辦人陳旭湧先生分享相關經驗談。

體育署自 107 年起，與交通大學加速器中心（IAPS）及 HYPE 運動創新基金會（HYPE Sports Innovation, HYPE）合作，共同為臺灣運動產業打造 HYPE SPIN Accelerator Taiwan，目的在結合交大加速器中心的科技網絡，以及培育近百個創新團隊的經驗，協助有志參與運動創新的團隊結合我國科技業、

製造業與服務業的優勢與強項，開拓嶄新發展領域與潛能，加速鏈結國際網絡資源，並將我國創新元素引介至國際社會，為我國運動創新帶來更多可能性。自本計畫結業的前 4 期優秀運動創新團隊，透過參與多項國內外相關創新活動與會議，已募得超過新臺幣 3 億元資金。

本期培訓專案共招募 10 個優秀具潛力的國內外運動創新團隊，其中 5 個外國團隊包含開發一站式舞蹈資訊媒體平台的香港團隊 Diggin'、創建首個足球專屬社群網絡平台的約旦團隊 Fanera，串聯全球運動媒體創作者及使用者的西班牙團隊 VAVEL，研發可防止受汙空氣擴散並有效節能的空氣分配系統的加拿大團隊 WeavAir、可優化身體運動機能之益生菌的美國團隊 FitBiomics；5 個國內團隊包含研發運動賽事場館座位行銷系統的 FEEGAM、潮流球鞋商品轉售交易平台的 KNCKFF（台灣娜克阜），開發運動科學棒球線上訓練課程的 Joe Athlete（喬氏國際棒球事業）、戶外遊玩 XR 擴展實境遊戲的 AACS（星夜先進），打造安全、便利登山體驗平台的 Hikingbook（登山書）。

第 5 期培訓專案為期 2 個半月，採實體及線上課程同步進行，邀請國內外專家學者與業師共同參與，包含 IAPS 全球合作夥伴及 HYPE 國際業師群，不受全球疫情影響，帶領運動創新團隊持續成長。此外，本期培訓專案更再次提供合適之運動創新團隊，與臺灣迪卡儂及味全龍職業棒球隊合作，進行產品概念的市場驗證機會。

第 5 期成果發表會採全英語方式進行，並由參與本期專案之 10 個運動創新團隊，透過簡報競賽方式，展現參與本計畫的豐實成果。最後由 Feegam、FitBiomics、Hikingbook 及 WeavAir，獲得眾多評審青睞，勇奪本期優秀團隊殊榮。

## 清水追風騎旅 探訪鐵馬秘境

「騎亮臺灣—最讚亮點自行車路線」系列領騎活動第 9 站—臺中清水自行車道領騎活動，於 110 年 1 月 16 日於高美濕地遊客服務中心舉行，以「清水追風騎旅 探訪鐵馬秘境」為活動主題，由教育部體育署黃幸玉專門委員、臺中市政府觀光旅遊局林政勳科長以及單車網紅松哥（陳松筠），帶領民眾一同領略高美溼地生態之美，體育署也盼透過騎乘自行車與在地觀光結合，增進民眾運動意願，有效提升國民健康，並在活動後能愛上臺中美好風光。

## 新世代體育課 – 體育課好好玩 走進大自然 – 從身體鍛鍊到心智磨練

國小體育課不再枯燥，教育部體育署研發體育課程教學模組，由情境引導探究學習，以體驗方式結合趣味的探究實作、創意思考、反思行動的學習，讓體育課有更多元的想像。

體育署為協助國小教育階段非體育授課專長教師進行增能與認證，設計出兼具趣味與素養的新世代體

育課程模組，除翻轉社會大眾對體育教學的既有印象外，更支持國小跨體育領域任課教師體育教學專業發展，進而提升國小教育階段體育教學品質。

目前，透過參加培訓研習（學習）、實際教學演練（實踐）及參加反思工作坊（反思分享）三步驟認證，累積超過 3,000 位體育教師參與，產生 1,600 位體育教學模組教師；另培育 180 位體育教學模組種子教師至各縣市扎根推廣，大約有 8 萬名學生體驗過體育教學模組課程。

另自 109 年度起，體育教學模組嘗試創造從教師個人的「教學翻新」，發展至教師社群組織的「課程翻新」，重新檢視「跨年級」與「跨班級」的體育課程安排，設計素養導向新世代的國小體育課程與教學。

體育署自 102 年起辦理「山野教育推廣實施計畫」，除建立教師專業登山知能，並鼓勵高級中等以下學校辦理山野活動，109 年已達 198 校共同參與。以光武國中為例，原先為都會型學校，於 15 年前就讀率低，但透過山野教育等多樣戶外活動，逐漸翻轉學校的教育體質，成為新竹市明星學校，因為戶外探索帶動孩子們「主動學習」的心，老師也跟著受到感動；其他諸如華南國小、樟湖國中小等偏鄉學校，因為藉著戶外探索、走讀、山野調查研究等課程，提升辦學品質而創造「教育移民」人口回流。

這些戶外探索活動，循序漸進，帶領學生走出教室，探索教育課程相關之基本素養與能力，培養戶外探索領導的基礎理論，以創新體育教學，開展另一種可能性，提供一個跨領域交流，讓體育活動的型式，不只是打球與跑步等單純運動技能的展現，藉由戶外探索的教學模式，強調學習可以有更多元的想像，讓探索的好奇心引領孩子身體及心靈的創造力，拓展未來的無限可能，更達到「寓教於樂」的目的。

## Sport Terms

## 運動詞彙

Sports Activist Awards

體育推手獎

Judo

柔道

Olympic Ranking Points

奧運積分

# Urban Sports Tourism

How can the organizer create synergy for the event as well as city?

1+1>2

Event x City  
= **Brand**

Benefits

1. *Economic Growth*
2. *Event Value*
3. *Cultural Transmission*
4. *Healthy Citizens*

## *Logic for Designing a Marketing Campaign*

Concrete goal

Incentive

Identification

Mutual  
benefit

Fermentation

## *Structure is the hard power of marketing*

“

**Creating a complete marketing structure is like writing a story that resonates!**

”

Want to know more about  
identity systems?



Condensed  
version



Full-length  
version



Sports Administration, Ministry of Education

Advertisement