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## President Tsai Exhorts National Paralympic delegation and Athletes to do Their Best When Attending the Flag Presentation Ceremony



President Tsai attends the flag presentation ceremony for National Paralympic delegation and exhorts athletes to do their best

Following the end of a splendid 2020 Tokyo Olympics, the 16<sup>th</sup> 2020 Tokyo Paralympic was held from August 24- September 5, 2021. The National delegation flew out to Tokyo on August 22. President Tsai Ing-wen and Minister of Education Pan Wen-chun attended the flag presentation ceremony for the team in the morning of August 21. President Tsai exhorted all the athletes to do their best.

The delegation for this Paralympics included 38 athletes, coaches and support personnel.

Athletes include table tennis players Lu Bi-chun (female TT4 class singles), Chen Ming-chih (male TT5 singles,) Tian Shiau-wen (female TT10 singles and doubles) and Lin Tzu-yu (female TT10 singles and doubles,) track and field athletes Yang Chuan-hui (male T11 long-jump) and Liu Ya-ting (female F12/13 javelin,) power lifter Lin Ya-hsuan (female 61 kg class,) judoka Lee Kai-lin (female B2, 48 kg class,) badminton player Fang Chen-yu (male SU5 singles,) and swimmer Chen Liang-da (male S7 200 meter individual medley, S7100 meter backstroke, S7 400 freestyle). Each athlete was ready to display the results of their hard work on the Paralympic stage.

During the ceremony, President Tsai presented the national flag and delegation flag to leader of delegation. Mu Ming-chu and deputy leader Wang Chao-ching and presented NT\$100,000 for extra food to encourage the athletes, which was accepted by athletes Lin Ya-hsuan and Chen Liang-da. The athletes thanked President Tsai for her encouragement and Lin Ya-hsuan called on all quarters to support Taiwan's para athletes. Like the Paralympic vision of "Making the world more harmonious through Para sports" Taiwan's athletes and the people who care about the Paralympics were ready to raise the level of Taiwan and change the world.

The Sports Administration said that planning for this Paralympics began in December 2019, substituting for the previous 2-3 months of intensive training. As well as increasing the input of training resources, athletes were supported by sports nutrition, sports science, sports psychology and sports medicine interdisciplinary professional assistance with the aim of allowing athletes to display the results of their hard training on the world stage.



## Taiwan's Athletes Record the Best Ever Performance of 2 Gold, 4 Silver and 6 Bronze Medals as the 2020 Olympics Closes



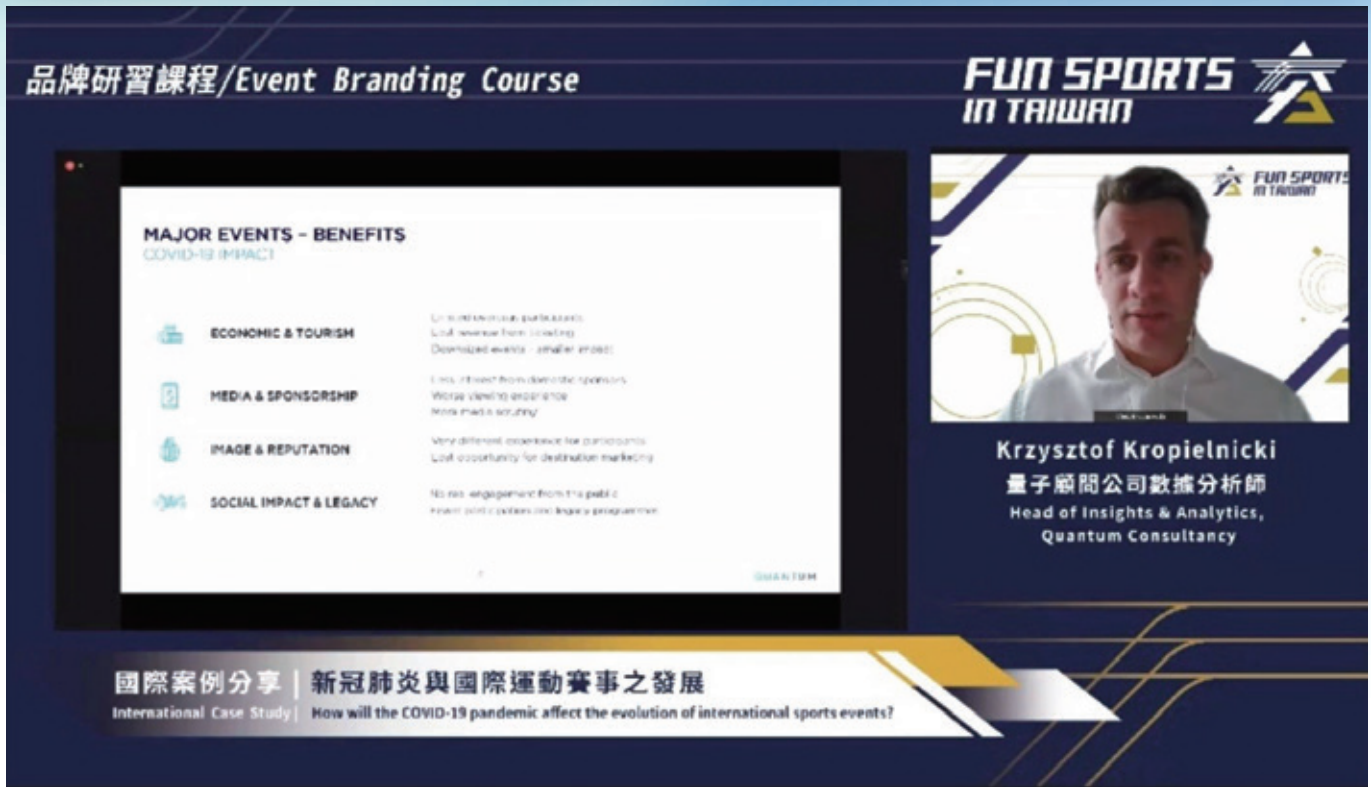
Taiwan bags 2 gold, 4 silver and 6 bronze medals at the Tokyo Olympics

After 17 days of competition, the 2020 Tokyo Olympics came to a close. The National team achieved its a best ever performance of 2 gold, 4 silver and 6 bronze medals, in Asia the medal haul behind only China, South Korea, Iran, Uzbekistan and the host Japan. Also, we won a medal in 10 of 18 events it competed in. Medals were on for the first time in judo, badminton, gymnastics, golf, boxing and karate, writing a new page in the history books.

The National team for the Tokyo Olympics had the largest number of athletes for any Olympics ever (excluding the 2004 and 2008 Olympics in which we competed in the team sports of baseball and softball). 68 elite athletes qualified, representing 18 events, and performed well in each event.

After the successful end of the Tokyo Olympics, next up is the 2024 Paris Olympics. The government will continue to promote policies, from environmental preparation to nurturing and care of athletes and funding, policy and various other aspects, so that our athletes can shine on the stage and win glory.

## Sports Events Explore Opportunities for Transformation in Face of the Impact of COVID-19



Quantum Consulting data analyst Krzysztof Kropielnicki talks about COVID-19 and the development of international sports events

With COVID-19 impacting the whole world, on August 4 the Sports Administration held the 2021 Brand Training Course, inviting speakers from the UK and Denmark. Through data analysis and practical case sharing, the transformation of sports events for sustainable development in face of the pandemic was discussed. The online course attracted 124 participants from national sport associations and academia to understand how countries that are sports power, use creativity and efforts to successfully hold sports events.

Krzysztof Kropielnicki is a data analyst with Quantum Consulting. He talked about COVID-19 and the development of international sports events. Taking this year's Tokyo Olympics as an example, he said that that prior to the opening there were still doubts in some quarters as to whether the Olympics would go ahead. Also, with respect to cost, the 2016 Rio Olympics overspent by 213% and the winter Olympics by 142%. Expense has become a key

factor that host cities consider. He said that the investment in infrastructure required for a major sports event is huge and its management and operation after the event finished need to be considered. The Tokyo Olympics did not allow spectators into venue so virtual spectating was developed and exclusive interactive areas



Sparta Athletics and Running CEO Dorte Vibjerg shares the practical experience of the Copenhagen Half Marathon

established so that sports fans around the world could "take part" in the Olympics. Also, the 2020 Lausanne Winter Olympics adopted the "The games are not just for athletes, they are also for local people" approach, with various peripheral activities and workshops held, letting give local children and people more participation opportunities to increase their sense of identification with the event.

CEO of non-profit organization Sparta Athletics and Running Dorte Vibjerg shared the practical experience of holding the Copenhagen Half-Marathon. She explained the process of digitization of the event and how, in pursuit of the vision of making it the best half marathon in the world, the event was able to turn loss into surplus. The organizers set targets every year, improve the route and implement different sustainable environmental protection measures to raise the level of the event, attract more participants and improve digital broadcast quality. The event now has very high commercial value. CEO Dorte said that the event encountered a massive thunder storm with hailstones in 2017 while it was being held but the effective response of the organizers ensured everyone was safe and the crisis became an opportunity, making runners even more loyal to the event; many positive reports were made in the media, winning the event a lot of support and encouragement. The problems of 2017 left participants with a deep impression, but many signed up for the next year's event, their loyalty and the publicity generated actually leading to an increase in participant numbers the next year. She also explained how the 10 km Royal Family Run in 2018 attracted 75,000 runners. The Copenhagen Half Marathon was cancelled in 2020 due to COVID-19. Following the core vision of moving with the times, planning continues to move towards making the event safe



and sustainable, with environmental protection, sustainability, and enhanced communication all the focus of event planning. She mentioned the importance of building a partnership with the volunteer organizations to "deal properly with every issue using a responsible method."

Prof. Chen Chen-yueh of the Department of Recreation and Leisure Industry Management of National Taiwan Sport University responded by saying that sports venue transformation needs a concrete and clear strategy. Under the impact of COVID-19, in future events will increasingly adopt a mixed physical and virtual model. Host cities can find their advantage and bring it fully into play. Also, considering sustainable hosting, sports event organizers must fully communicate with and understand the needs of stakeholders so as to achieve a multiple win situation.

The Sports Administration said that from August the brand series courses has cooperated with the SME Online School of the Small and Medium enterprise Administration, Ministry of Economic Affairs on sports innovation program related matters and 13 videos will be successively posted. Also, votes can be cast in the 2021 Taiwan Brand International Sports Event Online Vote at (<https://funsports.org.tw/vote/>). Vote online and have a chance of winning a fine prize.



## Sports Administration Carries out Competitive and Leisure Sports Venue Inspections During the Epidemic Alert Period



**進入運動場館  
配合落實  
防疫管理指引**

**8/10起**

**場域內容留人數  
以最適承載量50%為限**

**防疫注意事項**

- 1 量體溫**  
若有發燒或呼吸道症狀，請勿到館
- 2 實聯制**  
保持社交距離
- 3 全程戴口罩**  
禁止飲食
- 4 團體課及1對1課程  
請遵守防疫規定**  
團體課程依標線位置上課
- 5 酒精消毒**

**○ 開放：廁所與更衣室**

**× 暫停開放：淋浴間、三溫暖、蒸氣室、烤箱等**

2021/08/10

### Sports Venue Epidemic Prevention Guide

On July 8, 2021, the Central Epidemic Command Center (CECC) stated that the COVID-19 is under control due to the joint efforts of citizen. To protect citizens, the CECC announced the extension of the level 3 alert until July 26 and relaxation of some measures. The Ministry of Education drew up the COVID-19 Epidemic Prevention Management Guide for Competitive and Leisure Sports Venue and COVID-19 Epidemic Prevention Management Guide for Swimming Pools for compliance by competent agencies, sports venue operators and the public.

The subjects of suitable opening this time include operators of indoor and outdoor sports registered as Competitive and Leisure Sports Venues (such as gyms, sports centers, sports training classes, badminton halls, basketball halls, swimming pools, bowling halls and pool halls.)

Operators can open to a suitable degree if visitor temperatures are measured on entry, masks are worn, the real-name system is adopted and social distancing is maintained and alcohol is used for disinfection and people flow control is implemented, and the management guide drawn up by the Ministry of Education is followed. Auxiliary facilities of sorts venues such as showers, saunas, steam rooms and dry heat rooms etc. are not to be opened. Restaurants should follow the Food Service Industry Epidemic Prevention Management Guide drawn up by the Food & Drug Administration.

The Sports Administration requires sports venue operators to fill in the Management Guide for Suitable Opening of Competitive and Leisure Sports Venues During the Epidemic Alert Period Self-Inspection Form and ask local governments to enhance inspection in accordance with the Guide and the Communicable Disease Control Act. To protect the health of related operating personnel and customers, the Sports Administration has carried out irregular random inspection together with local governments since July 15 and has completed inspection of 71 sports venues in 10 cities and counties. If members of the public find that a sports venue is not adhering to the Guide, they can report it to local government in 1999 or to the Sports Administration.

## 健身房 個人防疫注意事項

- ### 1 了解自己的健康狀態

  - 如有COVID-19疑似症狀、尚在自主健康管理期間、曾到過衛生單位公布之確診者足跡，勿前往健身房運動。
  - 瞭解健身房是否有預約制，避免在高峰時段前往。
  - 配合進行實聯制、量測體溫，如體溫過高、發燒，請勿進入，必要時前往就醫。
- ### 2 全程佩戴口罩

  - 口罩中的過濾層潮濕後過濾病菌效果會變差、降低保護力，當汗水沾濕口罩後應更換新的口罩。
  - 戴口罩可能使呼吸阻力增加與通氣下降，造成身體負擔，建議以低強度運動為主並適度休息。
  - 飲水時需先進行手部消毒並須與他人保持社交距離，才暫時脫下口罩取水飲用。
- ### 3 使用運動器材須知

  - 開始使用及進行下一個健身器材或設施使用前，建議先手部消毒，避免有沾染病菌而觸碰健身器材或設施。
  - 建議自行攜帶個人運動輔具(如瑜珈墊、彈力帶、握具等)，勿與他人共用。
  - 運動時流汗可能有滴落健身器材的可能，建議自備毛巾隨時擦汗。
  - 個人用品(如毛巾、握具)如無使用時應妥善收置於塑膠袋中，避免沾染病菌。
- ### 4 個人清潔與其他注意事項

  - 運動結束後應立即清潔手部，返家後應立即更換衣物進行盥洗。
  - 在健身房內運動時間建議不要超過1小時。

### 3 提醒

- ① 如有暴露於風險，記得自我篩檢確認健康狀況
  - ② 維持社交距離，落實防疫措施
  - ③ 下載啟用「臺灣社交距離APP」

檢舉專線：各地方政府1999服務專線
- 專用社交距離APP下載



App Store
Google Play



保護自己，保護身邊家人朋友

2021/07/25

**Matters for attention for personal epidemic prevention in gyms**

## The Sports Administration Hopes to Reduce Student Drowning Deaths on July 25 the International Day of Drowning Prevention

### WHO溺水預防四大策略v.s我國推動學生水域安全政策



資料來源:世界衛生組織《預防溺水實施指南》  
(Preventing drowning= an implementation guide)

The WHO's four main drowning prevention strategies versus Taiwan; student water body safety policy

The Sports Administration has implemented programs to improve the swimming ability of elementary and junior high school students and prevent drowning since 2001.80 student drownings were recorded in 2005; last year (2020) the figure was down to 20, showing the success of the government's water body safety policy. July 25 is International Day of Drowning Prevention. The Sport Administration will continue to align with international norms and hope that the number of student drownings can be reduced to zero.

According to the World Health Organization (WHO), in 2019 360,000 people drowned worldwide in 2019. This figure represents not just the loss of 360,000 lives, it also is the breaking of numerous families. To attach importance to the effect of drowning on families and the community as well as providing solutions to provide accidental drownings, in



April this year the UN General Assembly announced that from now on this date will be International Day of Drowning Prevention. This was the UN's first ever resolution related to drowning. It is hoped to put forward an integrated program and policies through international cooperation to emphasize the importance of drowning prevention.

At an important time when the world is united in the effort to prevent drowning, the Sports Administration is not absent and continues to take part in international activities, coordinating with international drowning prevention trends, is implementing various water body safety education programs. Deputy Director General Lin Che-hung said "The Sports Administration has been aligned with international drowning prevention practices since 2017 and every year sends representatives to the WHO-organized World Conference on Drowning Prevention to present Taiwan's drowning prevention policies and research and engage in professional academic exchange, bringing back the latest results in water body safety education and drowning prevention strategy to Taiwan for education and advocacy directed at students."

The Sports Administration began implementing the Mid-term Program to Improve Student Swimming Ability in 2001 to improve elementary and junior high school student swimming and waterside capabilities. Under the Establish the Ocean Taiwan Promotion System – Program for Promotion of Student Swimming Ability, private pool operators were enlisted to provide swimming tuition and building of pools by schools was subsidized to provide students with a safe place to learn to swim.

At the same time, experiential pools have been promoted; schools without schools and elementary schools in remote areas transform idle classrooms into water experiential pools to allow students to get close to water and enjoy water activities; the elementary school swimming and self-rescue ability teaching tour plan has been implemented to provide local schools with safe swimming in natural bodies of water, self-rescue related courses and reduce the urban-rural swimming pool teaching gap; for schools that do not implement swimming teaching, outside school swimming teaching reference principles and implementation plan have been drawn up; and in 2019, a student water safety and prevention strategy forum was held to formulate a strategy for water body safety and prevention for Taiwan's students.

In response to future water body opening policy and to protect Taiwan's students when they engage in water based activities, the Sports Administration launched the Water Body Safety

Diamond Plan in 2021 to meet the future technology trend and promote the development of student water body safety digital teaching materials so that students have water body safety concepts, knowledge and skills at any time and any place. It will also allow the public to know that drowning can be prevented so that everyone takes active and practical action to protect the safety of individuals, family and community

September 7 to September 20

# Level 2 COVID-19 Alert Extended

## Level 2 COVID-19 Alert Extended :

- Masks must be worn at all times when outside **except** when consuming food and beverages.
  - Contact information registration and social distancing.
  - Crowd control or capacity limit management at commercial business venues and public venues: at least 1.5 meters/person (2.25 square meters/person) indoors and 1 meter/person (1 square meter/person) outdoors.
  - Limit on the number of people in gatherings: 80 people indoors and 300 people outdoors. An epidemic prevention plan is required if the number exceeds the limit.
  - Dine-in service management: the Ministry of Health and Welfare regulations must be followed.
  - Wedding banquets and public memorial services:
    - Public memorial services shall abide by epidemic prevention regulations issued by the Ministry of the Interior.
    - Each partitioned area at a wedding banquet must not exceed 80 people indoors and 300 people outdoors. Toasting at each table is not allowed.
  - Swimming pools and sports venues: shower and other ancillary facilities are conditionally open.
  - Taiwan Railways: the sale of tickets for all seats resumes (standing tickets remain unavailable).
  - Taiwan High Speed Rail: the ticket sale resumes and all seats are now reserved seats.
  - National scenic areas and the tourism and amusement industry: the limit on the capacity is increased to 80%.
  - The maximum number of passengers on a tour bus is limited to 80% of the approved number of seats.
- Competent authorities: Ministry of Education, Ministry of Transportation and Communications (MOTC)
- Note: The adjustment to regulations related to the transportation and tourism industries will be implemented on the date announced by the MOTC.

## Venues that must remain closed :

- Singing and dance venues, nightclubs, clubs, hostess bars, bars, MTVs, KTVs, beauty parlors (tourist parlors and audio-video parlors)
- Arcades, video game arcades, Internet cafes, mahjong clubs and other similar venues



## 期勉選手再創佳績 總統親蒞 2020 東京帕運代表團授旗典禮

隨著 2020 東京奧運精彩閉幕，緊接著第 16 屆 2020 東京帕拉林匹克運動會（以下簡稱帕運）於 110 年 8 月 24 日至 9 月 5 日舉行，我國代表團於 8 月 22 日啟程前往東京。蔡英文總統及教育部潘文忠部長於 8 月 21 日上午親臨參加帕運代表團授旗典禮，總統勗勉教練與選手共創佳績。

本屆帕運代表團包括選手、教練、後勤醫護及行政團隊共計 38 人，參賽選手包括桌球選手盧碧春（參加女子 TT4 級別單打）、程銘志（參加男子 TT5 級別單打）、田曉雯（參加女子 TT10 級別單打與團體賽）與林姿妤（參加女子 TT10 級別單打與團體賽）、田徑選手楊川輝（參加男子 T11 級別跳遠）與劉雅婷（參加女子 F12/13 級別標槍）、健力選手林亞璇（參加女子 61 公斤量級）、柔道選手李凱琳（參與女子 B2 級別、48 公斤量級）、羽球選手方振宇（參與男子 SU5 級別單打）及游泳選手陳亮達（參與男子 SM7 級別 200 公尺混合、S7 級別 100 公尺仰式、S7 級別 400 公尺自由式）等 10 位，每位選手都已準備就緒，將在帕運競技場上展現努力成果。

典禮中，總統除頒授國旗及團旗予我國代表團穆閩珠團長及王昭卿副團長，並特別致贈 10 萬元加菜金，為選手打氣加油，由林亞璇、陳亮達選手代表接受。選手們除了感謝總統親臨勉勵外，林亞璇也呼籲各界一起支持帕拉運動員。如同帕運「透過帕拉運動打造更融合的世界」的願景，相信我國代表團及關注帕運的國人，都將是提升臺灣、改變世界的要角。

教育部體育署表示，本屆帕運備戰自 108 年 12 月啟動，取代過往僅 2 至 3 個月的集訓，除提升培訓資源挹注外，並輔以運動營養、運動科學、運動心理諮商及運動醫學等跨域專業協力，期待選手站上世界舞臺，展現辛勤訓練的成果。

## 2020 東京奧運圓滿閉幕我國選手獲 2 金 4 銀 6 銅為史上最佳成績

歷經 17 天征戰，2020 東京奧運正式閉幕，中華代表團創下史上最佳成績獲 2 金、4 銀、6 銅，亞洲國家僅次中國大陸、韓國、伊朗、烏茲別克及地主日本；而且參加的 18 個運動種類，有 10 種奪牌，其中柔道、羽球、體操、高爾夫、拳擊和空手道都獲得首面獎牌，寫下歷史新頁。

回顧本屆奧運代表團，扣除團隊項目（棒、壘球外）的 2004 雅典奧運與 2008 北京奧運，已創下我國歷屆奧運最多的參賽人數，18 個運動種類、68 個席次，各項表現都有所突破。

東京奧運圓滿落幕後，交棒給三年後 2024 巴黎奧運。政府也將持續推動政策，從環境的整備，到選手的培育與照顧，以及從預算、政策等方面，多管齊下，讓選手在競技場上展露最燦爛光芒。

## 面對疫情衝擊 品牌課程探討賽事轉型契機

新型冠狀肺炎（COVID-19）疫情衝擊全球，體育署 8 月 4 日舉辦「110 年度品牌研習課程」，特別邀請來自英國和丹麥的講師，透過數據分析與實務案例分享，探討賽事在疫情衝擊下，如何轉型以永續發展，線上課程吸引單項協會及學界師生 124 人共同參與，瞭解運動大國如何藉由創意加上努力，成功舉辦運動賽事。

量子顧問公司數據分析師 Krzysztof Kropielnicki，暢談新冠肺炎與國際運動賽事發展，Krzysztof 以東京奧運為實例，提及至今年開幕前，各界仍有質疑是否會舉辦聲音，另就成本面考量，2016 里約奧運超支 213%，冬季奧運則超支 142%，成為承辦賽會城市考量重點。Krzysztof 表示，為了舉辦大型賽會而投入的基礎建設投資相當大，必須思考賽事結束後的管理與營運。另藉由 2004 雅典奧運 10 年後的案例指出，場館大多破敗不堪，城市應思考如何營運活化。但也有成功案例，如 1992 巴塞隆納奧運，就是都市轉型觀光大城的正面案例。以今年東京奧運來說，由於不開放觀眾入場，因此開發眾多虛擬觀賽、專屬互動專區，讓世界各地的運動迷，可以藉此「參與」東奧。此外，也以 2020 洛桑冬季青年奧運為例，提出「賽事不只為選手舉辦，也為當地民眾而辦」的作法，透過各式周邊活動與工作坊，讓當地學童及民眾有更多參與機會提升認同感。

非營利組織「斯巴達田徑跑步組織」執行長 Dorte Vibjerg 分享舉辦哥本哈根半程馬拉松的實戰經驗，除了說明賽事數位創新的過程，並在致力打造「全世界最棒的半馬」的遠景下，讓賽事逐步轉虧為盈，因此主辦單位每年皆有設立目標、改進賽事路線、執行不同的永續環保措施等，將賽事等級提高，吸引更多人數參賽，進而增加數位轉播品質，成為具有高度商業價值的賽事。Dorte 執行長表示，哥本哈根半馬曾在 2017 年時，遭遇雷雨和冰雹的重大危機，所幸賽會處理得宜，及時確保參賽者的生命安全，反而化危機為轉機，成為讓跑者忠誠度更高的賽事，後續許多媒體給予正面的報導，使此賽事受到大家的鼓勵和支持，雖然 2017 年的賽事發生許多狀況，但卻也讓參賽者印象深刻，紛紛報名下一屆的賽事，使 2018 年的賽事報名人數增加。此外，以 2018 年的 10 公里「皇家跑」為例，說明如何成功吸引 7.5 萬人參與。面對新冠疫情危機，哥本哈根半馬在 2020 年被迫取消，但賽事主辦方秉持「與時俱進」的核心願景，持續規劃讓賽事朝向「安全永續」的方向邁進，包括環保、永續、加強溝通，都是賽事規劃重點，她也提到建立志工組織的夥伴關係至關重要，「以負責任的方式妥善處理」各式議題。

國立體育大學產經系陳成業教授回應表示，賽會場館轉型需要具體明確策略，在疫情衝擊下，可見未來賽事將以「虛實混合」方式舉辦愈形普遍，承辦城市可以找出適合自己的優勢，加以發揚光大。此外運動賽事在永續舉辦的考量下，對於利害關係人勢必要充分溝通理解，才能達到多贏局面。

體育署表示，品牌系列課程 8 月起將與經濟部中小企業處協處「中小企業網路大學校」合作運動創新學程相關事宜，13 支影片陸續上架，普及參與層面。此外，民眾可參與「2021 臺灣品牌國際賽網路人氣票選」（<https://funsports.org.tw/vote/>），只要線上投票，就有機會獲得精美好禮。

## 教育部體育署疫情警戒期間辦理競技及休閒運動場館業查核

依據中央流行疫情指揮中心 110 年 7 月 8 日表示，在國人共同努力配合下，新冠肺炎（COVID-19）疫情已在控制中，為確保國人健康，指揮中心除宣布延長全國疫情警戒第三級至 7 月 26 日止，並適度鬆綁部分措施。教育部訂定「競技及休閒運動場館業因應 COVID-19 防疫管理指引」及「游泳池因應 COVID-19 防疫管理指引」（下稱管理指引），以提供主管機關、運動場館從業人員及民眾遵循。

本次適度開放對象為凡屬登記為「競技及休閒運動場館業」之各室內、外運動場館經營業者（如：健身房、運動中心、運動訓練班、羽球館、籃球館、游泳池、保齡球館、撞球館）。

業者如能符合量體溫、全程佩戴口罩、實聯制、保持社交距離，並配合酒精消毒、人流管制等共通性原則，並遵循教育部所定之管理指引，則可適度開放。各運動場館之附屬設施如淋浴間、三溫暖、蒸氣室、烤箱等不得開放，餐廳應依衛生福利部食品藥物管理署訂定「餐飲業防疫管理措施」辦理。

體育署將責成業者依「疫情警戒期間適度開放競技及休閒運動場館業防疫管理指引自我查檢表」填寫自主檢核表，並請各地方政府依據管理指引及傳染病防治法加強查核。為維護相關從業人員及顧客之健康，體育署於 7 月 15 日起已會同各地方政府辦理不定期抽查，共計已查核 10 縣市 71 家運動場館。民眾如發現運動場館業者有違反本管理指引之情事，可逕行向各地方政府 1999 專線或體育署檢舉。

## 7 月 25 日國際防溺日 體育署期盼降低學生溺水人數

教育部體育署自 90 年起推動提升中小學游泳能力以及防溺相關計畫，自 94 年學生溺水人數 80 人，去（109）年降為 20 人，顯示政府推行學生水域安全政策有成。本月 25 日為聯合國「國際防溺日（International Day of Drowning Prevention）」，體育署持續與國際接軌，期盼學生溺水人數趨零。

根據世界衛生組織（World Health Organization, WHO）的統計，2019 年全球因溺水意外而失去生命的人數是 36 萬人，這個數字不只是 36 萬條生命的喪失，更是代表背後無數個家庭的破碎，為重視溺水對家庭和社區的影響，同時提供預防溺水意外的解決方案，聯合國大會於今（110）年 4 月首度宣布將每年的 7 月 25 日訂為「國際防溺日」，這是聯合國有史以來第一次對於防溺議題所作的決議，期待透過全球合作，提出防溺的整合方案與政策，以強調防溺的重要性。

在這個全球一心，齊力防溺的重大時刻，體育署並沒有缺席，持續參與國際社會活動，配合國際防溺趨勢，推動現行各項水域安全教育計畫，林哲宏副署長表示：「自 106 年起教育部體育署即與國際防溺接軌，每年委派專家學者參加由世界衛生組織 WHO 籌辦的世界防溺大會與世界安全會議，持續發表我國學生防溺政策與研究，並進行專業學術交流，將國際上最新的水域安全教育研究結果及防溺策略帶回國內，對學生進行教育與宣導。」

體育署早自 90 年起陸續推動「提升學生游泳能力中程計畫」以提升中小學生游泳與親水能力，「確



立海洋臺灣的推動體系 - 推動學生游泳能力方案」主動媒合民間游泳池業者投入游泳教學，補助中小學整建游泳池，以提供學生安全游泳教學場域。

同時推動親水體驗池，針對無游泳池及偏鄉小學，透過閒置教室的改造建置親水體驗池，讓學童能進一步親水、愛水的水域活動體驗；實施小學游泳與自救能力教學巡迴計畫，提供當地學校及鄰近小學水域安全與自救技能之相關課程，降低游泳池教學的城鄉差距；針對無實施游泳教學學校建構校外游泳教學之參考原則與實施計畫等，並於 108 年辦理學生水域安全防治策略論壇，針對未來我國學生水域安全防治研擬出相對應之策略。

因應未來水域開放政策確保我國學生從事水域活動之安全，體育署今（110）年推出水域安全鑽石計畫迎合未來科技趨勢推動開發學生水域安全數位教材讓學生無論在何時、何地都能具備水域安全觀念，知識與技能，也讓公眾認識到溺水的可預防性，使所有的人均採取積極、實際的行動來確保個人、家庭和社區的安全。

## Sport Terms

## 運動詞彙

Sports Psychology Counseling

運動心理諮商

Epidemic Prevention Management Guide

防疫管理指引

Sustainable development

永續發展

Sports event digital innovation

賽事數位創新

Drowning prevention

防溺

# Event Branding Course

## Session 17

### Sports Events Also Need Transformation: Challenges Ahead and Sustainable Development for Sports Events

For this week Event Branding Course, we invited Mr. Krzysztof Kropielnicki, Head of Insights & Analytics, Quantum Consultancy in the UK, and Ms. Dorte Vibjerg, CEO, Sparta Athletics and Running in Denmark to talk to us about COVID-19 and the development of international sports events and the way of operation of the Copenhagen Half Marathon. We also invited Professor Chen Chen-Yueh of the Department of Recreation and Leisure Industry Management of National Taiwan Sport University to join this course and engage in discussion with the overseas lecturers.

Mr. Krzysztof Kropielnicki talked mainly about how COVID-19 has affected international sports events, the challenges organizers have faced and the trends over the next few years. He first talked of the challenges faced by the Tokyo Olympics. The media pointed out that Tokyo Olympics faced various situations, such as big losses suffered by sponsors due to prohibition of spectators to watch in stadiums; many people questioned whether the event would go ahead as planned; many Japanese also questioned the holding of the event during the pandemic and launched a petition calling for the Olympics to be called off. What benefits do international sports events bring? Organizers often are the target of doubts and criticism of the public, especially due to cost. The actual expenditure of the past seven Olympics has far exceeded the budget. As for venues, many large-scale sports events spend heavily on new facilities and construction, but this later is not applied and managed properly. This is a pity, he said. How to use infrastructure and venues after sports events is a question we should ponder.

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The COVID-19 pandemic has caused the revenue of many industries to decline, government regulations also do not allow spectators into stadiums to watch games and there is a less media reporting and TV broadcast interest. In response, organizers have reduced event scale or moved them indoors, letting people watch online. Other events have been postponed or cancelled altogether.

He gave a few examples, sharing how these events responded to the impact of COVID-19. The Tokyo Olympics had an exclusive website on which fans could interact and cheer on their country's athletes. The World Indoor Rowing Championship 2021 was held virtually this year and next year will adopt a mixed physical and virtual method. The Commonwealth Games has decided to use existing venues and facilities next year, keeping newly-built ones to a minimum.

He then put forward several new trends in the future: (1) More and more sports events will use a mixed physical and virtual method; (2) Esports and application of AR/VR; (3) Exchange and cooperation with local residents; (4) Sports events don't have to be large, they have to suit the host city; (5) Considering the method of digitization is very important. He put forward the conclusion: sports event organizers should consider long-term benefits and peripheral development of the area, encourage citizens to take part in sports and drive the development of the travel and tourism industry so people are proud and identify with the event. This is the most important.



The photo provided by Mr. Krzysztof Kropielnicki.



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Ms. Dorte Vibjerg is a former track and field athlete and has more than 20 years of organizing sports events. She shared with us how the Copenhagen Half Marathon was cancelled in 2020 due to the pandemic after setting a world record in 2019, and how they are looking to hold the event again safely in 2021.

The Copenhagen Half Marathon is a successful product of the 2014 World Half Marathon Championship and has allowed the world to better know the city and the country of Denmark. It is a World Athletics Elite Label road race. It attracts around 25,000 runners, about 30% of who are foreigners. The route goes through downtown Copenhagen and there are 20 drinks stations; it attracts 150,000 spectators and has 1200 volunteers. After Kenya's Geoffrey Kamworor set the world record in 2019, the commercial value of the event has risen sharply.

She explained the event's historical context, organizational structure, sponsors, characteristics and smart APP and then mentioned that the overall cost of the event is very high at around EUR 1.7 million. It only made a profit for the first time in 2018. The number of people registering to take part increases almost every year and the proportion of foreigner is going up year by year and is nearly 30% of all runners. Although an incident and crisis happened in 2017, they were handled effectively so runners have a high level of loyalty to the event, and the event actually gained useful exposure as a result.

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How can the event be restarted safely and sustainably in future? She said she hopes to continue to promote the growth of the event. As well as re-inviting runners to run, they must be attracted to take part in other activities, so they regard Copenhagen as a safe travel city; at the same time, the city's travel characteristics need to be enhanced to promote various industries. A plan for sustainable development also must be drawn up, and this will be key, for example: (1) Banning single-use plastic; (2) Printed promotional materials changed to electronic version; (3) Using biodegradable material products in place of plastic products; (4) Using electric or hybrid cars as official event cars; (5) Providing running water direct from city fire hydrants; (6) 50% of the bottled water provided by the organizers made from recyclable materials; (7) Biomass energy or city power used for electricity, with generators no longer used; (8) Sponsors with environmental protection concepts carefully selected; (9) Everyone encouraged to take public transport; (10) Volunteers, runners and spectators all made to understand the sustainable environmental protection policy; (11) Paying back society, helping disadvantaged groups or patients.

She believes a sports event must set a core vision and have a different objective every year. She hopes that Copenhagen can become a half-marathon mecca and the city most suitable for running. The cultural environment and friendly people give participants a memorable experience and have helped make the event the best half-marathon in the world.



The photo provided by Ms. Dorte Vibjerg .

## 2021 Taiwan Brand International Sports Events Online Vote

After a month of vigorous voting activities, all organizations made every effort to promote their own sports events. In the end, the total number of votes exceeded 300,000. Tens of thousands of people participated in the event and jointly selected the **top ten popular sports events** in Taiwan. The voting results have been released. Let's look down!



**2020 Taiwan's Rice Heaven  
Tianzhong Marathon**  
➤ 23551 votes



**YONEX Taipei Open 2019**  
➤ 17693 votes



**2020 Tour de Taiwan**  
➤ 15885 votes



**Taipei Marathon 2020**  
➤ 15403 votes





**U-12 Baseball World Cup 2019**  
➤ 10946 votes



**2019 Taiwan Hualien Cittaslow  
Fonglin Cup Soft Tennis  
Tournament**  
➤ 9802 votes



**2019 New Taipei City Wan Jin Shi  
Marathon**  
➤ 8745 votes



**2018 Nantou International Men's  
Hockey Tournament**  
➤ 8364 votes



**2020 Sun Moon Lake International  
Swimming Carnival**  
➤ 8312 votes



**2019 Jhu Luo Shan International  
Junior Baseball Tournament**  
➤ 7221 votes