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Taiwan's Rice Heaven □ Tianzhong Marathon Comes Top in the Most Popular Taiwan Brand International Sports Events Online Vote



Winner of Online Vote- Taiwan's Rice Heaven — Tianzhong Marathon

Following its launch on August 1, 2021, the Most Popular Taiwan Brand International Sports Events Online Vote attracted the attention of the public to international sports events. The online vote received an enthusiastic response and event organizers did their best to win support for their own event, calling on lovers of sports and sports events to cast a vote in their favor on their official website, Facebook, Instagram and other social media platforms. Many people were attracted to the activity webpage Fun Sports in Taiwan; in the one month voting period, over 300,000 votes were cast. The Sports Administration announced the top 10 events on September 6, with Rice Heaven Tianzhong Marathon coming top.

The online vote came to a successful end at the end of August. The Sports Administration said it was a great success, with competition between international sports events intense and

organizing units doing their best to highlight the distinctive characteristic of their event. Promotion was also carried out through the Fun Sports in Taiwan fan page to bring people closer and increase interaction. 10,000 votes were cast on the first day, setting a new milestone for events. With the vote held when interest in the Tokyo Olympics was at its height and everyone was focused on sport, the online vote received an enthusiastic response from the public and raised the profile of international sports events to a new high.

The top most popular 10 international sports events chosen by voters are all exciting and outstanding in terms of marketing and promotion, city linkage and public attention and are fully deserving of selection as the most popular international sports events. The top 10 sports events are in order: Taiwan's Rice Heaven Tianzhong Marathon, YONEX Taipei Open, Tour de Taiwan, Taipei Marathon, U-12 Baseball World Cup, Taiwan Hualien Cittaslow Fonglin Cup Soft Tennis Tournament, New Taipei City Wan Shi Jin Marathon, Nantou International Men's Hockey Tournament, Sun Moon Lake International Swimming Carnival, Jhu-luo Shan International Junior Baseball Tournament. In the end, Taiwan Rice Heaven Tianzhong Marathon came out on top. Event organizers displayed the fighting spirit seen on the sports field, actively promoting their event until the final day so that many votes were still being received on the last day, never giving up until the end.

To thank people for taking part in the online vote a lucky draw was also held. The list of winners was announced on the Fun Sports in Taiwan fan page (<https://www.facebook.com/huntSportsinTaiwan>) on September 15 and the <https://funsports.org.tw/vote/> voting page. People can check to see if they are on the list of winners. The online vote has ended, but splendid and exciting international sports events are set to kick off. All lovers of sports and sports events are invited to continue to support international sports events. For more information about international sports events go to the Fun Sports in Taiwan fan page.

National Intercollegiate Athletic Games Resume in Two Stages From October 1st



Sports Administration holds regular press conference-explains the resumption of the National Intercollegiate Athletic Games in two stages

The Sports Administration announced on September 26 that the 2021 National Intercollegiate Athletics Games will resume in two stages from October 1st. The Sports Administration recently held the fourth meeting of the Organizing Committee. With the easing of the COVID-19 epidemic and downgrade of the level 2 alert to July 27-August 23 by the Central Epidemic Command Center (CECC), the Games will be resumed in two stages. Spectators will not be allowed in to watch events and all participants must provide a certificate showing they are COVID-19 negative to reduce the burden on local government. For those athletes who completed registration in February 2021, if graduation or transfer of school mean that they are unable to take part, registration will be re-opened for each school. The organizers will also pay attention to the development of the epidemic and carry out rolling review in line with the announcements of the CECC.

Due to the COVID-19 epidemic, the events that were underway in the 2021 National Intercollegiate Athletics Games were suspended on May 15, including badminton, rugby, tennis and archery. An announcement was made on the day that the Games would be resumed

at a later date when the epidemic had eased. Apart from the four events that were underway, eight events had not been held, namely, athletics, gymnastics, karate, soft tennis, judo, wrestling and weightlifting. Taking into account a balance between epidemic prevention work and athlete participation in competition, the Sports Administration, National Cheng-kung University (NCKU) and the Chinese Taipei University Sports Federation (CTUSF) held an expert consulting meeting and meeting to discuss the directions for resumption of the games in mid-July. After confirmation by the Organizing Committee, it was decided to resume the Games in two stages.

The six sport events that will resume October 1-5 are athletics, badminton, tennis, archery, weightlifting and rugby, with around 3,000 contestants; the second stage for the events that have not been held including gymnastics, judo, karate, soft tennis, wrestling and woodball will have around 1,300 contestants. The Sports Administration will commission the CTUSF and its related units to complete the holding of these events at suitable venues before the end of December.

To reduce the epidemic prevention burden on local government, the event will put forward an epidemic prevention plan according to regulations and, following on, will pay attention to the development of the epidemic and carry out rolling epidemic prevention measures as required in line with the announcements of the CECC. There are six epidemic prevention key points for resumption (1) Spectators will not be allowed into venues during the event; (2) all participants must provide a related test certificate (one of the following: negative PCR test or negative rapid test from the last three days; a negative rapid test certificate for city team staff issued by city/county bureaus of health or proof of at least one COVID-19 vaccination 14 days or more before the event; (3) Each venue will have one designated entrance/exist and masks must be worn by anyone entering (clear separation with NCKU's teaching area); (4) Swipe in the entry checking system real name system (5) Fill out a TOCC assessment form; (6) Temperature of people entering venues must meet epidemic prevention requirements.

To allow each school to smoothly organize a team and to pay attention to athletes' participation rights, for those athletes who have already registered for a team but can no longer take part due to graduation or school transfer, the school can, after gaining written permission from the changed person, apply to the CTUSF to change the athlete within the time limit. The replacements athletes must still have been registered students in the second semester of the 2020 academic year; new students in the 2021 academic year (including

transfer students) not allowed to register as replacements. Also, for sports that were underway, for individual events (singles, doubles and mixed doubles) schools cannot change the player roster, however, for team sports, with the precondition of ensuring team formation, schools can conditionally add players.

After a gap of 40 years, the National Intercollegiate Athletics Games will return to NCKU. The Sports Administration thanks NCKU President Dr. Su Huey-Jen for leading all students and teachers in using the capability accumulated over 90 years and bringing into play medical and technological skill to allow the event to be held without worry and give athletes a stage on which to perform. The games is a sports pantheon in which outstanding young athletes compete. Every athlete is a sports star of tomorrow. For more information, go to the event's official website: <https://110niag.ncku.edu.tw>.

Swimming Pool and Indoor Sports Venue Showers Open Conditionally

游泳池 防疫管理指引 配合落實

◆ 泳池場域面積計算入場人數

室內每名人員至少2.25平方公尺以上
室外每名人員至少1平方公尺以上
每1水道同時段可使用之人數以泳池水道長度 / 5
公尺*2(來回)

◆ 針對人員分時段入場

◆ 換場清消至少30分

◆ 淋浴設施及附屬設施不開放

防疫管理注意事項

1 量體溫、實聯制

2 教練、救生員快篩

3 進入場域範圍須全程佩戴口罩(游泳時除外)

4 個人用品自備、器材及環境清潔消毒

5 查核機制

業者每日自主查檢
地方政府加強查核

※ 如有違反者，地方政府得命其停止營業

※ 檢舉專線：各地方政府1999服務專線

2021/08/10

On September 1, 2021, maintaining basic epidemic prevention controls and taking into account people's life needs, the Sports Administration announced further relaxation and adjustments of existing epidemic prevention management measures. A plan for opening showers of indoor sports venues and swimming pools was submitted to and approved by the Central Epidemic Command Center (CECC). The relaxation and adjustment measures are as follows:

1. Shower facilities open a single entrance and exit.
2. After showering, cleaning disinfection shall be carried out by a dedicated person to avoid accumulation of water on the floor or blocking of drainage hole.
3. Shower cubicles should be used alternately. People should maintain social distance of 1.5 meters and put on a facemask as soon as they finish showering.
4. Hot and cold pools, SPA areas, paddling pools and other subsidiary facilities are opened conditionally. Masks should be worn as soon as use of the facility ends. Use should be divided into sessions with disinfection carried out after each session. Handling should be in accordance with the regulations the CECC or local government.
5. Enclosed spaces such as steam rooms and sauna are still closed.
6. Operators and schools requested to effectively use manpower and properly plan venue opening and epidemic prevention actions. If administrative capacity or other obstacle leads to temporary closing, facilities should reopen after the factor is eliminated.



opening and epidemic prevention actions. If administrative capacity or other obstacle leads to temporary closing, facilities should reopen after the factor is eliminated.

The Sports Administration pointed out, taking into account the easing of the epidemic in Taiwan and continuation of level 2 alert, to give people better quality sport, while maintaining

basic epidemic prevention actions, related measures have been further adjusted in line with people's living requirements. Going forward, attention will be paid to the epidemic situation and rolling review carried out in coordination with the regulations of the CECC.

Additional Stimulus Sports Voucher in Support of Sport Industry and Events



Sports Voucher 2.0 launch press conference

In line with the issue of the Quintuple Stimulus Voucher, the Sports Administration has issued an additional Sports Voucher 2.0 that is intended to stimulate the sports industry that has been heavily impacted by the epidemic. The Sports Administration held the "Additional stimulus Sports Voucher in support of sport industry and events" press conference on September 16th and invited Tokyo Olympics tennis player Lu Yen-hsun to be a spokesperson to announce the launch of Sports Voucher 2.0. People can register for the lucky draw on the Quintuple Stimulus Voucher platform (5000.gov.tw) from September 22nd. Operators are also invited to register on the Sports Voucher website (500.gov.tw) from September 23rd to become a Sports Voucher 2.0 cooperating business and join in the effort to support sports.

The Ministry of Education stated that the COVID-19 epidemic has been serious this year and sports venues were ordered to close when they level 3 alert was issued by the government, and sports events were forced to be postponed or cancelled. "doing exercise" and "watching events" related operators were hit hard. To lend a helping hand, the Sports Administration has obtained NT\$1



Chief Liu Zi-jun of the Sports Administration's Sports and Planning Division explains the use of Sports Voucher 2.0

billion special budget to issue 2 million NT\$500 Sports Vouchers, aiming to guide people to sports businesses to make purchases while also encouraging them to do sports to increase the popularity of sports nationally.

The Sports Administration reminds everyone, in line with the MOEA's establishment of the Quintuple Stimulus Voucher common platform (5000.gov.tw), registration by the public for Sports Vouchers and additional vouchers issued by related ministries, draws, notification and enquiry operations will be handled by the common platform. September 22nd - October 29th, people can register and select various additional vouchers on the platform. The draws for Sports Vouchers are planned for October 14th, 21st, 28th and November 4th (morning of every Thursday). Winners will receive a notification by text message after 5pm the same day and can enquire on the common platform to see if they won.

People who win Sports Vouchers can collect them four days after the draw each week (namely October 18th, 25th, November 1st and 8th) on the Sports Administration Sports Voucher website (500.gov.tw). People who receive vouchers in the first and second week draws can use them from November 1st and those that receive them in the third and fourth week draws can use them from November 11th. The vouchers are valid until June 30th, 2022.

As for cooperating businesses, if they provide services related to "doing exercise" and "watching events," they can register from September 23 on the Sports Voucher website. Approved businesses can accept Sports Vouchers. The Sports Administration estimates that around over 5000 businesses will accept the vouchers.

The reappearance of Sports Voucher to stimulate consumption this year is expected to serve as a locomotive for "doing exercise" and "watching events" and other sports core industries. The aim is for the government to lead the way and civic sector to bring out additional measures to stimulate sports spending and create a chain reaction to boost the sports industry overall.

The Ministry of Education also issued an Easy Guide, customer service line (02-77523658,) Q&A (public and operators) and other related information during the press conference. The Sports Administration will continue to hold business solicitation explanatory meetings and invite sports operators to apply, and encourage them to bring out additional schemes to jointly stimulate the sports industry. For more information, go to the Sports Voucher website (500.gov.tw).

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



| Faners-an APP created for fans

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, five training cycles have been held. The 5th training cycle was launched in November, 2020 and the accelerated and intensive training in nearly three months.

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 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 5th HYPE SPIN Accelerator TAIWAN Demo Day was successfully held on January 20, 2021. Each team displayed the products of Asia's first sports startup accelerator and started showcasing their core messages to impress startup investors, representatives of sport brand enterprises, industry mentors and consultants with a 5-minute pitch.

This Demo Day had 10 HYPE SPIN teams, five of which were international, from Hong Kong, Canada, Jordan, Spain and the United States. The main service content developed by the teams in this cycle spans: sports management software, sports media, applications of XR technology, sports community, data analysis, sports entertainment, sports training, innovative application of biotechnology and integrated platform. Below two teams are introduced, namely FitBiomics of the US which optimizes the physical functions of athletes with probiotics and utilizes next-generation sequencing, and Fanera of Jordan which has established a social app exclusively for football.

• Fanera

This social app is designed specifically for football and combines hundreds of clubs, brands and millions of fans.

Fanera allows fans to easily display which team, league or brand they support. It is a simple-to-use entraining fun app. Fanera fans operate their own community on the platform and receive various

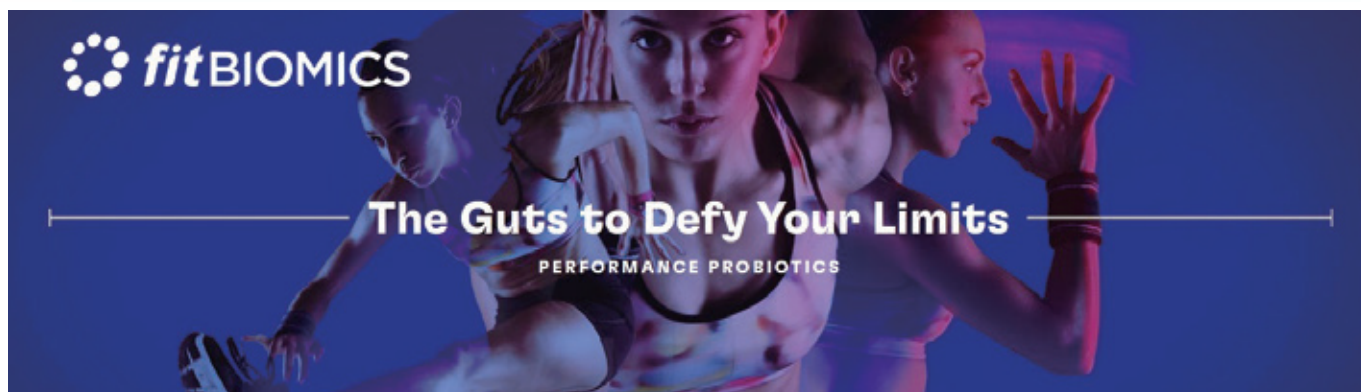


notifications, sharing their own unbelievable football moments with likeminded football fans and even the world. Whether pictures or videos through Fanera, fans will have endless stories they can share with other football fans around the world!!

• FitBiomics

FitBiomics has developed new-generation probiotics products by analyzing the physical functions of elite athletes and utilize next-generation sequencing to understand what makes elite athletes unique.

FitBiomics cooperated with elites who continually surpass themselves and exceed their limits to understand the factors involved in raising the level of sports performance and fitness. Through scientific study, FitBiomics identified unique, naturally generating materials that support excellent sports performance in their bodies and, on this basis, developed new-generation probiotics products suitable for all.



October 5 to October 18

Annex

Adjustments to mask-wearing regulations outdoors

A mask should be worn at all times when going out, except for the following situations in an outdoor environment:

NEW! Starting October 5:

- People in the agriculture, forestry, fishing, and animal husbandry sectors that work in open spaces (such as farm fields, fish ponds, forests and mountains) are not required to wear masks. However, they should carry a mask with them and maintain social distancing.
- People in forests and mountains (including forest recreation areas) or on the beach are not required to wear a mask. However, they should carry a mask with them and maintain social distancing.
- People in aforementioned situations should still wear a mask if there is a crowd, or when social distancing can't be maintained.
- Other applicable rules from the competent authority should be followed.

Continuation of the current regulations:

- Mask is not required when consuming food and beverages if social distancing can be maintained or dividers are available.
- Mask can be temporarily removed in venues where indoor dining is allowed, in the dining area of Taiwan Railway Administration and Taiwan High-Speed Rail, during diving or surfing or other venues and activities that comply with the CECC's or competent authority's rules.

臺灣品牌國際賽網路投票人氣旺 田中馬拉松勇奪人氣第一

臺灣品牌國際賽網路人氣票選活動」今（110）年自 8 月 1 日開始以來，帶動民眾對於國際運動賽事的關注，湧現對網路人氣票選活動的支持及熱情參與，各場的賽事主（承）辦單位更是卯足全力，於官方網站、Facebook、Instagram 等社群平臺，號召喜愛運動、熱愛賽事的粉絲們，共同響應票選活動，吸引廣大民眾湧入「夯運動 in Taiwan」活動網頁，為期 1 個月的投票時間，累計逾 30 萬票的佳績，體育署 6 日公布前 10 名人氣國際賽事名單，由田中馬拉松勇奪第一名。

網路人氣票選活動已於 8 月底完美落幕，體育署表示，此次票選活動非常成功，各場國際運動賽事比拚激烈，賽事主（承）辦單位積極展現賽事特色亮點，另也透過「夯運動 in Taiwan 粉絲專頁」進行宣傳推廣，拉近民眾的距離，增加更多的互動性，更在投票首日就突破 1 萬票，為活動開創新的里程碑。票選期間搭上東京奧運的熱潮及討論度，全民瘋運動，讓活動獲得民眾廣大迴響與支持，再次將國際運動賽事聲量推向高峰。

此次票選活動，在民眾的熱烈響應下，票選出心目中前 10 名的超夯國際運動賽事，場場精彩動人，無論行銷宣傳、城市連結，亦或是民眾關注度等，皆相當亮眼出色，獲得超夯人氣賽事殊榮可謂實至名歸。前 10 名依序排序為：台灣米倉田中馬拉松、台北羽球公開賽、國際自由車環台公路大賽、臺北馬拉松、U12 世界盃少棒錦標賽、臺灣第一國際慢城花蓮鳳林盃軟式網球國際錦標賽、新北市萬金石馬拉松、臺灣南投男子國際曲棍球邀請賽、日月潭國際萬人泳渡嘉年華、諸羅山盃國際軟式少年棒球邀請賽，最終由田中馬拉松勝出，勇奪第一名寶座。各場賽事的主（承）辦單位發揮運動場上強力奮戰的精神，直到最後一日仍強力宣傳賽事，讓線上持續湧入大批支持者投票，不到最後，永不放棄。

為感謝民眾參與網路人氣票選以及對國際運動賽事的支持及參與，舉辦「投票抽好康，精美大獎等你帶回家」活動，獲獎名單於 9 月 15 日公布於「夯運動 in Taiwan」粉絲專頁（<https://www.facebook.com/huntSportsinTaiwan>）及「夯運動 in Taiwan」投票網頁（<https://funsports.org.tw/vote/>），屆時民眾可前往平臺進行查詢。票選活動已完美落幕，但精彩動人的國際運動賽事正準備啟動，歡迎所有喜愛運動、熱愛賽事的民眾，能夠持續支持國際運動賽事，想要瞭解更多國際運動賽事歡迎搜尋「夯運動 in Taiwan」粉絲專頁。

全大運 10 月 1 日起 2 階段復辦

教育部體育署 26 日宣布，「110 年全國大專校院運動會」自 10 月 1 日起 2 階段復辦。教育部日前召開 110 年全國大專校院運動會組織委員會第 4 次委員會，考量國內新冠肺炎（COVID-19）疫情趨緩，且經中央流行疫情指揮中心（以下簡稱指揮中心）公告自 110 年 7 月 27 日至 8 月 23 日降為二級警戒，110 年全大運將採 2 階段復辦方式，於賽事期間不開放觀眾入場，並要求所有參加人員皆須提供相關檢測陰性證明，以減低地方政府的防疫負荷；有關前於 110 年 2 月已完成報名的選手，如因受畢業或轉學之影響致

未能參賽之缺額，將重新開放各校報名。賽事也將依據指揮中心宣布事項，掌握疫情發展及隨時滾動防疫計畫內容。

110 年全大運因應疫情發展，自 110 年 5 月 15 日中午起，停止當時已在進行中比賽，含羽球、橄欖球、網球及射箭等 4 個運動種類；並於當日宣布賽會展期辦理，待疫情紓緩後再另行舉辦，除已在進行中 4 個運動種類外，還有尚未辦理比賽，有田徑、體操、空手道、軟式網球、柔道、木球、角力及舉重等 8 個運動種類，在兼顧防疫工作及選手參加比賽活動衡平情況下，體育署、成功大學及大專體總於 7 月中旬召開專家諮詢會議及復賽方向研商會議，並經 110 年全大運組織委員會第 4 次委員會確認後，決議採 2 階段復辦方式辦理。

第 1 階段在 10 月 1 日至 5 日復辦的種類為田徑、羽球、網球、射箭、舉重及橄欖球等 6 個種類，參賽選手約 3,000 人；第 2 階段復辦的種類，則為其他尚未舉辦種類，包括：體操、柔道、空手道、軟網、角力、木球等 6 個種類，參賽選手約 1,300 人，將由體育署委請大專體總協調其所屬相關單項委員會，於 12 月底之前選擇合適場地辦理完畢。

為減低地方政府的防疫負荷，賽事將依規定提報防疫計畫，後續並依據指揮中心宣布事項，掌握疫情發展隨時滾動防疫措施，復辦防疫重點有 6 大項目，（1）賽事期間不開放觀眾入場。（2）所有參加人員皆須提供相關檢測證明（以下擇一即可：賽前 3 天內 PCR 核酸檢測陰性證明、賽前 3 天內快篩陰性證明、各縣市衛生局所開立縣市代表隊職隊員快篩陰性證明或賽前 14 天完成新冠疫苗至少一劑接種證明）。（3）各場館規劃單一入口處戴口罩進入賽場（與成功大學教學區域做明確區隔）。（4）刷入場檢核系統實名制。（5）填寫 TOCC 評估表。（6）入場體溫符合防疫要求。

為使各校能夠順利籌組團隊參賽並兼顧選手參賽權益，對於停辦前已組隊（團）報名參賽學校的選手，如因部分選手已畢業或轉學而致無法順利參賽時，學校得在取得被更換者之同意書後，於期限內向大專體總提出更換選手名單之申請，且該缺額限僅得由原校 109 學年度第 2 學期仍正式註冊在學的學生遞補，110 學年度的新生（含轉學生）則不得遞補報名。此外，有關前已在進行之比賽種類，在個人項目（單打、雙打及混雙）部分，學校不得更換選手名單，但團體項目部分，則在考慮保障成隊前提下，學校得有條件增列選手。

時隔 40 年，全大運重回成大校園，體育署感謝成大蘇慧貞校長帶領全體師生，以學校 90 年校史積累的能量，發揮醫學與科技專長，讓賽事可以安心舉辦，讓選手有大顯身手的舞臺，全大運是全國優秀年輕運動員競技的體育殿堂，每位選手都將是國家體壇最耀眼的明日之星，詳細資訊可見全大運官方網站 <https://110niag.ncku.edu.tw>。

游泳池、各室內外運動場館淋浴設施有條件開放

教育部體育署 110 年 9 月 1 日宣布，自即日起在維持基本防疫管制條件及兼顧民眾生活需求下，以現行防疫管理措施，再進一步鬆綁及調整。針對室內外運動場館及游泳池研擬可行之淋浴設施開放方案，並報請指揮中心同意鬆綁及調整措施如下：

- (一) 淋浴設施開放採單一出入口。
- (二) 淋浴完有專人清潔消毒，以避免地面積水或排水孔阻塞。
- (三) 淋浴間間隔交替使用、人員保持 1.5 公尺社交安全距離，淋浴後應立即戴口罩。
- (四) 冷熱水池、SPA 區、兒童戲水池等附屬設施為有條件開放，使用設施結束後應立即上岸戴上口罩，分時段管制，且定期於分時段之間清消，並依照指揮中心規範或各地方政府規定辦理。
- (五) 密閉且不通風之空間，如蒸氣室、烤箱等，仍維持不得開放。
- (六) 請業者或學校善用人力資源，妥善規劃場地開放及防疫作為，倘有行政能量短缺等窒礙因素致暫時停止開放，亦請於因素排除後開放。

教育部體育署指出，考量國內疫情趨緩穩定，並持續維持二級警戒情況，為讓民眾運動更具品質，在維持基本防疫管制作為下，教育部體育署配合民眾生活需求，再調整鬆綁相關措施，後續亦將持續關注疫情發展及配合中央流行疫情指揮中心各項指引規定滾動檢討。

振興加碼挺運動 動滋券出擊再現

配合行政院振興五倍券措施，教育部推出加碼券—動滋券 2.0，藉期振興受疫情嚴重衝擊之運動產業。教育部體育署今（16）日召開「振興加碼挺運動 動滋券出擊再現」記者會，並邀請東京奧運網球好手盧彥勳擔任代言人，宣布動滋券 2.0 出擊再現，民眾自 9 月 22 日起至五倍券共通平台（5000.gov.tw）登記抽籤，同時也邀請業者 9 月 23 日起至動滋網（500.gov.tw）註冊，成為動滋券 2.0 的合作業者，共同加碼挺運動。

教育部表示，今年新冠肺炎疫情嚴重，運動場館業者因三級防疫規定受政府命令停業，運動賽事也因防疫考量被迫延期或無法舉辦，「做運動」、「看比賽」相關業者受疫情嚴重衝擊，教育部特別爭取 10 億元特別預算，發放 200 萬份面額 500 元動滋券，希能引導民眾於相關運動產業進行消費，同時鼓勵民眾運動，以提升全民運動風氣。

體育署提醒，今年配合經濟部建置振興五倍券共通平台（5000.gov.tw），動滋券及其他部會之加碼券將由共通平台統一處理民眾登記、抽籤、中籤通知及查詢作業，民眾須於 110 年 9 月 22 日起至 10 月 29 日至共通平台辦理登記及勾選各類加碼券。其中，動滋券預定於 10 月 14 日、10 月 21 日、10 月 28 日、11 月 4 日，由共通平台分 4 週（每週四上午）進行抽籤，中籤者將於抽籤當日下午 5 時起收到中籤簡訊，

並可至共通平台查詢是否中籤。

動滋券中籤民眾可於各週抽籤後 4 日起（即 10 月 18 日、10 月 25 日、11 月 1 日、11 月 8 日）上教育部體育署動滋網（500.gov.tw）領券，第 1、2 週中籤民眾可於 11 月 1 日起開始抵用，第 3、4 週中籤民眾可於 11 月 11 日起開始抵用，使用期限到 111 年 6 月 30 日止。

在合作業者部分，只要符合提供「做運動」、「看比賽」相關服務之運動事業，皆可於 9 月 23 日起上動滋網登記註冊，經審核通過之店家即可收受動滋券。體育署預估將會有 5,000 家以上的店家可收受動滋券。

今年動滋券再現振興消費，預期將以「做運動」、「看比賽」等運動核心產業作為火車頭，期待透過政府領頭、民間加碼措施，刺激運動消費連鎖效應，促進整體產業提升。

教育部於記者會中同步公告懶人包、客服專線（02-77523658）、QA（民眾及業者）等動滋券 2.0 相關資訊，民眾可上「動滋網」查詢（網址：500.gov.tw）。體育署也將持續辦理招商說明會，邀請運動業者申請加入，並鼓勵提出加碼方案，共同振興運動產業。

亞洲第一運動創新加速器 加速狂「奔」「跑」出未來

教育部體育署及國立陽明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 月至今，共進行了五期加速培訓專案，其中第五期於去年（2020）11 月展開了將近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 1 月 20 日，HYPE SPIN Accelerator TAIWAN 第五期的 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 10 組 HYPE SPIN 團隊參與，其中 5 組為國際團隊，來自於香港、加拿大、約旦、西班牙及美國。本期團隊的主要開發服務內容涵蓋：運動交易管理系統、運動媒體、XR 技術創新應用、運動社群、數據分析、運動娛樂、運動訓練、生物技術創新應用、整合平台等領域。以下將介紹兩家以解析基因序列並透過益生菌優化運動員身體機能的美國團隊 FitBiomics 以及創建第一個足球專屬社群網絡平台的約旦團隊 Fanera。

• Fanera

第一個專為足球設計並結合了全球數百個足球俱樂部、品牌以及數百萬名粉絲的社群網絡平台 Fanera。

Fanera 讓粉絲們可以輕鬆展現出自己支持的球隊、聯賽或是品牌，是兼具娛樂性且簡單使用、好玩的 APP。Fanera 讓粉絲在該平台上經營屬於自己的社群，並接收各項通知，與志同道合的足球迷，甚至全世界，分享自己不可思議的足球時刻。因此，無論是圖片、影片、或是動態，透過 Fanera，足球迷將有說不完的故事可以和全球的足球迷們一同共享！！

• FitBiomics

FitBiomics 透過解析菁英運動員的身體機能以及基因序列，藉此研發新世代益生菌產品。

為了理解菁英運動員提升運動表現及體能的因素，FitBiomics 與那些不斷突破自我、突破極限的菁英運動員合作。經由科學研究，FitBiomics 成功解析出他們體內獨特、自然生成，支撐著菁英運動員良好運動表現的物質，並以此研發出可以適用於大家的新世代益生菌產品。

Sport Terms

運動詞彙

Brand International Sports Events

品牌國際賽

A real-name system

實名制

Epidemic prevention management measures

防疫管理措施

Event Branding Course

Session 18

Volunteer Recruitment and Training

For this week's Event Branding Course, we invited Felix Chan, President of the International Sports Volunteers Association, to share his experience of volunteer recruitment and training and tell us why sports events need to recruit volunteers and their value and management. President Chan is highly experienced in the area of volunteer recruitment and training. He served as a language volunteer at the 2004 Athens and 2016 Rio Olympic Games, as a volunteer manager at the Taipei Deaflympics, and a volunteers' instructor for the Taipei Universiade as well as being in charge of volunteer recruitment and training for various large sports events in Taiwan.

Firstly, he described his experience of being a sports volunteer, then in his presentation used humor to introduce the biggest value of being a sports volunteer and the current situation of sports volunteers in Taiwan. He thinks people can make their lives more colorful by being a volunteer, and the unpredictability of being a volunteer is a very good reward to broaden their horizons.

President Chan pointed out that most of the problems for sports events and sports volunteers are related to communication and matching method, which can often give rise to misunderstanding and conflict, therefore, he feels sports organizations must first understand the type of volunteer, motivation for taking part and other matters to allow volunteer management to be carried out well. He also thinks that cities and counties in Taiwan should have sports volunteer teams operating on a long-term basis and that single sports associations should have volunteer teams they cooperate with long-term. Establishing this kind of system can allow more people to take part in sports events and make the handling of sports events better.

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He went on to explain that the selection, training, use and retention of volunteer management are important for sports organizations; in terms of choosing volunteers, sports organizations can choose based on service participation, accumulated hours and service situation as well as selecting people with different backgrounds for division of labor cooperation. Regarding training, sports organizations must set a vision and goals; volunteers should be allowed to develop a sense of identify with the team and different courses and missions used to train volunteers; in terms of volunteer use, sports organizations must provide detailed information when recruiting volunteers and explain rights and obligations clearly, handle work allocation properly and give volunteers a feeling of achievement through suitable missions; for volunteer retention, sports organizations must give volunteers opportunity for growth and, at the right time, express respect and thanks to them to give volunteers a sense of honor.

President Chan also encourages everyone to experience being a volunteer if they have the opportunity to view sports events from a different angle, exploring a different life experience.



The photo provided by Felix Chan.

Event Branding Course

Session 19

Sports Events Epidemic Prevention Planning

For this week's Event Branding Course, we invited Deputy Director Candi Lee from Chinese Taipei Professional Baseball League (CPBL) to share the game epidemic prevention achievements, epidemic prevention plan formulation and application, epidemic prevention measure advocacy and marketing and on-site practical implementation experience of the CPBL in the epidemic period.

After the COVID-19 global pandemic broke in 2020, the CPBL quickly established the CPBL Epidemic Response Group, holding meetings and carry out epidemic prevention advocacy targeted at fans. Due to its efforts, the CPBL became the first professional sports league in the world to resume games on April 11, 2020 and then successively allowed spectators into stadiums to watch games.

Firstly, with respect to epidemic prevention execution, the CPBL's management can be divided into internal and external management. Internal management involves the team and league. Players have temperature checks every day and pay attention to hygiene, avoiding gathering in groups and stay away from crowded places. Apart from players on the field, everyone else has to wear a facemask throughout. Players and coaches are also prohibited from close up interaction between fans. League personnel are forbidden from going overseas, are required to keep a health record and are subject to a staggered working time system to reduce the risk of infection. External management involves the stadiums, having temperature measured when entering and setting up a special area for media interviews to maintain a suitable distance from media and player. Regarding spectators in the stadium, the CPBL has to plan their flow lines and disinfect and check seats, with staff engaging in advocacy and reminding people of epidemic prevention measures as required.

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This epidemic has given the CPBL a chance for international exposure, allowing the CPBL to exert its influence and play a leading role. At the same time, through professional sport, the world can see and pay attention to Taiwan.

Then, deputy director Lee explained how the CPBL formulated its epidemic prevention plan, which can be used as reference by other associations and organizations. Most important is first carrying out risk assessment according to the following indicators to decide if the event is necessary and then begin formulating the epidemic prevention plan. The six main basic indicators are: 1. Ability to obtain participants' information 2. The venue ventilation situation 3. The space between participants 4. Whether participants are in fixed positions or non-fixed 5. Event duration 6. Whether hand cleansing and mask wearing can be implemented during the event. Also, as the epidemic situation changes very quickly, everyone must write an epidemic prevention plan in accordance with government regulations.

Finally, many attendees said they were glad that they took part in this online course and learned a lot of information and experience relating to sports event epidemic prevention that will be important reference when handling sports events in future. They benefited greatly!



The photos provided by Candi Lee.

Event Branding Course

Session 20

Sports Events Marketing

For this week's Event Branding Course, we invited Michael Hsu, CEO of Sportstrendm Co. Ltd. to tell us about marketing tools and processes and to finely dismantle goal, strategy, and method to formulate a marketing plan that is effective and can be concretely implemented.

CEO Hsu has varied sports marketing experience, including professional sport, indicator events and sports management. He hopes to continue to lead a sports fashion in competitive sport and the various sport for all sports. His sports event implementation experience includes Taipei Universiade, Chinese Taipei Professional Baseball League (CPBL), Top Volleyball League, Taiwan Professional Women's Softball League, Standard Chartered Taipei Charity Marathon and Wan Jin Shi Marathon. He used the 2020 Chukuang Orienteering Race on outlying island Matsu as the course case study, sharing with everyone how the marketing plan was formulated. He also thinks using sports events to promote local tourism is a good approach.

When making a marketing plan, the first step is: fully understand the marketing subject (product). According to the Marketing 4.0 framework, divide marketing into five stages for analysis; enhance customer experience path with the ultimate aim of making the customers a brand missionary. Five key marketing points have to be paid attention to: 1. Achieve customer 5A experience; 2. Seamless connection between digital and physical channels; 3. Make the customer curious; 4. Build a trustworthy brand; 5. Diligently nurture community relations. CEO Hsu said first understanding your own product is the most important.

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Step 2: fully understand your target group. You must know which group these people are, what are their characteristics to know how to communicate with them and make the products they like; Step 3: set a goal, strategy, method. Each sports event has a different method because it has a different budget. He said that media exposure is the best way to become better known and get some instant media coverage. Public relations (PR) and media are very important because the content of interviews is real and the time effectiveness of news is longer than advertisements, it also can often be searched.

He went on to introduce the characteristics of various marketing tools such as LINE official account, FB advertisement and group, electronic DM, SME text message and recommends their use by everyone because in this era of the explosion of information, computers, Internet and communities decide continuing existence. He recommends, in the sports event promotion period, to allocate a fixed amount monthly to community advertisements; and the amount spent on making product content should be equal to the total amount spent on advertising to achieve a good overall effect.

Finally, CEO Hsu said that there are no best tools, no best budget allocation, the key is identifying the target group and then customizing a marketing plan for them. As for marketing budgeting allocation proportion, he suggests using 10-15% of last year's revenue or this year's total activity budget as the marketing budget of this year.