

2020 全國產業英語創意競賽
社會責任×茉莉花×金融科技

2020 National Contest for Creative English for Industries
Social Responsibility x Jasmine x Financial Technology

主辦單位：國立勤益科技大學

協辦單位：花壇鄉農會、中華亞洲創新發展暨創業協會

補助單位：109 教育部教學實踐研究計畫、中華亞洲創新發展暨創業協會

活動期間：2020 年 9 月 16 日至 2020 年 10 月 16 日止。

Organizer: The National Chin-Yi University of Technology

**Co-organizer: Huatan Farmers' Association, Asia Innovation,
Development and Entrepreneurship Association**

**Sponsors: 2020 MOE Teaching Practice Research Program, Asia
Innovation, Development and Entrepreneurship Association**

Event Period: September 16 – October 16, 2020

一、活動背景

本競賽觀察彰化茉莉花產業，亟待向國際市場創新推廣之需求，以及當前社會須積極發展金融領域、人工智慧、物聯科技與生物辨識等新型態的科技應用；因此結合國立勤益科技大學之教育部教學實踐研究計畫(計畫名稱-彰化茉莉花、飄香到全球：以 PBL 英語敘事培力實踐 USR)，以及中華亞洲創新發展暨創業協會之金融科技推廣計畫，共同合作辦理「2020 全國產業英語創意競賽：社會責任×茉莉花×金融科技」。

Background information:

The Contest will examine the urgent need to promote floriculture industry of jasmine in Changhua in the international market, as well as the need for society to actively develop new forms of technology applications in the financial field, artificial intelligence, Internet of Things, and biometrics. The National Chin-Yi University of Technology will hold the 2020 National Contest for Creative English for Industries in collaboration with the Asia Innovation, Development and Entrepreneurship Association, combining the former's "Diffusing Scents of Jasmine in Changhua to the World: Implementing University Social Responsibility through Problem Based Learning in English," a project launched in response to the MOE Teaching Practice Research Program, with the latter's financial technology program, to achieve goals of the Contest.

二、活動宗旨

競賽宗旨與主要目的包含發揚大學社會責任、推廣彰化茉莉花產業、培訓大專校院學生產業英語，以及鼓勵學生活用金融科技，希望透過競賽增進學生的團隊合作能力、產業英語能力、關懷社會能力，以及應用科技能力，不僅希望能激發學生自主學習力與創新設計能力，更希望能透過產學多方合作形成永續辦理之定期賽事。希望透過活動邀請全國各大專校院頂尖創意學子組隊參賽。

Contest objective:

The main objective of this Contest is to advocate university social responsibility (USR), promote the jasmine industry in Changhua, and cultivate college students' skill in English for industries, as well as encourage students to apply financial technology in their daily life. It is hoped that through this Contest, students can improve their abilities in teamwork, English for industries, implementation of social responsibility, and applications of technology. The Contest not only aims to stimulate students' self-learning and creative design abilities, but also hopes to make it a regular competition through cooperation between industry and academia. The event invites top creative students from universities and colleges across the country to participate in the Contest

三、參賽條件

Entry terms

- (一) **申請資格**：大專院校與研究所在學學生，系所不限(本籍與外籍學生皆可，但須為在學學生)。

Eligibility: The Contest is for undergraduate and graduate students, without restriction to department (both local and international students are eligible, but only if they are currently enrolled).

- (二) **參與人數**：2-5 名在校學生(可安排一位指導老師，無指導老師亦可)。

Required no. of participants: Each team will contain 2-5 students (with 1 instructor or not).

- (三) **參訪行程**：參賽團隊得報名參加勤益科大主辦之彰化茉莉花產業參訪行程 1 日遊，以便了解產業並蒐集資料(參訪行程細節另行公告通知)。

Itinerary: Participating teams are required to register for the one-day tour organized by the National Chin-Yi University of Technology to learn more about the jasmine industry in Changhua and collect information (details of the tour will be announced separately).

- (四) **參賽隊長**：每組隊伍需選出一名隊長，擔任主辦單位聯絡窗口。

Team captain: Each team is required to select a team captain to act as the contact window for the Organizer.

四、參賽主題

Competition theme

參賽主題必須同時結合以下 3 項要素內容，並須以全英語方式完成所有書面及影片參賽資料。

All written and video entry materials must be presented in English and must incorporate all of the three following elements:

- (一) 茉莉花產業：必須聚焦彰化地區茉莉花產業或臺灣地區茉莉花產業之議題。
(二) 產業英語：必須應用產業英語形式進行所有參賽資料之呈現與表達。
(三) 金融科技：必須應用金融科技(Fintech)概念設計茉莉花產業之創新推廣計畫。

Jasmine industry: This element must focus on issues revolving around the jasmine industry in Changhua or the jasmine industry in Taiwan.

English for industries: All entry materials must be presented in the form of English for industries.

Financial Technology: Financial technology (Fintech) must be applied to design innovative promotional plans for the jasmine industry.

五、競賽方式

Competition rules

(一)評選人：主協辦單位內部高階主管、合作學校專業領域之教授。

Judge panel: The panel will be comprised of senior executives of the Contest Organizer and co-organizers, and professors of partner colleges.

(二)收件截止日：2020 年 10 月 16 日

Entry deadline: October 16, 2020.

(三)將選定 6 組作為正取選拔資格隊伍，備選 2 組，若有有正取棄權即依備選的先後順序遞補之，不足額不另取之。

6 groups will be selected as qualifying teams and 2 groups will be put on the waiting list. An abstention will be filled in the order of the reserve.

(四)入選名單僅會公布隊伍名稱，不會公布團隊成員姓名。

The name of the selected team will be published. Team members' real names will not be disclosed.

(五)報名所需資料請參考下方第七點「報名方式」。

Please refer to the “Registration” for details required for registration.

(六)評選標準：相關性 30%、創新度 35%、可行性 30%、網路人氣 5%

Evaluation criteria: Relevance 30%, Creativity 35%, Feasibility 30%, Online popularity 5%

專業主題領域表現	相關性 30%	創新度 35%	可行性 30%	網路人氣 5%
茉莉花產業	10%	12%	10%	5%
產業英語	10%	12%	10%	
金融科技	10%	11%	10%	
Professional performance	Relevance 30%	Creativity 35%	Feasibility 30%	Online popularity 5%
Jasmine industry				
English for industries				
Financial technology				

六、競賽時程

Competition timeline

報名期間：2020 年 9 月 16 日至 2020 年 10 月 16 日止。

審核：2020 年 10 月 17 日至 2020 年 10 月 24 日。

公布得獎名單：2020 年 10 月 26 日。

Registration period: September 16 – October 16, 2020.

Assessment: October 17 – 24, 2020.

Announcement of winners: October 26, 2020.

七、報名方式

Registration

- (一) 請至競賽官方網站上詳讀競賽規則，自行下載競賽報名表、計畫參與同意書、創意計畫書格式，以及參賽個資同意書之電子檔，填寫、簽名並貼上學生證，掃描成電子檔於規定時間內，連同 3 分鐘短片繳交上傳至信箱。

Please visit the website's event page, you will read the competition regulations and download the application form, a research plan participation agreement, a creative project proposal, and a personal data consent form. Send those four files and three-minute demo short film to official e-mail before deadline.

- (二) 請於 2020 年 10 月 16 日前，完成報名資料電子檔上傳。

The entry form and all corresponding materials must be submitted no later than October 16, 2020.

- i. ※ 電子檔繳交信箱：hsu20202020@gmail.com; 20200910jasmine@gmail.com，截止時間為 10 月 16 日 23:59。

Send the completed electronic submission forms to the Organizer via hsu20202020@gmail.com; 20200910jasmine@gmail.com by 23:59 on October 16, 2020.

- (三) 若有填寫不實或資料不全之情況，不予受理。主辦單位對於報名成功通過與否保有最終決定權。

Any inaccurate or incomplete information will not be accepted. The Organizer reserves the right of final decision on whether the application is successful or not.

- (四) 申請時需備妥以下資料：

Each applicant must fill out all the forms below:

繳交資料 Corresponding materials	說明 Details	繳交方式 Submission form
報名表 Entry form	■ 請填妥本競賽報名表。 Please fill out the entry form.	電子檔 Electronic
創意計畫書 Creative plan proposal	■ 計畫可包含（但不限於）以下項目： ■ The plan may include, but is not limited to, the following items 計畫名稱、內容、目的、背景評估、預期解決方案、未來發展性、可行性評估、實施方式計畫效益、產業趨勢判斷、數據分析等。 Project name, content, purpose, background assessment, expected solutions, future development, feasibility assessment, implementation method and expected outcomes, industry trends, data analysis, etc. ■ 請繳交全英語計畫書電子檔(文件類檔案請以 pdf 格式傳送)，呈現方式、撰寫內容、篇幅皆不拘，可盡量發揮創意！ ■ The electronic materials must be translated into English (please submit in pdf format for document). There are no restrictions on	電子檔

	presentation, content or length. Be as creative as possible! ■ 請繳交 3 分鐘英語計畫書 DEMO 影片，或傳送影片連結。參賽隊伍的短片將放置競賽專屬粉絲網頁中，讓大家進行網路人氣點讚及票選，以作為網路人氣之評分依據。 ■ Please submit a 3-minute DEMO video of the English proposal or send a link to the video. The video clips of the participating teams will be featured on the Contest's fan page for everyone to like and vote and serve as a basis for the score of online popularity.	
個資同意書 Personal data consent form	需附上學生證影本、並由全員親簽後寄回。 Copies of ID card must be signed by all team members, attached with the form, and submitted by post.	電子檔
法定代理人同意書（若有未滿 20 歲成員才需填寫） Legal representative consent form (required only if the member is under 20 years of age)	僅適用於未滿 20 歲參賽成員須親筆簽名，寄回電子檔同意書。（詳見計畫參與同意書） Applicable to participants under the age of 20 only. The form must be signed and sent back via email.	電子檔

八、參賽獎勵

Prizes & Recognition

第一名：獎金 20000 元整，獎盃每組一座、獎狀每人一張

第二名：獎金 10000 元整，獎盃每組一座、獎狀每人一張

第三名：獎金 5000 元整，獎盃每組一座、獎狀每人一張

佳作：獎盃每組一座、獎狀每人一張

Gold Prize: Cash prize of NT\$20,000, one trophy per team, one certificate per person.

Silver Prize: Cash prize of NT\$10,000, one trophy per team, one certificate per person.

Bronze Prize: Cash prize of NT\$5,000, one trophy per team, one certificate per person.

Honorable Mentions: One trophy per team, one certificate per person.

獎金發放注意事項：

獎金撥款時間於活動結束後 1 個月內撥款。

獎金需依綜合所得稅法規定扣繳稅款。

Notes for bonus distribution:

The bonus is allocated within 1 month after the event.

Bonuses must be withheld in accordance with the Individual Income Tax.

九、注意事項

Precautions

- (一) 參賽團隊需於報名時提供在校證明（如學生證或註冊記錄），主辦單位保有審核及同意報名參賽隊伍資格之權利。另外，報名資料送出後如需更換團員，最晚於 2020 年 10 月 13 日前以 Email 告知主辦單位，否則無法更換。

The participating teams must provide proof of school enrollment (e.g. student ID or enrollment record) upon registration. The Organizer reserves the right to review and approve the eligibility of the participating teams. If there is a need to change the team members after submission of the application, the Organizer must be informed by email no later than October 13, 2020, or the team member cannot be changed.

- (二) 申請人同意本單位得依個人資料保護法之相關規定，對申請人之個人資料有為蒐集、處理或利用之權利。申請人提供之各項個人資料僅作為本單位辦理本活動之用，不會挪作其他用途。

The applicant agrees that the Organizer reserves the right to collect, process or use the applicant's personal information in accordance with the relevant provisions of the Personal Data Protection Act. The personal information provided by the applicant will be used only for the purpose of handling the event by the Organizer and will not be used for any other purpose.

- (三) 申請人如因辦理本活動有蒐集個人資料之行為時，應自行依個人資料保護法相關規定辦理，並向受蒐集者表明相關資料日後將提供予本單位之意旨，及依法取得同意，如有違反，應由申請人自行承擔相關法律責任。

The applicant shall comply with the Personal Data Protection Act when collecting personal data for the purposes of this event, and shall inform the recipient of the intention to provide such data to the Organizer and obtain consent in accordance with the law. If there is a violation, the applicant shall bear the relevant legal liability.

- (四) 參賽團隊隊長應取得隊員同意，並提供其個人資料予主辦單位。

Captains of participating teams shall obtain consent of their team members and provide their personal data to the Organizer.

- (五) 參賽報名表暨參賽個資同意書須有全體團隊成員簽名，請參賽團隊先於報名網站下載參賽報名表暨參賽個資同意書並先行閱讀內容。

Please download the personal information form and personal information consent form from the website and read the contents first. The two forms must be signed by all team members.

- (六) 為記錄相關活動，主辦單位及執行單位得拍攝或請參賽團隊提供相關資料（例如：簡報、照片、動態影像等）。參賽團隊成員須同意無償提供為進行結案報告或推廣 Open Data 使用、編輯、印刷、展示、宣傳或公開上述個人肖像、姓名及聲音等。

In order to record the event, the Organizer and the implementer may take photos or ask the participating teams to provide relevant information (e.g. presentation slides, photos, moving images, etc.). The participating team members agree to provide, without compensation, their portraits, names, and voices for the purpose of reporting on the event or promoting Open Data, editing, printing, displaying, promoting, making public the aforementioned individuals' portraits, names and voices.

- (七) 主辦單位所提供之獎金金額應依中華民國所得稅法相關規定辦理扣繳。

The cash prizes provided by the Organizer are subject to the Income Tax Act withholding of the Republic of China.

(八) 獲獎隊伍同意本單位得使用相關報名資料。

The winning teams consent to the use of their entry information by the Organizer.

(九) 本單位保有本活動得獎辦法修改及解釋之權利，得獎辦法如有變更，將重新公告於網站上。

The Organizer reserves the right to revise and explain the rules of this event. If any changes, the Organizer will publish the rules on the website.

報名參與本競賽的創意計畫於競賽結束前請勿報名其他賽事，若經查實將喪失參賽資格，若未獲獎者可於競賽結束後再行報名其他賽事，已得獎者不可報名其他賽事，獲獎者若確認參與其他賽事，將由其他隊伍替補得獎且沒收其獎金。

Creative project proposals that apply to participate in the Contest are not allowed to register for other competitions before the closure of the Contest and will be disqualified if they are found to have done so. Participants that have not won the Contest may register for other competitions after the end of the Contest. If the winning team confirms their participation in other competitions, the team will be replaced by another team and their prizes will be forfeited.

報名者可以報名不同創意計畫或以同一人身份參與不同的競賽團隊，唯不可於競賽期間將已報名的創意計畫一稿多投於其他競賽中，違者即喪失參賽資格。

Entrants may apply for other creative projects or join other competition teams, but they may not submit the creative project proposal that have entered in the Contest to other contests during the period of the Contest. Any entrant that does not comply with the rule will be disqualified from the Contest.

2020 全國產業英語創意競賽－社會責任×茉莉花×金融科技 報名表

2020 National Contest for Creative English for Industries Social Responsibility x Jasmine x Financial Technology Application Form

編 號 Number	※作者請勿填寫 *Please do not fill in this field.					
作品名稱 Title of the work						
指導老師 Instructor						
基本資料 Personal Data	姓名 Name	學校 University	系所 Department	學號 Student ID	電話 Phone No.	E-Mail
隊長 Team Leader						
隊員 1 Team Member						
隊員 2 Team Member						
隊員 3						

Team Member						
隊員 4 Team Member						
全員簽名處 Signature of all Team Members						
確認清單 Checklist	☐ 報名表(一組簽一份) Application Form (one form a team) ☐ 參賽個資同意書(一組簽一份) Personal Data Collection Agreement (one form a team) ☐ 計畫參與同意書(每人簽一份) Research Plan Participation Agreement (every team member must sign this form) ☐ 企劃書電子檔(一組交一份) Plan(project) Proposal (one file a team) ☐ 參賽短片(一組交一份) Short Film (one film a team)					
備 註 Remarks	➤ 編號欄為工作人員處理使用，作者請勿填寫。The field ‘number’ is to be processed by staff members. Applicants should not fill in the field. ➤ 為免影響權益，聯絡電話務請填寫確實可聯絡本人者。To protect your rights, please provide a contact number at which we can reach you. ➤ 計畫可包含（但不限於）以下項目：The plan may include, but is not limited to, the following items 計畫名稱、					

	內容、目的、背景評估、預期解決方案、未來發展性、可行性評估、實施方式計畫效益、產業趨勢判斷、數據分析等。Project name, content, purpose, background assessment, expected solutions, future development, feasibility assessment, implementation method and expected outcomes, industry trends, data analysis, etc. ➤ 請繳交全英語計畫書電子檔(文件類檔案請以 pdf 格式傳送)，呈現方式、撰寫內容、篇幅皆不拘，可盡量發揮創意！The electronic materials must be translated into English (please submit in pdf format for document). There are no restrictions on presentation, content or length. Be as creative as possible! ➤ 請繳交3分鐘英語計畫書 DEMO 影片，或傳送影片連結。參賽隊伍的短片將放置競賽專屬粉絲網頁中，讓大家進行網路人氣點讚及票選，以作為網路人氣之評分依據。Please submit a 3-minute DEMO video of the English proposal or send a link to the video. The video clips of the participating teams will be featured on the Contest's fan page for everyone to like and vote and serve as a basis for the score of online popularity. ➤ 需附上學生證影本並由全員親簽後寄回。Copies of student ID must be signed by all team members, attached with the form, and submitted by post.
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備註：完成報名程序後請來電確認

聯絡 E-Mail：hsu20202020@gmail.com, 20200910jasmine@gmail.com

學生證影本 Copies of Student ID

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研究參與者知情同意書

Informed Consent to Participants in a Research Study

非常感謝您參與此研究!以下表格將提供您本研究之相關資訊，希望
能在研究進行前，讓您對此研究有充分的瞭解。

若您對此研究有任何疑問，歡迎您對計畫主持人或相關研究人員提問，
我們將為您做詳細的說明。

Thank you for participating in this research study! Information related to this research is listed in the table below. Please read the details carefully before agreeing to participate in this research. If you have any questions regarding the research, please do not hesitate to ask the project principal or researchers for further details.

研究計畫名稱 Title of Research Project

中文：彰化茉莉茶、飄香到全球：以 PBL 英語敘事培力實踐 USR

英文：Internationalization of Changhua Jasmine Tea : A Praxis of USR by English Narrative-PBL Model

執行單位：國立勤益科技大學 Organizer: The National Chin-Yi University of Technology

經費來源：教育部 Research Funding: The Ministry of Education

主要主持人：藍夏萍 Project Principle: Hsiaping Lan

職稱：電子系/語言中心助理教授

Title: Assistant Professor of Department of Electric Engineering/Language Center

※聯絡人：藍夏萍 Contact Person: Hsiaping Lan 電話：04-23924505 Phone Number:04-23924505

(若研究涉及未成年人、限制行為能力、或無行為能力者，請填寫以下資料) If the study involves minors, individuals with restricted capacity, or incapacity, please fill out the following information.

法定代理人或有同意權人之姓名(Name of Legal Representative or Consent Right Holder)：

與研究參與者關係(Relationship with the Research Participant)：

性別 Gender：

通訊地址 Contact Address：

聯絡電話 Contact Phone Number :

一、研究目的：研究目的如下圖。Purpose of the Research Study: See below graph

1. Highlighting importance of applications of English via industry-academia partnership.
2. Implementing USR through assisting local industries in fostering talents.
3. Holding courses to assist local industries in overcoming challenges of internationalization.
4. Guiding students to learn and experience Changhua jasmine tea industry.
5. Learning and analyze issues revolving English and industries via PBL.
6. Fostering self-learning, planning, and execute problem-solving strategies.
7. Using EdTech tools to engage students in learning.
8. Holding contests to draw public attention to challenges facing industries.
9. Bringing teachers and students together to promote the internationalization of industrial operations.

研究目的



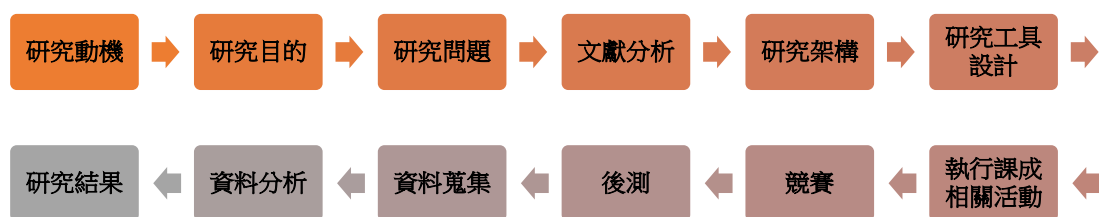
二、研究參與者之人數與參與研究相關限制：本研究預計招募 80 位研究參與者，主要針對本校大一、大二學生進行招募，且不限科系，只要對產業英文、專業英文，以及商展國際人才培訓具備濃厚興趣者，並願意一起進行校外實際參訪者皆歡迎加入。Restrictions on participants of the research: The research is expected to recruit 80 participants, with no restriction to departments. It will recruit freshmen and sophomore students with strong interest in industrial English, professional English, and international talent training, and who is willing to conduct off-campus research.

三、研究流程：參與研究者將進行歷時 4 個月的學習培訓，1 個月準備競賽並完成競賽，以及至少 2 個月的學習成果作品製作、校對與修改工作。研究流程如下圖。Procedures: Participants in the research will undergo four months of training, including one month to prepare and complete a competition and at least two months to create, review, and revise the research work. Procedure is as follows:

研究動機

Research Motive

研究目的	Research Purpose
研究問題	Research Questions
文獻分析	Literary Analysis
研究架構	Research Structure
研究工具設計	Research Methodology
參訪	Visits
前測	Pretesting
執行課成相關活動	Execution of course-related Activities
競賽	Competition
後測	Post-testing
資料蒐集	Data Collection
資料分析	Data Analysis
研究結果	Result



四、研究益處：

- (一) 預期達成之與學生學習相關之目標：包含增強專題產業英文單字能力、掌握學習應用英文之學習動機轉換，以及發覺有助在地產業之專業英文工具與人才培訓方式。
Expected objectives related to student learning: Improving professional English vocabulary for industries, learning to use English as a learning motivation, and discovering professional English tools and training methods that are useful to local industries.
- (二) 預計教學成果公開發表與分享之規劃：本計畫規劃以舉辦公開競賽，以及協助茉莉夢想館完成部分英文網頁內容或產品英文說明內容，作為教學成果發表。Planning for teaching result presentation and sharing: This project plans to hold a public contest to help Jasmine Houtan Pavilion of Dreams complete some of the content or product descriptions on its English webpage, which will be presented as teaching results.
- (三) 教學成果對教學社群可能產生之影響與貢獻：本計畫之研究成果將提供本校其他大一英文與英文聽講課程班級參考，並積極邀請其他班級加入未來延續性研究，或邀請其他與產業相關系所師生加入，以擴展本計畫研究成果效能。Potential impacts and contributions of teaching results: Results of this project will serve as a reference for freshmen English and English classes at the National Chin-Yi University of Technology. It will

actively invite other classes to take part in further research in the future, or invite students and faculty from other departments related to the industry to expand the effectiveness of the research results.

- (四) 參與社區發展可能產生之影響與貢獻：協助在地產業培訓國際業務人才、協助在地產業改善國際化問題、舉辦競賽吸引更多群眾關心在地產業問題、鏈結跨域師生推動產業營運全面國際化。Potential impacts and contributions of community development engagement: Assisting local industries in cultivating international business talents and tackling challenges of internalization, and holding competitions to raise public awareness of issues related to local industries. Connecting students and teachers to promote the internalization of industrial operations.

五、研究潛在風險：本計畫將帶領參與的同學一起乘坐遊覽車參訪茉莉夢想管至少 2

次。同時將為所有參訪者投保團體保險，並選擇聲譽良好的租車公司，以保障參訪安全。Potential risks of the research: This project will take participating students to visit Jasmine Huatan Pavilion of Dreams at least twice by coaches. Group insurance will be taken to cover all visitors and a reputable car rental company will be selected to ensure the safety of participants.

六、研究參與者之保護與補償：

- (一) 本研究依計畫執行，除可預期之不良事件外，若因參與本研究而發生不良事件或損害，由國立勤益科技大學或計畫主持人依法負補償責任。除前述之補償原因與方式外，本研究不提供其他形式之補償。The National Chin-Yi University of Technology or the project principal shall be responsible for compensating any adverse events or damages that occur as a result of participating in this research, except for the reasons and methods of compensation mentioned above, this study does not provide other forms of compensation.
- (二) 您簽署本知情同意書後，在法律上的任何權利不會因此受影響。By signing this informed consent, any legal rights will not be affected.

七、機密性：計畫主持人將依法把任何可辨識您的身分之紀錄與您的個人隱私資料視為機

密來處理，不會公開。將來發表研究結果時，您的身份仍將保密。倘有委外蒐集、處理、利用您的個人資料，由計畫主持人確保資料的保密及隱私，並負監督管理的最終責任。您也瞭解若簽署知情同意書即同意您的原始紀錄可直接受監測者、稽核者、研究倫理委員會及主管機關檢閱，以確保研究過程與數據符合相關法律及法規要求；上述人員也承諾，將不會洩漏任何與您身份有關之資料，絕不違反您的身份之機密性。Confidentiality: The project principal will treat any record that identifies you and your personal information as confidential for the purposes of the law and will not disclose it. Your identity will remain disclosed when the result of the research is published. In the event that your personal information is collected, processed, or used outside of the project, the project principal will be

responsible for ensuring the confidentiality and privacy of such information and will be responsible for supervising and managing the project. You shall understand that by signing the informed consent form, you agree that your original records are directly accessible to the monitor, auditor, research ethics committee and authorities to ensure that the research process and data comply with applicable laws and regulations. The aforementioned parties also promise that they will not disclose any information about your identity and will not compromise the confidentiality of your identity.

八、研究計畫材料之運用規劃、保存期限及到期後之處理方式： 本計

畫研究過程蒐集之研究材料、問卷資料等，將遵守保密原則撰寫研究結果分析報告及學術文章，並將部分學習成果作品提供花壇鄉農會之茉莉夢想館建置並更新英文網頁內容，以便彰顯學生學習成效；同時針對個資將由計畫主持人保留1年，1年後銷毀。Planning for usage, retention period and disposal of research materials: The research materials and questionnaire data collected over the course of this project will be used in the research analysis report and academic articles following confidential principles, and some of the results will be used by Jasmine Huatan Pavilion of Dreams owned by Huatan Farmers' Association to establish and update the English webpages to highlight students' learning results. The project principal will retain the personal data for one year and destroys them after one year.

九、研究參與者權利：

- (一) 本研究經審查無須進行研究倫理委員會審查，無涉利益及風險、研究參與者照護及隱私保護等。This research is not obliged to examination by the research ethics committee, no interest and risk, and care as well as privacy protection of research participants is involved.
- (二) 計畫主持人或研究人員已經向您說明研究相關之最新資訊，並已告知可能影響您繼續參與研究之意願之所有資訊。The project principal or researchers have informed you the latest information related to the research and all information that may affect your willingness to continue to participate in the research.
- (三) 計畫主持人已將您簽署之一式兩份同意書其中一份交給您，並已充份說明本研究之內容。The project principal has provided you one of the two copies of the consent form signed by you, which fully explains the contents of this research.

十、研究之退出與中止：您可自由決定是否參加本研究；研究過程中，您不需要任

何理由，可隨時撤銷同意，退出研究，且不會引起任何不愉快以及任何不良後果。研究主持人或研究計畫資助單位，也可能於必要時中止該研究之進行。Withdrawal of discontinuation of the research: You can decide whether or not to participate in the research of your own free will; you may withdraw your consent at any time during the course of the study without any reason and it will not cause any unpleasant or undesirable consequences. The project principal or research funding unit reserves the right to discontinue the research if necessary.

十一、本研究可能衍生之商業利益：本計畫預計將部分學習成果作品提供花壇

鄉農會參考，以便協助農會所屬之茉莉夢想館進行更新英文網頁內容之建置與更新，以便彰顯學生學習成效。Possible commercial interests arising from the research: This project will provide part of the learning results for Huatan Farmer' s Association to establish and update the English webpage of Jasmine Huatan Pavilion of Dreams and highlight students' learning results.

十二、簽名

(一) 主要主持人、協同主持人或研究人員已詳細解釋本研究計畫的內容，以及參與本研究可能帶來的益處與風險。Project principal, assistant principal or researchers have explained contents of this research in detail and the possible benefits and risks arising from participating in this research.

說明人員簽名 Signature of Explainer：

日期：□□□□年□□月□□日

Date:_Year_Month_Day：

主要主持人/協同主持人簽名：

Signature of Project Principal/ Assistant Principal:

日期：□□□□年□□月□□日

Date:_Year_Month_Day：

(二) 本人已詳細瞭解上述研究方法及其可能的益處與風險，有關本研究計畫的疑

問，已獲得詳細說明與解釋。本人同意成為此研究計畫的自願研究參與者。I have fully understood the aforementioned research method and its possible benefits and risks, and have been provided with detailed descriptions and explanations of any questions about this research project.

研究參與者簽名：

Signature of Research Participant:

法定代理人簽名：

Signature of Legal Representative:

日期：□□□□年□□月□□日

Date: _Year_Month_Day

*(研究參與者為無行為能力者，包含未滿 7 歲之未成年人者或受監護宣告人，其知情同意由法定代理人為之；受監護宣告人，由監護人擔任其法定代理人。) The informed consent of participants who are incapacitated persons, including minors under 7 years old, or persons under guardianship, shall be provided by their legal representative; a guardian of persons under guardianship will serve as their legal representative.

*(研究參與者為 7 歲以上，未滿 20 歲之未成年人，為限制行為能力者，完整之知情同意程序應取得法定代理人之同意，但研究者得申請研究倫理委員會依個案決定，無須取得法定代理人同意。) Research participants who are over the age of 7 and under the age of 20 are identified as persons with limited legal capacity. A legal representative's consent is required for the entire informed consent process. However, the researcher may apply to the research ethics committee for a decision on a case-by-case basis, without the need to obtain the consent of the legal representative.

有同意權人簽名：

Signature of Consent Right Holder:

日期：□□□□年□□月□□日

Date: _Year_Month_Day

*(研究參與者雖非無行為能力或限制行為能力者，但因意識混亂或有精神與智能障礙，而無法進行有效溝通和判斷時，由有同意權之人為之。前項有同意權人為配偶及同居之親屬。) Participants who are not incapacitated or restricted, but who are unable to communicate and judge effectively due to confusion or mental and intellectual disability, will be administered by a consent right holder. A consent right holder includes spouse of the participant or relative who lives with the participant.

(三) 見證人：

Witness:

姓名：

Name:

身份證字號：□□□□□□□□

ID Number:

聯絡電話：□□□□□□□□

Contact Number:

通訊地址：

Contact Address:

簽名：

Signature

日期：□□□□年□□月□□日

Date: _Year_Month_Day

*(研究參與者、法定代理人或有同意權之人皆無法閱讀時，應由見證人在場參與所有有關研究參與者同意之討論。並確定研究參與者、法定代理人或有同意權之人之同意完全出於其自由意願後，應於研究參與者同意書簽名並載明日期。研究相關人員不得為見證人。) Witnesses should be present for all discussions regarding participant consent when the research participant, legal representative, or consent right holder is unable to read. After ascertaining that the consent of the research participant, legal representative or consent right holder is given of their own free will, the consent form should be signed and dated by the research participant. Researchers participating in this study cannot serve as a witness.

確認同意

Confirmation of Consent

(一) 本人已詳細瞭解上述研究方法及其可能的益處與風險，有關本研究計畫的疑問，已獲得詳細說明與解釋。本人同意研究人員保留並使用本人在此研究中所提供之資料。I have fully understood the aforementioned research method and its possible benefits and risks, and have been provided with detailed descriptions and explanations of any questions about this research project. I consent to the researcher retaining and

using the information I have provided in this study.

研究參與者簽名：

Signature of Research Participant:

法定代理人簽名：

Signature of Legal Representative:

日期：□□□□年□□月□□日

Date: _Year_Month_Day

*(研究參與者為無行為能力者，包含未滿 7 歲之未成年人者或受監護宣告人，其知情同意由法定代理人為之；受監護宣告人，由監護人擔任其法定代理人。) The informed consent of participants who are incapacitated persons, including minors under 7 years old, or persons under guardianship, shall be provided by their legal representative; a guardian of persons under guardianship will serve as their legal representative.

*(研究參與者為 7 歲以上，未滿 20 歲之未成年人，為限制行為能力者，完整之知情同意程序應取得法定代理人之同意，但研究者得申請研究倫理委員會依個案決定，無須取得法定代理人同意。) Research participants who are over the age of 7 and under the age of 20 are identified as persons with limited legal capacity. A legal representative's consent is required for the entire informed consent process. However, the researcher may apply to the research ethics committee for a decision on a case-by-case basis, without the need to obtain the consent of the legal representative.

有同意權人簽名：

Signature of Consent Right Holder:

日期：□□□□年□□月□□日

Date: _Year_Month_Day

*(研究參與者雖非無行為能力或限制行為能力者，但因意識混亂或有精神與智能障礙，而無法進行有效溝通和判斷時，由有同意權之人為之。前項有同意權人為配偶及同居之親屬。) Participants who are not incapacitated or restricted, but who are unable to communicate and judge effectively due to confusion or mental and intellectual

disability, will be administered by a consent right holder. A consent right holder includes spouse of the participant or relative who lives with the participant.

(二) 見證人：

Witness:

姓名：

Name:

身份證字號：□□□□□□□□□□

ID Number:

聯絡電話：□□□□□□□□□□

Contact Number:

通訊地址：

Contact Address:

簽名：

Signature:

日期：□□□□年□□月□□日

Date:_Year_Month_Day

*(研究參與者、法定代理人或有同意權之人皆無法閱讀時，應由見證人在場參與所有有關研究參與者同意之討論。並確定研究參與者、法定代理人或有同意權之人之同意完全出於其自由意願後，應於研究參與者同意書簽名並載明日期。研究相關人員不得為見證人。) Witnesses should be present for all discussions regarding participant consent when the research participant, legal representative, or consent right holder is unable to read. After ascertaining that the consent of the research participant, legal representative or consent right holder is given of their own free will, the consent form should be signed and dated by the research participant. Researchers participating in this study cannot serve as a witness.

同意書版本/日期：

Edition of Consent Form/ Date:

核准日期：

Date of Approval:

2020 全國產業英語創意競賽

社會責任×茉莉花×金融科技

個人資料蒐集同意書

2020 National Contest for Creative English for Industries Social Responsibility x Jasmine x Financial Technology Personal Data Collection Agreement

國立勤益科技大學（以下簡稱本校）為蒐集、處理、利用個人資料，依個人資料保護法之規定以本聲明及同意書向您行書面告知並徵求您同意。當您於頁末簽名處簽署本同意書時，表示您已閱讀、瞭解並同意接受本同意書之所有內容。

According to the Personal Data Protection Act, National Chin-Yi University of Technology (hereinafter as NCUT) issues its statement of personal data protection and collection agreement to notify you of your responsibilities and rights and solicit your consent to the collection, processing and use of your personal data by NCUT. Your signature below indicates that you have read, understood and accepted the contents set forth in this agreement.

一、基本資料之蒐集、更新及保管

- (一)本校係依據中華民國「個人資料保護法」與相關法令之規範，蒐集、處理及利用您的個人資料。
- (二)請提供您本人正確、最新及完整的個人資料。
- (三)本校因執行業務所蒐集您的個人資料包括表單內所需欄位等。
- (四)若您的個人資料有任何異動，請主動向本校申請更正，使其保持正確、最新及完整。
- (五)若您提供錯誤、不實、過時或不完整或具誤導性的資料，您將可能損失相關權益。
- (六)您可依中華民國「個人資料保護法」，就您的個人資料行使以下權利：
 - 1.查詢或請求閱覽。
 - 2.請求製給複製本。
 - 3.請求補充或更正。
 - 4.請求停止蒐集、處理或利用。
 - 5.請求刪除。

但本校各單位因執行職務或業務所必需者，本校得拒絕您上述之請求。且因您行使上述權利，而導致權益受損時，本校將不負相關賠償責任。

I. Basic Data Collection, Renewal and Management

(I) NCUT will collect, process, and use your personal data in accordance with the Personal Data Protection Act and relevant laws and rules enacted in Taiwan, the Republic of China.

(II) Please provide your accurate, latest and complete personal data.

(III) Your personal data collected by NCUT to facilitate its administration includes the information in the columns marked as required on the form.

(IV) Please inform NCUT of any change to your personal data to maintain the latest information.

(V) You may lose certain rights or benefits if you provide incorrect, untrue, outdated or incomplete information.

(VI) According to the Personal Data Protection Act (ROC), you are entitled to make the following requests:

1. To check or review the collected data.
2. To receive a photocopy of the collected data.
3. To supplement or revise the collected data.
4. To cease the collection, processing or use of the collected data.
5. To delete the collected data.

However, NCUT may reject your requests in order to meet the administrative needs of its offices and institutes. Moreover, should you suffer any losses due to such requests, NCUT shall not be held responsible for any compensation.

二、蒐集個人資料之目的

(一) 本校係基於「教育行政業務需求」之特定目的而蒐集您的個人資料。

(二) 當您的個人資料使用方式與本校蒐集的目的不同時，我們會在使用前先徵求您的書面同意，您可以拒絕向本校提供個人資料，但您可能因此喪失您的權益。

II. Purpose of Personal Data Collection

(I) NCUT collects your personal data to meet the needs of educational administration.

(II) We will solicit your consent in a written form in advance before using your personal data to serve a purpose other than the one specified in Item (I) of this article. While you may refuse to provide your personal data to NCUT, you may lose certain rights or benefits as a consequence.

三、基本資料之保密：本校如違反「個人資料保護法」規定或因天災、事變或其他不可抗力所致者，致您的個人資料被竊取、洩漏、竄改、遭其他侵害者，本校將於查明後以電話、信函、電子郵件或網站公告等方法，擇適當方式通知您。

III. Basic Information Security Should your personal information be stolen, disclosed, altered or infringed upon due to the violation of the Personal Data Protection Act by NCUT the occurrence of any natural disasters, incidental changes or other unavoidable circumstances, NCUT shall inspect the cause and inform you by phone, mail, email or website notice.

四、同意書之效力

(一)當您簽署本同意書時，即表示您已閱讀、瞭解並同意本同意書之所有內容。

(二)本校保留隨時修改本同意書規範之權力，本校將於修改規範時，於本校網頁 (站)公告 修改之事實，不另作個別通知。如果您不同意修改的內容，請依上述第一條第六款向本校主張停止蒐集、處理及利用個人資料。否則將視為您已同意並接受本同意書該等增訂 或修改內容之拘束。

IV. Validity of Agreement

(I)Your signature on this agreement indicates that you have read, understood and accepted its contents.

(II) NCUT is entitled to amend the contents of this agreement, and any amendments will be publicized on the NCUT website. Should you disagree with any amendments, please exercise your right to request that NCUT discontinue to collect, process or use your personal data according to Item VI of Article I. Otherwise, you are considered to have agreed to the amendment.

五、準據法與管轄法院本同意書之解釋與適用，以及本同意書有關之爭議，均應依照中華民國法律予以處理，並以臺灣臺中地方法院為第一審管轄法院。

V. Governing Law and Jurisdiction The interpretation and applicability of this agreement shall be governed by the law of the Republic of China. Any disputes arising out of or relating to this agreement shall be submitted to Taichung District Court as the court of the first instance jurisdiction. Note: The contents of this agreement were translated from the original Chinese. In the event of any discrepancies between the two versions, the Chinese always takes precedence.

指導老師 Instructor			
基本資料 Personal Data	簽名 Signature	學號 Student ID	日期 Date of Signature(YYYY/MM/DD)
隊長 Team Leader			
隊員 1 Team Member			
隊員 2 Team Member			
隊員 3 Team Member			
隊員 4 Team Member			

[Competition Number]

**2020 全國產業英語創意競賽社會責任×茉莉花×金融
科技**

參賽作品企劃書

**2020 National Contest for Creative English for
Industries**

**Social Responsibility x Jasmine x Financial
Technology**

PROJECT PROPOSAL

[Project Name]

Instructor:

Team Leader:

Team Member:

Team Member:

Team Member:

Team Member:

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1. Summary

This section should include information

創意實踐之動機、故事與願景

2. Introduction

Introduce your project here.

計劃內容(產品與服務內容、營運模式、營收模式)

3. Needs/Problems/Competitors

Identify the needs or problems to be addressed.

市場與競爭分析(市場特性與規模、目標市場、競爭對手與競爭策略分析)

4. Goals/Objectives

State the desired goals and objectives to address the needs/problems stated above.

Also include key benefits of reaching goals/objectives.

行銷規劃(目標消費族群、行銷策略)

5. Financial Resolution for Needs/Problems

Provide detailed information about proposed procedures, if available, and the scope of work.

財務計畫 (資金來源與成本預估、預估損益表、預估資產負債表)

6. Timeline and Benefits

Provide detailed information

工作進度與預估成果(請具體說明成案內容)

7. Evaluation

Discuss how progress will be evaluated throughout and at the end of the project.

- Formulate clear indicators for each objective and result
- Indicate how and when to conduct monitoring and evaluation activities to determine project's progress and outcome
- State which methods will be used to monitor and evaluate the project
- Identify who will carry out the project evaluation.

8. Next Steps

Specify the actions required of the readers of this document.

- Next Step 1
- Next Step 2
- Next Step 3

9. Appendix

Provide supporting material for your proposal here. It may be:

- Company history
- Research materials
- Statistics or estimates
- External quotes or tenders
- Detailed cost / benefit spreadsheets
- Other relevant information or correspondence.