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創新求變 開展多元公益服務

INNOVATION AND CHANGE -  
DEVELOPING DIVERSE PUBLIC  
WELFARE SERVICES

麥可波特的創造可分享價值（Creating Shared Value）理論強調：「企業除了創造利潤，還必須對社會帶來更大正面效益」。

家樂福秉持「堅守承諾」、「用心關懷」、「正面積極」三大企業核心價值，隨著全球的 CSR 發展漸趨專業，家樂福肩上的責任也越來越重大。家樂福文教基金會自 1996 年開始耕耘藝文和教育領域，關心環保議題，同時倡議運動和健康的重要性；2013 年起推動公益零錢捐，並發展好厝邊志工計畫，深入社會的每個角落；2014 年推動食物銀行，開拓門市實物捐贈的公益新型態；2015 年更進一步協助臺東孩子的書屋，開設「黑孩子的咖啡屋」，推動兼具營利功能與公益取向的社會企業，幫助弱勢朋友自立。

家樂福積極開創多元化的公益服務，以因應日新月異的社會，讓計畫效益更能貼近受助者的需要，善盡企業社會責任。

Michael Porter's Creating Shared Value concept emphasizes that "Enterprises must bring about greater positive benefits to society in addition to generating profits."

As global CSR development advances, Carrefour also shoulders greater responsibilities. Since 1996, Taiwan Carrefour Foundation has committed to promoting arts, education, environmental protection, health and sports. In 2013, we launched the Petty Cash Donation Box and Store-Community CSR Sponsorship Program. In 2014, we opened the food bank and pioneered the "in-store goods collection" initiative. In 2015, we helped Taitung Educational Development Institute to create "black kids coffee", a profit and public welfare-oriented social enterprise that helps disadvantaged people to become self-sufficient.

Carrefour proactively develops diverse public welfare services inresponse to the changing society, thereby bringing the project benefits more in-line with people's needs while fulfilling our CSR at the same time.



公益服務納入經營政策  
執行CSR更具深度

INCORPORATING PUBLIC WELFARE  
SERVICE INTO MANAGEMENT POLICY TO  
ENHANCE THE DEPTH OF CSR EXECUTION

人，是一切服務以及企業經營的核心，家樂福無論對於人才培育，或對於社會責任，始終圍繞著以人為本的信念，以及「堅守承諾，用心關懷，正面積極」的三大價值，讓 CSR 成為公司文化的一部分。

家樂福帶領員工進行公益關懷，促使一項公益計畫順利導入門市成為常態性服務，員工的積極參與是最重要的成功因素。家樂福 83 家門市、12,000 多名專業並熱心的員工，是我們推動 CSR 最大的資產和夥伴。

家樂福文教基金會邁入第二個 10 年，過去我們為 CSR 立下一個初步的里程碑。接下來的 10 年，我們更進一步「將 CSR 納入經營政策中」。舉凡門市服務品質、環境保護、選擇優良供應商的合作，以及企業治理方面如員工福利、教育訓練...等，都是我們可以去實踐的 CSR 議題。

良善的力量循環有了起點，藉由對於「經營體系」與「公益服務」的交叉盤點，規劃出最佳的公益執行方案是我們的首要之務。家樂福希望能利用自身的通路優勢，對大眾和其他企業發揮影響力，讓 CSR 能夠執行的更深更廣。

Incorporating public welfare service into management policy to enhance the depth of CSR execution

People are the core of all services and business operations, hence Carrefour has always centered our talent cultivation or CSR programs on people. We strive to make the 3 core values: "Committed", "Caring" and "Positive" an integral part of our corporate culture.

Carrefour leads our employees to engage in public welfare to make a public welfare program become our permanent store service. Our colleagues' active participation is instrumental. Over 12,000 professional, enthusiastic employees from 83 Carrefour stores nationwide are our most valuable asset in promoting CSR.

Heading into our 20th anniversary, Taiwan Carrefour Foundation has already set a CSR milestone. Over the next decade, we will "integrate CSR into our management policy" in regards to issues such as store service quality, environmental protection, choosing to work with outstanding suppliers and corporate governance aspects, including employee welfare, education or training etc.

The cycle of benevolent power has been given a starting point, and our priority is to integrate "management system" and "public welfare service" to devise the best solutions. Carrefour hopes to capitalize on our channel advantage to exert influence on the public and other enterprises, so as to broaden and deepen the scope of CSR.

## 愛心慈善 | Charity

### 將「剩食」變「盛食」，讓世界永無飢餓

Turning "surplus food" into "feast" to eliminate world hunger

食物與人的連結，可以是一個美好的依存故事，也可能因為食物浪費與分配不均而造成糧食危機。家樂福期盼讓「剩食」變成「盛食」，發揮集體互助的精神，貢獻物流、倉儲、運輸的專業能力，透過食物銀行讓物資快速分配給需要的人，同時協助食品重新包裝，讓更多的食物可以新鮮、安全的送到受助戶手上，並且開辦實體食物銀行，提供受助戶自由選擇的權利，更進一步幫助慈善機構提供營養餐食，為弱勢兒童與獨居老人提供熱騰騰的飯菜香。

Due to waste and uneven distribution of food, many people in the world are experiencing a food crisis. Carrefour aims to turn "surplus food" into "feast" through the spirit of mutual help, where we can contribute expertise in logistics, warehousing and transportation, allowing food banks to distribute the resources to those in need quickly. We also help to repackage food so that more fresh food can be delivered to the disadvantaged households safely. Social Community Store is also opened to give people more choices and assist charity organizations to provide hot, nutritious meals for disadvantaged children and elderly living alone.



在世界食物銀行高峰會上，家樂福與歐、美、澳、亞四大洲的食物銀行共同呼籲大眾一起親近土地、珍惜食物，家樂福用小小的心意匯集成大大的愛心，集結社會大眾及企業的力量，擴大服務面向，支持弱勢朋友渡過難關，讓世界永無飢餓。

At the World Food Summit, Carrefour and food banks from Europe, America, Australia and Asia urged the public to cherish Earth and food. Carrefour strives to pool the strength of the public and enterprises to support the underprivileged community and eliminate world hunger.



## 食物募集 幸福傳愛

## National Food Collection Campaign

# 世界糧食日 全民樂分享

# WORLD FOOD DAY THE JOY OF SHARING



世界糧食日 10 月 16 日前夕，家樂福文教基金會發起了【555 食物募集大挑戰】行動，號召全民一起共襄盛舉，在 50 天活動當中，於全臺家樂福門市之「食物募集站」，為弱勢家庭募集超過 50 噸食物，同時呼籲 50 萬網友一起加入網路串聯活動，擴大民眾參與。

家樂福自 2014 年起啟動【食物募集、幸福傳愛】，開創了食物銀行募集物資的公益新形態，成為全臺唯一在門市以「實體捐物」的方式募集物資的企業。並成功串聯臺灣 25 家食物銀行組織成立「家樂福食物募集小聯盟」，這項理念逐漸獲得民眾的認同與支持。今年更動員 400 名家樂福員工以及 4,500 名食物銀行組織的志工，總計募集 51,048 公斤的食物，相當於 102,096 份餐食。累計 2014~2015 年底，家樂福【食物募集、幸福傳愛】資助超過 38,000 戶次的經濟弱勢家庭，讓食物捐贈更添溫暖的人道關懷受饑餓。

Just before World Food Day on October 16, Taiwan Carrefour Foundation launched the "555 Food Collection Challenge" and appealed to the public's support. Over 50 days, "food collection stations" in Carrefour stores nationwide raised over 50 tons of food for disadvantaged families. 500,000 netizens were also urged to join the online campaign to expand public participation.

Since Carrefour launched "National Food Collection Campaign" in 2014, a new form of public welfare was created in the form of raising resources through food banks, and we became the only enterprise to raise resources via "material donation" in stores. Carrefour also forged the "Carrefour Food Collection Alliance" with 25 food banks, and the philosophy is gradually receiving public support. This year, 400 Carrefour employees and 4,500 food bank volunteers were mobilized to raise 51,048kg of food, equivalent to 102,096 meals. As of 2014 and 2015, "National Food Collection Campaign" has helped over 38,000 disadvantaged families to introduce warmth to society and eliminate hunger.



1.家樂福首創實物募集的方式，民眾可於「食物募集站」捐贈弱勢家庭最急需的物資，成為他們脫貧的希望。

In order to help the disadvantaged families, Carrefour's innovative in-store goods collection method enables the public to donate goods through "food collection stations".

2.家樂福率先捐出新臺幣500萬元贈與食物銀行，希望能達到拋磚引玉的效果。Carrefour is the first enterprise to donate NT\$5 million to the food bank, hoping to encourage others to follow suit.

3.家樂福同步推出買一送一的促銷活動，鼓勵民眾一份自己用，一份捐出去給弱勢家庭，讓民眾既能節省荷包又能奉獻愛心。Carrefour also launched the buy one get one free promotion, encouraging shoppers to donate the free product in order to help disadvantaged families.

4.家樂福同仁主動排班宣導活動理念，全力投入食物收集以及物流配送，順利將愛心傳遞出去。In order to spread love, Carrefour colleagues volunteer in shifts to promote the event's philosophy and dedicate themselves to food collection and delivery.



根據民國 103 年的內政部統計資料顯示，全臺灣有 61 萬中低收入戶長期面臨三餐不繼，更有高達 6.97% 的人口數屬於邊緣戶，低於收入標準線以下，卻又得不到政府補助。在此同時，臺灣每年約有 275 萬噸的食物以各種不同的方式被浪費掉。臺灣的食物資源並不匱乏，而是在於分配不均，「食物銀行」是最好的解決方法。

【食物募集、幸福傳愛】計畫中，家樂福除了貢獻通路、運輸、倉儲等專業能力，更在全臺灣 83 間門市結帳櫃檯外設置「食物募集站」，365 天不間斷地募集食品及生活用品。家樂福並為了此公益活動推出許多買一送一的促銷商品，讓民眾購物的同時也可以隨手做公益，買一件商品自己用，送的商品則可以選擇捐出去，奉獻愛心又省荷包。家樂福希望讓臺灣永無飢餓，這是我們的使命，也是我們的堅持。

According to 2014 statistics from MOI, 610,000 low income households in Taiwan are not able to have 3 meals a day, while 6.97% of the population belongs to marginalized households living below the poverty line but do not receive support from the government. Moreover, roughly 2.75 million tons of food is wasted in one way or another in Taiwan, thus the major problem lies in the uneven distribution of food, not food shortage, and the food bank is the best solution.

In "National Food Collection Campaign", Carrefour not only contributes expertise in channel, transportation and warehousing but also created "food collection stations" in all our 83 stores nationwide to raise food and life necessities 365 days a year. Also, we have launched numerous buy one get one free promotions in support of the public welfare initiative, so that the public can contribute to charity while shopping by donating the free product with each purchase. Carrefour's mission is to eliminate hunger in Taiwan for good.





## 首創企業贊助設立食物銀行商店 First Enterprise-sponsored Social Community Store

# 1919蘆洲服務中心溫暖開幕 OPENING OF 1919 LUZHOU SERVICE CENTER



為強化 1919 食物銀行幫助經濟弱勢朋友的服務效能，家樂福與中華基督教救濟協會 1919 食物銀行攜手合作，從發放的即時性、需求選擇個別化等角度考量，選在全臺人口密度第三高的市轄區——新北市蘆洲區，設立了臺灣第一家由企業贊助成立的食物銀行商店——「1919 食物銀行——新北蘆洲服務中心」，在充滿感恩氛圍的 12 月 4 日正式揭幕啟用，成為經濟弱勢家庭可就近、即時取得物資支援的服務據點。

法國家樂福集團基金會繼 2014 年捐贈具有冷藏設備的卡車和全新冷藏室予 1919 食物銀行，今年更進一步支持「1919 食物銀行——新北蘆洲服務中心」實體店面的開辦，除了物資的濟助，服務中心將針對個案，安排一系列培力訓練，包括財務規劃管理、求職訓練、債務協商、基礎技能教育、家庭關係系列講座，以及免費的法律諮詢，提供受助家庭具體的技能幫助與心靈支持。

In order to improve the efficiency of 1919 Food Bank in helping disadvantaged families, Carrefour collaborated with Chinese Christian Relief Association to establish the first enterprise-sponsored Social Community Store in Taiwan in Luzhou District, New Taipei City, which features the third highest population density in the country. The store was opened on December 4 amid a thankful ambiance to become a center that enables nearby disadvantaged families to obtain the much needed resources.

Since donating refrigerator truck and brand new cold storage to 1919 Food Bank in 2014, Carrefour Group Foundation also supported the opening of "1919 Food Bank – Luzhou Service Center in New Taipei City" this year. Besides material support, the service center has also arranged a series of empowerment trainings including financial management, vocational training, debt counseling, basic skill training and family relationships as well as free legal consultation to offer them spiritual support.



家樂福同時也將企業營運資源注入，如訓練店長、收銀員、倉儲管理人員的專業能力傾囊相授。希望透過這些方式，實際幫助受助戶家庭脫離貧窮，走向經濟獨立。家樂福的目標不但要開啟臺灣食物銀行服務的新模式，更期許創造出一個人們樂於相互幫助的『地上的天堂』。

未來家樂福在現行的食物銀行基礎上，嘗試支持新的服務模式，以求開發出多種管道，廣泛且深入的接觸臺灣弱勢族群，期提供更多元、多樣與即時性的服務，幫助經濟弱勢家庭揮別餓夢，盼集結社會大眾及愛心企業的力量，擴大服務面向，支持弱勢朋友渡過難關，勇於面對希望的明天！

Carrefour also contributes corporate resources such as the training of store manager, cashier and warehouse management staff, hoping to alleviate poverty among underprivileged households and help them achieve financial independence. Carrefour's goal is not only to innovate food bank services in Taiwan but also create a "Paradise on Earth" where people are willing to help one another.

Based on the current food bank model, Carrefour will attempt to support service innovations in the future to develop multiple channels reaching far and wide into the disadvantaged communities in Taiwan, so as to provide diversified, immediate services to eliminate hunger. We hope to gather the power of people and charitable enterprises to help disadvantaged communities in embracing a brighter tomorrow!

1. 實體銀行商店由志工支援，成為實體店面長久服務的力量。  
The Social Community Store is supported by volunteers, who form the backbone of store service.

2. 「新北蘆洲服務中心」地下室規劃為教室，未來將供受助家庭一系列如：財務規劃管理、求職訓練等培力訓練的課程。  
"Luzhou Social Community Store in New Taipei City" has a basement classroom that will be used to organize empowerment training courses such as financial management and vocational training.

3. 現場第一位使用者張媽媽，按著她獲得的點數在 1919 實體食物銀行商店輕鬆自在地選擇她所需的物資。  
The first user Mrs. Chang effortlessly selects the goods she needs with the points she received at the 1919 Social Community Store.





用愛聯網 有愛有溫飽  
Network of Love Offers Clothing and Food

## 政府企業 合作新典範

### NEW PARADIGM OF GOVERNMENT-BUSINESS COLLABORATION



為幫助更多弱勢家庭能溫飽，家樂福參與臺灣期貨交易所及 8 大金融單位共同合作的【金融有愛、食物銀行】計畫，提供最快速的平臺與物流系統，由家樂福的企業志工協助，將金融單位所捐贈 3,000 萬元的物資陸續配送到 22 個縣市的社會局及區公所，滿足在地弱勢家庭的生活需求。

同時，家樂福也共襄盛舉捐出價值 300 萬元的物資，為公益行動再加碼。希望能一同建立老有所終、壯有所用、幼有所長、鰥寡孤獨廢疾者皆有所養的大同社會。

In order to provide more underprivileged families with clothing and food, Carrefour participated in the "Love from the Financial Industry – Food Bank" program – a joint-effort between TAIEX and 8 major financial organizations – to provide the fastest platform and logistics system. Assisted by Carrefour corporate volunteers, NT\$30 million worth of materials donated by the financial organizations was distributed to the Social Affairs Bureau and District Office of 22 municipalities to fulfil the needs of disadvantaged families.

At the same time, Carrefour also donated NT\$3 million worth of resources in hopes of building an ideal society where everyone can be taken care of.



弱勢家庭需要的是長期的關懷與照顧，家樂福也響應新北市政府已連續舉辦五年的【幸福滿屋、實物銀行】活動，針對需要關懷的高風險及弱勢家庭贊助愛心福袋，裡面全部都是家庭生活用品，改善弱勢家庭的困境。

新北市政府【幸福滿屋、實物銀行】提供給需要照顧關懷的家庭，在食、衣、住、行、育、樂等方面的服務，迄今已媒合各項資源超過 7 億 3 千萬元，共計 110 萬人次受益。這項活動最大的特色是不需要設立大型倉儲，直接透過資訊系統整合平臺，便能將捐助者的愛心，像宅急便般快速的輸送到需要的家庭。家樂福與新北市政府攜手合作，讓許多弱勢家庭在歲末寒冬之際，也能感受到社會的溫暖。

Disadvantaged families require long term care and love, so Carrefour has supported New Taipei City Government's "House of Happiness – Tangible Bank" for 5 straight years by sponsoring Fu packets containing life commodities for high risk or disadvantaged families to improve their plight.

The program provides food, clothing, shelter, transportation, education and recreation services to disadvantaged households; so far more than NT\$730,000,000 worth of resources have been raised to benefit 1.1 million people. The most significant aspect of the event is that no large warehouses are needed, and the resources are distributed to the needed families quickly via the information integration platform. Carrefour's collaboration with New Taipei City Government enables disadvantaged families to experience the warmth of society in winter.

1.【幸福滿屋 實物銀行】鼓勵社會大眾如同種子一般，在他人心目中開出幸福的花朵，也為自己帶來助人的喜悅。

"House of Happiness – Tangible Bank" encourages the society to become flowers of happiness in other people's hearts, bringing joy to themselves and those around them.

2.弱勢家庭享用豐盛年菜、聆聽美妙鼓樂，家樂福還特別贊助愛心福袋，讓弱勢朋友一起過個好年。Disadvantaged families are seen here enjoying New Year's feast and listening to wonderful percussion music. Carrefour also offered them Fu packets to help them celebrate New Year.

3.新北市市長朱立倫頒贈感謝狀予家樂福公共事務暨服務部全國公關經理何默真，感謝家樂福長期致力於公益行動。Public Affairs and Service Division National Manager, Margery Ho accepts the certificate of appreciation from New Taipei City Mayor Eric Chu.





## 國際年會盛況空前 Spectacular International Seminar

# 擘劃食物銀行發展願景 SCULPTING THE VISION OF FOOD BANK DEVELOPMENT

食物銀行有史以來最大的國際研討會於11月4~5日首次在臺灣登場，主辦單位臺中市政府邀請各國分享食物銀行面臨的挑戰與期許。

食物銀行的發源國—美國，以及歐洲最大的食物銀行——德國，皆派代表與會，分享該國食物銀行發展的歷程與現況，此次還邀請到德國食物銀行TheTafel之母——Sabine Werth親自說明她倡導食物銀行的過程。

家樂福文教基金會則與其他國家的食物銀行代表交流了【食物募集、幸福傳愛】活動，分享如何連結臺灣各縣市二十多個食物銀行組織並開啟臺灣食物募集的新型態的過程。亞洲國家如臺灣、日本、韓國、香港……等，也在此次盛會中簽立合作備忘錄，攜手共創全球食物銀行的願景，期許解決食物浪費及分配不均的問題，打造友善的地球環境。

根據內政部的資料，2014年納入「社會救助法」補助的中低收入戶人口數達61萬人，約佔全國總人口的2.6%。貧窮與食物匱乏的問題促使臺灣許多食物銀行組織更加積極尋找長期、穩定的合作夥伴，而家樂福文教基金會秉持著「家家快樂又幸福」的信念，還有來自家樂福通路、運輸、倉儲等企業專業能力的支持，對於此議題更深感責無旁貸，期許可以成為臺灣食物銀行的倡議先鋒。



The largest international seminar of food banks was held in Taiwan during November 4~5, and organizer Taichung City Government invited food banks from various countries to share their challenges and expectations.

The country of food bank's origin – USA and the largest food bank in Europe – Germany all sent delegates to attend the function to share their progress and status of food bank development. Sabine Werth, the founder of Berliner Tafel, was also invited to share her experience.

Taiwan Carrefour Foundation shared the "National Food Collection Campaign" event with food bank delegates from other nations by explaining the process of integrating more than 20 food banks in Taiwan for the sake of raising food. Asian countries including Taiwan, Japan, Korea and Hong Kong also signed a MOU to realize the vision of global food bank and resolve the problem of food waste and uneven distribution, thereby creating a friendly environment on Earth.

According to MOI's statistics, there are about 610,000 people were classified as medium to low income households under the Public Assistance Act in 2014, constituting 2.6% of the national population. The problem of poverty and food shortage has prompted many food bank organizations in Taiwan to proactively search for long term and stable partners. Based on Carrefour's philosophy of "Bringing Happiness to Every Household", we felt an obligation to intervene this situation. We utilized Carrefour corporation core strength channel, logistic and warehouse management, to advocate Taiwan food banks and become the frontier to fight poverty and hunger.

This year, Carrefour initiated a large scale food raising program, where 30 tons of food (materials) were raised from the public - equivalent to 60,000 meals – were distributed to 24,000 financially disadvantaged and underprivileged households via 4,000 volunteers, so that they can be endowed with a touch of warmth during the winter.

## 企業志工 公益服務 Corporate Volunteer - Public Welfare Service

# 傳遞食物 傳遞愛 GIVE FOOD AND LOVE



全球每年食物產量中有一半從產地到使用者的手中消耗殆盡，因此，包裝對於食品安全越來越重要，如何讓食物能夠得到適當的處理和包裝，延長食物保存期限，就能將更多食物送給需要的人。

家樂福除了號召社會大眾捐贈食品及物資，12月4日在國際志工日前夕，80位家樂福志工也集結在1919食物銀行的八里倉庫，協助把各方捐贈的白米——分裝，受助戶收到份量適中的食品，更能避免超過賞味期限而衍生的食物浪費問題。

資源的重新分配，需要較多的人力與物力，家樂福希望未來有更多企業志工一同加入食物銀行的行列，不僅協助募集到更多的剩食成為盛食，更可支援缺乏的人力以及物資包裝的新創意。

Half of the food produced globally is wasted every year before reaching the consumers from the production source, thus packaging is becoming increasingly important for food safety. By adequately processing and packaging food to extend their shelf life, more food will be given to those in need.

Besides appealing the public to donate food and goods, 80 Carrefour volunteers also rallied in the Bali warehouse of 1919 Food Bank just before the International Volunteer Day on December 5 to help repackage rice donated by various parties, so that the disadvantaged households will receive the adequate ration to avoid food waste due to exceeding the expiry date.

The redistribution of goods requires a great deal of manpower and resources, so Carrefour hopes more corporate volunteers can join the ranks of the food bank. This way, we not only turn more surplus food into feasts but also supplement the shortage of manpower and introduce packaging creativity.



## 弱勢學童溫暖的依靠 Providing Warmth for Disadvantaged Children

# 營養晚餐 幸福上菜 HAPPINESS & HEALTHY DINNER PROGRAM



為了提供弱勢長輩與育中學童能得到均衡營養的餐食，家樂福集團基金會去年共贊助新臺幣 6,744,869 元成立【營養晚餐】計畫，為六個慈善機構、將近 1,000 名弱勢孩童與長者提供溫暖的飯菜香，接受幫助的對象有財團法人基督教都市人工作群社會福利事業基金會、社團法人臺北市臻佑祥社會服務協會、臺東孩子的書屋、雲林縣口湖村崇文婦女協會、高雄市飛揚福利服務協會、社團法人中華民國夢想之家青年發展協會，這些慈善機構皆由一群關心孩子教育的志工組成，默默地在鄉或部落成立課輔班幫助弱勢學童，在臺灣各地種下希望的種子。

為了紓解這些團體的財務困境，讓更多資源投注在教育本身，並且透過食物的補給幫助學童健康的成長發育，解決偏鄉學童普遍營養不足問題，家樂福【營養晚餐】幫助這團體運用方便取得的食材，製作出既營養又平價的餐食，並且透過共食的方式增強孩子對於家鄉的凝聚力。

In order to provide underprivileged senior citizens and developing school children with balanced nutrition and food, Carrefour Group Foundation sponsored NT\$6,744,869 to launch the "Happiness & Healthy Dinner Program", providing nearly 1,000 disadvantaged children and elderly from 6 charity organizations with hot meals. The recipients include: Christianity City People Social Welfare Enterprise Foundation, Jen Ji Shiang Social Service Institute, Taipei City, Taitung Educational Development Institute, Yunlin County Kouhu Township Chungwen Women's Association, Flying Social welfare Association and House of Dreams. These organizations are formed by a group of volunteers who care about children's education by opening afterschool classes in local villages, in turn sowing the seeds of education throughout Taiwan.

In an effort to mitigate the financial predicament of these groups and focus more resources on education, as well as to facilitate the school children's growth through food and solve the problem of malnutrition among children in remote townships, Carrefour's "Happiness & Healthy Dinner Program" helps them to produce nutritious, economical meals by utilizing easily obtainable ingredients. Furthermore, the "dining together" method enhances the children's sense of identity about their hometown.



- 1.家樂福【營養晚餐】計畫，讓育中學童得以溫飽，進而有追求夢想的力量。  
Carrefour's "Happiness & Healthy Dinner Program" plan allows growing school children to enjoy nutritious food, thereby fueling them to realize their dreams.
- 2.運用方便取得的食物，製作營養又熱騰騰的餐食，滋養了學童們孤單的心，得以重拾生命的盼望。  
Using easily obtainable food to prepare nutritious, hot meals not only nourishes the children's lonely hearts but also endow them with new hope in life.
- 3.家樂福文教基金會特別請來臺北醫學大學營養學團隊，為弱勢學童與長者們進行健康檢測，調配出適合的菜色。  
Carrefour invites nutritionists from TMU to conduct health examinations for disadvantaged children and senior citizens in order to prepare the most suitable menu.
- 4.鑒於部分偏遠地區的慈善機構經費不足，家樂福協助添購相關廚房設備，以提供更衛生安全的烹調環境。  
(Bottom right) In light of the lack of funding among charity organizations in remote townships, Carrefour purchased related equipment to improve meal productivity, hygiene and safety.



鑒於部分偏遠地區的慈善機構經費不足，連廚房都很簡陋。為提高出餐的產能，並且提供更衛生安全的烹調環境，家樂福文教基金會協助添購相關設備，使【營養晚餐】服務得以健全。

此外，法國家樂福集團基金會公益捐贈 20 人座巴士，作為送餐車，縮短每日送餐時間，減低食物的腐敗與營養價值流失，成為提供獨居老人送餐服務的基石，每天到府關懷與互動，給予長者溫暖的問候與心靈支持，同時小巴士也擔任課後輔導接送偏鄉學童的交通車，解決通勤問題，更激發偏鄉孩童的學習意願。

家樂福希望每個孩子下課後都有一頓溫飽的晚餐，一個溫暖的去處，一個翻轉生命的機會。

In consideration of the lack of funding among charity organizations in remote townships and inadequate kitchen facilities, Taiwan Carrefour Foundation helped to purchase the related equipment to make the "Happiness & Healthy Dinner Program" more complete, so that meal productivity, hygiene and safety can be improved.

Moreover, Carrefour Group Foundation donated a 20 seater mini bus as the meal delivery vehicle to reduce meal delivery time while preventing the food from perishing and the loss of nutrition. The bus is essential in delivering food and love to elderly living alone, where volunteers can interact with them to offer warmth and spiritual support. At the same time, the bus also serves as a school bus for taking school children in remote townships to the afterschool class, increasing their willingness to learn.

After school, Carrefour hopes the children can enjoy hot supper, a warm place to stay and a chance to turn their life around.



## 家樂福企業志工 Carrefour Corporate Volunteers

# 守望社區的好厝邊 GUARDIANS OF THE COMMUNITY

家樂福「好厝邊社區發展計畫」是一項結合企業員工與社區公益服務的志工計畫，家樂福全臺83家門市不僅是親切友善的購物商店，更是社區的守護者，隨時都可以看見家樂福員工默默付出的身影。

2015 年有 460 位員工自願擔任志工，走入社區，了解在地民眾的需求，貢獻自己的專長，總計投入 3,661 小時，服務了 2,525 多人次。

我們期待建立一個有愛的社區大家庭，打造出屬於社區的新樂園。「好厝邊社區發展計畫」涵蓋教育、環保、藝文、慈善等多面向的公益服務，關懷資源弱勢的團體或民眾，提供他們最即時且穩定的幫助。

Volunteers with community service to transform 83 Carrefour stores in Taiwan into friendly shopping centers, and our employees have become silent guardians of the community.

In 2015, 460 Carrefour volunteers visited local communities to understand people's needs and lent their expertise by contributing 3,661 hours of volunteer work to help over 2,525 people.

We hope to build a large family of love in the community by creating a new paradise. The "Store-Community CSR Sponsorship Program" encompasses diverse public welfare services including education, environmental protection, art and charity to care about disadvantaged groups or people.



## 愛心年菜大募集 獨居長輩過好年

家樂福企業志工陪獨居長輩過好年，與「弘道老人基金會」、「華山基金會」、「聯合勸募基金會」以及「花蓮新城鄉公所」合作，用愛心年菜溫暖獨居長輩的心，志工暫放下手邊的工作，陪伴失能、失智、失依長輩採購年貨，有些志工則是舉辦揮毫活動，更有一些志工義務幫忙長輩剪髮，新年新造型。雖然冬季冷颼颼，但是家樂福的愛心熱騰騰！

參與志工：樹林、埔里、宜蘭、德安、花蓮共 5 家門市

## Spread Love by Raising New Year's Meals for the Elderly Living Alone

In collaboration with "Hondao Senior Citizen's Welfare Foundation", "Hua-Shan Social Welfare Foundation", "United Way" and "Hualien Sincheng Township Office", Carrefour volunteers prepared New Year's meals for the elderly living alone. Some volunteers accompanied the disabled, dependent senior citizens and elderly with dementia to shop for Chinese New Year groceries, others volunteered to give them a haircut.

Volunteer from Shu Lin, Pu Li, De An, I Lan, Hua Lien store



## 心耕在地 新衣心幸福

「天宮育幼院」及「安仁育幼院」主要收容孤苦無依、家庭遭逢變故的孩子，他們長期接受外界的捐助，所穿衣物都是二手舊衣、舊鞋，有些不合身，有些已經破損。家樂福志工陪伴院童們在家樂福店內自己挑選款式，並協助量尺寸、添購新衣，再舉辦餐會與孩子們同樂。孩子們拿到新衣服時燦爛的微笑，比陽光還耀眼。

參與志工：北門、仁德共 2 家門市

## Deliver Warmth to Disadvantaged Children by Clothes

"Taingon Orphanage" and "Anren Orphanage" shelter orphans or children from disadvantaged homes. The donated clothes and shoes received are often the wrong size or damaged, so Carrefour volunteers helped the children to pick their new clothes in the store and even organized a dinner party for them. The children's smiles were more resplendent than the sun.

Volunteer from Bei Men, Jen Te store





## 🏠 小小店長 弱勢兒少職涯體驗

愛是替他引路，而不是直接的給予。弱勢兒少的未來需要我們更多的支持，家樂福志工傾囊相授職場的專業能力，邀請斗南「信義育幼院」的失依兒童、「弘毓基金會」的慢飛天使、桃園「少年之家」的弱勢少年參與小小店長體驗，孩子們穿上家樂福制服擔任起小店長，挑戰結帳、補貨等任務，體驗職場的辛苦，也鍛鍊孩子的勇氣與信心。

🛒 參與志工：桃園、斗六、沙鹿 3 家門市

## Little Store Managers- Career Experience for Underprivileged Youths

The future of disadvantaged youths requires our support, and Carrefour volunteers have lent their expertise by inviting youths from "Xinyi Orphanage", "Hong Yu Social Welfare Foundation" and Taoyuan "Adolescents' Home" to join the Little Store Manager experience. When they put on the Carrefour uniform to take on tasks, they not only experienced workplace challenges but also boosted their courage and confidence.

🛒 Volunteer from Tao Yuan, Dou Liu, Xa Lu store



## 🏠 物資轉運 傳遞幸福

讓愛心物資串起弱勢受助戶的笑顏，家樂福企業志工親自運送物資給「茂林原住民婦幼發展協會」與「高樹鄉慈惠善導書院」、「都市人基金會」、「愛維養護中心」及「紅十字會臺中支會」、「信望愛智能發展中心」等單位，經由長期的認養與關懷，以及協助餵食、幫忙清掃、藝文交流等，幫助弱勢大人與小孩打開生命的另一扇窗。

🛒 參與志工：淡新、光華、板橋、豐原、太平 5 家門市

## Spread Love by Delivering Goods to Needed People

In addition to delivering goods to "Maolin District Women & Children's Caring Association", "Gaoshu Township Cihui Shandao Academy", "City People Foundation", "Ai-Wei Mercy Home", "Taichung Chapter of the Red Cross Society of Taiwan" and "Faith, Hope, Love Intelligence Development Center", Carrefour volunteers also adopted and fed them, cleaned up the environment and helped them engage in art activities, thereby starting a new chapter in their lives.

🛒 Volunteer from Tam Xin, Kwang Hua, Pan Chiao, Fong Yuan, Tai Ping store



## 🏠 門市助義賣 愛心不打烊

為了協助「創世基金會桃園分會」植物人安養工作，以及「世界和平會」貧困兒童的輔導救助，家樂福向大眾募集二手物資，並且在門市提供慈善機構擺設義賣攤位，由家樂福企業志工協助義賣，號召民眾響應。家樂福同時也捐贈物資，讓「弘化懷幼院」舉辦義賣園遊會，協助慈善機構永續經營，愛心不打烊。

🛒 參與志工：經國、竹北 2 家門市

## To Raise Funds for Poverty Children by Charity Bazaar

In order to help "Genesis Social Welfare Foundation Taoyuan Chapter" and "World Peace Association" look after vegetative patients and relieve poverty among children, Carrefour collected used goods from the public and offered charity organizations stall space in our stores to hold charity bazaars via assistance from Carrefour volunteers. Moreover, Carrefour also donated goods to let Honghua Orphanage organize a charity bazaar.

🛒 Volunteer from Ching Kuo, Chu Pei store



## 🏠 憨兒、失親兒甜蜜翻糖 散播幸福

一個蛋糕就能讓人感受到滿滿的幸福。

為了讓弱勢朋友體會裝飾蛋糕的樂趣，家樂福企業志工連夜烘焙戚風蛋糕、打發鮮奶油和切丁水果，讓「三地門少女城」的失親兒童裝飾戚風蛋糕，陪伴「創世福利基金會」、「真善美啟能發展中心」、「觀音愛心家園」的憨兒在蛋糕上彩繪屬於自己的幸福。只要用心，小小的善舉就能獲得滿滿的笑容回饋。

🛒 參與志工：經國、內壢、青海、屏東 4 家門市

## Children with Down Syndrome and Orphans Decorate Cakes to Spread Happiness

A cake can be full of happiness. Carrefour volunteers baked chiffon cakes overnight and prepared whipped cream and diced fruits so that orphans from "Sandimeng Girl's Sanctuary" can enjoy cake decoration alongside children with Down Syndrome from "Genesis Social Welfare Foundation", "Chensenmei Sanatorium" and "Kindgarden". If you put your mind to it, little gestures of benevolence can create smiles of happiness.

🛒 Volunteers from Ching Kuo, Nei Li, Ching Hai, Ping Tung store





## 粽夏慶端午 溫馨過佳節

每逢佳節，讓愛更濃。家樂福與「華山基金會」共同舉辦愛老人運動會，家樂福企業志工陪伴三失（失智、失能、失依）長輩一起動起來，追求健康的銀髮生活。同時與長輩一起包了2,000個愛心粽，分送給所有弱勢家戶共享佳餚。此外，端午節前夕，家樂福志工協助「安仁育幼院」清潔及粉刷院區，讓院童共享佳節的喜悅。

參與志工：德安、青海、北門3家門市

## Celebrate Dragon Boat Festival with Love Action

Carrefour co-organized a senior citizen sports meet with Hua-Shan Social Welfare Foundation, where our volunteers accompanied elderly with dementia, disability and dependent senior citizens to exercise and pursue a healthy lifestyle. They also wrapped 2,000 zongzis with the elderly, which were given to disadvantaged households. Furthermore, Carrefour volunteers helped to clean and paint the building for "Anren Orphanage" so that the children can experience festive ambiance.

Volunteer from De An, Ching Hai, Bei Men store



## 擁抱樂齡 健康活力

家樂福企業志工定期關懷「口湖鄉蚵寮村」的獨居長輩，進行按摩舒壓。也跟「護鎮社區關懷中心」合作，為臺南新營區的長輩們煮一頓餐食，聊天關懷的同時幫忙按壓穴道、活絡筋骨。此外，母親節前夕更與「中華視障安養福利協會」合作，讓臺北市的長輩們體驗專業的視障按摩。家樂福盡最大的心力讓高齡成為樂齡，阿公阿嬤重拾健康活力！

參與志工：三民、斗六、新營3家門市

## Embrace a Healthy and Energetic Lifestyle as Senior Citizens

Carrefour volunteers regularly look after elderly living alone in "Keliao Village, Kouhu Township" by offering massages. They also collaborated with "Huzhen Community Care Center" to prepare meals for elderly living in Xinying District, Tainan; in addition to chatting with them, the volunteers also offered massage service. Just before Mother's Day, they worked with "Corporation Chinese Visually Impaired Anyang Welfare Association" to let the elderly in Taipei City experience professional massage. Carrefour is dedicated to rejuvenating senior citizens' souls!

Volunteer from San Ming, Dou Liu, Hsin Ying store



## 漳興樂悠揚 共譜幸福樂章

全家人一同逛賣場採購生活用品，已經成為臺灣家庭的消費習慣。家樂福為推動藝術融合生活的概念，邀請「漳興國小龍吟國樂團」到家樂福門市演出，不僅讓孩子們有固定表演的空間，也讓民眾在購物之餘，還可享受藝文的饗宴，讓賣場也成為藝術表演的舞臺。當悠揚的樂聲再度響起，絲竹齊鳴，讓國樂傳統文化更貼近民眾的生活。

參與志工：南投門市

## Melodious Music of Jhang-Sing Movement of Happiness

Shopping commodities at hypermarkets is common among families in Taiwan. In order to promote the concept of living art, Carrefour invited "Jhang-Sing Elementary School Chinese Orchestra" to perform in our store so that the children can have a permanent performance venue and the public may also enjoy art while shopping. As the melodious music is performed, the public are able to appreciate traditional Chinese orchestra.

Volunteer from Nan Tou store



## 保護地球 美麗新世界

家樂福展現綠色領導力，與「鎮西社區發展協會」一起投入社區環保工作，一大清早就挽著袖子、拿起掃帚，一起揮汗為雲林斗六地區的環境而努力。除了照顧土地，也關心海洋。海灘上各式各樣的垃圾對於海洋生物造成嚴重危害，家樂福志工特別舉辦淨灘活動，與「旗津中興里」一同合作，讓後代子孫擁有永續生存的未來。

參與志工：五甲、斗六2家門市

## Protect the Earth and the Magnificent New World

Carrefour has demonstrated green leadership by engaging in environmental work with "Zhenxi Community Development Association". Early in the morning, Carrefour volunteers rolled up their sleeves and picked up brooms to protect the environment in Douliu, Yunlin. Besides the land, we also care about the ocean. An enormous amount of trash on the beach causes serious hazard to marine life, thus Carrefour volunteers organized beach cleaning activities with residents of Zhongxing Borough in Cijin to give our children a sustainable future.

Volunteer from Wu Ghia, Dou Liu store





## 愛傳承演唱會 Love, Heritage Caring Concert

讓愛發光 讓生命亮起來  
LIGHT UP LOVE  
BRIGHTEN YOUR LIFE



家樂福文教基金會為鼓勵獨居長者走出來，並為身心障礙朋友帶來正面力量，大力支持連續舉辦八年的《愛傳承關懷演唱會》，今年在臺北市、高雄市等全臺共計 7 個城市溫馨登場。

《愛傳承關懷演唱會》讓資深藝人找回舞台表演的機會，余天、方芳芳、黃品源不時與臺下的弱勢朋友們親切問好，並且帶來一首首動聽的歌曲，撫慰弱勢朋友的心靈。阿忠布袋戲結合時事，表演詼諧逗趣。月亮歌后李珮菁走過癌症困境，再度登臺鼓勵民眾勇於面對困境。演唱會中特別安排演出為八仙塵爆所寫的歌曲「讓我陪著你」，共同為傷者祈福。

In order to encourage senior citizens living alone and bring positive influence for the disabled community, Taiwan Carrefour Foundation has supported "Love, Heritage Caring Concert" for 8 years in a row. This year, the concert took place in 7 cities throughout Taiwan, including Taipei City and Kaohsiung City.

"Love, Heritage Caring Concert" provides senior celebrities with an opportunity to perform again. Many celebrities constantly interacted with the audience while singing beautiful songs to soothe the hearts of underprivileged citizens. Ah-Chung Glove Puppetry's humorous performance combined contemporary issues, while Moon Diva Li Pei-ching overcame cancer and took to the stage to encourage people to never give up. The song "Let Me Accompany You" – written for the victims of the dust explosion at Formosa Fun Coast – was performed during the concert to pray for the injured people.



家樂福長期關心弱勢團體，對於公益活動的投入更是不遺餘力，長期贊助《愛傳承關懷演唱會》，以實際行動幫助弱勢團體，善盡企業的社會責任。

為了幫助鮮少出門的弱勢朋友一償宿願，實現參加演唱會的夢想，家樂福文教基金會特別提供免費的愛心接駁車接送弱勢孩童、獨居安養院的長輩、輪椅族群、遲緩兒及唐寶寶一起聆聽欣賞這場專為他們而舉辦的演唱會。讓他們在美妙的歌聲中，感受和諧溫馨的社會氛圍。

家樂福期盼透過《愛傳承關懷演唱會》傳達愛心與關懷，並邀請社會大眾一起參與，散播愛的種子，傳承愛的力量。

Carrefour has long looked after disadvantaged groups and engaged in public welfare activities. We aim to fulfil our corporate social responsibilities by sponsoring the "Love, Heritage Caring Concert".

In helping disadvantaged people to attend a concert, Taiwan Carrefour Foundation offered free shuttle buses to take disadvantaged children, elderly living in nursing homes, handicapped people, children with developmental delay and down syndrome to the concert, so that they can appreciate the warmth and harmony of society amid the wonderful musical performance.

Carrefour's mission is to encourage everyone to spread the seeds and power of love through the "Love, Heritage Caring Concert".

1.【愛傳承關懷演唱會】在7個縣市溫馨演出，近萬名弱勢與身心障礙朋友來到演唱會現場，感受社會的和諧氛圍。

"Love, Heritage Caring Concert" performances across 7 municipalities attract nearly 10,000 disadvantaged and disabled people to appreciate the cordial ambiance in society.

2.志工們協助弱勢團體、年長者及行動不便者入場，親切的態度，將愛與關懷傳達到他們的心中。

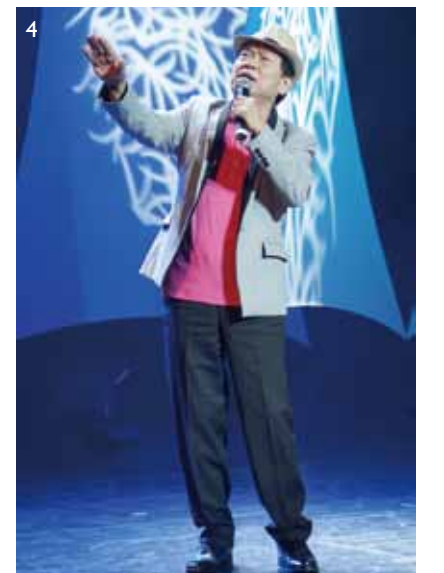
Volunteers assist disadvantaged groups, senior citizens and handicapped people to enter the venue. Their friendly demeanor conveys love to those in need.

3.陳亞蘭以小生扮相出現，俊俏的英姿迷倒現場觀眾。

Chen Yarlane's performance enchanted the audience with her handsome good looks.

4.劉福助演唱的懷念老歌讓人再度重返舊時光，引領現場觀眾喚起青春的回憶。

Liu Fu-zhu's old song performance brings nostalgia to the audience and takes them down the memory lane to relive their youth.





# 文化藝術 | Culture and Arts

## 原創藝術 點亮臺灣

Original art - Placing Taiwan under the limelight

2015 年家樂福文化藝術季以「看見臺灣原創藝術亮點」為主題，匯聚舞蹈、音樂、扯鈴等藝術元素，邀請「采風樂坊」、「十鼓擊樂團」及「舞鈴劇場」三大臺灣傑出藝文團隊，於國家兩廳院藝文廣場進行免費戶外公演。融合傳統與創新特色，3 個臺灣土地孕育出來的原創表演藝術團隊，象徵傳統藝術的傳承，同時也力求創新，首度嘗試跨界共演，堪稱藝文創新的典範，令人感受到臺灣表演藝術「共好、共榮」的美好遠景。

The 2015 Carrefour Arts Festival is inspired by the theme of "Highlight of Original Art in Taiwan", bringing together elements of art such as dancing, music and diabolo. Three extraordinary Taiwanese art groups, including Chai Found Music Workshop, Ten Drum Art Percussion Group and Diabolo Dance Theater are invited to conduct public performances at the Art Plaza of National Theater & Concert Hall. Offering traditional and innovative characteristics, three original Taiwanese art groups symbolize the heritage of traditional art and innovation. The first collaboration has become the paradigm of art innovation and it provides the audience with a glimpse of the wonderful future of Taiwanese performing arts.



## 夢想的起點就在一新銳！PLAY

Starting point of dreams

Performance Arts Sponsorship Program

持續推動臺灣文化藝術前進的家樂福文教基金會，20年來努力將臺灣優質的藝術表演工作者推上夢想的舞臺，而且從不間斷尋找下一個臺灣原創藝術表演的驚嘆號。2015年，我們開創了一個永續、具指標性的支持計畫——「新銳！Play 家樂福夢想舞臺」資助計畫。

這項全新的資助計畫，是為了尋找藝文團隊的明日之星，期待可以給表演團隊在夢想起飛前一些幫助，如果你是臺灣原創的表演藝術團體，有精彩作品，希望登上更大的夢想舞臺，讓大家看見你的創作與演藝才華，現在舞臺搭起、燈光閃耀、觀眾掌聲響起，家樂福為你們喝采！

Dedicated to promoting culture and art in the country for the last two decades, Taiwan Carrefour Foundation has helped outstanding artists to achieve their dream while constantly searched for the next original performing arts sensation. In light of this, we launched the "Performance Arts Sponsorship Program – Carrefour Dream Stage" this year.

The brand new program aims to search for the next shining stars of performing art, hoping to help them materialize their dreams. So if you are an aspiring original performing art group in Taiwan, and you wish to showcase your dazzling work and talent on a major stage, Carrefour is there to support you!



## 家樂福文化藝術季——采風樂坊 Carrefour Arts Festival-Chai Found Music Workshop

# 傳統與前衛 啟動新能量 TRADITION X AVANT-GARDE ACTIVATING NEW ENERGY



國樂也能新潮又搖滾！「采風樂坊」將東方樂器混搭 LIVE BAND 以及電吉他、爵士鼓等樂器，曲風融合搖滾和電音風格，並將臺灣民謠重新編曲，帶來令觀眾耳目一新的《東方傳奇》精彩節目。

《東方傳奇》突破以往製作的表演型態與風格，嘗試更多新的挑戰和元素，搭配時尚的服裝、特效舞臺，同時全場背譜演出，融入角色情境，以劇場形式來演繹傳統音樂。擁有豐富音樂素養與創意的團長黃正銘更將演奏家塑造成為充滿明星魅力的表演者，演出形式貼近現今臺灣年輕一代活潑、熱情的性格，吸引 3,000 多位民眾前來兩廳院藝文廣場觀賞。

「采風樂坊」紮根本土，表演型態創意又多元，積極與年輕族群的對話，為了開啟年輕朋友對傳統樂器的興趣，《東方傳奇》演出前刻，特別安排團員和現場觀眾互動，介紹各種樂器、音色，為臺灣傳統音樂藝術播下更多的種子。

Chinese orchestra can be stylish and rock & roll! Chai Found Music Workshop's fusion of Eastern and Western musical instruments such as electric guitar and drum set, coupled with the combination of live band, rock & roll and electronic music have culminated in "Eastern Legend".

Unlike conventional performance styles, "Eastern Legend" has attempted to interpret traditional music with stylish costumes, role play and theatrics. Founder of Chai Found, Huang Chen-Ming transformed the performers into stars by applying his abundant musical talent and innovation to suit the lively, passionate characteristics of the younger generation, thereby successfully attracting more than 3,000 audiences.

Chai Found Music Workshop is a grassroots troupe offering diverse, creative performances and engaging in dialogues with youths. In order to inspire their interest in traditional musical instruments, "Eastern Legend" has arranged for interactions with the audience to sow the seeds of traditional musical arts in Taiwan.



《東方傳奇》以流行文化為訴求，由知名編曲家將國樂結合搖滾樂，將搖滾樂震撼人心的力量，加上傳統樂器動人心弦的純粹，推出「創新但保留純粹」，「通俗又不失其韻味」的作品。演奏家更拋開傳統框架，全場站立背譜演奏，活潑的肢體，搭配炫麗舞臺燈光特效，帶給觀眾視覺與聽覺上一別以往的體驗。

With emphasis on the popular culture, "Eastern Legend" enlists the help of renowned arranger to combine the touching sentiments of Chinese orchestra with the pulsating energy of rock & roll to create "innovative but pure" and "popular but appealing" pieces. Furthermore, the musicians all memorized their repertoires and performed with lively body language. Complemented by dazzling lights and theatrics, the audience is presented with a unique feast of sight and sound.

1.采風樂坊以精湛技藝展現前衛藝術，碰撞出驚人的創作能量。

Chai Found Music Workshop's skillful, avant-garde performance emanates astonishing creative energy.

2.會後熱情的粉絲爭相與音樂家索取簽名及合影。Fans are eager to obtain autograph from the musicians and take photo with them.

3.東方傳奇結合國樂與搖滾樂，讓觀眾體驗到聽覺與視覺的極致享受。

Eastern Legend combines Chinese orchestra with rock and roll to present the ultimate feast of sights and sounds for the audience.

「采風樂坊」致力於現代音樂的演奏，經常赴國際知名的藝術節演出，深獲國際人士讚許，其藝術性與原創性的特色，更吸引各國作曲家與藝術機構爭相合作邀演。采風樂坊近年積極將古老東方樂器與西方融合，以精湛技藝展現前衛藝術，碰撞出驚人的音樂新能量。

Chai Found Music Workshop is devoted to contemporary music and it often performs at major international art festivals. Its artistic characteristics and originality has attracted collaborative invitations from composers and art institutions worldwide. In recent years, Chai Found has combined ancient Eastern musical instruments with their Western counterparts to spark amazing new musical energies by applying their exquisite and avant-garde performing arts.





## 家樂福文化藝術季——十鼓擊樂團 Carrefour Arts Festival-Ten Drum Art Percussion Group

# 鼓音擊節 雅樂傳史 PERCUSSION MUSIC LEGEND OF THE DRUM



享譽國際的臺灣原創打擊樂團——十鼓擊樂團，長年參與家樂福文化藝術季演出，年年都叫好又叫座，2015 年再度帶來震撼人心的超水準演出——《鼓的傳說》，藝術季期間於臺北市兩廳院藝文廣場演出，開放民眾免費入場，活動開演前鼓器簡介和藝術體驗活動，讓參與的民眾除了進行聽覺和視覺上的聆賞，且能親身感受鼓音的節奏與波動，對傳統藝術的美留下更深刻的印象！

本次曲目《鼓的傳說》全劇是依「史記」涿鹿之戰（黃帝大戰蚩尤），訴說鼓的誕生過程，演奏內容包括五行音、風馳雷掣、乘風破浪、逐鹿之戰等精彩曲目。演奏進行中更邀請書法名家現場揮毫，配合鼓音的節奏，順應音律中的力量 and 情思，下筆如神、一氣呵成的氣勢，令人驚嘆不已。

Internationally renowned Ten Drum Art Percussion Group from Taiwan has participated in the Carrefour Arts Festival for numerous years and achieved widespread popularity each year. In 2015, it has staged the exciting repertoire "Legend of the Drum" at the Art Plaza of National Theater & Concert Hall. The drum introduction and art experience activities have endowed the audience with a profound impression about traditional art!

"Legend of the Drum" is based on the history of the Battle of Zhuolu between the Yellow Emperor and Chi You. The repertoires include Sound of the Five Elements, As Fast As Wind and Lightning, Breaking Through the Waves and the Battle of Zhuolu. Celebrated calligrapher is invited to perform on the stage, where his powerful brushstrokes are combined with the pulsating beats of the drums to astonish the audience.



人類歷史的發展中，音樂向來承傳著文化和歷史記載的功能，而鼓這樣簡單而又富有力量的樂器，更扮演著重要的角色，在鼓音隆隆的音律中，人們摒著氣息，隨著鼓樂，看見歷史長流的悠遠壯闊，聽見遠古至今的天籟鼓語。

十鼓擊樂團謝十團長指出：「臺灣鼓藝流傳千百年，鼓的傳說從根出發，傳說與故事締造文化的起源，以鼓藝的展現讓人們更加貼近臺灣這片土地，並促使鼓藝文化永恆流傳。」期盼透過《鼓的傳說》，以精湛鼓藝的展現讓民眾更加貼近擊鼓藝術，體會到鼓音澎湃的震撼之美。

In the history of humanity, music has always served to continue our cultural heritage and historical records, so a simple yet powerful musical instrument such as the drum enables people to witness the splendor of our longstanding history accompanied by the rumble of drums.

According to Ten Drum Art Percussion Group leader Hsieh Shih "Taiwan's percussion art has been around for thousands of years, Legend of the Drum portrays the legendary tales and culture of drum art to let people become more intimate with the land of Taiwan." It is hoped that the spectacular percussion art of "Legend of the Drum" will let the audience appreciate the power and beauty of drums.

1. 鼓擊韻律配合書法名家現場揮毫，氣勢磅礴震撼人心。  
The rhythm of percussion complements the wielding of writing brush by the famous calligrapher to culminate in the pulsating performance.

2. 現場邀請小朋友上臺體驗擊鼓藝術的樂趣。  
Children are invited on stage to experience the fun of percussion art.

3. 演出遇上滂沱大雨，絲毫不減觀眾欣賞的興緻。  
Despite downpour during the performance, the audience remains enthusiastic.





家樂福文化藝術季——舞鈴劇場  
Carrefour Arts Festival - Diabolo Dance Theater

奇幻冒險 動感舞鈴  
MAGICAL ADVENTURE  
AMUSING DIABOLO PERFORMANCE



「從前……從前有一個小女孩……，她勇敢地追求夢想與快樂。」故事從這裡開始進入一個令人目眩神迷的奇幻世界裡，全劇以舞鈴結合舞臺特效方式呈現，營造「奇幻旅程」的獨特美感，負有臺灣太陽馬戲團美名的舞鈴劇場，獻上魔幻舞臺劇大作《奇幻旅程》。傳統扯鈴技藝融合高科技動畫，大膽的色彩設計、繽紛的人物造型，透過線條與鈴的縱橫輪轉，打造出一個奇幻空間，帶領觀眾體驗一場超乎想像的冒險旅程，不管是小朋友、小朋友都看得大呼過癮。

"Once upon a time, there was a little girl who courageously pursued her dreams and happiness." The story takes the audience into a bedazzling fantasy world of diabolo and theatrics to appreciate the unique aesthetics of Diabolo Dance Theater's masterpiece "Entrance". Traditional diabolo folk art is combined with high-tech animation, bold colors and vivid characters to create a magical space, taking the audience of all ages on an incredible journey that they will never forget.



1.小朋友爭先與扮相炫麗的演員們合影。  
Children are eager to take photos with the dashing dressed actors.



2.出人意料的「騰空」飛索表演，令觀眾驚呼連連。  
The astounding flying diabolo performance keeps the audience on the edge of their seats.



3.演員和觀眾零距離，臺上臺下大小朋友玩成一團。  
Close interaction between the actors and audience creates an exuberant atmosphere.

4.活潑又生動的演出逗得小朋友們樂不可支。  
The lively performance brings laughter to the children.



舞鈴劇場是國內第一個將扯鈴、舞蹈、體操、音樂及專業劇場觀念結合的表演藝術團體，舞鈴打破扯鈴表演的界限，努力創新投入劇場式表演，讓整體的呈現更完整，《奇幻旅程》首次進行戶外演出，不僅要克服風和空間的外在因素，還要考慮到音響和燈光的配合，但是舞鈴劇場充份利用了開放場地的特點，不但增加高空特技、踩高蹺和火焰雜耍，更將扯鈴拋向50公尺外的舞臺，再完美接起，讓5,000名觀眾隨著舞動的鈴起落跌宕。引人入勝的劇情和鈴的優美動態，令整場演出驚喜連連，也為藝術季的夜晚留下了深刻又難忘的一記美麗驚嘆。

Diabolo Dance Theater is the first group in Taiwan to combine diabolo juggling with dancing, gymnastics, music and professional theater. It has constantly pushed the envelope of diabolo performance through innovation. For the first outdoor presentation of "Entrance", factors such as wind, space, sound and lighting must be considered. Taking advantage of the open venue, aerial acrobatics, stilts and fire stunts are incorporated as well to captivate the audience of 5,000+ and let them leave a memorable impression of Carrefour Arts Festival.



## 家樂福文化藝術季——風樂鼓舞 Carrefour Arts Festival - Paradigm of Arts Innovation

# 跨界火花 風樂鼓舞 IMPECCABLE CROSSOVER PERFORMANCE



2015 家樂福文化藝術季的壓軸焦點是由「采風樂坊」、「十鼓擊樂團」、「舞鈴劇場」三個團隊帶來的《風、樂、鼓、舞》共演曲目。臺灣三大國際級藝文團體的首度跨界合作，是臺灣藝術史上的創新嘗試，三大團體在舞臺上演繹同一首樂曲，聲、色、技藝的巧妙融合又各自展現表演藝術精髓，成為此次演出的一大亮點，讓現場 5,000 名觀眾站立鼓掌。

首先登場的「采風樂坊」帶來新搖滾國樂，現場觀眾熱情沸騰，再由「十鼓擊樂團」接力，磅礴震撼的獨創鼓樂響徹雲霄，帶出鼓源遠流長的歷史，最後「舞鈴劇場」活潑生動的扯鈴像個頑皮的精靈，眩麗的色彩，唯美的舞蹈，像音符般流動的鈴，讓所有觀眾在這個奇幻的氣氛中如痴如醉，為臺灣表演藝術團體合演創下典範。

The grand finale of 2015 Carrefour Arts Festival is the joint performance "Wind/Music/Drum/Dance" by Chai Found Music Workshop, Ten Drum Art Percussion Group and Diabolo Dance Theater. The three well-known groups performed the same song, although each has its distinct presentation and style, their impeccable performances exude their true essence, in turn earning a standing ovation from the audience of 5,000 people.

First, Chai Found Music Workshop performed their rock & roll Chinese orchestra, followed by Ten Drum Art Percussion Group's thunderous percussion music and Diabolo Dance Theater's stimulating diabolo performance. Each performer transformed into a mischievous elf, mesmerizing the audience with dazzling colors, graceful dancing and flowing diabolo.

家樂福文教基金會連續 7 年舉辦「家樂福文化藝術季」，每年都與臺灣優質的藝文表演團隊合作舉辦公益戶外演出，不僅讓藝術盡情發聲，更提供民眾多元的人文藝術滋養管道。2015 年家樂福文化藝術季的主題以「看見臺灣原創藝術亮點」為主軸，從古典國樂、民俗鼓樂、以及舞鈴技藝等民間藝術出發，將傳統結合新創意，共同激盪出藝文的火花。許多企業的支持是成就這項演出計畫的重要原因，家樂福特別感謝光泉牧場股份有限公司、風潮音樂、臺灣大車隊以及 IC 之音竹科廣播電臺 FM97.5 的熱情響應，大家一起攜手支持臺灣原創藝術。

Taiwan Carrefour Foundation has organized the "Carrefour Arts Festival" for 7 years in a row. Working with excellent performing art groups in Taiwan every year to host public outdoor performances not only offers the artists a stage to showcase themselves but also more diverse access to culture and arts for the public. In 2015, the theme of "Highlight of Original Art in Taiwan" is bringing together elements of art such as Chinese orchestra, percussion and diabolo. The success of this performance program is attributed to the support of enterprises, thus we want to extend our special thanks to Kuang Chuan Dairy Co., Ltd., Wind Music, Taiwan Taxi and IC Broadcasting Co., Ltd. FM97.5's enthusiastic support in promoting Taiwanese original art.

1. 臺灣藝文界三大天團首度在舞臺上互相較勁，展現令人驚豔的跨界之美。

The top 3 performance troupes in Taiwan perform under one roof to demonstrate astounding beauty of fusion art.

2. 這次藝文團隊跨界交流，使同臺的表演者們都留下深刻的印象。

The crossover performance has left a profound impression among the audience.

3. 結合「采風樂坊」、「十鼓擊樂團」、「舞鈴劇場」跨界融合的成功演出，獲得觀眾的迴響與共鳴。

The successful joint performance by Chai Found Music Workshop, Ten Drum Art Percussion Group and Diabolo Dance Theater received rounds of applause from the audience.





## 第三屆九天盃太子極限環臺賽

Third Chio-Tian Nalakuvara Extreme Round-Taiwan Race

## 千里長征 淬鍊信心

ARDUOUS JOURNEY FORGES FAITH



家樂福文教基金會為了發揚臺灣精神、弘揚民俗文化，特別支持由社團法人臺中市九天藝術文化協會所舉辦的「第三屆九天盃太子極限環臺賽」。

2015 年參與環臺賽的 6 隊、42 位選手必須透過徒步輪流扛三太子神軀，在烈日下奮力推進，挑戰 28 天，1,076 公里長征的體能極限。選手以身體力行的方式體驗臺灣的美景與熱情的人文民情。

在賽事中最令人動容的是九天曙光少年的努力與堅持的身影，為了幫忙九天籌措安置中輟生的宿舍建設經費，這些曾經經歷生命低谷的年輕人，在活動中挑戰自我，淬鍊信心與能力，在沿途行走中募款，給自己一個破繭重生的成年禮。

In promoting the spirit of Taiwan and folk culture, Taiwan Carrefour Foundation has supported the Chio-Tian Nalakuvara Extreme Round-Taiwan Race held by Chio-Tian Arts & Culture Association.

For the 2015 contest, 42 contestants from 6 teams must take turns to carry the Nalakuvara statue on their shoulders; walking on foot, they braved the blistering sun for 28 days and traveled 1,076 kilometers, pushing their bodies to the limit. Together, the contestants experienced the beauty and hospitality of Taiwanese culture.

The most touching image during the contest is the perseverance demonstrated by the Chio-Tian youths in helping to raise funds for building the dropout students' dormitory. Having reached rock bottom themselves, they challenged themselves in the event to forge their confidence and ability, and by raising the fund by walking, they have given themselves a coming of age and a second chance in life.

## 十鼓乾隆潮臺南展

Ten Drum Qianlong Dynasty Exhibition in Tainan

## 工業遺跡與帝王文化的美麗相遇

BEAUTIFUL ENCOUNTER BETWEEN INDUSTRIAL RELICS AND IMPERIAL CULTURE

由國立故宮博物院與資策會聯手策畫或的「乾隆潮新媒體藝術展」佳評不斷，屢獲國際展覽大獎，堪稱文物科技與當代美學成功結合的經典展覽。

2015 年展覽首次移師至臺南十鼓仁德文創園區，昔日製糖的工業遺跡重新注入新的藝術能量。「乾隆潮新媒體藝術展」以新媒體互動科技為主軸，跨領域結合概念訂製服、時尚公益攝影、動漫公仔，及文創裝置藝術，使用新潮的手法詮釋文物，內容新奇又富趣味性，讓南部的民眾有更多親近藝術的機會，並以不同的觀點去了解乾隆時代的歷史和文物藝品。

為了偏遠地區的藝術文化得以深耕，資策會特別透過家樂福文教基金會與財團法人臺灣省私立統一企業社會福利慈善事業基金會，邀請南部偏鄉及弱勢孩童免費參觀「乾隆潮新媒體藝術展」，讓他們有更多親近藝術的機會，培養孩童對藝術創作的興趣和美術素養。



The "Qianlong Dynasty New Media Art Exhibition" organized by National Palace Museum and Institute for Information Industry has received favorable reviews and major international exhibition awards, making it a classic exhibition successfully merging cultural technology with contemporary aesthetics.

The exhibition is relocated to Ten Drum's Rende Cultural Creative Park for the first time in 2015, where the industrial relics of the old sugar refinery are infused with new artistic energy. "Qianlong Dynasty New Media Art Exhibition" draws inspiration from the theme of new media and interactive technology, where couture garment, fashion photography, anime figures and cultural creative installation art come together to interpret relics. The interesting and novel approach allows the public in southern Taiwan to appreciate art and history of Qianlong.

In order to promote art and culture in remote townships at the grassroots level, The host especially invited disadvantaged children from remote townships in southern Taiwan to attend the exhibition for free through Taiwan Carrefour Foundation and Uni-President Social Welfare Charity Foundation, so that they have more opportunities to appreciate art and cultivate their aesthetic quality.



## 教育推廣 | Education Development

### 點亮孩子心中的希望 讓小小藝術家圓夢

Light Up the Children's Hope -  
Make the Little Artists' Dreams Come True

教育是一項充滿希望的未來工程，家樂福基金會「與未來有約～夢想學園」計畫，幫助了臺東縣教育發展協會（孩子的書屋）、中華民國夢想之家青年發展協會、基督教都市人工作群社會福利事業基金會、臺北市臻佑祥社會服務協會、高雄市飛揚福利服務協會等，共計 166 名的弱勢學童，給予他們一個接觸多元技能學習的機會，翻轉生命。透過這項計畫，我們看見孩童實質的轉變，培養出下一代自信、專業能力的優秀人才。

Education is building a future that is full of hope, and Taiwan Carrefour Foundation's "An Appointment with My Future, Dream School" has helped Taitung Kids' Bookhouse, House of Dreams, City People Foundation, Jen Ji Shiang Social Service Institute, Kaohsiung City Flying Welfare Service Association by offering 166 disadvantaged school children the opportunity to receive diverse skill learning. Through this project, we can see the children's transformation and cultivate self-confident, professional talents.



邁入第六年的「家樂福兒童繪畫比賽」，已成為喜愛畫畫的學童每年最期待的比賽，6 年來累計收到超過 40,000 件的投稿。新創的「兒童大藝術家圓夢計畫」發掘具有藝術潛能的孩子接受專業培育，為臺灣培養未來小小藝術家，並鼓勵受助孩童以感恩的心創作，回饋社會。

家樂福深耕教育領域，幫助孩子發揮蘊藏的潛力，點亮孩子心中的那一盞燈，讓它發光、發亮。

The 6th "Carrefour Kids Drawing Contest" has become the most anticipated drawing contest among children. Over 6 years, we have received more than 40,000 submissions. The innovative "Kids Artist Cultivation Program" offers kids with artistic potential professional training to become little future artists. They are also encouraged to make creations with a thankful heart and give back to society.

Carrefour has cultivated the field of education to help unleash the kids' potential and light up their heart and mind.



## 「與未來有約～夢想學園」暑期學習營 Dream School~Summer Learning Camp

# 多元學習 開啟一扇通往未來的窗 DIVERSE LEARNING-OPENING A WINDOW TO THE FUTURE



2015 年家樂福「與未來有約～夢想學園」暑期學習營，免費邀請來自臺東、臺北、高雄共 166 位 11~15 歲的弱勢國中、國小學童前往臺北參與學習課程，這項營隊計畫幫助他們發展多元技能，作為未來人生方向的啟蒙和參考。

3 天 2 夜的營隊活動包括城市冒險探索以及豐富有趣的課程，如巧思廚藝的烘焙課、如果兒童劇團的戲劇課、朱宗慶打擊樂團及十鼓擊樂團的音樂課、聯成電腦學院多媒體課程等，啟發學童學習興趣及探求新知的慾望，進而幫助他們在未來的道路上找到新方向。

Carrefour's 2015 "An Appointment with My Future, Dream School~ Summer Learning Camp" invited 166 disadvantaged junior high school and elementary school students between the age of 11 and 15 from Taitung, Taipei and Kaohsiung to attend the learning course in Taipei. The camp facilitates development of the children's diverse skills to provide them with enlightenment and direction about their future.

The 3-day-2-night camp includes city exploration and interesting courses such as baking course by Choi's, drama course by If Kids Theater, music course by Ju Percussion Group and Ten Drum Art Percussion Group as well as multimedia course by Iccnet. The courses are designed to inspire their interests in learning and desire to explore new knowledge, thereby helping them to find new directions in life.



2015 年暑期營隊以「夢想航程」為主題，每一位受邀的弱勢學童就像是航海冒險家，啟程前往探索夢想中的陸地。行程中，學童們可以經歷各種冒險，包括有趣刺激的「小巨蛋冰上樂園」、前往「長榮海事博物館」充電航海知識，「兒童新樂園」搭乘海盜船等。在冒險探索的過程中讓來自不同地方的弱勢學童締造友誼，共同經歷美好時光。

學童們在如果兒童劇團、朱宗慶打擊樂團以及十鼓擊樂團老師引導下舒展肢體，找到藝術的天賦，點燃心中對表演的渴望。在聯成電腦「多媒體剪輯」與「LINE 圖設計」課程裡，激發學童剪輯出創意新穎的多媒體作品，設計出屬於自己的貼圖。「巧思廚藝」的老師用心指導烹飪與烘焙，讓學員們能夠利用簡單食材製作出美味料理，變身為料理達人。

The 2015 summer camp adopts the theme of "Dream Voyage", where disadvantaged children become sea explorers setting sail to find their dream continent. During the voyage the children experience a variety of adventures, including the exhilarating Taipei Arena Ice Land, Evergreen Maritime Museum and pirate ship at Taipei Children's Amusement Park. The children were able to forge friendships with other disadvantaged children and enjoy a wonderful time together.

Under the guidance of teachers from If Kids Theater, Ju Percussion Group and Ten Drum Art Percussion Group, the children were able to stretch their bodies and find their artistic gifts. In Iccnet's "multimedia editing" and "Line icon design" course, they were encouraged to edit creative multimedia creations and design their exclusive icons. The teachers at Choi's attentively taught them how to cook and bake delectable dishes by using simple ingredients.



1. 「音樂課」訓練小朋友的耐心和節奏感。  
Music lesson trains the children's patience and sense of rhythm.

2. 「冰上樂園」訓練學員勇於接受挑戰，即使是初次參與的學員也能毫不畏懼、樂在其中。  
Ice Land trains the students to embrace challenges. Even the first-timers showed no fear and fully enjoyed the course.

3. 立榮航空不僅提供優惠機票予臺東學員，更準備了飛機模型贈與參與的學員，鼓勵他們敢於夢想進而實踐。  
Uni Air not only provided concession tickets for students from Taitung but also offered them airplane models as gifts to encourage them to fulfill their dreams.

4. 參觀長榮海事博物館，學員們專心地聽導覽員解說。  
The students listen attentively to the tour guide during their visit to the Evergreen Maritime Museum.





1. 「IC之音·竹科廣播FM97.5」廣播人員正在和學員們分享播音室的小秘密。  
The Broadcaster of IC Broadcasting Company shares the secrets of broadcasting with the students.
2. 「烘焙課」授課老師頒發「食神果實獎章」表揚課堂表現出色的學員。  
Baking class teacher awards the God of Cookery Fruit Medal to the outstanding students.
3. 「戲劇課」教導學員放開肢體、學習自在的面對自己，以及表演的技巧。  
Drama class teaches the students to loosen up their bodies and trains their performing skills.



2015 年的夏天，家樂福針對弱勢大專青年舉辦職場探索營隊，讓學生可以認識各行各業，激發他們對未來的夢想與憧憬。

家樂福與「IC之音·竹科廣播 FM97.5」合作，帶領「夢想之家」的青年學生前往電臺進行參訪，一窺專業廣播工作的奧秘，同時還邀請到電臺創意總監、也是知名廣播人李知昂先生分享工作經驗與正確的職場態度，並開放擺放 11 座金鐘獎座的收藏室，讓學生切身感受獎盃在手的喜悅，最後再錄製一段專屬的廣播。這次初體驗，讓學生們雀躍不已，透過與職場達人對話，讓他們找到未來的方向與目標。

In the summer of 2015, Carrefour organized a career exploration camp for disadvantaged college students to acquaint them with different walks of life and inspire their dreams or aspirations about the future.

Carrefour collaborated with IC Broadcasting Company to let young students from House of Dreams visit the radio station in order to catch a glimpse of the secrets behind professional broadcasting work. At the same time, Creative Director of the station - renowned radio personality Mr. Li Chih-ang was invited to share his work experience and positive work attitude with the students, and the room displaying 11 Golden Bell Awards was opened to the students so that they can experience the joy of holding the trophy in their hands. Lastly, they also recorded their exclusive broadcast, bringing huge smiles on the students' faces. The dialogue with professionals enabled them to find their future direction and goal.



在暑期營隊的多元的課程培訓中，弱勢學子們跟著專業導師學習，激發了上天賜予給每個人的才幹與能力，在團隊成員彼此的激勵下，培養自信和面對挫折的勇氣，這些學習經驗，都是弱勢學子們最寶貴的收穫與成長。

暑期營隊，只是一個起點，教導孩子們在生命中，即使遇到驚濤駭浪，也要勇往直前！唯有堅持、勇於造夢，持續的學習，才能邁向成功的道路。未來還有更多進階與專業的接軌課程，正在等著他們來挑戰自己，藉著努力的汗水和不斷的磨鍊，讓自己的人生朝夢想啟航。

During the diverse summer camp training, the disadvantaged children followed the lead of professional tutors to inspire their inherent talent and skill. By encouraging one another, the team members were able to cultivate self-confidence and the courage to overcome setbacks. These learning experiences are invaluable for their growth.

Summer camp is just a beginning, it teaches the children to forge ahead in the face of daunting challenges. Dreams can only be realized through persistence, and only constant learning will pave the way to success. In the future, there will be more advanced and professional courses that await the students, motivating them to challenge their limits. The voyage to success can only be achieved with diligent hard work.

1. 夏令營的學員在臺北市立兒童新樂園合影，留下美好記憶的永恒紀念。  
Summer camp students take a group photo at the Taipei Children's Amusement Park to leave behind timeless, magnificent memories.

2. 學員在「多媒體課」中利用繪圖軟體畫出自己喜愛的line貼圖。  
Students of the multimedia class use graphic design software to design their favorite Line icons.

3. 在「音樂課」中，學員透過打擊鑼琴來訓練音感和專注力。  
Music class students train their musicality and concentration through glockenspiel.





## 「與未來有約～夢想學園」接軌課程 Dream School~ Connection Learning Program

# 多元職能探索 為夢想啟航 DIVERSE VOCATIONAL SKILL EXPLORATION



為幫助弱勢學童翻轉未來，家樂福文教基金會開辦「與未來有約～夢想學園」，5年來，多元技職的課程內容，讓孩子的興趣與生涯發展無縫接軌，這項計畫與臺東縣教育發展協會（孩子的書屋）、中華民國夢想之家青年發展協會、基督教都市人工作群社會福利事業基金會、臺北市臻佑祥社會服務協會、高雄市飛揚福利服務協會等共同合作，由家樂福籌備課程內容、招生、師資、教室和經費，合作的單位老師或社工人員進行學習陪伴與生活輔導。

2015年總計共開了60堂240小時的接軌課程，共有71位孩子參與，依照不同需求設計課程，分別有烘焙、戲劇、射箭、音樂等多項課程。家樂福長期投入弱勢學童技職訓練培育，藉由多面向的學習，持續協助成長中的學童從中了解自我，建立正向的生命信念與價值觀，以積極正面的態度來面對困難，將所學應用在生活中，將來能對社會貢獻所長。

To help disadvantaged children embrace the future, Taiwan Carrefour Foundation organized the "An Appointment with My Future, Dream School~Connection Learning Program"; over the past 5 years, the diverse training courses have seamlessly merged the children's interests with career development. The project is a collaboration between Taitung Kids' Bookhouse, House of Dreams, City People Foundation, Jen Ji Shiang Social Service Institute and Kaohsiung City Flying Welfare Service Association, where Carrefour is responsible for course preparation, recruitment, teachers, classroom and funding. Teachers or social workers from our partner organizations accompany the students during the learning process or provide them with life counseling.

In 2015, 71 children participated in 60 intermediate courses (240 hours). Depending on their needs, course designed include: baking, drama, archery and music. Carrefour has long been involved in the vocational training of disadvantaged children to help them gain in-depth understanding about themselves via multifaceted learning approach. The aim is to help them establish positive beliefs and values to overcome any difficulties, so that they may apply the knowledge in their lives and make contributions to the society in the future.

家樂福基金會透過與在地的合作單位共同討論課程內容，配合當地弱勢學童的專長與興趣，開發出適才適性的課程，師資則是延聘臺灣最優秀的團隊加入，如九歌兒童劇團、十鼓擊樂團、奧運射箭代表隊總教練、永老師烹飪教室等。

打擊鼓術能提升對節奏和音樂的感受度，培養孩子的韌性和耐心；射箭課則是訓練學童的情緒穩定與體能的平衡；由九歌兒童劇團團長領軍的戲劇課，則教導學童透過肢體表達自己的想法，進而引導孩子肯定自我、建立自信。多元而豐富的課程，讓不同特長的孩子，都能找到自由盡情揮灑的空間。

In conjunction with local organizations, Taiwan Carrefour Foundation developed courses tailored to the fortes and interests of disadvantaged children. Furthermore, the best teachers from around the country were invited, including Song Song Song Children's & Puppet Theatre, Ten Drum Art Percussion Group, head coach of Olympic archery team and Yong Chef's Cooking Class.

Percussion not only enhances children's sensitivity towards rhythm and music but also trains their resilience and patience. Archery class trains their emotional stability and physical balance, while the theater class led by the leader of Song Song Song Children's & Puppet Theatre teaches them to express their thoughts through their bodies, thereby building their self-esteem. The diverse courses allow children with different specialties to freely unleash their potential.



1.專業的授課老師認真的指導學員烘焙的技巧與專業知識，引導孩子發掘自我的潛能與興趣所在。

Professional teachers impart the students with baking skills and expertise, thereby guiding them to develop their potential and hobbies.

2.在戲劇老師的帶領下，學員們不僅可以大方的伸展肢體，也增進了人際互動的技巧。

Led by the drama class teacher, the students are able to express themselves through body language and improve their interpersonal skills.

3.學員在課程中學習團隊互助合作的精神。

The students learn about the spirit of teamwork during the course.

4.看到自己的成品終於出爐，學員們也逐步建立起自信心。

The students gradually build up their self-esteem after seeing the fruition of their efforts.



弱勢學童可能因為家庭和經濟因素，長期處於教育資源貧瘠、學習環境不友善的情況，導致學習成果不佳。有學員在接觸了烘焙課程之後，從實作中獲得成就感，因而高中申請就讀烘焙科系，夢想開一家烘焙坊。另一位學業成績落後，對未來沒有方向的學員，也在進入射箭課程後有開始改變，主動積極爭取就讀體育學校，因為孩子的心中有奧運夢！深受家暴所苦的學員因為加入拳擊課程，找到努力的目標，成為連續2年全國總統盃拳擊錦標賽的常勝軍。

所有的孩子都是待琢磨的璞玉，家樂福為每一位弱勢學童伸出援手，成為孩子們逐夢路上的溫柔支持，引領孩子們走向正確的道路，用自己努力的汗水，一步步開啟值得期待的精彩人生。

Due to home and finance related circumstances, disadvantaged children are constantly faced with inferior educational resources and adverse learning environment, causing them to underperform. When they were introduced to the baking course, they felt a sense of achievement from the hands-on experience, and one high school student has applied for baking related curriculum with the aspiration of opening a community bakery in the future. Another underperforming student with no sense of direction about the future experienced a transformation after joining the archery class; he applied for a sport school with his heart set on the Olympics! Another student from domestic violence household joined the boxing course and became the champion of the National President Cup Boxing Tournament for 2 consecutive years.

Carrefour hopes to lend a helping hand to the disadvantaged children and support them during their dream building process. Our objective is to guide them in the right path and enable them to achieve triumph through diligent work.



1.學員們觀摩九歌兒童劇團的演出，提升藝術感受力，也找到對未來的憧憬。  
Students observe the performance by Song Song Song Children's & Puppet Theatre to enhance their art appreciation and find hope in the future.

2/3.專業的「射箭課」，讓課業落後的孩子，重新找回了自信和成就感。  
The professional archery class enables underperforming children to regain confidence and sense of achievement.



維持一個多元教育環境不容易，多元技能教育需要學習的空間、專業設備、師資培訓、人力招募等，除了臺灣家樂福企業長期支持外，幸有賴民眾共襄盛舉，熱情支持家樂福文教基金會於2013年發起的「與未來有約～夢想學園」計畫零錢捐活動，迄今共募得5,918,518元，民眾所捐的每一塊錢，都用來協助弱勢學童們學習課業以外的專業技能，如拳擊、射箭、音樂、戲劇和烘焙等。小小零錢，成就孩子的大未來！家樂福感謝民眾愛心，讓弱勢學童多元技能教育得以永續發展。

It is not easy to maintain a diverse learning environment, because it requires learning space, professional equipment, teacher training and recruitment. Besides Taiwan Carrefour's long-term support, we are fortunate to receive assistance from the public in supporting Taiwan Carrefour Foundation's "Appointment with My Future - Dream School" petty cash donation. In total, NT\$5,918,518 has been raised and each dollar donated by the public will be used to cultivate extracurricular skills among disadvantaged children, such as boxing, archery, music, drama or baking. Carrefour is thankful for the public's benevolence to ensure sustainable development of the children's diverse skills.



4.「音樂課」透過曲子的不斷練習，幫助學員培養耐力和專注力。  
Through constant practicing at the music class, the students are able to train their patience and concentration.

5.證照班學員在接軌課程中習得一技之長，為將來就業打下基礎。  
Baking certification class students learn professional skills during the bridging course to lay a firm foundation for their future.



## 推動生命教育 深耕兒童藝術 Promote Life Education - Develop Kids' Art

# 用畫筆彩繪未來的夢想藍圖 PAINT THE DREAM BLUEPRINT WITH PAINTBRUSH



家樂福所舉辦的兒童繪畫比賽，在全國各項徵圖的比賽中特別受到師長的熱烈支持和推薦，因結合生命教育的目的而更具意義，成為學童們最喜愛的繪圖比賽。

為推動兒童生命教育，深化家庭教育功能，連續6年來與臺灣彩虹愛家生命教育協會攜手舉辦這項獨特的兒童繪畫比賽，2015年以「我長大以後要做什么？」為主題徵件，幫助孩子認識自己、了解自己。

從作品中，可以看見孩子們天馬行空的無限創意及敏銳的觀察力，一筆一劃勾勒出他們對於未來的想像，純真、幻想與童趣，更是美感教育和生命教育結合的完美展現。

Carrefour Kids Drawing Contest has received enthusiastic support from the teachers and parents. It is also one of the kids' favorite drawing contests thanks to the infusion of life education.

In promoting children's life education and deepening the function of family education, Carrefour has co-organized the unique kids' drawing contest with Rainbow Family Life Education Association for the past 6 years. In 2015, we adopted the theme of "What am i going to be when i grow up?" to help kids become familiar with themselves.

From their creations, we can see the kids' boundless creativity and acute observation in sculpting their imagination about the future. The innocent, fantastic drawings perfectly embody the meaning of aesthetic education and life education.



此外，為發掘並培養具藝術可塑性的孩子，家樂福特別企劃「兒童大藝術家圓夢計畫」，由評審老師自眾多得獎者中遴選對於繪畫藝術具有天份和潛質的學童，安排接受為期一年的專業美術創意培育課程，開發未知的創造力和潛能。將學童的藝術創作，開發文創商品，透過義賣方式，販售所得再回饋到「兒童大藝術家圓夢計畫」中，讓孩子的作品能啟發其他更多喜歡藝術的孩子。

家樂福深耕藝術教育和生命教育，讓孩子有做夢的勇氣，更具體看見實踐方法，讓藝術圓夢成為可能；另一方面，透過培植未來的種子藝術家，為臺灣的藝術文化領域造出更多的明日之星。

In order to discover and train kids with artistic potential, Carrefour especially planned the "Kids' Artist Dream Project", where jurors selected children with talent and potential in art from the finalists to receive the one year art and creative training course. The purpose is to tap into their unknown creativity and potential and encourage them to engage in art creation. Cultural & creative products were developed and sold in charity bazaars, and the income generated is funneled back to the "Kids' Artist Dream Project", so that the kids' creations can be used to help more children passionate about art.

By persistently developing art education and life education, Carrefour endows kids with the courage and means to dream; on the other hand, by training artists in the making, they will become the shining stars of art and culture in Taiwan.

1.家樂福全臺門市巡迴展出得獎作品，讓孩子更有榮耀感。  
Artworks by finalists are exhibited in Carrefour stores throughout Taiwan to evoke a sense of honor among children.

2.從畫作中可以窺見小朋友對未來的想像。  
One can catch a glimpse of the children's imaginations about the future through the paintings.

3.孩童千奇百怪的創意令人驚喜！  
The bizarre creativity of children is simply mind-blowing!



4.評審老師們經過一番激烈爭辯，終於從6,725件參賽作品挑選出24位得獎者。  
After heated debates, the judges finally selected 24 finalists from 6,725 entries.

5.彩虹愛家生命教育協會特別在頒獎典禮現場進行說故事活動，啟發孩子對圖像世界的想像力。  
Rainbow Family Life Education Association especially organizes a storytelling activity to inspire the children's imaginations.





## 公益關懷 | Public Welfare



哪裡有需要，就往哪裡去！持續關懷，造就家樂福永不止息的希望工程。

健康是一切的基石，我們鼓勵民眾養成運動的生活型態，連續12年支持「元旦健走」，號召民眾朝自己的夢想大步前進。不僅自己築夢，也讓別人美夢成真，「Walk for Wishes」鼓吹民眾成為重症病童的圓夢英雄，用雙腳踏出關愛生命的大道。家樂福持續以關懷的心，幫助有需要的人，大力贊助「天母國際社區慈善拍賣會」以及「臺北歐洲學校聖誕義賣」，在寒冬中用熱烘烘的愛取暖。

家樂福投入公益不落人後，希望能創造共生共榮的美麗新世界。

Where there is need, Carrefour will be there! Caring about the people constantly is Carrefour's aspiration.

Health is the cornerstone of everything, so we encourage people to maintain a habit of exercising by supporting the "New Year's Health Walk", so that they can take giant strides toward their dreams. "Walk for Wishes" appeals to the public to become the heroes of sick children by making their dreams come true through walking. Carrefour continues to lend a helping hand to those in need by sponsoring the "Community Services Center Charity Auction" and "Taipei European School Christmas Bazaar" to warm up people's hearts in winter with compassion and love.

Carrefour is dedicated to public welfare, hoping to create a wonderful new world where people can exist in harmony.



## 花博公園千人健走 Walk for Wishes

# 喜願兒生命圓夢 HELPING RARE DISORDER IN CHILDREN DREAMS COME TRUE



西元 1980 年，一群善心人士幫助罹患白血病的 7 歲小男孩 Chris 完成擔任警察的夢想，帶給小男孩莫大的喜悅與歡樂，於是這一群人成立了「喜願基金會」，並且每年舉辦健走活動為重症病童籌募圓夢經費。

家樂福深為喜願基金會具公益奉獻的精神所感動，特別贊助 10 月 17 日在臺北花博公園舉辦的「Walk for Wishes 為重症病童圓夢而走」活動，號召民眾一起成為重症病童的圓夢英雄，幫助每一位和病魔抗戰的小勇士獲得快樂、希望和勇氣。喜願兒阿泓當天也以帥氣的空軍英姿行軍禮，跟大家分享實現願望的喜悅。

家樂福衷心盼望為重症病童所走的每一步，都將化作幫助重症病童美夢成真的力量！

In 1980, a group of benevolent people helped a 7 year old boy suffering from leukemia named Chris to realize his dream of becoming a police officer, bringing him tremendous joy and happiness. Subsequently, they formed the "Make-A-Wish Foundation" and organize yearly health walk events to raise money for the sick children.

Carrefour is touched by Make-A-Wish Foundation's dedication to public welfare, therefore we sponsored the "Walk for Wishes" event at the Taipei Expo Park on October 17, urging the public to become the sick children's heroes by endowing them with happiness, hope and courage to realize their dreams. Sick child A Hon transformed into a dashing air force pilot and shared the joy of making his dream come true with everyone.

Carrefour genuinely hopes that all our efforts will help materialize the sick children's dreams!

## 元旦健走Together New Year's Health Walk

# 身體健康Forever STAYING HEALTHY FOREVER



研究顯示，每天走路 15 分鐘能夠延長壽命 3 年，促進民眾健康，醫療支出相對下降。因此，新年的第一天，就有萬名民眾相約萬步走，以建立健康的生活型態。

【元旦健走】已經舉辦了 12 年，今年在花博圓山廣場集合，由臺北市長柯文哲、飛躍羚羊紀政以及體育署長何卓飛、立法院長王金平領軍下出發，沿途飽覽公園綠意及河岸風光，當天除了世大運的種子選手一起參與，還有 4 位以 57 天徒步環島的荷蘭朋友熱情出席，可見【元旦健走】已經獲得國內外民眾的支持與認同。

「有走有保庇，健康呷百二」，家樂福鼓勵大眾以健康為基石，許下新年願望，來年一起朝新的目標邁進。

According to research, walking 15 minutes every day will extend life by 3 years, fostering people's health and reducing medical expenditure at the same time. Therefore, 10,000 people embarked on a health walk on New Year's Day to demonstrate a healthy lifestyle.

Entering its 12th year, New Year's Health Walk in 2015 was kicked off at the Taipei Expo Park Yuanshan Plaza by Taipei City Mayor Ke Wen-je, Flying Gazelle Chi Cheng, Director-General of the Sports Administration He Cho-fei and President of the Legislative Yuan Wang Jin-ping. Along the way, the runners took in verdant sceneries of the park and riverbank. In addition to Taipei Summer Universiade athletes, 4 Dutch visitors who toured Taiwan in 57 days on foot also joined the event, thus it is clear that New Year's Health Walk has received recognition domestic and abroad.

"Walking Promotes Health and Prolongs Life", Carrefour encourages people to look after their health and strive towards new goals in the brand new year.



## 耶誕園遊會濃濃歐洲風

Taipei European School Christmas Bazaar

## 幫助弱勢共度佳節

# HELPING DISADVANTAGED PEOPLE TO CELEBRATE FESTIVE SEASON



臺北歐洲學校的「耶誕園遊會」一向是臺北國際社區熱烈參與的盛事，2015年11月19日吸引了6,000多名不同國家的大朋友、小朋友齊聚一堂，家樂福也擔任主要贊助單位，為慈善義舉注一份心力。

「耶誕園遊會」的攤位獨具歐洲色彩，各國媽媽的家傳糕點、手工打造的聖誕飾品，整個園遊會彷彿小型聯合國，讓歐洲文化與本地融合交流。園遊會中安排的舞龍舞獅及各國舞蹈表演，也讓東西方文化有愉悅的交流與對話空間。

園遊會所募得的義賣款項都轉贈給慈善公益團體，讓弱勢朋友感受溫暖聖誕節。

"Taipei European School Christmas Bazaar" has always been an important event among the international community in Taipei. On November 19, 2015, more than 6,000 adults and children from different countries gathered under one roof with Carrefour as the main sponsor to make contribution in the name of charity.

The "Christmas Bazaar" booths exuberated with European theme, where homemade pastries and handcrafted Christmas ornaments turned the venue into miniature UN, allowing European culture to mingle with domestic culture. The dragon and lion dance as well as dance performances from other countries fostered cultural exchanges and dialogues between the East and the West.

Money raised during the charity bazaar was donated to charity organizations so that disadvantaged people can also experience the joyous atmosphere of Christmas.

## 深化外籍人士服務網絡

Community Service Center Charity Auction

## 提升臺灣國際友善度

# IMPROVING TAIWAN'S INTERNATIONAL FRIENDLINESS



臺灣最美的風景在人情的溫度，為了提供外籍人士友善溫暖的環境，讓外僑適應臺灣的生活，家樂福連續第二年贊助「國際社區服務文教基金會」舉辦的慈善拍賣會，今年於10月16日在臺北君悅酒店盛大舉行，拍賣所得將全部用於辦理具有教育性、啟發性及文化性的活動及課程，協助外籍人士了解中華民俗，學習生活技能，並且幫助他們找到志趣相同的朋友，提升外籍人士的生活品質。

家樂福希望在國際化、全球化的世代，能夠以外商的經驗，幫助「國際社區服務文教基金會」深化臺灣在地的外僑服務網絡，協助打造臺灣成為一個適合外籍專業人士長駐之所。

The most beautiful landscape in Taiwan is people's hospitality, in order to provide foreigners with a friendly environment and help them adapt to life in Taiwan, Carrefour has sponsored the charity auction held by "Community Services Center" for the second year in a row. This year, the event was held at the Grand Hyatt Taipei on October 16, where the proceeds of the auction will be used in organizing educational, inspirational and cultural activities or courses. The aim is to help foreigners to understand the Chinese culture, learn life skills and find like-minded friends, in turn improving their quality of life.

In the age of internationalization and globalization, Carrefour hopes to assist "Community Services Center" develop a foreigner service network and transform Taiwan into a country conducive for foreign professionals to work and reside in.





**董事長 Chairman**  
**吳靜吉 Jing-Jyi WU**

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Chairman of Taiwan Carrefour Foundation  
財團法人國家文化藝術基金會 董事  
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Director

## 衷心感謝以下單位對於家樂福 文教基金會的支持與協助

## WE SHOWED OUR APPRECIATION TO OUR PARTNER

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社團法人中華基督教救助協會  
秘書長 夏忠堅  
Chinese Christian Relief Association  
President & CEO  
SHIA, Chung-Chien (James)

夏忠堅

透過「救助協會募集、各地區 1919 食物銀行（1919 服務中心）發放」合作模式，關懷社區中經濟弱勢家庭。不單提供食物包，更透過訓練過的志工親送到府，定期訪視，協助度過生活難關！

Through the collaboration method of "resource raising by CCRA and distribution by various 1919 food bank service centers), we are able to look after economically underprivileged families. Offering more than just food packages, our trained volunteers personally deliver the resources to each home and visit them regularly to help them get through the difficult times.

基督教救助協會於 1998 年成立，2003 年開始建構「1919 社服與救助網絡」。「1919」是「要救要救」的諧音。救助協會的策略是「在地服務」，由距離需要者最近的「1919 服務中心」提供在地直接服務，而救助協會則提供督導、訓練與資源。到 2014 年 12 月已在全臺 278 個鄉鎮建立了 1,102 個 1919 服務中心，完成 12,000 多名 1919 服務志工的訓練。

感謝家樂福法國集團與家樂福文教基金會捐贈 1919 食物銀行冷凍車與冷藏室，並推出「食物募集 幸福傳愛」計畫，號召全民捐贈物資。2015 年 12 月起，結合食物銀行發送站與社會企業培力系統，支持 1919 食物銀行成立「新北蘆洲服務中心」，為全臺第一個成立實體食物銀行的通路商。

Chinese Christian Relief Association (CCRA) was founded in 1998 and initiated the "1919 Community Service and Relief Network" in 2003. "1919" is homonymous with "must rescue" in Chinese. The strategy of CCRA is "localized service", where the "1919 Service Center" nearest to people in need will offer them direct service, while CCRA provides supervision, training and resources. By December 2014, 1,102 service centers have been established in 278 municipalities in Taiwan and more than 12,000 volunteers were trained.

Thanks to the Carrefour Group and Taiwan Carrefour Foundation for donating the refrigerator truck and cold chamber to CCRA 1919 Food Bank, and for launching the "National Food Collection Campaign" to raise goods and materials from the public. Starting from December 2015, food bank forwarding stations and the social enterprise empowerment system have supported CCRA 1919 Food Bank to set up the "Luzhou Service Center in New Taipei City", becoming the first distributor in Taiwan to create a brick-and-mortar food bank.



IC 之音・竹科廣播  
副總經理兼臺長 田麗雲  
IC Broadcasting Co., Ltd.  
Station Manager  
Sophia TIEN

田麗雲

這是一個以人文為翅、科技當翼，用品質＋創新為關鍵競爭力的電臺-IC之音・竹科廣播。我們相信：I Care, I Can, I Change !

IC Broadcasting Company is founded with the aspiration of promoting culture and technology through quality and innovation. We believe in the philosophy of "I Care, I Can, I Change !"

臺灣還是動人的，有一群人一釐米、一釐米的牽引著臺灣更美。比方我所屬的 IC 之音 竹科廣播電臺，比方「家樂福文教基金會」

我是個夜貓族，常在晚上十一、二點去住家附近的家樂福賣場，在一排排架子隔出的空間裡閒逛，找尋未曾使用過的商品，有一種祕密獨享的喜悅。三年前，無意間結識了家樂福文教基金會，才知道原來他們不但關注原鄉的孩子、也扮演著臺灣表演新秀團隊的背後支撐者，為這些團隊找尋站穩的機會。

美國發明家班傑明·富蘭克林曾說：「一個只關心自己的人，會使自己變得渺小無比。」我們在家樂福這個企業的身上，看見他們射向四方的關注與溫暖，看見臺灣最美好的力量。

There are people in Taiwan diligently making the country more magnificent, people from organizations such as the company I work for: IC Broadcasting Company, and people from Taiwan Carrefour Foundation.

I am a night owl, often taking a leisurely stroll at the Carrefour store near my house in the middle of the night looking for products I have never used before, because it gives me a sense of satisfaction and exclusivity. Three years ago, I was acquainted with Taiwan Carrefour Foundation by chance, and I realized they not only care about indigenous children but also support emerging performers in Taiwan by offering them a solid footing.

Great American inventor Benjamin Franklin once said "Someone who cares only about himself is a petty individual." From Carrefour, we can see a symphony of love and warmth culminating in the most wonderful strength in Taiwan.



## 愛心慈善 Charity

- 食物募集 幸福傳愛 2014'-2015' National Food Collection Campaign
- 蘆洲實體食物銀行開幕2015' Opening the 1st Social Community Store in New Taipei City, Taiwan
- 蘆捐贈社團法人高雄市慈善團體聯合總會冷凍車與冰箱 2015' Donate Refrigerated Truck and Cabinets to United Association Charity of Kaohsiung
- 贊助慈團法人臺北市國際社區服務文教基金會慈善拍賣會 2014'-2015' The Community Services Center's Annual Charity Auction Dinner
- 家樂福零錢捐募款計畫 2013'-2015' Carrefour Petty Cash Donation Box Program
- 好厝邊社區發展計畫 2013'-2015' Foundation, Store-Community CSR Sponsorship Program
- 捐贈社團法人高雄市茂林原住民婦幼發展協會物資 2011'-2015' Donate the Goods and Food to Youngster in Kaohsiung City
- 贊助愛傳承關懷演唱會 2011'-2015' Love, Heritage Caring Concert
- 捐贈社團法人中華基督教救助協會1919食物銀行冷凍車與冷藏室 2014' Donate Refrigerated Truck and Cold Chamber to 1919 Food Bank
- 捐贈社團法人臺東縣教育發展協會(孩子的書屋)守護專車 2014' Donate Shuttle Van to Taitung Kids Bookhouse
- 高雄氣爆賑災 2014' Kaohsiung Blast Emergency Relief Action
- 家福股份有限公司-電腦資訊部14吋電腦螢幕捐贈活動2013'-2014' 14"Monitor Charity Donation Event
- 邀請社團法人中華民國夢想之家青年發展協會參加《加油！男孩》公益場 2013' Invite Kids from House of Dreams to attend the Charity Session of Movies
- 家樂福寒冬送暖 年菜送到家 2010'-2013' "Deliver Warmth in Winter"Chinese New Year's Meal Assistance Program
- 送愛到兒癌 愛心宅急便 2003'-2012' Forward Love to the Cancered Children
- 贊助財團法人天主教善牧社會福利基金會 義賣活動 2011' ACC St. Lucy's Thanksgiving Charity Bazaar
- 八八水災（莫拉克颱風）急難救助 2009' Typhoon Morokot Disaster Relief Action
- 奧比斯「國際視覺日」 全球防盲慈善活動 2005', 2007' ORBIS "World Sight Day”
- 南亞海嘯賑災義賣活動 2005' South Asia Trunami Charity Bazaar
- 贊助兒童福利聯盟文教基金會「搶救生命，棄兒不捨」 2005'-2007' Saving Lives & Caring for Abandoned Children
- 贊助財團法人伊甸社會福利基金會「愛心紅BRA，送衣到泰北」 2004' Send Love to Northern Thailand
- 艾利風災 - 送愛心用水到桃園 2004' Typhoon Alley Disaster Relief Action
- 七二水災（敏督利颱風）送愛心到南投 2003' Typhoon Mindulle - Deliver Relief Supplies to Nantou
- SARS 急難救助 2003' Fight Against SARS
- 象神颱風賑災 2000' Shia Shin Typhoon Flood in Shijr
- 921 大地震賑災 1999' 921 Earthquake Disaster Relief Action
- 家樂福捐血運動 1997'-1998' Carrefour Blood Donation Movement

## 文化藝術

### Cultural and Arts

- 贊助十鼓乾隆潮 2015' Sponsor Ten Drum Qianlong Chao Exhibition in Tainan
- 贊助九天民俗技藝團 2014'-2015' Sponsor Chio Tian Folk Drums and Arts Troupe
- 家樂福文化藝術季——舞鈴劇場2013'-2015' Carrefour Arts Festival – Diabolo Dance Theatre
- 家樂福文化藝術季——采風樂坊2012'-2015' Carrefour Arts Festival – Chai Found Music Workshop
- 家樂福文化藝術季——十鼓擊樂團2010'-2015' Carrefour Arts Festival – Ten Drum Art Percussion Group
- 贊助AIESEC全球青年領袖世界大會 2014' Sponsor AIESEC International Congress Taiwan
- 贊助嘉義愛樂節 2014' Sponsor Chiayi City Music Festival
- 家樂福文化藝術季——如果兒童劇團 2009'-2014' Carrefour Arts Festival – If Kids Theatre
- 家樂福文化藝術季——張正傑親子音樂會 2012'-2014' Carrefour Arts Festival – Cellist Chen-Chieh Chang Family Concert
- 贊助優人神鼓2001'-2002', 2008', 2011'-2012', 2014' Sponsor U-Theatre
- 法國Group F火劇團新春慈善藝演 2012' Sponsor Group F – The Dragon's Breath in Tainan City
- 贊助夢時代夢想嘉年華活動 2011'-2012' Sponsor the Dream Carnival of Dream Mall
- 十鼓節 2006'-2011' Ten Drum Festival
- 家樂福社區偶戲奇幻嘉年華 - 偶偶劇團2008' Carrefour Drama Festival – Puppet Show
- 月冠全臺 中秋晚會 2006'-2009' Sponsor Mid-Autumn Festival Evening Party
- 家樂福兒童藝術季 2003' Carrefour Kids Arts Festival
- 贊助國際風箏節 2002'-2004' Sponsor International Kite Festival
- 家樂福藝術饗宴 2001'-2002' Carrefour Arts Festival
- 家樂福賣場藝術迴廊 2001'-2005' Carrefour Art Exhibition Gallery
- 全省畫家聯展 2000' Taiwan Old Fashion Art Joint Exhibition
- 人體雕塑變變變 1999' Cosponsored the Human-figure Creative Sculpture Competition
- 放眼新世界 青春演唱會 1998' -1999' Sponsor Embrace the New World Youth Concert
- 我愛我家臺北捷運車站藝文展 1998' I Love My Family Taipei MRT Art Gallery
- 家樂福爵士音樂會 1998' Carrefour Jazz Concert
- 「我愛我家」全國攝影比賽 1996'-1997' My Sweet Family Photo Contest
- 贊助明華園歌仔戲演出 1996'-2000', 2002' Sponsor Min Hua Yuan Folk Opera

## 教育推廣

### Education Development

- 捐贈「社團法人高雄市茂林原住民婦幼發展協會」教育基金 2015' Donate Education Fund to to Youngster in Kaohsiung City
- 偏鄉青少年發展計畫——與未來有約 2011'-2015' Remote Township Youngster Development Program~ An Appointment with My Future
- 家樂福兒童繪畫比賽 2010'-2015' Carrefour Kids Drawing Contest
- 成立Open Book無人服務圖書館 2005'-2015' "Open Book"staff-less Library
- 贊助第三屆發現臺灣生命小勇士 2014' Little Brave in Taiwan
- 贊助高雄視障說故事比賽 2014' Story Competition for the Visually Impaired
- 贊助都市人基金會『受虐少女獨木舟偏鄉服務培力計畫』 2014' City People Foundation
- 贊助「南機場社區關懷據點」參加『2014馬來西亞國際高智爾球區域賽』 2014' After School Care of Taipei South Airport Community Care Center
- 捐贈「財團法人大甲媽社會福利基金會附設臺中縣私立鎮瀾兒童家園」教育基金 2013' Donate Education Fund to Children Home of Dajiam Social Welfare Foundation
- 千禧之愛 八九量腰日 2006', 2012'-2013' Carrefour Health from Waistline for Everyone event
- 家樂福兒童新樂園 2005'-2012' Carrefour Children New Paradise
- 家樂福活力親子夏令營 2001'-2008' Carrefour Summer Camp
- 家樂福徵文比賽 1998'-2002' Essay Contest
- 家樂福兒童寫生比賽1997'-2002' Carrefour Kids Painting Contest
- 家樂福精打細算報稅諮詢服務 1996'-2001' Tax Consulting Service
- “濃情蜜意” 家庭系列講座 1996' Precious Moments Felicitous Lecture

## 體育發展

### Sports Development

- 喜願協會「為重症病童圓夢而走」慈善健走活動2015' Walk for Wishes
- 元旦健走 2004'-2015' New Year's Health Walk
- 臺北國際龍舟錦標賽 2004'-2012', 2014'-2015' Taipei International Dragon Boat Championship
- 有行有益 全國健走宣導 2014' National Walking Promotion
- 太魯閣峽谷馬拉松 2005'-2013' Taroko Gorge Marathon
- 全國運動會 2003', 2013' The National Games
- 臺北國道馬拉松2007'-2012' Taipei Expressway Marathon
- 全國中學運動會 1999', 2012' National High School Athletic Games
- 玉山馬拉松 2012' Yushan Marathon

- 高雄身心障礙路跑賽 2011' Kaohsiung Disabled RUN
- 陽明山夏季馬拉松 2010' Yangminshan National Park Summer Marathon
- 高雄國際馬拉松 2010' Kaohsiung International Marathon
- 失親兒育幼院運動會 2007', 2010' Orphan Nursery School Games
- 宜蘭國道馬拉松 2008'-2009' Yilan National Marathon
- 家樂福盃活力家庭路跑賽 2007'-2009' Carrefour Family Fun Run
- IAU世界盃超級馬拉松 2006' IAU 24 hours World Marathon
- 泰瑞法克斯慈善路跑 2004'-2007' Terry Fox Charity Road Run
- 金山（石門）國際馬拉松 2003'-2006' Jin-Shan (Jin Shi) International Marathon
- 家樂福臺北國際馬拉松 2001'-2002' Carrefour Taipei International Marathon
- 臺灣區運 1998' Atheletic Games
- 直排輪環臺活動 1997' Youth Path In-Line Skating
- 家樂福國際路跑賽 1996'-2000' Carrefour Taipei International Road Run
- 1996 中華奧運加油活動 1996' 1996 Chinese Olympic Cheering Poster

## 社區與環保

### Community and Environmental Protection

- 經濟部夏季節約能源宣導活動 2006'-2013' Join Energy Conservation Promotion Program of MOEA
- 家樂福環保月 2003'-2013' Carrefour Environmental Protection Month
- 成為臺北市環保局第一支企業環保義工中隊 2008'-2013' The First Enterprise Environmental Protection Volunteer Team of Taipei City Gov.
- 榮獲臺北市「推廣節能標章產品競賽」金獎 2009'-2012' The first prize of group A of Promotion Energy Label Product Competition of Taipei City
- 響應「世界地球日」環保宣導園遊會 2011' Join "Earth Day" Environmental Protection Fair
- 響應環境保護署「世界清潔日」清掃活動 2010'-2011' Join "Clean Up the World Day", Executive Yuan's Clean Up Activity
- 「乾淨城市 行動4R」千人清掃活動 2010' "Clean City 4R Action" Thousand People Cleanup Activity
- 清淨家園顧厝邊部落格建置 2009' Establishing Eco-Life Blog by Carrefour Store
- 「世界環境日」家樂福一日義工清掃活動 2001'-2009' "World Environmental Day" One Day Volunteer
- 環保創意布旗垃圾秀 2009' Dressing Show by Recycle Flags
- 家樂福減碳節能創意王大賽 2008' Carrefour Energy-Saving, Low Emission Practice Contest
- 好四成雙 回收有禮 2007' The "Four" Away, Gift for Recycling
- 全臺第一家綠色環保商店 - 南港店 2003' The First Environmental Protection Stores – Nan Kang Store
- 環保雕塑展 2002' Recycle Sculpture Exhibition





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