

志
家
灣

家樂福 2010

Carrefour Taiwan

Cultural and Educational Foundation



Carrefour Taiwan

Cultural and Educational Foundation

— 02 —	Mission and Vision	使命與願景
— 04 —	Culture and Arts	文化藝術
— 22 —	Charity	愛心慈善
— 32 —	Sport Development	體育發展
— 40 —	Community and Environmental Protection	社區與環保
— 50 —	Organization	董事會組織
— 51 —	Carrefour Foundation 2011 Event Planning	2011活動看板
— 52 —	Chronicle	1996-2010歷年大事紀
— 54 —	Our Companions	我們的夥伴
— 56 —	Special Thanks	特別感謝



目錄

CONTENTS

企業社會責任CSR Corporate Social Responsibility (CSR)

萬丈高樓平地起，企業的成長奠基於社會的進步上，穩固的社會帶來成長，因此所有優秀的企業，一定是對於社會穩定有相當責任感的企業，身為歐洲第一、全球第二大的零售事業商，家樂福於1996年成立財團法人家樂福文教基金會，家樂福賣場提供民眾進入幸福的生活空間，家樂福文教基金會則提供民眾幸福心靈的營造及分享。

15年來，財團法人家樂福文教基金會以「幸福生活」為核心價值，我們長年關懷「文化藝術」領域，不僅長期推動藝術巡迴展演，更持續與本土的藝文團體合作：早期的明華園、乃至10年有成的如果兒童劇團，以及筆路藍縷，2010年終榮獲葛萊美提名的十鼓擊樂團，我們追求藝文富足心靈的生活，並與一路相互扶持的夥伴共同發展；而「愛心慈善」事業的耕耘，更是家樂福重視的承諾，我們關懷兒癌病童，每年定期舉辦「送愛到兒癌」活動；「體育發展」方面，我們贊助賽事，推廣健康觀念；此外，我們也投身「環保關懷」的行列，展開掃街、配合公部門宣導節能政策，為打造永續健康的生活環境，是我們努力不懈的目標。

2010是家樂福志工計畫啟動元年，我們鼓勵每一位家樂福員工，除了具備工作的專業外，應該被賦予更多關懷的熱情；藉由志工培訓計畫、各種服務活動的參與，企業社會責任 (Corporate Social Responsibility, CSR) 觀念的導入將被視為人才培訓的價值之一，我們期許每一位員工都能以身為家樂福企業的員工為榮，每一位都是樂於付出、願意影響他人、願意為所有人帶來幸福、願意持續的為臺灣社會的永續發展做出貢獻的人。

Skyscrapers must be built from the ground up, the growth of enterprises is based on the progress in society, while a stable society brings growth, and therefore all outstanding enterprises must be organizations with a strong sense of responsibility towards the society. As Europe's No.1 and No.2 largest retail franchise in the world, Carrefour established the Carrefour Foundation in 1996; the hypermarkets at Carrefour offer the general public with happy living space, while the Carrefour Foundation help people to create and share happy spirits.

For 15 years, based on the core values of Happy Life, the Carrefour Foundation has devoted to caring for the field of Culture and Arts; over the years, not only have we promoted art touring performances and exhibitions, we are also in constant collaboration with domestic arts and cultural organizations. From Ming Hwa Yuan during the early years to the decade of success of the IF Kids Theatre Company, as well as the Ten Drum Art Percussion Group which was recently nominated at the Grammy Awards. We seek a spiritual life of arts and cultural abundance, and we have grown together with our partners along the way. The cultivation of love and charity is also the emphasis and promise of Carrefour; we care for children with cancer by holding "Forward Love to the Cancered Children" every year. In terms of Sport development, we sponsor races to promote the concepts of health. In addition, we are also committed to the efforts of environmental protection and caring by organizing street sweeping events and promoting energy conservation through energy-efficient electrical appliances in collaboration with government institutions. Creating a sustainable and healthy living environment is our never-ending vision.

2010 is the first year for the Carrefour Volunteer Project; in addition to professional expertise, we also encourage each Carrefour employee to be endowed with more passion to care for others. Through the volunteer training program and participation in various service activities, the introduction of Corporate Social Responsibility (CSR) will be regarded as one of the values of talent training. We expect every employee to be proud of being part of the Carrefour enterprise, and they should be glad to contribute, influence others, willing to bring happiness to everybody and continue to contribute their efforts for the sustainable development of the Taiwanese society.

使命與願景

Mission and vision

文馨獎榮耀 The Honor of Arts and Business Awards

文馨花開 榮耀禮讚

Blossoming flowers of the Arts and Business Awards Honorary praises

「文馨獎」為行政院文化建設委員會常年設立的文化獎項，用以表揚對於推動、營造優質的文化藝術環境有功之民間企業、團體或個人。今年財團法人家樂福文教基金會在眾多企業角逐下，連續第九次榮獲「金獎」殊榮，感謝政府以及社會各界的肯定，財團法人家樂福文教基金會將持續播種、深耕臺灣的藝文推廣與教育，我們更將秉持以「文化灌溉人群」的核心理念，讓臺灣的藝文活動綻開更多美麗的花朵。

The Arts and Business Awards is a cultural award established by the CCA, Executive Yuan to commend the civil enterprises, organizations or individuals that have achieved excellence in promoting and creating a quality cultural and arts environment. This year, faced with stiff competition from numerous enterprises, Carrefour Foundation has successfully won the Golden Award for the 9th consecutive year. Thanks to recognitions by the government and the society, we will continue to propagate and cultivate seeds of arts and culture promotion and education in Taiwan. Furthermore, based on the core ideal of "Irrigating the People with Culture", we will ensure more beautiful flowers of arts and cultural activities to blossom in Taiwan.

使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

環境與環保
40 — 49

特別
50 — 59

文化藝術

Culture and Arts



藝術體現人的價值 文化承載人群的信念

Realizing Values of Mankind through Art
Carrying on Faith of People through Culture

「藝文」不僅僅是一個名詞，它更是一個動詞，除了展現美好，藝文活動更生動的為每一顆心靈注入奔放的活力與跳躍的想像力，藝文活動所交流的不僅僅是人與人，更是族群與族群之間的認同與理解，透過藝文活動，我們欣賞美，也從美中體會到感動與和諧的力量。

Arts and cultural activities also vividly injects abundant vivacity and boundless imagination into people's hearts and souls. Not only are arts and cultural activities interchanged among people, the recognition and understanding among different groups are also interchanged. Through the promotion of arts and cultural activities, we are able to appreciate beauty, as well as the touching and harmonious strength of beauty.

「藝文幼苗紮根」理念，一直是家樂福文教基金會推動藝文活動的核心價值；讓每一個孩子看見繽紛的顏色，傾聽每一種聲音的感動，豐富每一顆小小的心靈，不管是透過如果兒童劇團的歡樂歌舞、十鼓震撼激昂的鼓聲或是一支揮灑情感的畫筆，我們期待所有的孩子都能用心欣賞這個世界的美好，從中啟發更多的力量。

Deepening the roots of Arts and Culture has always been the essence of the Carrefour Foundation for promoting arts and cultural activities; to let every child see the vibrant colors, listen to the touching emotions of every sound and enrich every little heart and soul. Whether it is through the singing and dancing of IF Kids Theatre Company, the thunderous drumbeats of Ten Drum Art Percussion Group, or a paintbrush that expresses emotions freely, we anticipate all the children to be able to admire the beauty of the world and become inspired from within.

使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56

兒童新樂園

Carrefour Children New Paradise

孩子心目中的夢想樂園 Children's Wonderland

每一個人都有自己的精彩

每一個生命都很特別

每一個孩子也都與眾不同

聆聽 學習 肯定 體驗式生命教育

家樂福兒童新樂園

讓每一天都是幸福快樂的日子

Each person has his her brilliance.

Each life is special and each child is unique.

Listen, learn, and affirm, experience life education.

Carrefour Children New Paradise makes everyday
is full of happiness and fun.



家樂福文教基金會自2005年與彩虹愛家生命教育協會共同攜手，針對5~7歲的幼稚園兒童，推動全國唯一的體驗式生命教育課程~「家樂福兒童新樂園」。生命教育的目的是幫助孩子培養一個美好的生命與心靈，藉由建立孩子優質的生命信念，幫助孩子在人生的道路作對的選擇，活出豐盛的人生。而寓教於樂的遊戲體驗、生動活潑的故事教學，讓家樂福不僅化身成激發孩子想像力的遊樂場，更是一間培養觀察力以及創造力的生活教室。

Since 2005, the Carrefour Foundation has collaborated with Rainbow Family Life Education Association; targeting children between 5~7 years old, we promote the only experience life education -“Carrefour Children New Paradise” in Taiwan. The purpose of life education is to help the children foster better life and mind, and also make them doing the right choice and living rich and colorful with quality belief. Through educational game experience, lively story education, Carrefour store have not only transformed into playground that may stimulate the children’s imaginations, they also become classrooms of life for cultivating observation abilities and creativity.

▶ 生命教育的列車，將帶著孩子們走過「接納自己」、「尊重他人」、「愛護環境」、「珍惜生命」的旅程。

The train of life-education takes the children through the journeys of Accepting Oneself, Respecting Others, Loving the Environment and Cherishing Life.



▲ 家樂福總經理夫人（戴天使光圈者）與孩子們透過家事競賽，以寓教於樂的方式，讓孩子在遊戲中學會幫忙做家事。

Wife of Carrefour's CEO (wearing the halo of angel) teaches the children how to assist in household chores through competitions and educational games.



▲ 彩虹媽媽以生動活潑的方式演譯媽媽平日的辛勤，從角色的對換進而學習以實際的行動，來表達對媽媽的感謝。

Rainbow moms play the role of a hard working mom through lively demonstrations to express gratitude towards mothers.

生命教育以「人與己」教育為起點、逐步進行「人與人」、「人與環境」，最後，以「人與生命」的教育為終點。家樂福與彩虹愛家生命教育協會共同在深耕「人與己」的教育長達五年之後，2010家樂福兒童新樂園活動從第六年起邁向「人與人」關係建立的進階教育，以「我愛做家事」為活動主軸，將家事融入遊戲之中，培養孩子同理心，瞭解媽媽操持家事的辛勞，幫助孩子建立「待人」的溝通與連結，進而學習體諒與尊重他人，用實際的行動表達關懷。

Life education is divided into four phases such as “people to self”, and “people to people”, “people and the environment”, and “people and lives”. Starting from people to self after 5 years, Carrefour and Rainbow Family Life Education Association decide to move forward the second phases, the interpersonal relationships “people to people”. Furthermore, the theme of “I love to perform household chores” is adopted, where household chores are used so the children will be able to generate compassion and understand the pains of their mother in doing household chores. By doing so, the children will be taught interpersonal communications and relationships, in turn allowing them to learn to sympathize and respect others, and to express their care through actual actions.



◀ 「我是收納王」課程引導孩子們將自己生活周遭的環境打掃乾淨整齊。

“I am the King of Storage” course guide the children to cleanup and tidy up their surrounding environments.



▲ 「歡樂晾衣趣」課程讓小朋友從晾衣過程中體會大人們的辛勞，並了解自己也可以學著分擔。

“The happiness of clothes hanging” course allows children to appreciate the parents’ toils and that they are able to share the burden by helping out.



▲ 從故事中總能得到意想不到的正面啟發，進而發展出美好的人格價值。

Children are always able to be positively inspired by a story, in turn developing wonderful personal values.

今年「家樂福兒童新樂園」全臺總共舉辦100場，吸引超過3,000位幼稚園兒童報名參加，累積六年來共有11,500名兒童體驗了家樂福首創的賣場式生命教育課程，活動中結合了遊戲、戲劇、音樂、美術等元素，傳遞出優質生命信念。我們相信當這一代的孩子都帶著正向信念與美好的生命本質長大，數十年後的臺灣將會更美善。

This year, Carrefour Children New Paradise comprised of 100 events throughout Taiwan, attracting over 3,000 children to participate. For the past six years, an excess of 11,500 children have experienced Carrefour's unique experience life education; the activities include elements such as games, drama, music and arts, conveying the wonderful faith of life. We believe the children of this generation will grow up with positive belief and the outstanding quality of life, therefore after several decades, Taiwan will be more magnificent.

家樂福兒童新樂園歷年成果統計表

Summary table of previous achievements of Carrefour Children New Paradise

年度 Annual	2005	2006	2007	2008	2009	2010
場次數 Times	37	46	96	94	66	100
參加人數 No. of children	925	1058	2246	2361	1980	3010



▼ 孩子們心中的愛心小天使，透過純真的筆觸躍然紙上。

The love angles in children's hearts are reflected on paper through innocent pen strokes.



◀ 多元的教育元素，傳遞孩子們正向的生命信念與美好的生命本質。
Diverse educational elements convey the children's positive faith in life and the wonderful life qualities.



▲ 兒童新樂園讓我們看見孩子們的真。

Children New Paradise allows us to see the innocence of children.

家樂福親子 戲劇嘉年華

Carrefour Drama Festival

**躍動肢體 歡笑唱和
這是屬於我們的歡樂嘉年華**

**Moving the Body,
Laugh and Sing-along.
This is Our Festival of Happiness.**

美感的建立 源於藝術的探索

價值觀的養成 是藝術學習的展現

藉由音樂與舞蹈 傳達愛與希望的信念

The establishment of aesthetics originates from the exploration of art.

The cultivation of values is the exemplification of art learning.

Through music and dancing conveys the belief to love and hope.

流浪狗之歌 DOGS

走錯路 摔了跤
我還是相信
愛和希望會帶我回家



「流浪狗之歌」是如果兒童劇團團長~趙自強的夢想；而與如果兒童劇團合作也正是家樂福文教基金會多年來的夢想。

“Dogs” is the Director of IF Kids Theatre Company, Zhao Zi-jiang’s dream, while collaborating with IF Kids Theatre Company has also long been the vision of Carrefour Foundation.

家樂福繼去年2場的「雲豹森林」與9場「滾滾童謠嘉年華」演出，深獲民眾的好評之後。今年再度與如果兒童劇團合作，共同推出如果的第五口精裝大戲「Dogs~流浪狗之歌」歌舞劇，與孩子分享一種永不止息的愛與希望。故事描繪原本被人類疼愛飼養的狗狗Lucky 因為走失而成為流浪狗，Lucky憑藉著對家庭溫暖的渴望與朋友的支持找尋回家的路。

Since the two well-received performances of “Clouded Leopard Forest” and nine performances of “Children’s Folk Rhymes”, Carrefour has once again collaborated with IF Kids Theatre Company to launch the fifth major drama, “Dogs”, so that the children may share a never-ending love and hope. The story portrays the beloved dog Lucky, which became a stray when he was lost; Lucky nevertheless found the way home thanks to the assistance of its friends and its desire for the warmth of the family.

▶ 來到現場的人氣狗與主人莫不使出渾身解數想博得評審的青睞，想要一圓臺灣首位狗明星的願望！

The most popular dog and his master pulled out all the stops to win over the jurors’ favorable impressions to fulfill the dream of becoming the first dog celebrity in Taiwan!



▲ 如果兒童劇團滿足了家樂福想要給民眾一齣好看歌舞劇的夢想，也滿足了許多臺灣家庭的期盼。

IF Kids Theatre Company has satisfied Carrefour’s dream of producing a quality song and dance drama for the public as well as the expectations of many families in Taiwan.

◀ 「流浪狗之歌」這齣媲美百老匯「貓劇」的戲劇饗宴，透過歌舞融入童話寓言的形式，與民眾分享負責任的愛以及對生命的尊重。

By incorporating singing and dancing into children’s fable “Dogs”, we intend to share the concepts of love responsibly and having respect towards life through the theatrical feast comparable to the Broadway classic “Cats” .

使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56

「流浪狗之歌」全臺僅兩場公益演出分別於9月4日高雄市立文化中心戶外廣場以及9月11日臺中戶外圓滿劇場舉辦；星光5班的唱將楊駿文以及星光3班的鴨子歌舞俱佳，這是一齣集合聲光舞影效果及堅強卡司的專業製作結晶。

“Dogs” was held at the outdoor square of the Kaohsiung City Cultural Center and the Fulfillment Amphitheatre in Taichung City on September 4 and 11 respectively. During the star-studded performances, Yang Jun-wen and Duck from the 5th and 3rd Superstars bedazzled the audience with exceptional singing and dancing. This is a professionally produced masterpiece combining exceptional stage effects and solid casting.

為宣傳「流浪狗之歌」巡演活動，家樂福特別於臺北信義威秀中庭廣場舉辦「小福狗大明星」狗狗選秀活動，除結合網路及實體狗明星的選秀外，更邀請各界動物保護團體如臺灣照顧生命協會、臺灣收容動物協會等共襄盛舉，發起認養、疫苗施打及寵物健診等愛狗活動。

In order to promote the 2010 Carrefour Drama Festival: “Dogs”, Carrefour Foundation organized “the Little Lucky Dog, Big Celebrity” event at the central square of the Shin Yi Vie Show cinemas; in addition to online and actual voting, various animal protection organizations were also invited to participate in the event, providing activities such as adoptions, vaccinations and pet health examinations, etc.



◀ 冠軍狗「讚讚」成為狗狗首創登台演出歌舞劇的記錄。

Dog champion “Zan Zan” established the record for the first dog to perform in a song and dance drama.



▲ 金曲歌王蕭闌仁現場獻唱自創新曲「流浪狗」為流浪狗發聲。

Golden Melody winner Xiao Hong-ren performed his own song “Stray Dog” to voice for stray dogs.



◀ 文建會盛治仁主委(左)親自為家樂福親子戲劇嘉年華系列活動敲鑼揭開序幕。

Minister of CCA Cheng Zhi-ren (left) sounds the gong to open the Carrefour Drama Festival series events.

演出過程中，我們看見可敬的演員在磅礴大雨的舞台中冒雨跳躍，看見燈光師與舞台總監在與時間拔河的流程裡攀高塔鷹架搶救被淋濕的設備…。當團長趙自強告訴我們他要完成一個夢想，不論付出多少即便可能為劇團帶來赤字，他依然要為臺灣的兒童製作一齣好看的歌舞劇，看見趙團長臉上堅定信心的表情，以及「如果」夥伴以生命能量創造孩童美好回憶的毅力，讓家樂福決定以行動來支持這個夢想。如果你也覺得如果兒童劇團的戲好看！請大家給予鼓掌與喝采。

During the performance, we saw admirable actors sweating and dancing in the torrential rain, we witnessed lighting technician and the stage director rescuing equipments by climbing up the scaffolding in a race against time. When IF Kids Theatre Company Director Zhao Zi-jiang told us he wanted to fulfill a dream, no matter how much it costs, even if it means resulting in a deficit for the company, he will still produce an epic song and dance drama for the children in Taiwan. If you also think the drama of IF Kids Theatre Company is great, please give them your appreciative round of applause and encouragement.



◀大雨滂沱中，民眾的熱情絲毫不減，在歡笑、歌聲與落雨聲中一起渡過一個美好的親子戲劇夜晚。

Even though rain was pouring down, the enthusiasm of the crowd did not diminish at all, and people enjoyed a wonderful evening of theatre amidst the sounds of laughter, singing and raindrops.



▲設計師蔣文慈手下華麗又有環保創意的舞台服裝，在在令觀眾目不暇給。

The extravagant, eco-friendly and creative stage costumes designed by designer Jiang Wen-Ci amazed the audience.

▼即使天空不作美，敬業的演員們仍在臺上賣力演出，答謝觀眾的熱情。

Despite the bad weather, the dedicated performers nevertheless gave their best performance to express gratitude towards the crowd's enthusiasm.



使命與願景

02 — 03

文化藝術

04 — 21

愛心慈善

22 — 31

體育發展

32 — 39

社區與環保

40 — 49

董事會組織

50 — 50

2011活動看板

51 — 51

1996-2010

歷年大事紀

52 — 53

我們的夥伴

54 — 55

特別感謝

56 — 56

母親節 徵圖比賽

Mother's Day Drawing Contest

彩繪媽媽 彩繪愛
透過畫筆勾勒「我和媽媽快樂的一天」

Through drawing of "A Happy Day with Mammy" to color mother's love.

沒有一個擁抱 比媽媽的擁抱溫暖
沒有一種光芒 比媽媽的存在耀眼
與媽媽相處的點滴 都是最美的回憶

No hug is warmer than the mother's embrace.
No light shines brighter than a mother's existence.
Every moment spent with mother has become the most beautiful memory.



與媽媽相處的場景，那一種最令人難忘呢？是撫平所有憂愁與不安、如巨人般的大手？還是廚房裡為家人準備晚餐，溫暖和煦的背影呢？在每個孩子心目中，都有一幕最珍貴的回憶，那是一份留存在心底對媽媽最真摯的感情。

What are the most unforgettable memories of a child spent with the mother? Is it the tender hand of the mother which consoles sorrow and nervousness, or the silhouette of mother who toils in the kitchen preparing dinner? The mother is irreplaceable in the minds of children. It is the sincerest affection deep in the heart.

今年母親節，家樂福與彩虹愛家生命教育協會以「我和媽咪快樂的一天」為繪畫主題，舉辦全臺徵圖活動，透過孩子敏銳雙眼的觀察、童稚畫筆的勾勒，讓這份情感藉由藝術，找到傳達的出口。

This year, Carrefour and Rainbow Family Life Education Association organized the Mother's Day drawing contest, based on the theme of "A Happy Day with Mammy". Through the eyes and pens of the children, the profound affection can be expressed artistically.



▲▲▶ 每一幅畫作都紀錄著與媽媽相處的溫暖時光。
Each child's art represents great time with mother.

來自全臺灣五歲至國小六年級小朋友，共計8,292件充滿創意的作品畫下「我和媽咪快樂的一天」；活動遴聘的評審團陣容堅強，特別邀請到兒童教育專家陸雅青博士、繪本專家蔡兆倫先生、國際知名足畫家廖瑞金先生以及彩虹愛家基金會執行長陳進隆博士共同參與評選。在經過嚴謹專業的初選及決選過程後，共有25件優秀作品獲得評審的青睞。

In total 8,292 creative drawing submissions around Taiwan; targeting children among 5~12 years old, were received for the Carrefour Mother's Day drawing contest "A Happy Day with Mammy" has especially invited child education expert, Dr. Liu Ya-qing, sketchbook expert, Mr. Cai Zhao-lun and renowned international foot painter, Mr. Liao Rui-jin, Rainbow Family Life Education Association executive officer, Dr. Chen Jin-long to jointly judge creations. After stringent preliminary selection and final selection processes, 25 superior artworks were chosen, each is a unique gift for the mother.

► 陣容堅強與嚴格的評審團隊由各界兒童教育專家及專業的藝文創作者所組合。

The professional and stringent jurors consisted of child education experts and professional arts and cultural creators.



▲ 每件作品都可以感受到小朋友的用心，也使得評選過程困難重重，評審們陷入取與捨的苦戰。

Children's dedication is evident in all the artworks, therefore the jurors were confronted with great difficulties during the selection process.



▲ 臺灣家樂福總經理偕夫人與得獎小朋友共同彩繪母親節蛋糕，讓小朋友對媽媽的愛透過彩繪方式表達。

Taiwan Carrefour CEO with his wife and winners painted the Mother's Day cake together, so that the children may be able to show how much they love their mother through color painting.

評審之一也是本次活動最主要的策劃推手～陳進隆博士表示：「我看見許多優秀的作品，都生動的畫出和媽媽在一起的美麗時光，讓評審都能夠感染這些家庭的快樂。我們也感謝許多媽媽們的付出，讓孩子能夠在童年階段，擁有愛與被愛的感覺及能力，將來他們可以帶著這份感覺，再來回饋社會，我們相信臺灣會成為一個充滿愛與希望的美好居住地。」

One of the most important driving forces behind the event, juror Dr. Chen Jin-long commented “I see many outstanding works, they all vividly depict the wonderful times the children spent with their mothers. We, as jurors, are also able to experience the happiness of these families. We too want to express gratitude towards the contribution of many mothers so that their children may be endowed with the ability to love and be loved during childhood. In the future, they will be able to contribute such love to the society; we believe Taiwan will become a wonderful place with love and hope in abundance.”

► 每位小朋友的作品都代表與母親間美好的記憶與溫暖的愛。

Each child's art represents wonderful memories and affection towards mother.



◀ 國際知名足畫家廖瑞金雖然腦性麻痺且雙手無法如常人，仍堅持以腳親自頒獎給優選的小朋友。

Although he suffers from brain paralysis, and his hands cannot move as ordinary people do, however, the renowned international foot painter, Mr. Liao Rui-jin still insisted on personally presenting the award to the recipients with his foot.



▲ 恭喜12位小朋友，從全臺灣8292件畫作中脫穎而出，榮獲家樂福母親節徵圖活動優選作品！

Congratulations to the 12 children who came out on top from 8,292 artworks and receive the outstanding award for the Carrefour Mother's Day Drawing contest!

十鼓節

Ten Drum Festival

鼓動臺灣島嶼的聲音與脈動

Rousing of the sound and pulse of Taiwan

鼓聲的壯闊是臺灣海峽的奔沛與滄瀾
悠遠空靈的節奏是山林與人文的對話
雄壯與飄渺

震撼與婉轉

鼓樂融合節奏的各種旋律

擊鼓者用鼓棒演繹生命

聆聽者從鼓聲體會生命

The majestic sound of the percussion
shows the power and vastness
of the Taiwan Strait.

The distant and spiritual rhythm
is the dialogue between the forests,
humanity and culture in Taiwan.

The magnificent and vacuous,
the awe and the tactful,

The various melodies
are created via drum beats.

The drummer uses drumsticks to interpret life,
while the audience appreciates life from the
sounds of the percussion.



2010年第52屆葛萊美獎的頒獎典禮上，十鼓擊樂團以「鼓之島」專輯入圍『最佳傳統世界音樂專輯』，這支百分之百臺灣血統的擊鼓樂團以傳統擊鼓創作音樂首度入圍，成為音樂界的『臺灣之光』。

Ten Drum Art Percussion Group was nominated for the Best Traditional World Music Album at the 52nd Grammy Awards in 2010 with its Drum Music Land album. The percussion band with 100% Taiwanese pedigree was nominated for the first time with traditional percussion creation to become the Glory of Taiwan.

入圍即是肯定與鼓勵，我們看見的不只是入圍的光芒，更看見十鼓擊樂團十年如一日的辛勤創作與執著，以及藝企合作相挺的真情。

Being nominated is an affirmation and encouragement, we do not only see the glory of the nomination, but also the diligent creative work and persistence of the Ten Drum Art percussion Group, as well as the genuine affection of the art and enterprise industries supporting one another.

2006年，當十鼓擊樂團終於在臺南具有百年歷史的製糖重鎮【臺糖仁德糖廠】落腳，讓臺灣鼓樂的發揚有了重要基地；也開啟了家樂福與十鼓密不可分的藝企合作關係。

In 2006, Ten Drum Art Percussion Group was established in the century-old Rende Sugar Refinery in Tainan, which provided an important base for the development of percussion music in Taiwan; it also bridged the inseparable relationship between Carrefour and the Art Industry.



▲ 交通部觀光局劉文越主任(左二)、十鼓謝十團長(中)及家樂福文教基金會吳柏毅執行長(右二)一同擊鼓開場，宣告2010十鼓節活動正式開跑。

Supervisor Liu Wen-yue (second left) of the Tourism Bureau M.O.T.C, Group Director Xie Shi (middle) of Ten Drum Art Percussion Group and Winson Wu (second right), Executive Chief of the Carrefour Foundation sound the gong with Grammy Award-winning group members to announce the official kick-off of the 2010 Ten Drum Festival.

▼ 醒獅鑼鼓、大破連環、鼓動傳情、十八羅漢鼓、風馳雷掣、雷霆再現、山之喚……，一首首震撼的鼓樂在磅礴大雨下更顯得震撼動容。

Gongs and Drums for Auspicious Lion, Victory over Chained Horses, Celebration with Drum and Dance, 18 Arahans Drum, As Fast As Wind and Lightening, Reappearance of Thunderbolt, The Mountain's Call etc. Each drum performance seems more moving and awe-inspiring under the pouring rain.



由家樂福文教基金會與十鼓擊樂團共同策劃的公益巡演，2月6日在中正紀念堂展開，曲目中特別表演入圍第52屆葛萊美獎專輯「鼓之島」中的樂曲。

The public tour performance, co-organized by the Carrefour Foundation and Ten Drum Art Percussion Group took place on February 6th at the CKS Memorial Hall. The performance also incorporated songs from the album "Drum Music Land", which was nominated for the 52nd Grammy Awards.

繚繞群山的原民歌謠及壯麗山川的澎湃節奏，透過鼓聲，十鼓將幾百年來的臺灣風情娓娓道來，讓民眾體驗臺灣生命力，時而激昂，時而空靈的鼓韻，也讓齊聚中正紀念堂的數千位民眾感受到這顆閃耀巨星的舞台魅力。

The live performance mingled with the echoing indigenous songs and the resplendent vastness of the mountain and river, the culture of Taiwan is told through percussion, so that the people may experience Taiwan's vivacity. The sometimes spirited, sometimes vacuous percussion allows the audiences to experience the charisma of music giant.

▶ 即使在磅礴大雨之中，民眾仍舊坐在臺下全神貫注欣賞演出。

Although the rain was pouring down, the audience still concentrated in appreciating the performance.



▲ 搭配曲目變化造型與陣式，欣賞鼓樂演出，不僅只是耳朵的感官享受，更是表演藝術的融合。

Coupled with changing songs, styles and formation, admiring percussion performance is not simply an aural pleasure, it is also the amalgamation of performance arts.

▶ 鼓擊樂的演出並非只是把鼓聲打的咚咚作響，更是肢體韻律與美學的結合。

Percussion performance is not merely about drumming, it also needs to combine with body rhythm and aesthetics.



家樂福為推動藝術融合生活的概念，將藝文活動導入商業空間，特別邀請十鼓擊樂團到家樂福彰化店、斗六店、竹北店、新營店演出，讓民眾在購物之餘，還可享受藝文的饗宴。團員熱心解說著各種鼓的傳說，伴隨著輕鬆活潑的介紹，人人都可以領略到擊鼓的學問和樂趣。當澎湃激昂的鼓聲再度響起時，我們知道鼓藝文化得以薪傳並更貼近民眾的生活。

In order to promote "Making Art part of everybody's life" concept, Carrefour turning hypermarket into art galleries and performance stage. While shopping, the public could check out the fine artworks offered by Carrefour. Especially invited Ten Drum Art Percussion Group performing in Carrefour stores involved were Zhanghua store, Douliu store, Zhubei store and Hsinying store. Members from the company enthusiastically explained the legends of various drums, their lighthearted and vivid introductions allow everyone to appreciate the knowledge and fun of percussion. When the thunderous and passionate rumbles of the drums are sounded again, we know that the culture and art of percussion will be inherited and become closer to the lives of people.



▼ 來到家樂福不僅僅只是購物更可欣賞藝文演出，家樂福把藝術融入到生活當中。
Carrefour store not just a shopping area, it is also a performance stages.
We are devoted to make art part of everybody's life.



▲▲ 小十鼓賣力的演出，博得滿堂采！
The energetic performance by junior Ten Drum was appreciated with rounds of applause from the audience.

使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56

愛心慈善

Charity



「付出」是幸福與喜樂的種苗 「堅持」是種苗開花結果的養分

Contribution is the seedling of happiness and joyfulness,
While persistence is the nutrients for the seedling to blossom
and bear fruits.

使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56

身為社會的一份子，家樂福了解企業社會責任之所在，因此，成立至今，家樂福文教基金會一直默默地從事慈善奉獻，關懷臺灣各個角落的弱勢族群。

As a member of the society, Carrefour understands the significance of enterprise social responsibility; therefore, Carrefour Foundation has silently contributed to charity and contributions since its establishment, thereby extending its care to all disadvantaged communities in every corner of Taiwan.

慈善事業是集結社會上許多志願的人力、資源與愛心分配到弱勢且匱乏的人手上，所以除了善盡職責、主動關懷更多需要協助的人，家樂福文教基金會更肩負努力落實公益資源分配的義務與責任。

Charity involves gathering the manpower, resources and loves of many people in the society and distributes them to the disadvantaged communities. Therefore in addition to performing its duties and actively care for people who require assistance, Carrefour Foundation also strives to materialize the duty and responsibility for the distribution of public welfare resources.

未來，家樂福承諾將以更有組織，更有效率的方式推動愛心慈善事業，我們也同步啟動「企業志工元年計畫」，期望藉由更多的參與喚起更多的關懷，我們以創造洋溢健康與幸福的社會為目標，也期待臺灣能夠處處有溫暖，讓每個角落都有陽光的照拂。

In the future, Carrefour promises to promote charity through more organized and more efficient methods. At the same time, we have also activated “the Enterprise Volunteer First Year Project”, hoping to invoke more participation and more care. Focused on the objective of creating a healthy and happy society, we also hope to bring warmth and sunlight to every corner in Taiwan.

送愛到兒癌

Forward Love to the Cancered Children

**歡慶耶誕 傳遞溫暖
希望無限 歡笑滿行囊**
**Celebration Christmas
Warmth Delivery
Endless Hope and Laugh**

他們是上天賜給我們的禮物，
與所有的孩子一樣，渴望朋友、學習和愛；
嚮往著繽紛的遊樂場；
也興奮地期待著聖誕老公公帶來禮物，
相信每一份愛的禮物，都能讓孩子綻放天使般的
微笑。

Despite suffering from pain at a young age, they are
still the gifts from God.

They desire friends, learning and caring just like all
children.

They're too long for vibrant playgrounds.

They also excitingly guess what kind of surprise
gifts are in Santa's socks.

We believe that each gift of love will bring about the
angel-like smiles of the children.



數十年以前，一群醫界人士因不忍心看著一個個寶貴的小生命因為醫療水準以及病童家庭的經濟因素而不幸夭折，努力奔走、籌畫成立「財團法人中華民國兒童癌症基金會」，以提供細心與人性化的照護，減輕末期癌症病童之疼痛和安祥臨終為目標。

Several decades ago, a group of people from the medical profession could not bear to watch a precious little life perish due to substandard medical care and financial problems of the child's family. They gathered all resources and established Childhood Cancer Foundation, which aims to alleviate the pain of children with terminal cancer through attentive and personalized care.

家樂福與財團法人中華民國兒童癌症基金會、臺北市青少年育樂中心連續八年共同攜手為癌症兒童募集耶誕禮物，就是希望幫助癌症病童有生存、成長的機會，過健康快樂的生活。

For the past eight years, Carrefour, Childhood Cancer Foundation and Y17 have collaborated to raise Christmas presents for children with cancer, the objective is to provide the children with cancer with an opportunity to live, grow and lead healthy, happy lives.



▼ 每年聖誕夜前夕，家樂福全臺63家分店都會收到來自善心民眾捐贈的耶誕禮物，包括繪本、文具、3C產品，成為癌症小朋友每年最期待收到的祝福。

During Christmas Eve every year, 63 Carrefour stores in Taiwan will receive Christmas gifts donated by philanthropists, including sketch books, stationeries, toys and 3C products for the children.

▲ 「苦中找快樂，吃苦當吃補。」腦瘤雙胞胎姊妹靖宸及鈺宸一搭一唱以台語的「答嘴鼓」笑談如何對抗癌細胞，為禮物募集記者會揭開序幕。

“Finding joy in hardships, and treat hardships as the means of training oneself”. The twin sisters who suffered from brain tumor sang the dialogue singing in Taiwanese, they smiled and talked about how they fought against the cancer cells, and raised the curtain for the gift gathering press conference.



11月28日海拔413公尺的陽明山上，旭麗和風，在冬日裡更顯得溫暖與清新舒暢。家樂福與兒癌基金會正帶領著30位癌症兒童來到位於群山環抱的福田園旅遊。園區精彩好玩的活動讓孩子們興奮不已、躍躍欲試；親切的大哥哥、大姐姐，園中的一草一木、清新的空氣、溫暖的太陽都將永遠陪伴著小朋友成長，成為美好的回憶。

On November 28, at an altitude of 413m on Yang-Ming Mountain National Park, the pleasant sunshine and breeze seem warmer and more refreshing in the winter. Staff from Carrefour and Childhood Cancer Foundation is taking 30 children with cancer to visit the Fu-tian Village, which is located in the mountains. The children are excited about the fun activities in the village, they want to give everything a try. The friendly big brothers and sisters, every grass and every tree, the refreshing air and warm sunshine will always accompany the children through their growth and become their wonderful memories.



◀ 一張張寫滿愛心的祈願卡懸掛在檸檬桉樹上，期待願望化成檸檬桉樹的枝椏一起長大。

Blessing cards written with phrases of sincerity are hung on the lemon-scented gum, hoping the children may grow and develop with the branches of the lemon-scented gym.

▼ 希望這一片福田園裡時時充滿且洋溢的幸福快樂可以帶給病童更多的對抗病魔的力量。

Hoping the happiness in Fu-tien Village can bring the power to children with cancer to fight the illness.



▲ 小朋友熱情地捲起袖子，認真地將小花草的種苗種植在土壤上，讓健康的心願在這塊福田快快成真。Children enthusiastically rolled up their sleeves and diligently planted the seedling in the soil.

家樂福與臺北市青少年育樂中心共同發起「歡慶耶誕 希望無限」，前往臺北馬偕醫院與癌症病童一起提前歡度聖誕節。總經理夫人Mrs. GANAYE表示這幾年陸續到癌症病房探訪癌症兒童，看到病童父母對子女付出的愛心與關懷，還有小小年紀的抗癌鬥士即使身上長期吊著點滴也勇敢無懼，令她深受感動，這也是她自願擔任活動愛心大使，持續不斷的動力。家樂福多年投入兒癌的愛心關懷及積極參與不曾間斷，期盼社會大眾藉由基金會的運作，更加重視需要被關注、被照顧的弱勢兒童，讓兒童的明天，真的更好！

Carrefour and Taipei Youth Activity Center have jointly launched the Celebrate Christmas-Infinite Hope event, where the wife of Taiwan Carrefour's CEO Mrs. GANAYE led the staff to Mackay Memorial Hospital Taipei branch in order to visit the children with cancer and celebrate Christmas together. According to Mrs. GANAYE, she has visited the children with cancer for several years consecutively, also seeing the commitment, love and care of the parents towards their children, and the little warriors who courageously fight cancer despite having to endure the pain of intravenous drips over long periods of time, she is profoundly touched. This is also the impetus that keeps her volunteering to act as the goodwill ambassador for the event over the years. Carrefour's love, care and active participation in charity has never stopped. It is hoped that through the operations of Foundation, the general public will pay more attention to the disadvantaged children who are in need of care and attention, so that the future of the children will truly become brighter and better!



▲ 家樂福總經理夫人Mrs. GANAYE(左)叮嚀病童「要加油哦！」
The wife of Carrefour's CEO, Mrs. GANAYE (right) reminded the children to "Be Strong."

▼ 除了探訪癌症病童，也安排氣球魔術、小丑特技表演等和病童一起娛樂，受到小朋友熱烈歡迎，現場笑聲不斷。

In addition to visiting the children with cancer, a balloon magic show and clown stunt show was also organized so the children could have fun. The performers were enthusiastically welcomed by the children and laughter never stopped.



臺北歐洲學校耶誕慈善園遊會

Taipei European School Christmas Bazaar

擁抱希望 幸福感恩

Embrace Hope Happy Thanksgiving

臺北歐洲學校(Taipei European School, TES) 1,000位國際學生分別來自全球55個國家，儼然一個小型文化融爐，為促進歐洲文化與本地融合交流，家樂福每年持續贊助臺北歐洲學校藝文、體育、慈善等活動，協助學生在頻繁互動中體驗、學習多元文化與語言，進而培養兼容並蓄的世界公民胸懷。

The 1,000 international students at the Taipei European School (TES) come from 55 countries around the world. They form a small cultural melting pot. In order to promote interchanges between European culture and local culture, Carrefour continues to sponsor arts, culture, sports and charity activities in TES, assisting students to experience and learn diverse cultures and languages, thereby cultivating an all-embracing aspiration as the citizens of the world.

每到聖誕節熱鬧舉行的「耶誕園遊會」，提供歐洲國家的藝文表演與美食，以及充滿濃厚聖誕趣味的活動，吸引超過五千位外國人士一同參與。此次義賣所籌得的款項也幫助許多臺北地區的公益慈善團體。

The Christmas Bazaar offering arts, cultural performances and gourmet cuisines from Europe, as well as fun-filled Christmas activities. More than 5,000 foreign guests participated in the warm, joyous Christmas Bazaar. The funds raised from the charity bazaar will be donated to charity organizations in Taipei region.



▲由家樂福財務長馬和永先生(左一)代表接受主辦單位歐僑學校頒贈的感謝狀
Carrefour CFO, Mr. MARION (first left) receives thanks certificate from the Taipei European School.



◀來自歐洲各國親手創作的聖誕飾品與工藝品提供民眾欣賞與進行慈善義賣，讓參與的民眾物質與心靈一樣豐富。

Handmade Christmas ornaments and crafts from all over Europe are also available for the public to appreciate or purchase during the charity sales event; thereby enriching the material and spiritual desires of the participants.

幸福銀行愛心工程

Happiness Bank Love Construction

臺北縣推動幸福銀行計畫 援助弱勢家庭

Taipei County promotes the Happiness Bank project in aid of the disadvantaged families

「貧窮應該屬於博物館，不屬於文明世界」是2006年諾貝爾和平獎得主尤努斯建立鄉村銀行的信念。2007年臺北縣政府也以這個信念辦理「幸福銀行」協助救貧。幸福銀行計畫是提供一個媒合社會資源的平台，協助更多高風險弱勢家庭，在危急的關頭拉他們一把。社會局目前已匯集120個團體加入，未來希望能募集到200個企業團體加入行列，除了募集人力、物資、金錢外，也迫切需要教育、知識上的資源捐贈，這些才是幫助高風險家庭達到「脫貧」的關鍵。

“Poverty belongs in the museum, not in the civilized world” was the belief of the 2006 Nobel Peace Prize winner Muhammad Yunus, he believed in the concept of Grameen Bank. In 2007, Taipei County Government also organized the Happiness Bank based on this concept to assist poverty. The "Happiness Bank" involves establishing a platform which combines various social resources, hoping to help more high-risk and disadvantaged families during time of need. Currently the Bureau of Social Affairs have gathered participation from 120 organizations, in the future, the intension is to attract at least 200 enterprise organizations to join the project. In addition to accumulation of manpower, resources and money, donations such as education and knowledge resources are urgently needed; this is the key to relieving poverty for the high-risk families.



▲ 家樂福熱情響應幸福銀行計畫，捐贈物資幫助高風險家庭渡過難關。

Carrefour enthusiastically joined in the "Happiness Bank" project by donating resources to assist high-risk and disadvantaged families through difficult times.



▲ 受惠於「幸福銀行」專案的社福團體都蒞臨感恩茶會表達對捐助人的感謝。

Beneficiaries of the "Happiness Bank" project express their gratitude at the thanksgiving tea party.

使命與願景

02 — 03

文化藝術

04 — 21

愛心慈善

22 — 31

體育發展

32 — 39

社區與環保

40 — 49

董事會組織

50 — 59

2011活動看板

51 — 51

1996-2010

歷年大事紀

52 — 53

我們的夥伴

54 — 55

特別感謝

56 — 56

失親兒育幼院運動會

Orphan Nursery School Games

圓夢 愛與新生的力量

Fulfill Dreams The Power of Love and Rebirth

失親兒福利基金會與臺北市體育處共同籌辦國內唯一的「育幼院運動會」，希望讓全臺育幼院院童們有機會在運動場上獲得肯定與掌聲，培養樂觀自信的態度及積極正向的價值觀。

The Taipei Orphan Welfare Foundation has collaborated with the Taipei Sports Office to organize the Nursery School Games in Taiwan, hoping that all children from the nursery schools will be given the opportunity to be affirmed and applauded on the sports field, thereby cultivating their optimistic, self-confidence and proactive, positive values.

「2010育幼院運動會在臺北」活動共有38間育幼院、1,900位師生參與。家樂福基金會為了讓偏遠地區的失親兒也有機會可以參予這場運動盛會，全額贊助「宜蘭慈懷園中途之家」此行食、宿及交通費用，一圓孩子們心中小小的期盼。

In total, 1,900 students and teachers from 38 nursery schools throughout Taiwan participated in 2010 Taipei Orphan Welfare Foundation Games. In order to allow orphans from remote regions to partake in the grand sports event, Carrefour Foundation has provided full sponsorship for the Tzih Huai Midway Home, including accommodation, food and transportation, so that the children's wishes may be fulfilled.



▲今年首次實施的「愛心攤位」為此次的運動會增添許多歡樂氣氛。
The Love Stalls, implemented for the first time, brought about abundant festive atmosphere.



◀晚會變妝秀以「信心的力量」為主題加上環保的元素，連納美人也出籠，為首次舉辦的走秀創造最精彩的畫面。

The costume and makeup show is inspired by the theme of Power of Faith, even Na'vi made an appearance on the catwalk.

家樂福家庭日暨愛心義賣

Carrefour Family Day and Charity Bazaar

關懷員工，散播愛心，家庭日傳達企業社會責任之真正價值

Care About Our Employees, Propagate Love, the Family Day Conveys the True Values of Enterprise Social Responsibility

家庭日不僅是凝聚向心力、員工同樂的場合，也讓家樂福多年來以永續發展為目標，重視企業社會責任、持續關注社會公益的理念，在員工心中紮根，向社會擴散。

The Family Day is not only an occasion for congealing everyone's hearts and for the employees to enjoy themselves; it also allows Carrefour's philosophies of sustainable development, social responsibility and social welfare to be deep-rooted in the hearts of the employees and the society.

今年中秋節前夕家樂福首次舉辦「2010年家庭日暨愛心義賣」活動，由總經理康柏德親自主持，並率領主管及同仁進行一連串精彩活動及愛心義賣，要以實際行動展現家樂福關懷社會、群策群力的精神。

This Mid-Autumn's Day, Carrefour organized the First 2010 Family Day and Charity Bazaar event. The event was hosted personally by CEO Mr. GANAYE. He also led the managerial staff and the colleagues to conduct a series of resplendent activities and charity bazaar, together. They intend to exemplify Carrefour's spirit of caring for the society and commitment through actions.



▲ 義賣活動獲得員工的好評與熱情響應。

The bazaar activity is well received among employees.

▼ 家樂福總經理康柏德帶頭參與各項活動。

Carrefour CEO Mr. GANAYE takes the initiative to participate in various activities.



使命與願景

02 — 03

文化藝術

04 — 21

愛心慈善

22 — 31

體育發展

32 — 39

社區與環保

40 — 49

董事會組織

50 — 59

2011活動看板

51 — 51

1996-2010

歷年大事紀

52 — 53

我們的夥伴

54 — 55

特別感謝

56 — 56

體育發展

Sports Development



奔跑 是為了超越自我的設限

Running is for the sake of exceeding my own limitations

跳躍 是為了看見更開闊的天空

Jumping is to be able to see a broader sky

透過身體的律動 揮汗的暢快

With the rhythm of the body and the delight of sweating

我們在自己身上看見更多的可能

We may perceive more possibilities with ourselves

運動是健康的基石，持續運動就是累積健康，運動習慣的養成與健康息息相關，家樂福希望每一位民眾都擁有健康的身體，並以此創造美好的家庭生活。多年來，我們藉由各項運動的舉辦以及賽事贊助，期望將運動習慣融入國人的生活當中，不管是健走活動、馬拉松競賽以及龍舟賽事等各項運動領域，都可以看到家樂福默默深耕的背影。

Exercise is the foundation of health, and with constant exercise, health may be accumulated. The cultivation of exercising habits is closely related to health, and Carrefour hopes everyone will be able to have a healthy body in order to create a beautiful family life. For many years, we have attempted to implement exercising habits into people's lives by organizing various sports activities and sponsoring contests. Carrefour's silent yet diligent cultivation may be seen in various sports fields including health walking events, marathon contests and dragon boat races, etc.

使命與願景

02 — 03

文化藝術

04 — 21

愛心慈善

22 — 31

體育發展

32 — 39

社區與環保

40 — 49

董事會組織

50 — 50

2011活動看板

51 — 51

1996-2010

歷年大事紀

52 — 53

我們的夥伴

54 — 55

特別感謝

56 — 56

元旦健走 New Year Day's Walk

民國九九 健康99

Eternal health for 2010

「每日萬步走，活得久久久」，2010年元旦健走，號召全民用雙腳實現「一年之計，在於健康」的新希望。連續七年，家樂福文教基金會與紀政女士推動元旦健走活動，在一年初始的1月1日，頂著低溫，與68位元旦寶寶、百歲人瑞等來自全臺超過7,000位民眾，齊聚士林至善公園，邁開大步迎接民國九九年的到來。悄悄現身加入健走行列的總統夫人周美青女士以及各項精采的表演節目，讓每一位民眾在新的一年里，都留下深刻難忘的回憶。

“Ten thousand steps a day ensures healthy life everyday”, the 2010 New Year Day's Walk invited everyone to fulfill the new hope of “The whole year's work depends on good health” with their legs. For seven consecutive years, Carrefour Foundation have promoted the New Year Day's Walk Event with Mrs. Chi Cheng. More than 7,000 people from all over Taiwan, including 68 New Year Babies, and hundred year old seniors were gathered together at Chihshan Park in Shilin to welcome the arrival of 2010 with big strides. Everyone was left with unforgettable memories for the New Year when the First Lady, Christine Chow also joined in the health walk, was also impressed by various outstanding performances.



▲ 元旦健走成為民眾迎接新年到來的一種方式，也別具健康意義。

New Year Day's Walk has become a way to welcome the New Year in healthy way.

▼ 立法院長王金平（右）與希望基金會董事長紀政（左）在記者會上，以老虎裝扮粉墨登場，為2010元旦健走代言。

Wang, Jin-ping (right), President of the Legislative Yuan with Chi Cheng (left), the President of the Hope Foundation, attended the press conference with tiger costumes to voice for the 2010 New Year Day's Walk.



999999 銀髮族萬歲行萬步

999999 Seniors Age of 10,000 years walk for 10,000 steps

每日一萬步 健康有保固

10,000 steps per day Guarantees health everyday

今年為慶祝重陽節，家樂福與希望基金會選定民國99年農曆9月初9上午9點9分，以諧音「999999銀髮族 萬歲行萬步」，號召銀髮族們一起大手牽小手，全國同步出發，萬步來健走。活動中，高齡的銀色夫妻檔、推著娃娃車的父母親，以及陪著爺爺奶奶緩步行進的小女孩，顯現了重陽節敬老、育幼的優良傳統文化。

In celebration of the Double Ninth Festival this year, Carrefour Foundation and Hope Foundation were set at 9:09am on September 9 of the lunar calendar in 2010. With the slogan of 999999 Seniors Age of 10,000 Years Walk for 10,000 Steps, which appealed to all seniors to participate in the health walk together throughout Taiwan. During the event, senior couples, parents with babies in strollers, and little girls walking slowly and accompanying their grandparents exhibited the excellent traditional culture of Double Ninth Festival, which is concerned with respecting the seniors and educating the children.



► 勁裝打扮的銀髮長者，將以「萬歲行萬步」來迎接99年「重陽節」。

Sportingly dressed senior citizens welcomed the 2010 Double Ninth Festival with Walking.

◀ 希望基金會董事長紀政(左二)、家樂福文教基金會執行長吳柏毅一同鳴槍(右一)，並帶領民眾揮汗健走，身體力行!

President of the Hope Foundation Chi Cheng (second left) and Executive Chief of Carrefour Foundation (first right) fired the shot to lead the crowd in the health walk.



使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56

高雄國際馬拉松

Kaohsiung International Marathon

在城市盡情奔跑 邁向運動新生活

Run freely in the city
Towards a new life of sports

高雄市政府繼2009年世界運動會精采落幕之後，於2010年再度盛大舉辦高雄國際馬拉松。家樂福文教基金會共同贊助本次馬拉松活動，以此鼓勵民眾保持運動的好習慣，也藉由運動來行銷美麗的南臺灣風光。從世運主場館出發，經過高雄巨蛋、愛河之心、美麗島等九個觀光景點，讓參賽者充分體驗大高雄的都會風貌。

Following the splendid ending of the World Games in 2009, Kaohsiung City Government once again organized the grand Kaohsiung International Marathon. Carrefour Foundation co-sponsored this marathon event in order to encourage the public to maintain the good habit of exercising, as well as to market the beautiful sceneries of Southern Taiwan through sports. The route starts from the main stadium of the World Games, passing through nine scenic spots including the Kaohsiung Arena, the Heart of Love River and Formosa Boulevard Station, etc., so that the contestants may experience the urban appearances of Kaohsiung.



▲ 高雄市政府教育局蔡清華局長頒贈感謝獎牌子家樂福公共事務服務部南區經理陳依芳(左二)，感謝家樂福對活動的支持。

Director-general of Kaohsiung Education Bureau, Cai Qing-hua presented the medal to Carrefour PASD South Regional manager of Taiwan Carrefour (second left) in appreciation of Carrefour's support.

▼ 高雄市政府為行銷高雄都會風情、建構健康友善的國際大城，首度舉辦國際馬拉松，吸引超過20,000名的跑者參加。

Kaohsiung City Government's first International Marathon attracted over 20,000 runners.



陽明山夏季馬拉松

Yangmingshan National Park Summer Marathon

使命與願景
02 — 03

路跑慶百年 草山現美景

Running in celebration of the ROC Centennial Beautiful sceneries of Caoshan

為響應行政院辦理建國百年相關慶祝系列活動，內政部營建署特別以春、夏、秋、冬四季為主題舉辦國家公園四季馬拉松活動。「陽明山夏季馬拉松」由陽明山國家公園管理處與臺北市政府共同主辦、中華民國路跑協會承辦、家樂福文教基金會贊助，共有6,000多名選手參賽。賽程從陽明山中山樓出發，沿途景緻秀麗，行經竹子湖、小油坑、馬槽、金山等處，讓選手在參賽同時，還可享受大自然廣闊的空間與清新的空氣，體驗陽明山國家公園美麗的夏季風情。

In response to the festive events of ROC Centennial organized by Executive Yuan, Construction and Planning Agency Ministry of the Interior (CPAMI) specially organized National Park four-season marathon events. The Marathon is co-organized by the Yangmingshan National Park Headquarters and Taipei City Government, executed by Chinese Taipei Road Running Association and sponsored by Carrefour Foundation. This year, contestants were over 6,000. The contest starts from Zhongshan Great Hall of Yangminshan, with beautiful sceneries along the way. The contestants can also enjoy the vastness of nature and the fresh air during the contest, and experience the summer beauty of Yangmingshan National Park.

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56



◀▼ 陽明山國家公園首度舉辦國際馬拉松，超過30度的陡坡落差，號稱全臺挑戰度最高的馬拉松賽事。

Yangmingshan National Park is organizing international marathon for the first time, and with over 30 degree slopes, it is known as the most challenging marathon in Taiwan.



太魯閣峽谷馬拉松

Taroko Gorge Marathon

鬼斧神工 全球唯一

Uncanny workmanship The one and only in the world

太魯閣峽谷馬拉松，是全球唯一峽谷馬拉松賽事，結合花東縱谷的天然美景，每年的賽事均會吸引來自國內外的好手競逐，家樂福文教基金會6年來持續贊助此一賽事，儘管今年適逢梅姬颱風來襲，蘇花公路中斷，但仍有超過10,000名的選手報到。今年分為馬拉松組、半程馬拉松組以及全民都能參加的五公里健跑組，雖然天空飄下濛濛細雨，但煙雨繞霧的景色，更加襯托出太魯閣山水的秀麗，也讓來自22個國家近300位的外籍選手表示讚嘆。

Taroko Gorge Marathon is the only gorge marathon on the world. With the combination of the natural beauties of the East Rift Valley, it always draws contestants from Taiwan and overseas to participate each year. Carrefour Foundation has been sponsoring this event for six consecutive years. Although Suhua Highway was damaged by Typhoon Maggie this year, there were still more than 10,000 contestants in the event. The groups were categorized as the same way as before, including Marathon group, Half-marathon group and the 5 km health running group with suitable for everyone. Even though it was drizzling, the misty sceneries embellished the beauty of Taroko's mountains and waters even more, which astonished almost 300 foreign contestants from 22 countries.



▲ 家樂福總經理康柏德(左二)、花蓮縣長傅崐其(左三)、內政部營建署署長葉世文(右三)等貴賓為競賽揭開序幕！

The event was commenced by Mr. GANAYE (second left), the CEO of Taiwan Carrefour; Hualien County magistrate, Fu Kun-chi (third left), and Yeh, Shi-wen (third right), the Director for Construction and Planning Agency Ministry of the Interior (CPAMI).



◀ 在波瀾壯闊的花蓮縱谷間邁開大步奔跑，用雙腳體驗太魯閣最迷人的風光。

Running with big strides in the vast East Rift Valley to experience the most charming landscapes of Taroko.

花現臺北 端午水岸嘉年華

Flowers in Taipei 2010 Taipei Dragon Boat Festival

賽龍舟、包粽子、花精靈

Dragon boat contest, rice dumpling wrapping, floral spirits
一起愛上北市水岸新生活

Let's fall in love with the new riverside life of Taipei City

今年的「2010臺北水岸端午嘉年華」於6月11日起在大佳河濱公園舉辦，以「花現水岸臺北」為主軸，將傳統文化連結國際花卉博覽會，透過5位花博的花精靈帶來精采的舞台表演，並介紹花博的各項展出資訊，讓民眾事先體驗這場國際盛事。家樂福文教基金會連續七年贊助這項兼具文化推廣及體育健身的國際賽事，也期望藉此推動國際文化的交流。

This year's "2010 Taipei Dragon Boat Festival" was held in Dajia Riverside Park on June 11, with the theme of "Flowers on the riverside of Taipei". The traditional culture was connected to the International Flora Expo, where five Floral spirits from the Flora Expo brought magnificent performances, and introduced the various exhibiting information of the Flora Expo, so that the public may experience this grand international event in advance. Carrefour Foundation has been sponsoring this international event with cultural promotion and sport exercises for seven consecutive years, and hope to promote international cultural sharing events through this opportunity.



◀▶ 「鼓陣踩街」、「龍舟開光點睛」等傳統祭江大典儀式，讓外國友人有了難得的體驗。

Traditional rituals such as the drum array parade and dragon boat eye-dotting ceremony offers a rare experience for foreign guests.



使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56

社區與環保

Community and
Environmental Protection



自然萬物交織出最動人的景色

The natural myriad things interweave the most moving scener

譜出最和諧的樂章

The spectrum leaves the most harmonious music movement

讓我們一起攜手珍視這片土地

Let us treasure this land hand in hand

使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56

環境保護不僅是21世紀全球共同的課題，更是攸關每一個公民的生活，從地球暖化造成的氣候劇變，到資源匱乏引起的國際紛爭，牽一髮而動全身的環保議題，地球正以前所未有的抗議方式向人們發出警訊。身為地球公民的企業體，在追求經營獲利的同時，更應該瞭解，唯有美好的環境及社會的安定，才有可能成就一個企業的永續發展。關懷環保一直是家樂福企業的核心價值之一，身為歐洲第一、全球第二大的零售商，我們更應率先對環境保護做出良好的示範，以創造人類永續幸福生活為目標。

Environmental protection is not only the common global agenda in the 21st century, it also concerns every citizen. From closely linked environmental issues such as global warming-induced climatic changes and international disputes caused by the lack of resources, the Earth is sending out warnings and protests in an unprecedented manner. As a citizen on Earth, the enterprise should also understand that while pursuing operating profits, the sustainable development of an enterprise may only be attained with a wonderful environment and stable society. Environmental issues have always been one of the core values of Carrefour. As Europe's no.1 and world's no. 2 retailer, we must lead by example in terms of environmental protection and focus on the target of creating happy and sustainable lives for mankind.

乾淨城市 行動4R

Clean city
4R Actions

樂活志工 齊心合力
清淨家園愛地球

LOHAS volunteers join efforts
Clean up homes to love Earth

回收

重用

減用

教育

實踐「綠領力」

Recycle

Reuse

Reduce

Rethink

Implement Green Collar Power



家樂福文教基金會多年來深耕社區環保工作，每年均動員企業志工，並結合鄰里社區民眾的力量，推動在地社區清掃工作；今年為響應行政院環境保護署「2010臺灣減碳年」，特與臺北縣政府及臺南市政府共同策畫「乾淨城市 行動4R」千人清掃活動，將關心環保的觸角由社區擴大到城市，號召民眾以家庭為單位，全體動員清潔我們居住的城市。

For many years, Carrefour Foundation has been deep-rooted in community environmental work. Each year, we mobilize our employees in promotion of local community cleanup work. This year, in resonance with the EPA, Executive Yuan's "2010 Taiwan Carbon Reduction Year", we have collaborated with Taipei County Government and Tainan City Government to organize the "Clean City, 4R Actions" thousand people cleanup activity. Together, we have expanded the concept of environmental protection from communities to cities and appealed families to become mobilized to cleanup the city in which we live.

為了讓民眾實際體驗生活中有許多簡單的行為就可以保護地球環境，家樂福特別籌畫環保園遊會，倡導環保 Recycle回收／Reuse重用／Reduce減用以及Rethink教育的4R理念。

In order for the public to realize that there are many simple actions in life to protect the Earth's environment, Carrefour has especially invited successful environmental protection and resource recycling organizations and enterprises to jointly organize the environmental protection funfair. The objective is to promote the educational concepts of 4R: Recycle, Reuse, Reduce and Rethink.



◀ ▲ 透過知識小學堂及蝴蝶姐姐的行動短劇等寓教於樂的方式，讓小朋友對於學習如何做環保產生興趣。

Through educational approaches such as knowledge classrooms and action short dramas, the children's interests in environmental protection will be evoked.

「乾淨城市 行動4R」除邀請連續多年擔任清掃志工的大家長～行政院環境保護署署長沈世宏參與外，還包括臺南市市長許添財、臺北縣政府環境保護局局長鄧家基、臺南市環境保護局局長張皇珍等也一同加入清掃的行列。

For the “Clean City, 4R Actions” event, in addition to invite the Director of EPA, Executive Yuan, Stephen Shu-Hung Shen, who has acted as the leader of the volunteers for many years, the Mayor of Tainan, Xu Tian-cai, Director of EPB, Taipei County Government, Deng Jia-ji and Director of EPB, Tainan City Government, Chang Hwang-Jen also participated in the cleanup event.

為落實4R生活，家樂福在現場不僅為每位民眾準備環保杯，也邀請許多深耕環保的企業熱情響應，包含加州葡萄協會、雀巢美祿、光泉、味王等…，分別提供了水果及冰飲讓民眾在揮汗清潔家園後消暑解渴；花仙子、永豐餘、南王化工、迪捷國際等企業更提供許多隨身環保用品。

In order to materialize the life of 4R, not only reusable cups were prepared for the crowd, numerous enterprises deep-rooted in environmental protection also enthusiastically responded to the event, including California Table Grape Commission, Nestle Taiwan, Kuang Chuan Dairy and Ve Wong Co. Ltd. provided fruits and cool drinks so that people may quench their thirst after cleaning up their homes in the searing summer heat. Farcent, YFY, South King Chemistry and iDigit International Co. Ltd. provided portable environmental protection products.



► 兩千名志工分成30支清掃隊伍，在38°C炎熱酷夏中，一起捲起衣袖，揮汗清潔家園。

Two thousand volunteers were divided into 30 cleaning groups, and devoted themselves to cleaning their hometown under the scorching sun at 38°C.

◀ 主辦單位之一臺南市市長許添財(左一)表示臺南市不止是一個文化古都，更因為有著有乾淨的市容、清淨的河川以及處處綠意的土地，連續三年獲選為最乾淨的城市。

Tainan City is not merely an ancient cultural city, but it has been selected as the cleanest city for three consecutive years thanks to its clean urban appearance, the clean rivers and the lushness of the land.



活動從環保4R核心理念出發，園遊會琳瑯滿目的4R攤位，包括環保知識小學堂、利用廢棄材料完成的蜻蜓手工藝品；協源綠能公司展示加水即可來電的神奇水電池、中華汽車的綠能環保電動機車試乘、環保肥皂DIY以及利樂包公司宣導紙盒包的生命週期；臺南市綠的關懷協會也首度展示樹皮DIY手帕等，讓民眾從遊戲中學習環保的方法。另外更有多項節能家電大獎供民眾摸彩，讓原本嚴肅的環保議題變得多元與豐饒趣味。

Starting from the core ideals of the 4R, the myriads of 4R stalls were full of educational meaning, including the environmental knowledge classrooms, dragonfly handicraft made from scrap metal and straws, as well as the magical water battery from iWaterenergy Ltd. Co., which only requires adding water to generate power. In addition, there was also the green energy electric motorcycle riding experience from CMC, green soap DIY and Tetra Pak Taiwan's promotion on the life cycles of Tetra Pak cartons. The Tainan City Green Care Association also showcased tree bark DIY handkerchief, which amazed everyone at the scene. Moreover, people had opportunities to win numerous energy efficient electric home appliances from the lucky draw.

▼(左起)家樂福文教基金會執行長吳柏毅、臺北縣環保局局長鄧家基、蝴蝶姐姐、行政院環保署環境衛生及毒物管理處處長林建輝、及臺南市環保局局長張皇珍共同啟動「乾淨城市 環保4R」活動。

The Director-general of the Department of Environmental Sanitation & Toxic Substance Management, EPA, Executive Yuan, Lin Jian-hui (second right) led all guests to launched the 4R action.

清掃總成果表 Table of overall cleaning result

參與城市 Participating City	垃圾數量 Trash Amount (公斤, KG)	廢電池 Batteries (顆, pcs)	光碟 CD, VCD, DVD (片, pcs)	寶特瓶 Plastic Bottles (瓶, pcs)	廢手機 Cell Phones (支, pcs)	參與志工 No. of Volunteers (人, people)
臺北縣 Taipei County	785	3150	4027	2074	94	1244
臺南市 Tainan City	410	4243	2623	1025	58	1017
總計 Total	1,195	7,393	6,650	3,099	152	2,261



▲ 呷七碗嘉義食品工業股份有限公司公益贊助粽子，讓民眾了解環保包裝的具體表現。

Xia Qi Wan Chiayi Food Industry Co., Ltd. sponsored rice dumplings so that the people may appreciate eco-friendly packaging.

918世界清潔日-救地球環境一把

918 Clean Up the World Day -
Save Earth's Environment

清潔地球 人人有責

Everyone is responsible for cleaning up the world

環保台灣 隨手行善

Protect the environment in Taiwan by doing good deeds

1993年由澳洲發起的「世界清潔日」，每年超過4,000個國家，同步在九月的第三個禮拜六展開全球同步清掃；今年9月18日，家樂福文教基金會熱情響應行政院環境保護署的號召，與公部門、非營利組織、企業等400位志工，一起參與「救地球環境一把」世界清潔日活動，進行周邊環境清掃工作，希望藉此提升全球環保意識，為保護地球共同努力。

"Clean Up the World Day" was initiated by Australia in 1993, with over 4,000 countries carrying out the cleaning simultaneously on the third Saturday of September. This year on September 18, Carrefour Foundation responded enthusiastically to the appeals by the EPA, Executive Yuan, and devoted in Clean Up the World event together with other 400 volunteers from the government, non-profit organizations and enterprises, etc. to clean up the surrounding environment. It is hoped to raise the global environmental protection awareness through this event, and to work together in order to protect Earth.

▼ 署長沈世宏呼籲全國鄉鎮里鄰居民，在環境清潔時就能養成維持的好習慣；在清理家中髒汙的同時也能對屋外的環境多付出一點關心，以實際行動來提昇臺灣生活環境品質。

Director of EPA, Executive Yuan, Stephen Shu-Hung Shen appealed to citizen to let Taiwan's living environment be enhanced through practical actions.



▲ 家樂福以行動支持世界清潔日，從彎腰打掃中愛惜臺灣這片美好的土地。

Carrefour supports Clean Up the World Day through actions and cherish the magnificent land of Taiwan by cleaning up.

925臺北市清潔日-清潔是美麗的力量

925 Taipei City Clean Up Day -
Cleanness is the power of beauty

全民攜手 清潔即是美麗

Everyone work hand in hand Cleanness represents beauty

「2010臺北國際花卉博覽會」不僅是臺灣民眾期待的焦點，更是國際注目的盛會，為了迎接來自國內、外的花博嘉賓，臺北市政府於花博正式營運前夕，於大湖公園舉辦淨山活動，將臺北的好山、好水、好花草介紹給來自全球的朋友。

"2010 Taipei International Flora Expo" is not merely the focus of Taiwanese anticipations, but also an international grand event. In order to welcome visitors from both Taiwan and overseas, Taipei City Government conducted mountain cleanup activity at the Dahu Park in Neihu, so that the beautiful mountains, waters and flora of Taipei may be introduced to visitors from all around the globe.

家樂福文教基金會為展現企業的綠領力，與11個綠色企業及宗教、環保團體、區公所攜手，並號召企業員工共同參與，從彎腰打掃中學習「謙卑」的清掃哲學。

In order to display the Green Collar Power, Carrefour Foundation collaborated with 11 green enterprises, religious groups, environmental protection groups and regional offices. Furthermore, enterprise employees were encouraged to join the event to learn to be humble through cleaning.



◀◀ 在「2010臺北國際花卉博覽會」開展前夕，家樂福與臺北市政府環保局攜手清掃，讓臺北城以最美好的面貌迎接國際友人！

Prior "2010 Taipei International Flora Expo", Carrefour collaborated with the Taipei Department of Environmental Protection to clean up the environment, so that Taipei may welcome international visitors with the best appearance.



使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56

節能減碳 幸福城市

Energy Conservation and Carbon Reduction
City of Happiness

小動作大節能，愛地球從我做起

Small Actions Save Significant Energy
Love the Earth Starts From Me

家樂福參與臺北市產業發展局舉辦的「節能減碳 幸福臺北」活動，透過賣場宣傳節能方法、設置節能商品專區及優惠促銷，不僅讓民眾學習節能減碳的秘訣，更榮獲「推廣節能產品績優廠商」的冠軍。另外，連續4年與經濟部能源局合作，透過全臺賣場通路，推廣能源效率分級制度；更響應「臺北市工商業節能減碳輔導管理自治條例」，推廣宣導營業場所室內溫度維持26°C及冷氣不外洩等節能減碳措施。

Carrefour participated in event held by the Department of Economic Development, Taipei City. Through the promotion of energy saving methods in the stores, we not only taught citizen the tips for energy conservation and carbon reduction, but was also honored as the champion of Outstanding Enterprise for Promoting Energy Conservation Products. Furthermore, we also collaborated with the Bureau of Energy, Ministry of Economic Affairs for four successive years to promote energy efficiency grading standard through various promotional strategies. We also responded to "Self Regulation for the Management and Guidance on Energy Conservation and Carbon Reduction for Industry and Commerce in Taipei City" to promote Energy Saving Policies.

► 臺北市長郝龍斌親臨家樂福宣導冷氣維持26度以上的節能宣導政策。

Taipei City Mayor Mr. Hao visits Carrefour store to promote the energy conservation policy of maintaining air-conditioning temperature of above 26 °C.



◀ 隨著人口的增加，資源耗竭加速，人為製造的碳排放也為地球環境帶來變動，因此每一分資源都應該被珍惜，每個人也應該從生活開始落實節能減碳。

With the increasing population and rapid energy consumption, Earth's environment is also changed by carbon emissions; therefore, every little resource must be treasured, and everyone should start from everyday life to implement energy conservation and carbon reduction.

臺北市環保義工大隊 頒獎典禮暨成果展示

Taipei City Environmental Protection Volunteer Crew Award Ceremony and Result Presentation

人人隨手做環保，永續生活才可保

Everyone must fulfill environmental protection in order to maintain a sustainable life

臺北市政府環境保護局為感謝家樂福等環保義工大隊全年的辛勞與奉獻，由市長郝龍斌親自頒發感謝狀，並透過政府與民間企業的共同努力，讓臺北市的綠色消費與環保概念繼續走在領導前端，讓環保生活更加美好。家樂福也將一年環保服務的成果與其他義工分隊分享，並舉行綠色消費有獎徵答活動及宣導節能減碳的政策，讓民眾藉由遊戲互動中學習做環保的精神。

Environmental Protection Bureau, Taipei City Government appreciates for the endeavor and devotion towards community environmental protection of Taipei City from the volunteer crew throughout the entire year. The certificate of appreciation was awarded by the mayor of Taipei City, Mr. Hao Long-Bin. It is further hoped that enterprises and the government may work together to maintain Taipei City at the forefront in terms of green consumption and environmental protection concepts, in turn achieving a better, eco-friendly life. Carrefour also shared the results of the year with other volunteer crews. There were also green consumption pop quizzes, as well as energy conservation and carbon reduction promotions at the booth, so that the people may learn about the spirit of environmental protection through the interactive games.



▲ 家樂福致力推動掃街、節能減碳宣導、推廣綠色消費等環保相關具體服務，獲得臺北市政府肯定。

Carrefour's commitment to street cleaning, energy conservation and carbon reduction, as well as promotion of services such as green consumption etc. have received recognition from the Taipei City Government.



▲ 家樂福以有獎徵答的方式提供環保贈品，與現場的義工們熱絡互動。Carrefour enthusiastically interacts with environmental volunteers through pop quiz and giving out gifts.

使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56

董事會組織

Members of Board of Directors



董事長 / 高清愿 Chairman / Chin Yuan KAO
財團法人家樂福文教基金會董事長 / 統一企業創辦人兼董事長
Chairman of Taiwan Carrefour Foundation
Founder and Chairman of Uni-President Enterprises Corp.



林蒼生 Jason C.S. LIN
統一企業總裁
CEO of Uni-President Enterprises Corp.



康柏德 Patrick GANAYE
臺灣家福股份有限公司 總經理
Taiwan Carrefour CEO



林懷民 Huai Min LIN
雲門舞集創辦人暨藝術總監
Founder and Current Art Director of
Cloud Gate Dance Theatre



馬和永 Christophe MARION
臺灣家福股份有限公司 財務長
Taiwan Carrefour Finance Division Director



紀政 Cheng CHI
財團法人希望基金會董事長
President of Hope Cultural and Educational Foundation



吳柏毅 Winson WU
財團法人家樂福文教基金會 執行長 /
臺灣家福股份有限公司 人力資源部 總監
Taiwan Carrefour Foundation Executive Chief
Taiwan Carrefour Human Resources Division Director



陳玲玉 Lindy CHERN
國際通商法律事務所主持律師
Senior Partner of Attorney of Baker & McKenzie
Attorneys at Law



陳孝先 Richard CHEN
臺灣家福股份有限公司 台北區區經理
Taiwan Carrefour Taipei-North Regional Director



吳靜吉 Jin-Ji WU
財團法人國家文化藝術基金會董事
Board of Directors of National Culture and Arts
Foundation

2011 活動預告

2011 Event Planning

月份 Month	活動名稱 Activity
1月 Jan	2011 元旦健走活動 New Year Day's Walk
1月 Jan	臺南古都國際萬人馬拉松賽 Tainan Ancient Capital International Marathon
1月 Jan	十鼓節 Ten Drum Festival
3月 Mar	臺北國道馬拉松 Taipei Express Marathon
4月-5月 Apr-May	家樂福兒童新樂園 Carrefour Children New Paradise
5月 May	兒童繪畫比賽 Kids Drawing Contest
6月 Jun	臺北端午嘉年華 Taipei Dragon Boat Festival
7月-8月 Jul-Aug	偏鄉學童多元發展平衡學習計畫 The Disadvantaged Kids Diversity Learning Plan
9月-10月 Sep-Oct	家樂福親子戲劇嘉年華 Carrefour Drama Festival
9月 Sep	萬步健走日 International Health Walk
11月 Nov	太魯閣峽谷馬拉松 Taroko Gorge Marathon
12月 Dec	送愛到兒癌 愛心宅急便 Forward Love to the Cancered Children

使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

◀ 1996-2010 大事紀 ▶ Chronicle

活動名稱 Activity

- ▶ 家樂福精打細算報稅諮詢服務
Tax Consulting Service
- ▶ 「我愛我家」全國攝影比賽
My Sweet Family Photo Contest
- ▶ 「為兒童幸福而跑」路跑活動
Annual Carrefour Road Running
- ▶ 家樂福小畫家寫生比賽 VS 兒童布偶秀
Carrefour Children Drawing Contest v.s. Puppet Show
- ▶ 家樂福私房菜烹飪比賽
Carrefour Cooking Contest

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56

◀ 1996-2010 大事紀 ▶

Chronicle

活動名稱 Activity

- ▶ 家樂福奧林匹克國際路跑活動
Carrefour Olympic International Running

- ▶ 家樂福耶誕古早味 – 明華園跨世紀演出 – 武松打虎
Carrefour Folklore Carnival – Min HuaYuan Folk Opera

- ▶ 兵馬俑全省巡迴展
Terracotta Children Drawing Festival

- ▶ 家樂福奇幻寫生嘉年華
Carrefour Children Drawing Festival

- ▶ 家樂福關懷環保系列活動 – 環保雕塑展
Carrefour Care The Earth Activities Series – Recycle Sculpture Exhibition

- ▶ 家樂福中秋藝術饗宴 – 優人神鼓演出
Carrefour Moon Festival Art Banquet – U Theatre Performance

- ▶ 家樂福兒童藝術季
Art Performance in Carrefour store

- ▶ 家樂福送暖愛心捐贈
Carrefour Winter' s Charity Donation

- ▶ 家樂福耶誕傳福音
Carrefour X' mas Charity Activity

- ▶ 家樂福賣場藝術迴廊
Carrefour Art Gallery

- ▶ 家樂福幫幫伊 – 萬件衣衣撿便宜義賣活動
Carrefour Clothes Charity Sale

- ▶ 家樂福環保月
Carrefour Environmental Protection Month

- ▶ 家樂福活力親子夏令營
Carrefour Summer Camp

- ▶ Open Book無人服務圖書館
“Open Book” Staff-less Library

◀ 1996-2010 大事紀 ▶

Chronicle

活動名稱 Activity

- ▶ 家樂福兒童新樂園
Carrefour Children New Paradise

- ▶ 為臺灣祈福 – 家家快樂 – 幸福點亮希望之樹
Pray for Taiwan, Light the Hope Tree Up for Cancered Children

- ▶ 太魯閣峽谷馬拉松
Taroko Gorge Marathon

- ▶ 家樂福臺北國道馬拉松
Carrefour Taipei International Express Marathon

- ▶ 家樂福盃活力家庭路跑賽
Carrefour Family Fun Run

- ▶ 送愛到兒癌 愛心宅急便
Forward Love to the Cancered Children

- ▶ 家樂福社區偶戲奇幻嘉年華
Carrefour Drama Festival – Puppet Show

- ▶ 「家園 樂活 幸福滿人間」一日義工
Carrefour Happiness on Earth : One Day Volunteer

- ▶ 環保創意布旗垃圾秀
Dressing Show by Recycle Flags

- ▶ 八八水災 – 緊急救援行動
Typhoon Morokot – Disaster Relief Action

- ▶ 家樂福親子戲劇嘉年華 – 如果兒童劇團
Carrefour Drama Festival – IF Kids Theatre Compnay

- ▶ 十鼓節
Ten Drum Festival

- ▶ 「乾淨城市 行動4R」家樂福家庭環保志工日
Carrefour Family Environmental Protection Volunteer Day

- ▶ 家樂福母親節徵圖比賽
Carrefour Kids Drawing Contest

使命與願景
02 — 03

文化藝術
04 — 21

愛心慈善
22 — 31

體育發展
32 — 39

社區與環保
40 — 49

董事會組織
50 — 50

2011活動看板
51 — 51

1996-2010
歷年大事紀
52 — 53

我們的夥伴
54 — 55

特別感謝
56 — 56

我們的夥伴

Our Companions



陳進隆 Mr. Chen Chin-Long
彩虹愛家生命教育協會 秘書長
Secretary General of

Rainbow Family Life Education Association

每個孩子都該有個家，每個家都該幸福快樂！但現今的家庭卻有許多遺憾，而我們，正是撫平哀痛，安慰憂傷，引領成功，再見榮耀的關鍵者！

Every child must have a home and every home must be full of happiness. However, modern families are faced with many difficulties; we are the key to smooth the pain, comfort the sorrows, inducing success and creating glories!

財團法人家樂福文教基金會是一個真心作公益，隨處、隨時愛護家庭的機構，不斷努力實現「家家快樂又幸福」的目標，更是彩虹愛家生命教育協會實現「讓家庭婚姻更親愛，兒童生命更精彩」的美好伙伴。

Carrefour Foundation is a charitable organization which cares for families at everyplace and everytime. It constantly strives to materialize the goal of "Bringing Cheerfulness to Every Family"; it is also the perfect partner for Rainbow Family Life Education Association to realize the ideal of "Bringing Love to Families and Marriages", and "Making the Children's Lives More Resplendent".

我們有幸與家樂福合作多年，透過兒童新樂園等活動的合作，幫助許多的孩童與家庭。臺灣有家樂福，真好！

We are privileged to have worked with Carrefour for so many years; through collaborative events such as the Children New Paradise, more children and their families are assisted, it is so great to have Carrefour in Taiwan!

趙自強 Mr. Zhao Zi-Jiang
如果兒童劇團 團長
Director of IF Kids Theatre Company

2010年，如果兒童劇團成軍第十年，十年來，從天馬行空的夢想出發，如果兒童劇團推出一口接一口的戲劇，這是香甜又幸福的滋味，同時也是歡笑與感動的累積，感謝一路上所有朋友對於如果的支持與協助。

In 2010, a decade after IF Kids Theatre Company was established; we have released numerous plays that are inspired by boundless imaginations and dreams. This is the taste of sweetness and happiness, as well as the accumulation of smiles and touching sentiments. Heartfelt gratitude is extended to all the friends who have given their support and assistance to IF Kids Theatre Company.

與財團法人家樂福文教基金會合作，緣起於2008年，家樂福以企業資源推動全臺11場如果戲劇公益巡迴演出，讓我們得以看見臺灣各地孩子歡樂的表情，爽朗的笑聲，更重要的，如果也從小朋友身上看見當初堅持夢想的甜美果實。感謝家樂福文教基金會的支持與協助，在未來的日子裡，我也期待能夠持續與家樂福合作，一同打造家家健康快樂又幸福的夢想藍圖。

The collaboration with Carrefour Foundation began in 2008, where Carrefour promoted 11 times of IF Kids Theatre Company public performances throughout Taiwan via its corporate resources. This allowed us to see the joyous expressions and carefree laughter of children in Taiwan; more important, IF Kids Theatre Company also witnessed the sweet result of our original persistence in realizing a dream. Thanks to Carrefour Foundation's support and assistance, in the future, I also hope to continue working with Carrefour to build a dream of Bringing Cheerfulness to Every Family.



謝十 Mr. Hsieh Shih

十鼓擊樂團 團長

Commander of Ten Drum Art Percussion Group

十鼓成立於2000年，十年來，十鼓秉持傳創精神，以臺灣這座島嶼豐富的生命力為主題，將傳統鼓樂融合創新，戮力推廣鼓術的表演以及深耕教學。十鼓有幸與財團法人家樂福文教基金會共同推出「鼓動雙十」公演活動，回憶那場演出，雖然天公不作美，滂沱大雨影響活動，但熱情的民眾與敬業的工作夥伴，讓我深深感受社會各界對於十鼓的支持與協助；藝文創作雖然是一條相當孤單的道路，但感謝家樂福文教基金會提供企業資源，不僅為十鼓提供表演平台，也延伸藝術觸角到所有家庭裡，在未來的日子裡，期待雙方能夠一同將臺灣的傳創文化，傳播到臺灣的各大角落，也讓藝術能夠達到教化與感動的目標。

Ten Drum Art Percussion Group was formed in 2000, for a decade, we have persisted in the spirit of heritage. Inspired by the rich vivacity of Taiwan, we fused traditional percussion music with creativity and dedicate ourselves to promoting the performance and teachings of percussion. Ten Drum Art Percussion Group was privileged to become acquainted with Carrefour Foundation in 2010 to launch the "Ten Drum Festival" event. In retrospect, although the weather was not ideal and torrential rain affected the event, however, the enthusiastic crowd and our dedicated work partners allowed me to deeply appreciate everyone's support and assistance towards Ten Drum Art Percussion Group. Although arts and cultural creation is a lonely path to take, however sincere gratitude is extended to Carrefour Foundation for providing its corporate resources. Not only has Carrefour provided a performance platform for Ten Drum Art Percussion Group, arts is also propagated to all the families in Taiwan. In the future, we hope that Carrefour and Ten Drum Art Percussion Group may continue to propagate Taiwanese heritage and culture to every corners in Taiwan, and to achieve the objectives of art education as well as touching people's hearts.

謝十



陳華恒 Mr. Chen Hua-Heng

中華民國路跑協會 秘書長

Secretary General of Chinese Taipei Road Running Association

中華民國路跑協會在本會紀政名譽理事長的支持與鼓勵下創會，致力於推廣全民運動及規劃優良賽會品質，至2011年已成立18年。

Chinese Taipei Road Running Association has been formed for 18 years by 2011 through the support and encouragement of the Honorary Director-general Ji Zheng. The association is committed to promote national sports and quality competitions.

在中央與各縣市政府的支持下已舉辦超過500場的各項路跑活動，包含世界盃超級馬拉松，國際性馬拉松及一般全民長跑賽會。而最長久與最支持的力量來自家樂福文教基金會，非常敬佩家樂福文教基金會以一個歐洲第一、全球第二的法商與臺灣統一集團成立的非營利組織的社團，在臺灣推廣文化藝術、社區親子、關懷環保、愛心慈善、體育發展等活動讓臺灣人民感受到家樂福公司熱心公益的溫情。

Through the support of the Central Government and various local Governments, more than 500 road running activities have been implemented, including the World Cup Super Marathon, international marathon and ordinary long distance running events. For the longest time, the most strength support has come from Carrefour Foundation. We have the most respect towards Carrefour Foundation, which is a nonprofit organization based on Europe's largest, the world's second largest French firm and Uni-President in Taiwan. The Foundation is dedicated in promoting Culture and Arts, Charity, Sport Development, Community and Environmental Protection, which in turn allows the people of Taiwan to appreciate the warmth of Taiwan Carrefour's enthusiastic charity endeavors.



使命與願景

02 — 03

文化藝術

04 — 21

愛心慈善

22 — 31

體育發展

32 — 39

社區與環保

40 — 49

董事會組織

50 — 50

2011活動看板

51 — 51

1996-2010

歷年大事紀

52 — 53

我們的夥伴

54 — 55

特別感謝

56 — 56



發行人 Publisher / 吳柏毅 Winson WU

主編 Chief Editor / 黃怡君 Seres HUANG

編輯 Editor / 張慧茹 Elain CHANG 陳凱婷 Kerry CHEN 陳信璋 Mason CHEN

發行日期 Release Date / 中華民國一百年一月 Jan, 2011

發行單位 Publication / 財團法人家樂福文教基金會 Taiwan Carrefour Cultural & Educational Foundation

地址 / 11268臺北市北投區大業路136號5樓

Address / 5F, No.136,Daye Rd.,Beitou Dist., Taipei City 11268, Taiwan

電話 Tel / (02) 2898-4886

傳真 Fax / (02) 2898-4887

網站 Web site / <http://www.carrefour.org.tw>

E-mail / fndation@carrefour.org.tw

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 Companion

行政院文化建設委員會 | 行政院環境保護署 | 經濟部 | 財團法人工業技術研究院 | 教育部 | 行政院體育委員會 | 內政部營建署 | 財團法人國家文化藝術基金會 | 行政院青年輔導委員會臺南市青年志工中心 | 交通部觀光局旅遊服務中心 | 國立中正紀念堂管理處 | 太魯閣國家公管理處 | 陽明山國家公園管理處 | 臺灣綠色生產力基金會 | 臺灣產業發展基金會 | 臺北市政府體育處 | 臺北市政府文化局 | 臺北市政府產業發展局 | 臺北大眾捷運股份有限公司 | 臺北縣政府環境保護局 | 臺北縣政府社會局 | 臺北縣新莊衛生所 | 新莊市公所 | 臺中市政府文化局 | 臺南市政府環境保護局 | 高雄市政府文化局 | 高雄市體育處 | 中華民國紅十字會總會 | 財團法人希望基金會 | 中華民國路跑協會 | 財團法人馬偕紀念醫院 | 臺北市青少年育樂中心 | 中華華夏希望關懷協會 | 彩虹愛家生命教育協會暨全體彩虹媽媽志工 | 如果兒童劇團 | 十鼓擊樂團 | 福田園教育休閒農場 | 嘉義食品股份有限公司 | 台灣雀巢股份有限公司 | 加州葡萄協會 | 光泉牧場股份有限公司 | 迪捷國際有限公司 | 協源綠能股份有限公司 | 利樂包裝股份有限公司 | 永豐餘消費品實業股份有限公司 | 南王化工有限公司 | 臺南市綠的關懷協會 | 味王股份有限公司 | 花仙子企業股份有限公司 | 中華汽車工業股份有限公司 | 臺灣照顧生命協會 | 臺灣收容動物關懷協會 | 臺北市流浪狗家族 | 美國寵物食品協會 | 頂尖寵物用品公司 | 加拿大楓味無穀物寵物乾糧 | 健聖興業 | 黃金巴頓寵支貿易有限公司 | 振瀚國際貿易有限公司 | 欣佳動物醫院 |



Carrefour Taiwan

Annual Report

Cultural and Educational Foundation