

Carrefour

102年度財團法人家樂福文教基金會年報 2013 Carrefour Taiwan Cultural and Educational Foundation Annual Report



臺灣家樂福文教基金會

Carrefour Taiwan

Cultural and Educational Foundation

2013 Annual Report

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責任 遠景

Responsibility and Vision

責任與願景 RESPONSIBILITY AND VISION

推動企業社會責任 樹立永續發展根基

18年來，家樂福文教基金會秉持著「創造幸福快樂的家庭」為使命，結合家樂福的核心價值，協助企業在營運的同時，對環境、社會參與作出具體貢獻。

未來，我們致力完善企業社會責任系統(Corporate Social Responsibility, CSR)，以整體的投入實踐CSR，並激盪出實踐CSR的創新做法，推動CSR成為企業永續經營、發展的重要根基，樹立社會良好典範。

企業志工成軍，用心關懷社區

家樂福文教基金會深刻體認到社會上仍有許多不被看見的弱勢族群，2013年正式成立「家樂福社區志工」，以「用心關懷、長期投入」為宗旨，將企業的愛心觸角伸得更廣、更深。

家樂福最大的資產來自於每天熱情工作的員工，這些員工同時具備高素質專業能力及訓練，自發組織成立「家樂福社區志工」，以平日團隊的良好默契與迅速、準確的做事方法，提供弱勢民眾最即時所需的資源及地方救濟措施。

家樂福社區志工透過多面向地投入公益活動，走入最需要協助的人群中，體現家樂福「堅守承諾」、「用心關懷」、「正面積極」三大企業價值的精神。

Promote CSR Establish Corporate Sustainability

For 18 years, Taiwan Carrefour Foundation has upheld the mission of "Creating Happy Families" by combining Carrefour's core values. We aim to make substantial contributions to the environment and society while facilitating corporate management. In the future, we will commit to implementing our Corporate Social Responsibility (CSR) system to come up with innovative approaches to CSR and strive to make CSR an important foundation of our corporate sustainability, in turn setting a good example in the society.

Carrefour Community Volunteer Group Attentive Community Care

Taiwan Carrefour Foundation is aware that there are still many neglected underprivileged communities in the society, therefore, inspired by the objective of "Attentive Care, Long-term Involvement", we established the "Carrefour Community Volunteers" in 2013 to further extend the love of our corporation. The most valuable asset of Carrefour is our enthusiastic, professional employees who voluntarily organized the "Carrefour Community Volunteers" to provide underprivileged communities with needed resources and local relief measures in time through their fast, accurate, methodical work approach.

Carrefour community volunteers become involved in a variety of public welfare activities by helping those in need, thereby embodying the three major values of Carrefour: Committed, Caring and Positive.



1. 家樂福文教基金會以「家樂福文化藝術季」深耕臺灣藝文環境，榮獲第九屆《遠見雜誌》企業社會責任獎「公益推廣組」特級獎的殊榮，由臺灣家樂福總經理廖康和獲頒總統獎狀與獎盃。

Taiwan Carrefour Foundation has deep-rooted in Taiwan's arts environment via the Carrefour Arts Festival and received the special honor of Global Views Monthly's 9th CSR Award in the "Public Welfare Promotion" category. Carrefour Taiwan, C.E.O. Patrick GANAYE is seen here accepting the award from Vice President Wu Den-Yi.

2. 因為推廣文化教育有功，榮獲教育部「社教公益」團體獎，由家樂福文教基金會執行長吳柏毅（右）代表接受教育部主任秘書王作樂公函表揚。

Carrefour received the Social Education Public Welfare Award from the Ministry of Education, Taiwan. Carrefour Foundation Executive Chief Winson Wu (right) accepts the commendation from Wang Zuokai, the Chief Secretary of the Ministry of Education.

3. 文化評選「文華獎」，肯定家樂福文教基金會18年來以文化滋養臺灣土地的努力，Ministry of Culture's Arts & Business Awards recognizes Taiwan Carrefour Foundation's efforts in developing culture in Taiwan over the past 18 year.

深耕公益領域 追求美好願景

家樂福文教基金會自2003年起舉辦文化藝術季，以企業之力於臺灣各地舉辦大型藝術節慶，引藝文活水灌溉社區家園，今年「家樂福文化藝術季」榮獲第九屆「遠見CSR企業社會責任獎」評審團隊的高度肯定並頒贈【楷模獎】。這份榮耀鼓舞我們持續扮演好企業公民的角色，蓬勃臺灣的藝文環境。

「十年樹木 百年樹人」，家樂福文教基金會深耕十年的「兒童生命教育」，與近三年積極投入的「偏鄉與弱勢青少年的技能教育」，在2013年也獲得教育部「社教公益獎」的榮耀，促使我們在十年耕耘的沃土上，再延新枝。

來自文化評選獎的芬芳與藝文各界的支持，激勵我們不斷精益求精，積極投入藝文發展，帶領臺灣民眾品味更豐富的心靈風景。未來，不論世界經濟如何變遷，家樂福堅守企業社會責任的承諾與熱誠從未改變，我們將懷抱「創造幸福快樂的家庭」願景，持續深耕公益領域，為社會及新世代創造更美好的未來。



Deep-root Public Welfare Pursue Wonderful Future Prospect

Taiwan Carrefour Foundation has organized Carrefour Arts Festival since 2003, where large arts festivals are held throughout Taiwan to enrich the communities with the essence of arts and culture. This year, Carrefour Arts Festival received the special honor of Global Views Monthly's 9th CSR Award (Model Award). The honor encourages us to continue playing the role of a good corporate citizen and prosper Taiwan's arts environment.

Inspired by the spirit of "Talent cultivation", Taiwan Carrefour Foundation has deep-rooted in "Children's life Education" over the past decade. More recently, Taiwan Carrefour Foundation's "Skill Education for Underprivileged Youngsters and Youngsters in Remote Townships" initiative during the last three years also received the "Social Education Public Welfare Award" from the Ministry of Education in 2013. In so doing, we will be able to build upon our experience accumulated over the past ten years and continue to develop education in Taiwan.

With Ministry of Culture's Arts & Business Awards and support from various parties in the arts circle, Taiwan Carrefour Foundation is encouraged to constantly seek refinement and actively engage in arts & cultural development, thereby enabling the people of Taiwan to appreciate richer spiritual landscapes. In the future, regardless of how the global economy fluctuates, Carrefour will continue to devote to CSR, and embrace the vision of "Creating Happy Families" to further enhance public welfare, in turn creating a more wonderful future for the society and the new generations to come.

文化 × 藝術

Culture and Arts





形塑文化並非一蹴可及，卻能源遠流長。家樂福文教基金會成立至今18年來，積極贊助培植原生的臺灣藝文團體，今年文化藝術季活動，提供民眾更多元的人文滋養。「采風樂坊」和「十鼓擊樂團」為原本形象莊重的傳統文化樂團創新新的局面；「張正傑親子音樂會」打破音樂會年齡限制的藩籬；「舞鈴劇場」和「如果兒童劇團」，帶來親子共享的藝文饗宴。家樂福文教基金會希望藉由對文化藝術投入關心與責任，讓藝術獲致盡情發聲的機會，進而活絡國內藝文演出的環境。

Shaping culture is not something that can be achieved overnight, rather it is a long and continuous process. For the past 18 years since Taiwan Carrefour Foundation have actively sponsored domestic art groups, in this year variety cultural events are best for the public. Chai Found Music Workshop and Ten Drum Art Percussion have pioneered a brand new approach to solemn traditional cultural music; the famous cellist Chang Chen-Chieh has broken the age boundary of concerts; Diabolo Dance Theatre and I Kids Theatre have collaborated to introduce a cultural feast for families. By paying attention to cultural arts, Taiwan Carrefour Foundation hopes to voice for art development in Taiwan and revitalize the environment for domestic performance art.

文化 藝術

Culture and Arts

純淨的天籟美聲劃破深海中的寂靜，舞鈴劇場的《海洋之心》一幕幕透過人、鈴、線交織而成的海洋風景，除了精彩的扯鈴、舞蹈表演及3D立體投影與扯鈴之間的虛實互動，配樂部分更融合現場打擊樂及人聲演唱，帶領觀眾進入深海底充滿想像的美麗新世界。

The pure, heavenly voice bursts the silence of the deep ocean. "Ocean Heart" by Diabolo Dance Theatre composes ocean landscapes with people, diabolo and strings; in addition to dazzling diabolo, dance performance as well as interaction between 3D projections and diabolo, the background music is infused with live percussion and vocal performances to take the audience into the depth of the ocean - a wonderful new world filled with boundless imaginations.



家樂福文化藝術季——舞鈴劇場「海洋之心」

Carrefour Arts Festival-Diabolo Dance Theatre Ocean Heart

最美的心 向上的力量

**MOST BEAUTIFUL HEART
POWER OF OPTIMISM**



1.全新劇碼加入人聲演唱，精彩內容深獲觀眾好評！

Brand new play is infused with a capella to create the popular show.

2.《海洋之心》結合美美的音樂及燈光、舞者的自信與笑容，讓觀眾不虛此行。

Ocean Heart combines soft music, lighting with the dancers' confidence and smiles to make their trip worthwhile.

3.舞者的扯鈴像是拋石入水般激起層層漣漪、層層疊疊，讓此表演、震撼、千變萬化。

The dancers' diabolo strs up rings of ripple like stone being thrown into the water to create ever-changing scenarios.

為增進親子間的藝文交流，由臺南市政府文化局、國立臺南生活美學館與家樂福文教基金會共同主辦的「2013家樂福文化藝術季」，今年以「親子藝起同樂會」為主題，於2月23日(六)在臺南生活美學館演藝廳，上場一齣關於海洋與扯鈴的夢幻交響曲，吸引大小朋友徜徉於藝術之海。

To enhance the exchange of cultural arts between parents and children, the 2013 Carrefour Arts Festival was co-organized by the Cultural Affairs Bureau, Tainan City Government, National Tainan Living Art Center and Carrefour Foundation. This year's event draws inspiration from the theme "Family Arts Fiesta" and a fantasy symphony of ocean and diabolo was conducted at the performance hall of National Tainan Living Art Center on February 23, where parents and children roam in the ocean of arts.



2



3



4.舞者結合舞蹈及高難度技巧，快慢自如、動靜相美，舞出大海潮汐漸高的節奏。

Dancers combine dancing and difficult diabolo skills to present an undulating, ocean tide-like rhythm.

5.《海洋之心》結合舞蹈及體操表現，並搭配其他元素的互動來突顯海洋中磅礴的氣勢。

Ocean Heart combines dancing with gymnastics and other elements to accentuate the majestic demeanor of the ocean.

6.黑暗中閃爍各色螢光的扯鈴如流星般飛舞，引得觀眾驚呼連連。

Multicolored fluorescent diabolo dance through the darkness like shooting stars to evoke exclamations of astonishment.

《海洋之心》是舞鈴劇場最新的作品，本劇之設計陣容皆為臺灣劇場藝術家的一時之選，從服裝、燈光、影像、化妝設計到舞台設備都達美國國際級劇院，將平民扯鈴文化昇華至精緻多元的表演藝術，創造出獨特的感官震撼，希望和觀眾一起看見希望、一起分享快樂。

"Ocean Heart" is Diabolo Dance Theatre's latest creation, and the play has tapped some of the most prominent stage design artists in Taiwan. Everything from costume, lighting, image, makeup design to the LED stage lighting system are comparable to international-standard theatres, thereby subliming the folk diabolo culture to an exquisite, diverse performance art by creating a unique impact on the senses. We hope to perceive hope and share happiness with the audience.





家樂福文教基金會連續六年舉辦「家樂福文化藝術季」走過大小鄉鎮，一直秉持著扶持藝文在地深耕的使命。今年首度和舞鈴劇場合作，希望藉由我們的支持，能讓臺灣有實力、具創意的藝術團體，持續發光發熱，躍身國際舞台。

For six years in a row, the Carrefour Arts Festival has visited cities and townships throughout Taiwan by upholding the mission of supporting and deep-rooting domestic art development. This year, in our first collaboration with the Diabolo Dance Theatre, we hope that our support will enable skillful, creative art troupes in Taiwan to continue shining with brilliance on the international stage.

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7.舞鈴劇場經典節目《海洋之心》希望和觀眾一起看見希望，一起分享快樂。
Diabolo Dance Theatre's classic play "Ocean Heart" hopes to permeate hope and share happiness with the audience.

8.在「結」企業社會福利慈善事業基金會的支持下，邀請弱勢家庭的成員到場欣賞。
Supported by the Uni-President Social Welfare & Charity Foundation, underprivileged families were invited to appreciate the performance.

9.舞鈴以社群為核心，劇場創作為半徑，不斷探索一個全新的表演形式，帶領觀眾進入炫麗的舞臺世界。
Dancers use diabolo as constantly explore new performances and introduce the audience into the dazzling world of the stage.



白雪公主的故事是大家都耳熟能詳的。裡面的角色有白雪公主、白馬王子、七矮人和壞皇后。而如果兒童劇團的《你不知道的白雪公主》出現了一個新人物，叫做「煤球」。所有人都以為是王子救活了白雪公主，而不知道是「煤球」讓全世界忘記自己，而換回了公主的甦醒。

Everyone is familiar with the story of Snow White, which consists of characters including Snow White, Prince Charming, the Seven Dwarfs and the Evil Queen. However, there is a new character in If Kids Theatre's "Twice Upon a Time" called Briquette; while everyone believes the prince saved Snow White, no one realized that it is actually Briquette who revived Snow White by letting the world forget her.



家樂福文化藝術季——如果兒童劇團《你不知道的白雪公主》
Carrefour Arts Festival-If Kids Theatre Twice Upon a Time

親子同樂 感動再現

**FAMILY FUN TOUCHING
RE-CREATION**



1.劇中的新角色—「煤球」，表現了人不因平凡而渺小，人因為有愛而偉大。

The new character in the play "Briquette" demonstrates that an individual is not diminutive because he is ordinary; rather, he is great because he has love.

2.在「煤球」與「煤球」精彩演繹下，讓孩子知道小人物也有夢想，激勵人心。

With splendid interpretation by Long Tzu-Yue and Chung Hsin-Ling, children are shown that even nobody can have dreams.

3.如果兒童劇團精湛的演技，吸引了6,000名大小朋友席地而坐欣賞表演。

The exquisite performance by If Kids Theatre attracted 6,000 adults and children to appreciate the performance by sitting on the floor.

「人不因平凡而渺小，人因為有愛而偉大」，桃園縣政府文化局、中壢市公所與家樂福文教基金會於3月9日(六)在桃園中壢中正公園共同舉辦公益演出，希望透過《你不知道的白雪公主》的感染力，鼓勵每一個人成為值得敬重、懂得付出的人。

"People are not diminutive because of mediocrity; they are great because they have love." Cultural Affairs Bureau of Taoyuan County Government, Jungli City Government and Carrefour Foundation co-organized the public performance at the Zhongzheng Park in Jungli, Taoyuan on March 9. Through the influence of "Twice Upon a Time", the aim is to encourage everyone to become respectable, loving and contributive individuals.





4. 白雪王子和白雪公主的故事，
是小朋友耳熟能詳的經典童話。
The story of Prince Charming
and Snow White is a well known
children's fairytale.

5. 「如果兒童劇團」用最優良的
說故事技巧，喚醒老故事，發出
新光芒！
If Kids Theatre relies on its
storytelling technique to endow
old stories.

6. 美好的藝文饗宴，不一定要在
國家級音樂廳才能享受的到。
Wonderful arts feast are not only
exclusive to national concert halls.

如果兒童劇團《你不知道的白雪公主》自2004年首演後，歷經九年，原班人馬再度聚首，劇場界的百變女主角祖筠飾演狠毒的皇后，偶像劇開心果「粉紅豬」鍾欣凌飾演靈魂人物「煤球」。每個角色都令人印象深刻。全劇搭配希臘歌劇及A Cappella純人聲演出，使得全場觀眾的心情隨著劇情一起擔心、一起緊張，感動的結局牽動無數人的心，獲得觀眾熱烈迴響！

Since its premiere in 2004, Twice Upon a Time's original cast is reassembled once again for the first time, with the dynamic diva long Tsu-Yun playing the role of the mean Evil Queen and the gleeful idol drama personality "Chung Hsin-ling" playing the soul character Briquette, every role in the play exudes an impressive demeanor. The entire play is complemented with Greek opera and a cappella performance to take the audience on an emotional roller coaster ride through the intriguing story plot. The touching ending not only moved countless people's hearts but also received high popularity!





家樂福文教基金會將文化藝術向下紮根，就是希望家長能夠牽起孩子的手，陪伴孩子一起來看戲，共享親子間最美好的藝文時光！家樂福文教基金會未來將更積極邀請國內藝文團體，提升藝術及教育層次。

This year, the arts festival is inspired by the theme of "Family Arts Fiesta", where parents are encouraged to bring along their children to the plays and share the most wonderful moments together. In the future, Carrefour Foundation will vigorously invite domestic cultural art groups to perform in Taiwan and enhance the level of domestic art and education.



7.《你不知道的白雪公主》在桃園中壢中正公園的公益演出吸引 6,000 多位民眾參加。

Twice Upon a Time's public performance at Zhongzheng Park in Zhongli, Taoyuan attracted more than 6,000 people.

8.《你不知道的白雪公主》結合希臘歌劇隊搭配 A Cappella 詩人聲演出，創意十足。

Twice Upon a Time combines Greek opera troupe with A Cappella vocal performance to present abundant creativity.

9. 家樂福文教基金會連續 6 年支持「如夢兒童劇場」，深耕臺灣兒童藝文基地。

Carrefour Foundation has supported If Kids Theatre for live consecutive years, thereby deep-rooting the children's arts in Taiwan.



文化 藝術

Culture and Arts

「水」是餵養土地、滋養我們的生命之泉。以「水」為表演主題的《十鼓心·新北情》，於4月20日(六)在新北市碧潭東岸廣場演出。從碧潭、日月潭、圓山埤塘、墾丁佳樂水到花蓮海灣，帶領觀眾進入時而激懷壯闊、時而柔情瀟瀟的臺灣水文百態。

Water is the fountain of life that nourishes the earth and our lives. Drawing inspiration from "water", the "Ten Drum Heart - New Taipei City Affection" performance was held at the East Riverside Plaza of Bitan on April 20. The performance takes the audience to appreciate the majestic, affectionate and varied hydrology of Taiwan.



家樂福文化藝術季——十鼓擊樂團《十鼓心·新北情》
Carrefour Arts Festival-Ten Drum Art Percussion
Ten Drum Heart New Taipei City Affection

磅礴鼓樂 水漾百態
**PULSATING PERCUSSION
DIVERSE IMPRESSION**



為了讓民眾有機會親近傳統文化之美，鼓舞在傳統藝術文化努力堅持的藝文團隊，由新北市政府文化局、新店區公所與永樂福文教基金會共同主辦的《十鼓心·新北情》，邀請到入圍「葛萊美獎」及「美國獨立音樂獎」的十鼓擊樂團編演出，共計13首磅礴鼓曲，讓民眾現場感受鼓樂的震撼力。

In order to provide the public an opportunity to admire the beauty of traditional culture from a close distance and encourage the cultural art troupes devoted to the field of traditional culture and arts, Cultural Affairs Department, New Taipei City Government, Xindian District Office and Carrefour Foundation co-organized the "Ten Drum Heart – New Taipei City Affection" event, where the Grammy Award and Independent Music Awards nominee - Ten Drum Art Percussion Group was invited to perform 13 percussion repertoires and allow the audience to experience the pulsating power of percussion music.

1.由「十鼓」原創的13首磅礴鼓曲，傳遞臺灣這片土地的生命力。

Ten Drum's 13 original percussion tunes convey the vivacity of the land of Taiwan.

2.「十鼓擊樂團」成立至今已十三年，以「傳創臺灣本土文化，發揚鼓樂藝術精神」為目標。

"Continuing the heritage of Taiwanese culture and promoting the art of percussion" is the main mission of Ten Drum Art Percussion Group over the past 13 years.

3.結合嶺南的山光水色，鼓樂聲在春天的雨夜中磅礴翻滾，撼動人心。

By blending in the picturesque landscape of Bian, the thumping sound of percussion stirred up waves of emotion among the audience amid the rainy spring evening.

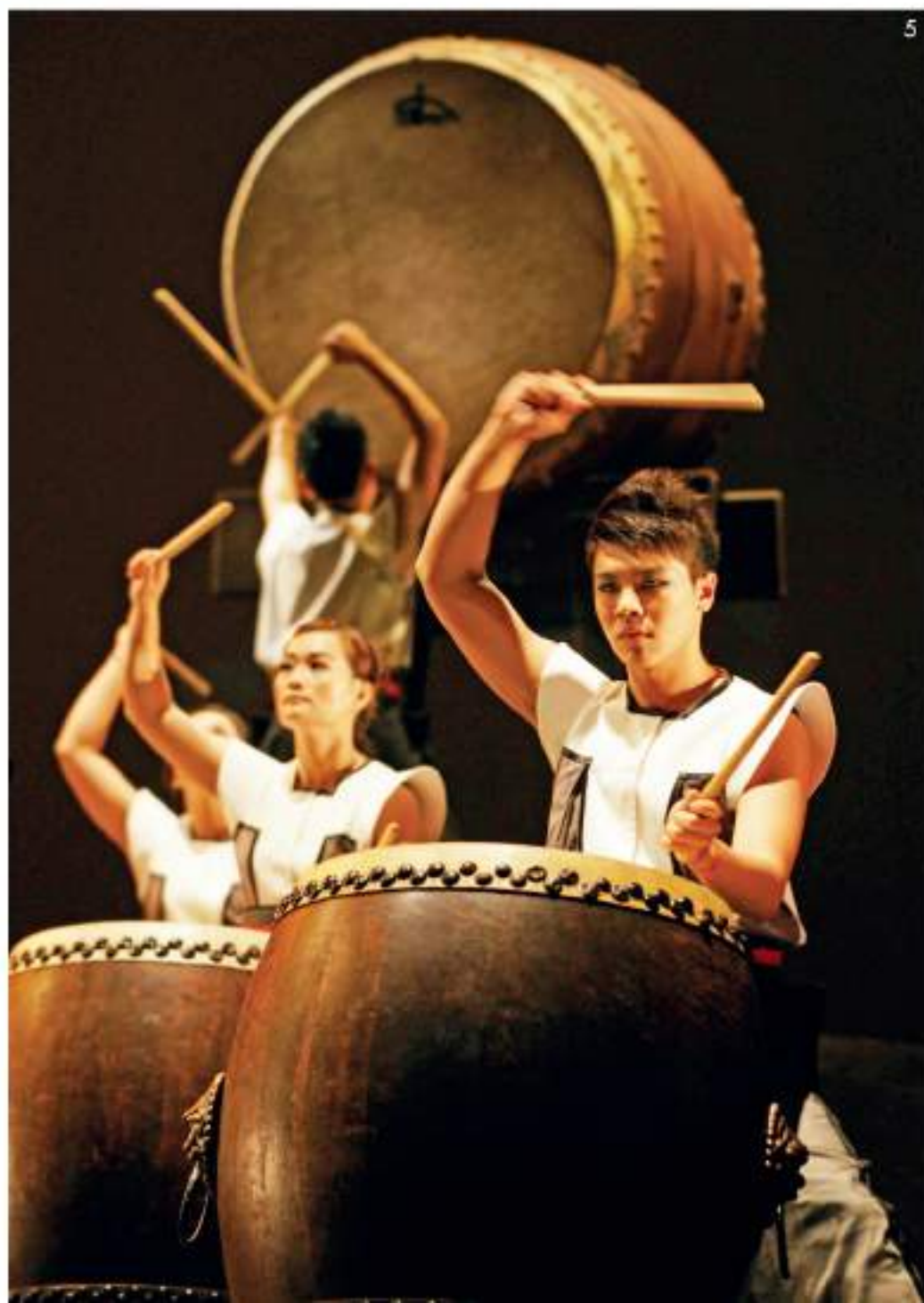




4

《十鼓心·新北情》的編曲串連臺灣北、中、南、東、西五大水城，透過擊樂展現出肢體的力與美，加上特效十足的聲光劇場，呈現出臺灣多元的面貌與音樂藝術，傳達這片土地的生命力。演出中遇上了忽大忽小的雨勢，好似在呼應這次以「水」為主題設計的曲目，連雨神也忍不住一起讚賞這場精彩的演出。

The arrangement of "Ten Drum Heart - New Taipei City Affection" connects five major waters in Taiwan. Through the physical strength and beauty of percussion music as well as the awesome stage sound and lighting, Taiwan's diverse appearance and musical art are presented to convey the vivacity of the land. During the performance, intermittent rainfall seemed to echo the "water" inspired repertoires; even the Rain God couldn't resist the splendid performance.



5

4. 隆隆的擊鼓天響，撼動綿瀾夜！由中融入新詩歌及小劇，傳遞出澎湃的美與情高。

The roaring sound of percussion pulsed the evening air of Bitan. The tones were infused with Chinese free verse and minors to portray the delicate beauty and affection of Bitan.

5. 「十鼓」足跡遍佈五大洲50餘城市，在雪梨奧運、溫哥華冬季奧運、日韓世界盃、上海世博、法國百威儀、美國PAS打擊樂年會等都有精彩的演出。

Ten Drum has performed in 50 cities across five major continents, including the Sydney Olympics, Winter Olympics in Vancouver, FIFA World Cup Korea Japan, Shanghai World Expo, Festival D'Avignon in France and PAS in America etc.



家樂福文教基金會積極響應文化部「落實文化紮根、厚植文化藝術能量的政策」，致力於臺灣藝文發展，成立至今18年來，積極贊助許多懷抱理想與熱情的藝文團體，希望藉由多元表演呈現豐富的藝文特色，激盪全新面貌的在地文化。

In response to the Ministry of Culture's policy of "Deeprooting culture and reinforcing the energy of culture and art", Carrefour Foundation has dedicated itself in developing Taiwan's cultural arts; over the last 18 years since founded, it has actively sponsored numerous aspiring and enthusiastic cultural art groups. We hope to stimulate brand new appearance for local culture through rich cultural and artistic characteristics presented in the diverse performances.



6. 團表對十為演出場地特別創作「懷北望遷」，主題由「國光艦無點」的流化有了新意。Leader of Ten Drum Hsieh Shih especially composed the main theme "Love of Bitan" to endow the renowned destination with new meaning.

7. 「十鼓」的「十」字代表將支鼓物空疊，希望能匯集十方能量，所發與情緒下去。The cross of "Ten Drum" symbolizes to converge energy from all round in continuing the heritage of art.

8. 十鼓擊樂團以臺灣的人文、風俗、民情為創作依據，結合擊樂展現出肢體的力與美。Based on Taiwan's culture, folklore and custom as the creative foundation, Ten Drum combined percussion music to present the strength and beauty of the body.

文化 藝術

Culture and Arts

采風樂坊團長黃正銘曾說：「藝術本身，就是一種冒險」。采風樂坊於1月19日(六)演出的《東方傳奇 搖滾國樂》，便將二胡、琵琶、唢呐等特色強烈的國樂樂器，與西方的DJ混音、電音與搖滾等元素結合，在藝術的領域裡進行一場華麗的冒險，讓臺中圓滿戶外劇場的5,000名觀眾high翻週末夜。

Chai Found Music Workshop leader Huang ChenWing once said "Art itself is an adventure." For the "Eastern Legend - Rock & Roll Chinese Orchestra" performance on January 19, Chai Found Music Workshop, Chinese musical instruments are combined with Western musical elements to embark on an extravagant musical adventure that stirred up excitement among the 5,000 audiences at Taichung City's Fulfillment Amphitheatre over the weekend.



家樂福文化藝術季——采風樂坊《東方傳奇 搖滾國樂》
Carrefour Arts Festival-Chai Found Music Workshop
Eastern Legend Rock & Roll Chinese Orchestra

中西合璧 顛覆傳統

**CHINESE AND WESTERN FUSION
SUBVERTING TRADITION**

1. 采風樂坊演奏家平均年齡20歲，但詮釋樂曲時，舞台配合絢麗的燈光效果及機動強健節奏，表達現今臺灣社會年輕一代活潑、熱情的性格。 Performer at Chai Found Music Workshop have an average age of 20 years, yet their sophisticated performance was fused with dazzling sound and lighting effects as well as the physical movements of dancing to present the vitality and passion of Taiwan's younger generation.

2. 充滿活力、魅力、與明星特質的演奏家，搭配時尚的服裝，一舉手一投足都吸引觀眾目光。 The vivacious, charismatic performer with star-like qualities is complemented by fashionable garments to attract the audience.

3. 《東方傳奇 搖滾國樂》音樂、舞臺、燈光全部精心打造，5,000名觀眾齊聚臺中圓滿戶外劇場飽覽魅力四射的週末夜。 The meticulously designed music, stage and lighting of "Eastern Legend - Rock & Roll Chinese Orchestra" stirred up excitement among the audience over the weekend.



家樂福文教基金會和采風樂坊今年第二度合作，推廣傳統藝術，希望打破國樂給人嚴肅保守的刻板印象，讓年輕族群重新認識並喜愛傳統絲竹樂。「2013家樂福文化藝術季」精心規劃一系列阖家觀賞的節目，就是希望讓民眾藉由近距離欣賞表演，進而培養藝術欣賞力。

The second collaboration between Chai Found Music Workshop and Carrefour Foundation aims to promote traditional art and break the stern, conservative stereotypical impressions of Chinese orchestra, allowing the younger generation to reacquaint and fall in love with traditional music. By organizing the 2013 Carrefour Arts Festival, Carrefour Foundation have meticulously planned a series of performances for the entire family; the intention is to cultivate people's art appreciation ability by allowing them to admire the performances from a close distance.





6. 民眾樂於以這首為「請你到我家來坐坐」的居住民歌(SoKaMaLu)，在團長黃正統生動有趣的帶動下，全場歡唱猶如一個大合唱團熱情齊放。
 Through the playful sing-along led by Chai Found Music Workshop leader Huang Chen-Ming, the indigenous folk song SoKaMaLu (meaning I invite you to visit my home) resembled a large chorus emanating enthusiastic spirit.

7. 演出結束後，參與民眾排隊爭相索取團員簽名。
 After the performance, the audience queued to obtain autographs from the performers.

8. 臺中市政府文化局長黃淑楨(中)表示，歡迎家樂福對藝文活動的支持，營造適合藝術發展的環境。
 Director-General of Cultural Affairs Bureau, Taichung City Government Susan Yeh expressed her gratitude for creating an environment conducive for arts development.

「家樂福文化藝術季」在各地推動藝術表演，不論門市、校園或是國家劇院、古蹟等，場場經典又新意百饒；今年結合「采風樂坊」融入現代創意元素的表演，期能共同提升臺灣文化藝術的品牌深度。

Carrefour Foundation has introduced new meaning to every classic performance at our community stores, school campuses, national art theatres and historic monuments. By collaborating with Chai Found Music Workshop, contemporary creative elements are incorporated to elevate the brand depth of culture and arts in Taiwan.



文化 藝術

Culture and Arts

黑點 王子王大提琴家張正傑，自從成為奶爸之後，便打破一般音樂會「身高110公分以上才能入場」的限制，為小朋友量身打造親子共享的音樂會，以深入淺出的導聆，帶領觀眾進入古典音樂的世界。

Ever since becoming a dad, idea hamster and renowned cellist Chang Cheng-Chieh broke the restriction of conventional concerts stipulating "Only persons above the height of 110cm may be admitted" by designing a concert exclusively for parents and children. His easy-to-understand concert preview led the audience into the world of classical music.



家樂福文化藝術季——張正傑《親子音樂會》
Carrefour Arts Festival-Chang Cheng-Chieh's Family Concert

跨界創意 音樂饗宴

**CROSSOVER CREATIVITY
MUSICAL FEAST**



音樂福文教基金會積極推動藝文教育向下扎根，希望小朋友在爸爸媽媽的陪伴下快樂「玩」音樂。3月30日〈六〉首場在臺中市港區藝術中心演藝廳表演的《親子音樂會》，便是以孩子們都喜歡的機器人為主題，進行「大提琴」PK「機器人」的有趣組合，讓小朋友驚呼連連、目不轉睛，沒有壓力的接觸古典音樂。臺灣需要更多的創意，而《親子音樂會》滿滿的創意，展現臺灣的軟實力。

Carrefour Foundation actively promotes cultural art education and hopes that children will be able to have "fun" with music with their parents. The first "family Concert" held at the performance hall of Taichung City Seaport Art Center on March 30 was inspired by the children's favorite robots as the theme to conduct an interesting dialogue between cello and robots. The amusing concert proved to be extremely popular among children, who were truly impressed and exposed to classical music in a playful, cheerful atmosphere. Taiwan is in need of more creativity, and the highly creative Family Concert truly exemplified the soft power of Taiwan.

1. 臺北市立交響樂團首席樂手與張正傑老師帶來「雙管齊下」的音樂饗宴。

The chief musician of Taipei was invited to present "double woodwind" musical feast together.

2. 張正傑《親子音樂會》打破一般音樂會「身高110公分以上才能入場」的限制，為小朋友量身打造親子共享的音樂會。

Chang Cheng-Chieh's family concert breaks the limitation of conventional concerts stipulating "Only persons above the height of 110cm may be admitted" by designing a concert exclusively for family.

3. 當歌仔戲演員遇到西洋樂器，會碰撞出怎樣的火花？古典音樂與臺灣傳統戲曲的跨界合作，帶給觀眾一場創意十足的音樂饗宴。

What sparks of creativity will result when Taiwanese Opera meets Western musical instruments? The crossover between classical music and traditional Taiwanese opera created an innovative musical feast for the audience.





5月4日(六)張正傑在宜蘭縣文化局演藝廳演出的《親子音樂會》，邀請了臺北市立交響樂團的首席樂手，介紹單簧管和雙簧管，並帶來「雙管齊下」的音樂饗宴。5月11日(六)在嘉義市文化局音樂廳，以及6月8日(六)在花蓮縣文化局演藝廳，邀請到低音提琴、大提琴、小提琴的「弦樂家族」與鋼琴家同場表演，讓音樂凝聚情感，拉近親子間的距離。

For the Family Concert held at the performance hall of Cultural Affairs Bureau, Yilan County on May 4, the chief musician of Taipei Symphony Orchestra was invited to present clarinet and oboe in a "double woodwind" musical feast. Performances at the music hall of Cultural Affairs Bureau of Chiayi City and hall of Hualien County Cultural Affairs Bureau on May 11 and June 8, double bass, cello and violin from the "string family" were complemented and piano performance to foster the relationship between parents and their children by closing the distance.



4.有趣生動的《親子音樂會》，讓孩子不只是聽音樂，又富含寓教於樂的意義。

The interesting Family Concert allows children to listen to music and receive education while having fun at the same time.

5.大提琴家張正傑與機器人以音樂共舞，讓觀眾驚呼連連。

Cellist Chang Cheng-Chieh danced with robot to bedazzle the audience.

6.國寶級歌仔戲大師廖瓊枝與張正傑老師同台，帶領觀眾走進時光隧道，一起回想童年看戲的記憶，並將這一代的感動傳承給下一代。

National treasure Taiwanese opera master Liao Chieng-Chih and maestro cellist Chang Cheng-Chieh took the audience back to the childhood memories of watching plays, so that they can share the feeling with their offspring.

7.會後粉絲們不僅拿到音樂家親筆簽名的鼓勵證書，更幸運的與全體演奏家拍到大合照。

After the concert, the fans not only received certificates of encouragement featuring the musicians' autographs but also took a group photograph with all the performers.



此外，5月25日（六）在臺東縣文化局演藝廳演出的「阿公阿婆陪你說故事唱歌仔戲」，家樂福文教基金會特別邀請了120位臺東偏鄉的孩子蒞臨欣賞，期望減少城鄉間的文化落差。音樂會上眾星雲集，由甫獲總統文化獎的作家黃春明為孩子念童詩，國家文藝獎得主廖瓊枝女士演唱歌仔戲。東方的文學及戲曲之美，與西方的古典音樂迸出了燦爛的火花。

In addition, for the performance at the performance hall of Taitung County Cultural Affairs Department on May 25, we especially invited 120 children from remote township of Taitung to attend the Family Concert, to minimize the cultural lag between the urban and rural areas. In the star-studded concert, Taiwanese national treasure - maestro litterateur Huang Chung-Wing read poems for the children while the recipient of National Award for Arts Liao Chieng-Chih performed Taiwanese opera for them. The fusion between the beauty of Eastern literature, traditional opera and Western classical music has sparked bursts of resplendence and creativity.



教育×推廣



Education Development



教育不但是一種文化的傳承，更是實踐與反思的過程，讓人擁有改變世界的力量。

家樂福文教基金會肩負起企業的社會責任，持續耕耘教育園地，希望透過教育的力量，得到潛移默化的效果。「兒童繪畫比賽」鼓勵孩童的藝術發展，並且強調家庭和樂的重要性；「與未來有約 夢想學園」關注偏鄉青少年的多元興趣以及技能發展，盼能打開偏鄉孩子的希望之門；「千禧之愛-八九量販日」宣導遠離三高的健康觀念。

教育是百年大計，也是家樂福文教基金會一直關心的面向。做對的事情，我們責無旁貸！

Education is not only a cultural heritage, it is also the process of implementation, introspection and power that allows people to change the world.

Carrefour Foundation conducts CSR by constantly cultivating the garden of education. Through the power of education, we hope to endow each age group with the correct belief. "Kids Drawing Contest" fosters children's artistic development and emphasizes familial harmony. "An Appointment with My Future - Dream School" cares about the diverse interests and career development of youngsters in remote townships, thereby opening the gate of hope for them. "Waist Measurement Day" advocates health concepts to the general public.

Education is a long-range program, and Carrefour Foundation is duty-bound to do the right thing.

教育 推廣

Education Development

還記得兒時的夢想嗎？追求夢想的過程，帶給人們學習的動力並勇於作夢，讓生活充滿希望，更肯定自我的價值。

偏鄉的孩子，跟你我一樣，對於未來有所憧憬。家樂福文教基金會為偏鄉弱勢學童創辦「與未來有約 夢想學園」，其中《暑期學習營》活動協助偏鄉地區11-15歲的孩子發展多元術科興趣，擴大生活視野，讓他們進行職涯探索，陪孩子一起思考未來的方向。而《接軌學習》則是延伸暑期營隊之後所推動的持續教育計畫，讓孩子的興趣與生涯發展無縫接軌。藉由持續性的學習，讓孩子朝自己的夢想邁進。

Do you still remember your childhood dreams? The process of pursuing dreams can endow us with the ability to learn, and people who are not afraid to dream will live a life full of hope and self assuredness.

Just like us, children in remote townships also have aspirations about future. Carrefour Foundation has organized the Summer Learning Camp to assist children living in remote townships between the age of 11 and 15 to develop diverse interests and expand their vision. We help them explore potential careers and accompany them to contemplate about their future directions. Connection Learning Program serves to extend the continual educational program of the Summer Learning Camp to ensure a seamless connection between the children's interests and career development. Through constant learning, the children will be able to strive towards their dreams.



與未來有約 夢想學園

An Appointment with My Future, Dream School

術科接軌教育 實現偏鄉夢想

**PRACTICAL CONNECTION LEARNING
DREAMS COME TRUE
IN REMOTE TOWNSHIP**



孩子的未來不能只用學歷和薪資來衡量，而是找到終生的興趣，活出生命的價值，進而回饋社會。家樂福文教基金會與個別孩子相處之後，發現許多的孩子無法透過課業帶來成就感，卻可以因為其他方面的專長讓他們有機會發光發熱。

Children's future cannot only be measured by education and remuneration. Rather, it is about finding a lifetime interest, living one's life to the fullest and making contributions back to the society. After becoming acquainted with children, we realized that although many of the children are unable to gain a sense of achievement through schoolwork, they still have a chance to shine with brilliance in various fields with their forte.

1. 在拳擊教練林明煒的用心指導下，拳擊初學者各個展現出流暢的拳路，持續超越每一次的挑戰。

With diligent guidance from boxing coach Lin Ming-huang, students in the boxing course have developed physical

2. 功高折學員傑作的甜點深獲各尊的喜愛與讚賞。

Decorations made by boxing course students proved to be extremely popular

3. 創辦純完滿禮儀文專班的課程，讓每位學員快樂學習，充滿自信。The fulfilled professional drama course allowed each student to learn happily and offered them self-confidence.





4



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4.「夢想學園」計畫推動3年以來，已有5位學員成功考上「國立臺灣大學附屬體育高級中學」射擊隊。
Over the past three years, five students from the "Dream School" program have enrolled to the archery team of National Taiwan University Affiliated Physical Education Senior High School.

5.沈淑芬老師與黃美翠老師每週帶上
→音樂與劇本返校學，這樣的陪伴
轉譯成教學。

Teacher Huang Cui-hua from Song Song Children's & Puppet Theatre traveled between Taipei and Taitung weekly to teach and accompany students in the remote townships.

6.結業式上，戲劇班孩子演完劇節
後，展現前所未有的自信與驕
傲。

Children from the drama course performed acting and singing at the graduation ceremony, demonstrating unprecedented self-confidence and composure.

家福文教基金會聘請全國與在地的優質師資，並負擔孩子的學習費用，邀請陪伴志工，辦理《逐軌學習》計劃，開辦射箭、烘焙、拳擊、戲劇等課程。每項課程分初階、中階、高階，以三年的時間進行完整而專業的術科教育，讓孩子不只獲得第二專長，亦能有良好的典範。而這些師資對於偏鄉孩子的教育更具有熱情，不同於坊間的才藝教學，而是以生命影響生命。

Carrefour Foundation hired outstanding teaching talents to tutor the students but also paid for the entire tuition fee. In addition, we have chosen volunteers and established a Dream School that provides curricula such as archery, baking, boxing and drama. Each curriculum is divided into beginner, intermediate and advanced classes, where each student will complete comprehensive and professional hands-on training in three years. The children are provided a chance to develop various skills. The teachers are passionate about the education of children from remote townships; unlike ordinary skill training, they try to influence each child's life with their own.



6



《接軌學習》計劃到目前為止，超過百位學童參加，更設立獎學金，鼓勵孩子參與校內、外的比賽，希望藉由競賽，讓孩子肯定自己的能力。

榮獲「101年度全國總統盃拳擊錦標賽」國中組超重量級第三名的拳擊班潘同學，從小常與同學產生肢體衝突，在「夢想學園」接受正規的拳擊訓練之後，體悟到「不惹事，不怕事，上天給的絕佳體能是用來保護弱者」的道理。射箭班裡，甫獲得「臺東縣102年中等學校暨國民小學聯合運動會射箭比賽」第三名的林同學，每天忍受孤獨練習9個小時不以為苦，暑假時更成為少數國中生即被選派到韓國交流箭術的殊榮。

More than hundred students have attended "Remote Township Youngster Development Program" Dream School. Moreover, scholarships were also established to encourage the children to participate in intra or extracurricular competitions. The aim is to allow the children to recognize their abilities by winning awards in order to feel a sense of accomplishment.

Last year, student Pan from the boxing class received third place in the National President Cup Boxing Tournament (junior high school super heavyweight division). Since his childhood, he often had physical confrontations with other students, after receiving regular training at the Dream School, he realized that "if you stay out of trouble, you won't be afraid of trouble", because his outstanding physical strength is God's gift for protecting the weak. In the archery class, student Lin - who has just won third place in the "2013 Taitung County High School and Elementary School Joint Sports Meet Archery Competition" - endured nine hours of training everyday without complaining; during the summer vacation, he was also one of the few high school students privileged to be invited to Korea to share experiences with archers.



7.這同學(右一)進入「夢想學園」並持續學習三年後，榮獲「總統盃拳擊錦標賽」國中組超重量級第三名，更成為接軌課程中學拳擊班的小助教。

After studying for three years in a row at Dream School, student Pan received third place in the National President Cup Boxing Tournament (junior high school super heavyweight division). He also became a life assistant for the boxing bridging course.

8.每一場競賽對學童來說，無論成功或失敗，都距離自己的夢想更近一步。

Regardless of success or failure, each competition represents a step closer to their dreams for the students.

9.透過老師的專業及循序漸進的引導，烘焙課程的學員們已逐漸能獨自做出美味點心。





由社團法人臺東縣教育發展協會所成立的「孩子的書屋」一直是家樂福文教基金會推動「與未來有約—夢想學園」計畫中重要與長期培育對象。

「孩子的書屋」是一個輔導300多位偏鄉、弱勢學童課業輔導、生活照料與技能培育等全方位的社福機構。家樂福文教基金會自2010年起以永續關懷的理念陪伴這些孩子，並提供他們一個勇敢逐夢的機會。

家樂福企業志工經常發起愛心義賣活動，將所募得款項全數捐助給「孩子的書屋」；今年為了幫助孩子完成12天1,000公里的單車環臺夢想，家樂福除捐贈三十二台單車，並於沿途提供補給物資、飲水……等方式，陪伴孩子一起捱過陡坡與逆風，完成重要的生命旅程。

Taitung Kids' Bookhouse, established by Taitung Education Development Institution, has always been an important and long-term training partner in Carrefour Foundation's "An Appointment with My Future - Dream School" program.

Taitung Kids' Bookhouse is a comprehensive institution offering schoolwork counseling, livelihood security and skill training to over 300 students from remote townships and underprivileged communities. Since 2010, Carrefour Foundation has accompanied these children by upholding the philosophy of sustainable care, so that they can be offered an opportunity to pursue their dreams courageously.

Bracing the elements, the Kid's Bookhouse cycling team spent 12 days in the summer vacation to complete the 1,000km, round-Taiwan journey. Most of the children come from disadvantaged homes, and Carrefour especially donated 32 bicycles to help them accomplish their dreams. In so doing, we have endowed them with courage and an unwavering spirit to complete the most important life journey.

10. 我們相信每個孩子都各有天賦，只要經過適性的引導就能揮灑精彩的人生。

We believe every child has talent, with suitable encouragement, their lives will become more colorful.

11. 能夠參加每一年的單車環臺，對偏鄉的孩子而言，不僅是堅守對自己的承諾，更是一種榮譽。

For the children in Taitung, to be able to participate in round-Taiwan bicycle trip is not only living up to their promises but also an honor.





家樂福文教基金會希望透過「與未來有約 夢想學園」這項計畫幫助更多弱勢的學童，於是2013年10月起發起籌募活動，鼓勵民眾在全臺家樂福69家分店進行「愛心零錢捐」，一同協助他們在術科上的發展。家樂福以企業為名率先捐出新臺幣50萬元，獲得許多民眾的認同與參與，在短短兩個月內，匯入民眾的愛心高達新臺幣692,353元。

同時，家樂福與玉山商業銀行共同合作，透過「玉山家樂福悠遊聯名卡」卡友的每一筆刷卡消費，即捐出一塊錢給「孩子的書屋」，透過全臺卡友們的熱情響應，在農曆新年期間共募集新臺幣873,763元，溫暖了偏遠臺東孩子的心。

我們相信，每個孩子的未來都應該充滿夢想。在「夢想學園」裡，我們看到孩子的改變。未來，家樂福文教基金會將持續投入企業的資源，永續耕耘偏鄉孩子的術科教育。藉由照顧好一位孩子，進而多一個幸福的家庭。

Carrefour Foundation hopes to help more underprivileged students through the "An Appointment with My Future - Dream School" program, therefore towards the end of October 2013, Carrefour further raised fund for Taitung Kids' Bookhouse by encouraging the public to donate small changes in 69 Carrefour stores nationwide, so as to assist underprivileged children to develop their practical skills. As an enterprise, Carrefour donated NT\$500,000, the initiative was well received and supported by the public, hence NT\$692,353 were raised within two short months.

In the same year, Carrefour collaborated with E.Sun Bank to launch an initiative, where each payment made by Carrefour-E.Sun co-branded card will result in the donation of NT\$1 to the Taitung Kids' Bookhouse. Thanks to the enthusiastic support from cardholders throughout Taiwan, NT\$873,763 were raised during the Chinese New Year to warm up the hearts of children from remote townships in Taitung.

In the Dream School, we have noticed the children's transformations. In the future, Carrefour Foundation will continue committing our corporate resources to develop practical education for children in a sustainable manner. By looking after a child, one more happy family can be created.

12. 玉山銀行家樂福悠遊聯名卡：在農曆春節前卡量最大期間，以每筆交易金額中捐出一元給臺灣「孩子的書屋」，以協助偏遠偏鄉學童。

Carrefour collaborated with E.Sun Bank to launch an initiative, where each payment made by Carrefour-E.Sun co-branded card before Chinese New Year will result in the donation of NT\$1 to the Taitung Kids' Bookhouse to assist for students living in remote townships.

13. 家樂福文教基金會將持續為偏鄉弱勢學童的教育基金捐款募款，為孩子們打造一個夢想的書屋。

Carrefour Foundation will continue to raise education funds for students in remote townships in order to help them to draw to dream.



教育 推廣

Education Development

家庭是社會的基礎，為響應教育部推動的「家庭教育年」，喚起國人對家庭價值的重視與認識，建構和諧的親子關係，進而將正面影響力注入社會。「教育部」、「臺灣彩虹愛家生命教育協會」與「家樂福文教基金會」共同舉辦《家樂福第四屆兒童繪畫比賽》，主題為「家人的共同回憶」。

Family is the foundation of society, in support of the Ministry of Education (MOE)'s "Family Education Year" program to evoke Taiwanese people's emphasis and awareness about family values, in turn establishing harmonious parent-child relationships and injecting positive influence into the society, Carrefour Foundation co-organized the 4th Carrefour Kids Drawing Contest with MOE and Rainbow Family Life Education Association under the theme of "Unforgettable Moments with My Family".



家樂福第四屆兒童繪畫比賽
The 4th Carrefour Kids Drawing Contest

彩筆留回憶 家庭樂互動

**COLORFUL MEMORIES
JOYOUS FAMILY INTERACTION**





今年共收到全臺從幼稚園到國小7,668位小朋友的投稿作品。每一位小朋友都發揮童趣的想像力，盡情在畫紙上揮灑自己與家人的重要回憶。孩子透過觀察，用畫筆記錄家人之間最開心、溫馨、感動的記憶。學習提升家人間的互動、分享與愛敬的知能，達到人人看見家庭價值，進而珍愛家庭的目標。

本次投稿作品中，有超過半數以上的小朋友以玩樂為主要場景，表達與家人共同的回憶，內容包括戲水、暢遊遊樂園、比賽吃西瓜、到戶外郊遊踏青等。雖然玩的方式不盡相同，但也顯示出「家人玩樂時光」，在孩子心中的重要份量。

健全及和睦的家庭，對孩童與社會，都有極大的影響，因此今年以「家人的共同回憶」為徵稿主題，希望更加瞭解孩童的家庭關係，鼓勵小朋友透過觀察，用畫筆記錄家人之間難忘的點滴。



This year, a total of 7,668 submissions were received from 6th grades in elementary school. Each student exerted their whimsical imaginations to portray the most important recollections of themselves and their families on paper. By observing the children are expected to document the happiest, warmest and most touching memories of their families through the painting brush and learn to enhance interactions among family members. In addition, they can also learn to share and congregate their cognitive ability, thereby achieving the goal of letting everyone perceive the importance of family values and cherishing their families.

This year, more than half of the children depicted having fun as their main theme to express the collective memories of their families. The contents of the drawings include frolicking in water, amusement park, watermelon eating contest or outings etc., although everyone presented playing and having fun in different ways, it also demonstrates the importance of "having a great time with family" among the children.

Sound and harmonious families exert tremendous influence over children and the society, therefore this year, we have adopted the theme of "Unforgettable Moments with My Family" to further understand relationship between children and their families and encourage children to document their unforgettable family memories with their paintbrushes.

1. 孩子們的畫作記錄與家人溫馨的記憶，提醒民眾珍視家庭的價值。

The children's paintings show their wonderful memories with family to remind people of the importance of family values.

2. 透過頒獎典禮給予孩子肯定，同時也鼓勵小朋友踴躍參與，在參賽過程中培養自我走出屬於自己的路。

Children's efforts are recognized through the award ceremony, while it also encourages them to continue partaking in competitions to cultivate their self-esteem.

3. 比賽競爭激烈，全臺7,668件投稿作品中，最後由12件獲選，12件佳作，640件入圍作品脫穎而出。

The total number of 7,668 submissions, 640 shortlisted submissions, 12 excellent works and 12 outstanding works were chosen from fierce contest.

4. 頒獎典禮上，小朋友開心的與家人分享得獎的喜悅。

The children joyfully shared their happiness with their families at the award ceremony.



5

3.每位小朋友都十分用心，經過一個多月的初選、複選、決選，6位評審終於選出得獎作品。

Every child showed exceptional diligence. After one month of preliminary, secondary and final selection, winners were selected.

4.用色豐富，以創造力的手法呈現出家人共吃一根玉米的美好時刻。

Rich colors and creative approach were adopted to present the wonderful moment of the whole family sharing a cob of corn.

7.透過繪畫比賽的交流，提升孩子對於藝術的感受力。

Children's perception towards art can be enhanced by interacting with one another in the drawing contest.



擔任評審之一的陳奕翰老師表示：「每位小朋友都相當用心，評選過程中經過相當激烈的討論，要從這麼多件作品中挑出24件優選及佳作相當困難。」另一位評審老師吉欣宜也指出：「美學教育是人格成長的重要環節，我們常常希望孩子學習很多的技能，但只有藝術及美術教育能深入孩子的心靈，進而讓我們瞭解孩童心中的想法。」

本屆比賽共選出640件入圍作品、12件佳作、12件優選，所有得獎畫作也都在全臺家樂福門市進行展出。

According to Chen Yi-han, one of the jurors of the competition "Every child has exhibited great diligence, and the judging process involved a great deal of heated discussions, as choosing 24 excellent works from so many submissions is truly a monumental task." Another juror, teacher Hsinyi Kuku also said "Aesthetics education is an integral part of personality development, we often want our children to learn myriads of skills, yet only art education will be deep-rooted in their souls and in turn allow us to understand the children's thinking."

A total of 640 shortlisted submissions, 12 excellent works and 12 outstanding works were chosen, and all prize-winning creations will be exhibited in Carrefour stores throughout Taiwan.



《家樂福兒童繪畫比賽》連續舉辦四年，共累積近三萬件小朋友的投稿，成為全臺幼稚園、小學最重要的兒童繪畫比賽之一。

承辦單位「臺灣彩虹愛家生命教育協會」秘書長陳進隆提出：「生命教育的初期以『人與人』的關係為主軸，因此歷屆繪畫主題均以環繞在孩童日常生活中，最容易接觸到的『人』為主。」而家庭氣氛的營造，是家人關係維繫與兒童心智成長的重要元素，家樂福文教基金會希望透過繪畫比賽，讓家人間有更親密的交流，創造更多幸福的時刻。

For four years in a row, the Carefour Kids Drawing Contest have accrued a total of 30,000 submissions, making it one of the most distinguished drawing contests among kindergartens and elementary schools in Taiwan.

According to Chen Jin-long, Secretary General of the Rainbow Family Life Education Association "The early stages of life education is focused on interpersonal relationships, therefore the theme of previous drawing competitions revolved around the daily lives of children and the people they most frequently come in touch with." Shaping a harmonious ambiance at home is a crucial element in maintaining family ties and children's mental development. Carefour Foundation hopes to enable more intimate interactions among families via the drawing competition and create more happy moments.

許多支持生命教育的臺北市議員、市議員、王李維、江志銘、高嘉瑜等人都出席頒獎典禮。

Numerous Taipei City Councilors supporting life education including Huang Shu-shan, Wang Xiaowei, Jiang Zhi-ming and Gao Jia-yu all attended the award ceremony.

9.得獎作品於家樂福全臺門市展出，鼓勵孩子的創作能量。

Award-winning artworks are exhibited in Carefour stores throughout Taiwan to encourage children's creative energy.

10.可愛的動物與真摯的全家歡樂的時光。

The adorable composition portrays the joyous family time.

11.本舉辦希望藉由繪畫比賽，喚起國人對於家庭教育的重視，進而將正面影響輻射注入社會。

Carefour hopes to raise the awareness on family education through the drawing contest, thereby injecting positive influence to society.



教育 推廣

Education Development

「千禧之愛健康基金會」取健康腰圍數值的「八十」與「九十」，訂定每年8月9日為「健康量腰日」。代言人何潤東呼籲民眾不要只專注人魚線，健康腰線也不可忽視！臺灣民眾健康腰圍標準，依據衛生福利部建議，男性應低於90公分(35.5吋)、女性應低於80公分(31.5吋)，就可以降低罹患代謝症候群的風險。

August 9 every year is the "Waist Measurement Day", and event spokesperson Peter Ho urged the public not to focus solely on the contour of their waist, a healthy waistline is also important. According to the Ministry of Health and Welfare, men should measure less than 35.5 inch and women should measure less than 31.5 inch of their waistline to avoid metabolic syndrome.



千禧之愛 八九量腰日
Waist Measurement Day

全民受邀 健康瘦腰

**YOU ARE INVITED
WAIST REDUCTION AND
GET HEALTHY**



腹部肥胖代表內臟脂肪囤積較多，容易引發糖尿病、高血壓、高血脂，稱做「代謝症候群」，因此測量腰圍是一種可以快速知道是否罹患代謝症候群的方法。

國民健康署署長邱淑媿說：「有40%的四十歲以上男性腰圍超過90公分，47%的四十到六十歲女性腰圍超過80公分，更有高達72%的六十歲以上的女性腰圍超標。」可見這個問題需要民眾一起正視！

家樂福身為社區民眾的健康守護者，全臺門市都設有藥局，平時駐店藥師即提供保健服務，可讓民眾免費測量血壓，同時響應「干預之愛健康基金會」的八九量腰日計畫，8月9日當日，民眾可至全臺家樂福服務中心免費索取BMI轉盤，並由服務中心同仁協助民眾測量腰圍，以及教導BMI量盤的使用方法。

家樂福文教基金會呼籲民眾棄飽餉魚肚，維持健康腰線，透過「3D健康生活」，即Do exercise每週運動三天；Do healthy diet保持健康飲食；Do control控制血糖、血脂、血壓等危險因子，並且養成每日量腰圍的習慣，預防勝於治療，一起遠離代謝症候群的威脅。

1. 教導民眾如何使用BMI轉盤，並親自示范保持健康的習慣。
People are taught how to use the BMI calculating disc to maintain a healthy habit.

2. 家樂福與民眾一起遠離代謝症候群的威脅，協助民眾正確測量腰圍。
Carrefour joins efforts with the public to avoid the threat of metabolic syndrome by helping them to take their waist measurements correctly.

3. 民眾紛紛至家樂福免費索取BMI轉盤，一舉防止高血壓、高血脂、高血糖疾病。
People flock to Carrefour to obtain free BMI calculating discs to prevent illnesses such as high blood pressure, blood fat and blood sugar.

Obese abdomen shows excessive fat in the internal organs, easily causing diabetes, high blood pressure or high blood fat; this is generally known as metabolic syndrome. Therefore, waist measurement is a quick way to check if you have metabolic syndrome.

According to Director General of Health Promotion Administration Chiou Shuii "40% of men over age 40 have a waistline larger than 90cm, 47% of women between the age of 40 and 60 have a waistline larger than 80cm, while as much as 72% of women over age 60 exceed the waistline standard." It is evident that this nationwide problem needs to be addressed.

As a health guardian for local community, Pharmacies and resident pharmacists are located in Carrefour stores nationwide to provide free services such as blood pressure measurement. At the same time, in response to Health Foundation's Waist Measurement Day program, the public is welcome to obtain complimentary BMI calculating discs from service centers in Carrefour store on August 9. Furthermore, our colleagues at the service centers will offer waistline measurement assistance and demonstrate how to use the BMI calculating disc.

Carrefour Foundation appeals to the public to shake off their fat tummies and maintain a healthy waistline through the concept of "3D healthy living", including Do Exercise: exercise at least three days a week; Do healthy diet: maintain a healthy eating habit; Do control: control risk factors such as blood sugar, blood fat and blood pressure. In addition, people are advised to keep a daily habit of measuring their waistlines, prevention is always better than treatment, let's keep away from the threat of metabolic syndrome.



2013 08.09
邀您一起來量腰！
預防勝於治療
遠離代謝症候群

活動代言人：何潤東

何潤東

愛心 × 慈善

Charity





德 蕾莎修女說：「愛，是在別人的需要上，看見自己的責任」。家樂福文教基金會協助「愛傳承關懷演習會」，以音樂為弱勢朋友帶來溫暖而安定的力量；持續不間斷的物資捐助，對社會上需要幫助的人伸出援手；藉由「好厝邊社區發展計劃」，讓愛傳遞到社會每一個角落。家樂福文教基金會希望成為讓愛傳送出去的源頭，唯有社會充滿了愛，未來才有希望。

Mother Teresa once said "love is seeing your responsibility towards someone's needs." Through "Love, Heritage Caring Concert", Carrefour Foundation introduces warmth and stability for the underprivileged community in the form of music. The continuous charity donations lend a helping hand to those in need. Through the "Great Neighborhood Community Development Project", love is spread to every corner of the society. Taiwan Carrefour Foundation hopes to become the source of love, because a bright future can only be achieved through caring hearts and loving hands.

管理大師彼得杜拉克說：「企業志工，改變了社會的能量。」

家樂福文教基金會今年全力推行企業志工，期能落實地方永續經營，加強在地化的社區服務，並且增加員工的榮譽感，提高對企業的認同與向心力。

今年，參與《好厝邊社區發展計劃》的企業志工，足跡遍佈全台，以69家店為據點，關懷鄰近的社區，由藝文活動、教育推廣、慈善救助、健康生活各面向著手，鼓勵員工主動投入社區關懷。

這一年來，家樂福企業志工累積探訪超過百位街友、獨居老人及育幼院童等社會弱勢族群。志工隊的成員更是收穫滿滿，花一點時間，花一點心力，發現了人生不一樣的面向。家樂福希望藉由企業志工的制度，讓企業社會責任的影響力由小而大，由點至面，創造出加乘效益。

Master of management Peter Drucker once said "Business volunteers have reshaped the energy of society." Carrefour Foundation has launched this year's volunteer project to materialize local sustainable management via the business volunteer mechanism, thereby strengthening localized community services; the aim is also to enhance employees' sense of honor and foster their recognition and rapport within the firm.

This year, "Store-Community CSR Sponsorship Program" was carried out in 69 stores throughout Taiwan to care for nearby communities. Focusing on aspects such as arts & culture, education promotion, charity & relief and healthy living, we encourage employees to actively engage in community care services.

Over the past year, Carrefour volunteers have visited over 100 homeless people, elderly living alone and children in orphanages. Members of the volunteer team also benefited tremendously by spending a little time and effort to care about others as they discover different facets of life. Carrefour hopes to maximize the influence of CSR through business volunteers in order to generate multiplied benefits.



好厝邊社區發展計劃

Store-Community CSR Sponsorship Program

企業志工送暖 關懷在地社區

**CARREFOUR VOLUNTEERS CARING
ABOUT THE LOCAL COMMUNITY**



【東興店】温情送暖 街友展笑靨

"Dong Hsing Store" Warm affection bringing smiles on homeless people

家樂福東興店志工，連續數個週四的晚間，準備了上百份的飲食、乾糧，以徒步的方式，環繞西門町、龍山寺、臺北火車站等地關懷街友，適時的送上飲食，透過真誠的關心與協助，讓長期漂流在外的弱勢朋友們不孤單。

For several Thursday nights in a row, Carrefour Dong Hsing Store volunteers walked the streets around Ximending, Longshan Temple and Taipei Main Station to deliver nearly 100 servings of food, drinks and dry provisions for homeless people. By offering them sincere care and assistance, friends from underprivileged communities no longer feel alone.



【內湖店】急難家庭 慈善救助

"Nei Hu Store" Charitable assistance for underprivileged families

臺北市政府消防局第三救災救護大隊內湖分隊隊員陸先生，家庭遭逢變故，5名子女中還有2位患有腦性麻痺症的孩子需長期照料，遺孀也因此無法工作，家庭經濟陷入困境。家樂福內湖店志工得知這個情形，緊急捐贈了家電用品、尿布及食品，協助他們度過難關。

Mr. Lu, a member of Nei Hu Station of the 3rd District HQ, Taipei City Fire Department, has endured a life-changing family tragedy. Of his five children, two of them suffer from cerebral palsy and require long-term care, therefore his wife is unable to work and their family livelihood deteriorated considerably. When volunteers from Carrefour Nei Hu Store learnt about the situation, they urgently donated home appliances, diapers and food to help them get through the tough times.



【大江店】幫助受飢兒 脫貧且圓夢

"Metro Walk Store"
Help hungry children to break away
from poverty and realize their dreams

為了協助隔代教養、單親與原住民家庭的弱勢學童，家樂福大江店志工隊透過「世界和平會」認購愛心營養包及文具包。此外，暑假期間更提供賣場空間讓「世界和平會」籌募發票，並號召民眾一起響應，盼能集結民眾的愛心幫助受飢兒健康長大，給他們一個脫貧的希望。

In an effort to assist underprivileged children being raised by their grandparents and children come from singleparent or indigenous homes, Carrefour Metro Walk Store volunteer team purchased nutrition packs and stationery packs from the World Peace Association. Furthermore, the store also provided space for World Peace Association to raise invoices. We hope to congeal love from the society to help the hungry children and offer them a glimpse of hope for the future.

【重慶店】育幼院童團聚慶端午 一同趣郊遊

"Chong Qing Store"
Orphanage children celebrate Dragon
Boat Festival with exciting excursion

「義光育幼院」是身心障礙孤兒的家園，目前共安置41位院生。家樂福重慶店的志工，於端午前夕陪伴院生們逛大賣場體驗購物的樂趣，並且贈送粽子與民生物資，讓院生提前歡度端午佳節。

此外，重慶店志工經常利用假日帶領院生到戶外踏青，從遊覽車、餐盒準備以及無微不至的陪伴，看到院生臉上滿滿的笑容，志工們也都感受到付出的喜悅。

Yi Kuang Orphanage is home for 41 handicapped orphans. During the eve of Dragon Boat Festival, Carrefour Chong Qing Store volunteers accompanied the students to experience the fun of shopping in a hypermarket. In addition, they were presented with zhongzi and life commodities in order to celebrate the Dragon Boat Festival in advance.

Furthermore, Chong Qing Store volunteers often take the students on outings during holidays. By accompanying them on the bus, preparing their lunchboxes and looking after them, the volunteers can also feel the joy of giving from the smiles on the students' faces.





【南港店】愛心物資敬長輩 創造銀髮新價值

"Nan Kang Store" Caring for the elderly with charitable goods creating new values for senior citizens

家樂福南港店與「臺北市南港區健康服務中心」合作，每月定期拜訪5-10戶獨居老人，由健康中心的護士為長者的健康把關。家樂福則送上米、油、鹽、肥皂等民生物資，讓長輩不必為生活煩憂。希望透過家樂福的就近照顧，讓長輩們有所安養，並且健康樂活，也希望能帶動社會尊老、敬老、愛老的風氣。

Carefour Nan Kang Store collaborated with Taipei City Nangang District Health Services Center to visit 5-10 elderly persons living alone every month, where nurses from the health center will examine their health and Carrefour volunteers will present life commodities such as rice, oil, salt and soap etc. so that they no longer have to worry about their livelihood. Through Carrefour's attentive care, we hope to provide the elderly with peace, health and happiness; moreover, we also aim to foster the common practice of respecting, honoring and loving the elderly in society.

【大直店】長青的好居邊 溫暖的心距離

"Ta Zhi Store" Age old friends heartwarming friendship

每一位長者都像一座圖書館，他們精采豐富的生命故事值得我們去聆聽與分享，家樂福大直店志工與「真如苑佛教會」一起關懷長者，邀請長輩參與趣味的闖關遊戲，並且贈送他們重陽伴手禮，現場還提供按摩及量血壓的服務，關懷長者健康。

Each senior citizen is like a library, their dazzling collection of life stories deserve to be listened to and shared. Carrefour Ta Zhi Store volunteers and Shinrya-Eri Taiwan joined hands to care for the elderly by inviting them to participate in interesting games. Furthermore, they also presented the senior citizens with Double Nine Festival souvenirs; while massage and blood pressure measurement services were also offered at the scene to care for their health.



【三民店】關懷母親 體驗視障按摩

"San Ming Store" Caring about elderly visually impaired massage experience

今年母親節，家樂福三民店志工隊與三民里共同舉辦里民健康關懷活動，邀請到「中華視障安養福利協會」，提供年長者及社區媽媽享受免費的按摩服務，透過此次的社區活動，不僅搭起了里民與門市志工的好友橋樑，更讓視障團體增加工作機會。

For this Mother's Day, Carrefour San Ming Store volunteer team co-organized the resident health care event with Sanmin Neighborhood, where "Taiwan Welfare Association for the Blind" was invited to provide free massage services for the elderly from the community. Through this community event, not only have we bridged a lasting friendship between local residents and Carrefour volunteers, visually impaired communities can also be offered additional work opportunities.



【汐止店】陪伴家扶兒童 父親節做蛋糕

"Hsi Chih Store"

Accompany underprivileged children to bake Father's Day cake

為了陪伴弱勢孩童度過溫馨的父親節，家樂福汐止店特別舉辦「畫蛋糕童樂趣」活動，由門市志工率領家扶中心25名來自單親家庭或低收入戶的孩童一同彩繪蛋糕。家樂福汐止店麵包課同仁連夜趕製數十個戚風蛋糕、準備鮮奶油、水果等，並陪伴家扶孩童一起彩繪蛋糕。看見孩子笑容滿溢，志工們的心也跟著融化了。

In order to accompany underprivileged children through Father's Day, Carrefour Hsi Chih Store especially organized the "Fun of Cake Decoration" event, where store volunteers led 25 children from single-parent or low income families to decorate cakes. Colleagues from the Bakery section baked several dozens chiffon cakes and prepared cream and fruits overnight. The next day, they also accompanied the children to decorate their cakes; when they saw the smiles on the children's faces, their hearts melted as well.



【大墩店】「墩」親睦鄰 情深意「粽」

"Ta Tun Store"

Demonstrates good neighborliness by giving away zongzi

端午前夕，為了讓臺中市南屯區低收入戶的家庭感受到端午節的溫暖，家樂福大墩店10多名志工們在廚房揮灑著汗水，準備包粽子的各項食材，齊力完成500顆「愛心粽」，並將「愛心粽」一一送到急難家庭的手上。看見弱勢家庭的成員們幸福滿足地享用粽子，大墩店的志工表示「就算包到手痠也很快樂」。

During the eve of the Dragon Boat Festival, in order to let low income families in Nantun District, Taichung City feel the warmth of festivity, a dozen Carrefour Ta Tun Store volunteers labored in the kitchen to prepare various ingredients for wrapping zongzi. In total, they completed 500 zongzi and delivered them to these families. Seeing members of underprivileged families enjoying the zongzi contently, volunteers from Ta Tun Store expressed that "All the hard work was worthwhile!"



【花蓮店】愛心物資送校園 暑期課輔弱勢童

"Hua Lien Store"

Deliver charitable goods to campuses assisting disadvantaged children with extracurricular activities



花蓮縣化仁國中水墘分校為一所安置型的住宿學校，學生多半來自弱勢家庭，家樂福花蓮店店長率領同仁組成志工隊到校關懷，並籌措了數萬元的日常用品與文具贈送給學童。

此外，花蓮有許多經濟弱勢的家庭，沒有能力送孩子上安親班或夏令營，花蓮店安全課長白顯擔任花蓮縣新城鄉蘇里村國小五、六年級弱勢學童的暑期課輔老師，在花蓮店賣場內進行英、數的教學，以利銜接國中課程，使孩子們擁有歡樂又充實的暑假。

The Shullan Campus of Hualien Junior High School in Hualien County is a boarding school with most students coming from disadvantaged families. Store manager of Carrefour Hua Lien Store led the volunteer team to offer them care; together, they also collected life commodities and stationeries for the students. In addition, since there are many underprivileged homes in Hualien that are unable to send their children to afterschool classes or summer camps, therefore the Security manager of the Hua Lien Store volunteered to act as the extracurricular activity teacher for fifth and sixth grade elementary school students in Jiali Village, Xincheng Township, Hualien County during summer, where he conducted English and maths classes inside the Hua Lien Store. In so doing, he has allowed the children to successfully bridge with junior high school courses and gave them a joyous, enriching summer vacation.

【臺東店】端午節 粽心粽愛傳千里

"Tai Tung Store"

Dragon Boat Festival aroma of delicious zhongzi wafting through the air

家樂福臺東店志工隊與向日葵關懷協會合作，於端午前夕準備600顆粽子、100包白米以及許多民生物資，分送給身心障礙朋友與弱勢的家庭，讓他們也能感受端午佳節的團圓溫暖。臺東店志工們熱心地協助發放物資，用行動關心社會邊緣的弱勢朋友，希望藉此照顧更多需要被關注的族群，讓「愛心粽」飄香。

Carrefour Tai Tung Store volunteer team partnered with Sunflower Care Association to deliver 600 zhongzi, 100 bags of rice and other life commodities to handicapped friends and underprivileged families during the eve of Dragon Boat Festival, so that they too can experience the warmth of reunion during the festive season. Volunteers from Tai Tung Store also enthusiastically helped to distribute resources, thereby caring for disadvantaged friends through action. By doing so, they hope to look after more communities that require a helping hand and allow them to celebrate Dragon Boat Festival with delicious zhongzi.





【楠梓店】暖冬送愛 為孩子照亮溫暖聖誕

"Nan Zhi Store" Delivering love in winter
light up the children's Christmas eve with warmth

今年家樂福楠梓店的耶誕節洋溢著付出的喜悅！為了一圓「慈德育幼院」院童的願望，楠梓店的志工隊帶領孩子們懸掛在聖誕樹上的心願。當聖誕樹下放置了一包又一包的禮物，代表的是企業志工對孩子們一份又一份的祝福。聖誕夜臨，楠梓店志工隊不但帶著聖誕禮物前去發送，並且捐贈一台50吋液晶電視，滿足孩子們對音樂空間的期盼。

This year, Carrefour Nan Zhi Store exuberates with the joy of Christmas! In order to make the dreams of children from Sweethome come true, volunteers from the Nan Zhi Store each chose to fulfill a wish that was hung on the Christmas tree. The bags of gifts piled under the Christmas tree represented the volunteers' blessings for the children. During Christmas Eve, volunteers not only distributed gifts but also donated a 50-inch LCD TV to satisfy the children's anticipation for a recreational space.



【北投店】愛心物資贈長者 關懷陪伴好樂齡

"Bei Tou Store"
Donating resources to senior citizens looking after the elderly

銀髮族是社會的資產，長者的人生智慧有如挖掘不完的寶藏，值得我們珍惜。家樂福北投店與「財團法人老五老基金會」合作，共同關懷鄰里中低收入的獨居老人，不僅提供米、奶粉、麥片、衛生紙等物質上的幫助，也親自到長者的家中探訪，關心長者的日常生活，或者推著輪椅，陪伴長者曬曬冬日的暖阳，讓銀髮族享受愛與關懷的樂齡生活。

Senior citizens are assets in the society, because their wisdoms are like invaluable treasures that deserve to be cherished. In collaboration with Old Five Old Foundation, Carrefour Bei Tou Store has jointly looked after lone elders with low income in the neighborhood by offering them rice, powdered milk, oatmeal and toilet paper. Furthermore, they also visited the elders at home to care about their daily lives. Sometimes they would push their wheelchair and accompany the senior citizens to bask in the warm winter sun, so that they can enjoy a life of love and warmth.



【天母店】送愛到育幼院 為孩子圓聖誕夢想

"Tien Mou Store"

Delivering love to Orphanage making their Christmas dreams come true

所有的孩子都滿心企盼聖誕老公公從天而降，送來驚喜的禮物！聖誕節前夕，家樂福天母店志工隊為「德惠育幼院」的院童發起禮物募集活動，讓孩子們在幾個月前寫下許願卡，並開心地掛在員工辦公區的祈願聖誕樹，讓員工們自願認領許願卡，為孤苦無依的孩子們盡一份心意。

平安夜當晚，天母店的志工隊用心巧扮成聖誕老公公，滿載著聖誕禮物、愛和溫暖，並準備許多薑餅屋、蛋糕、糖果等，與育幼院童一同歡度聖誕佳節。

All children wish for Santa to descend from the sky and bring them surprise gifts! Before Christmas Eve, Carrefour Tien Mou Store launched a gift raising event for Tihwei Children's Home by asking the children to write down their wishes on cards and hang them happily on the Christmas tree in the employees' office area, so that our colleagues can each voluntarily pick a wish card and offer something for the lonely and helpless children.

During Christmas Eve, volunteers from Tien Mou Store dressed up as Santa bearing Christmas gifts, love and warmth. Moreover, plenty of gingerbread houses, cakes and candies were prepared for the children to celebrate Christmas.

【愛河店】陪伴育幼院童 共賞舞獅傳統文化

"Love River Store"

Accompany children from children's home appreciate traditional lion dance culture

為了增進弱勢族群親近藝文的機會，家樂福愛河店志工隊得知「高雄紅十字會育幼中心」對臺灣特有的「陣頭文化」擁有濃厚興趣，特別贊助門票並親自陪伴院童一起前往高雄巨蛋觀賞「雙城戲獅甲」國際獅王大賽及陣頭大會，院童們難得擁有外出機會，並得以欣賞國際級的精彩表演，每個都歡欣鼓舞，留下美好的回憶。

In order to increase the underprivileged community's chance for getting in touch with arts and culture, when Carrefour Love River Store volunteers became aware that Red Cross Nursery Center was interested in Taiwan's unique Battle Array culture, they sponsored tickets and personally accompanied the children to watch the "Taipei and Kaohsiung Lion Dance Festival". The children were given a rare opportunity to go out and appreciate international performances, hence they were all overcome with joy and wonderful memories.



【宜蘭店】戲劇融合生命教育 推廣社區藝文活動

"I Lan Store"

Fusion of play with life education promote the cultural activity of community

「臺灣彩虹愛家生命教育協會」每年都創作一齣富含生命教育信念的聖誕音樂劇。今年，家樂福宜蘭店特別提供賣場空間予協會的志工們在店內表演全新劇目《七隻小羊》，並邀請民眾共度聖誕佳節，藉此提升社區藝文環境。

Rainbow Family life Education Association creates a Christmas musical play endowed with abundant educational meaning every year. This year, Carrefour I lan Store especially provided store space to allow association volunteers to perform the brand new play "Seven Lambs". In addition, people nearby were invited to celebrate Christmas, thereby enhancing the arts and cultural environment within the community.

愛心 慈善

Charity

——首歌就能撫慰人心，因為它能夠越不同的時代，讓來自不同背景的人們，獲得心靈的共鳴。由「臺灣優質生命協會」主辦、家樂福文教基金會贊助的《愛傳承關懷演唱會》，即是匯集樂壇重量級藝人的公益盛會，希望透過美好的歌聲與愉快的表演氣氛，為弱勢朋友帶來溫暖而安定的力量。

A song can soothe a broken heart because it transcends different eras and create a resonance within the spirits of people from different backgrounds. Organized by the Taiwan U-Life Association and sponsored by Carrefour Foundation, the "Love, Heritage Caring Concert" is a public welfare grand event gathering heavyweight celebrities in the country. It is hoped that strengths of warmth and stability can be introduced to the underprivileged community through wonderful singing and enjoyable performances.



愛傳承關懷演唱會
Love, Heritage Caring Concert

歌聲撫慰人心 藝文發揚善行

**SINGING MENDS BROKEN
HEARTS CULTURE & ART FOSTER
BENEVOLENCE**



邁入第五屆的《愛傳承關懷演唱會》今年5月11日在桃園市、7月27日在新北市、8月3日在高雄市盛大舉行。由演藝圈「二王一后」凌峰、洪榮宏、陳美鳳一起擔任本屆愛心大使，帶領多位老、中、青三代藝人接力演出，三場合計超過 10,000 名弱勢朋友親臨現場聆賞溫馨的音樂饗宴。

表演內容豐富多元，先由精彩的太鼓表演開場，接著是陳亞蘭歌仔戲團改編的戲曲演出，還有脫口秀、模仿秀、經典老歌、流行音樂，讓觀眾沈醉其中。

家樂福文教基金會提供免費的交通接駁服務，邀請安養院、教養機構等 43 個社福單位參加。一圓他們欣賞演唱會的夢想。部分弱勢朋友被藝人邀請上台一起共舞，給予弱勢朋友莫大的鼓勵，場面溫馨感人。家樂福希望藉由此活動將正向影響力的種子散播出去，號召社會大眾一起延續愛心，加入關懷志工的行列，傳承愛與歡樂。

1.透過演唱會的舉辦，關懷弱勢族群，讓逾 10,000 人感受愛與溫暖。

By organizing concerts and caring about the underprivileged community, an audience of 10,000 people felt the warmth of love.

2.家樂福文教基金會提供安養院至演唱會的愛心接駁服務，滿足弱勢朋友欣賞演唱會的夢想。

Carrefour Foundation offers free shuttle service from nursing homes to the concert so that underprivileged friends can also appreciate the concert.

3.大家不分你我，同樣擁有一颗熱誠的心，都為了實現一個愛的存在。

Everyone shared a passionate heart in being abundance of love to the concert.

4.會場活動為不收費表演，邀請活動進行讓更多民眾參與，並與弱勢團體共同分享快樂、分享愛。

The free public performance allows more people to share happiness and love with underprivileged groups.

Now into its 5th year, the "Love, Heritage Caring Concert" was held in Taoyuan City, New Taipei City and Kaohsiung City on May 11, July 27 and August 3 respectively. This year's love ambassadors include "Two Kings and One Diva": Ling Feng, Chris Hung and Chen Mei Fen. Together with Carrefour, they led the entourage of veteran, seasoned and young celebrities to perform on the stage.

The diverse array of performances started with Japanese drum opening performance followed by Taiwanese Opera Troupe's play adaptation as well as talk show, imitation show, classic songs and pop music etc. to keep the crowd immersed in the enchanting ambiance.

Carrefour Foundation sponsored shuttle bus to bring people from 43 social welfare organizations to enjoy the concert. Some of the underprivileged friends were invited to dance with the celebrities on the stage, which in turn provided tremendous encouragement for them and set a heartwarming atmosphere. We hope to spread the seeds of positive influence via this event and urge the public to continue their love by joining the volunteers, so that they can propagate affection and happiness throughout Taiwan.



愛心 慈善

Charity

李國修老師曾說：「碰到自己想做的事情時，不要在乎別人的眼光，一件事物做得夠久，就會被人看見。」「你要去做，才能改善環境。」家樂福文教基金會持續以關懷的心，幫助有需要的人。我們的目標，是用愛讓社會看見希望，更希望我們的一點點付出，可以達到拋磚引玉的效果，讓更多企業與大眾投入公益的行列，把愛心散佈到每一個角落。

Hugh K. S. Lee once said "When it comes to things you really want to do, don't pay attention to others' judgment, as long as you persist in what you do, it will ultimately be noticed. You need to do it to advance the greater environment." Carrefour Foundation will continue to help those in need with a caring heart; our goal is to bring hope to society through love. In so doing, we hope more businesses and people will contribute to public welfare and spread love to every corner of the society.



張正傑與弦外之音團 Cellist Chang Cheng-Chieh

音樂「玩」童，國際知名大提琴家張正傑創意設計一系列親子音樂會，讓爸爸媽媽可以陪著小朋友一起共享充滿趣味與聲音的「音樂世界」。

家樂福文教基金會再度邀請到張正傑大師將悠揚溫暖的樂音帶進林口長庚紀念醫院一兒童癌症病房，給生命小鬥士們一個專屬的平安音樂會。

Maestro musician Chang Cheng-Chieh's family concerts utilize inspiring stories to allow parents and their children enjoy the world of music, one that is full of fun and sounds.

Carrefour Foundation and Chang Cheng-Chieh will once again bring heartwarming melodies to the children's cancer ward in Linkou Chang Gung Memorial Hospital by holding a Christmas concert for the little warriors.

愛心捐助 Charity Donation

用愛付出關懷 用心點燃希望

**CARE WITH LOVE LIGHT UP
HOPE WITH YOUR HEART**

財團法人臺北市國際社區服務文教基金會 Community Services Center

為了幫助人數眾多的外僑適應在臺灣的生活及工作，家樂福文教基金會與「國際社區服務文教基金會」共同合作，為外僑提供生活資訊、心理輔導、中西文化溝通研習以及各種文化交流活動。此外，家樂福文教基金會也支持該組織的慈善拍賣會，一起為旅居臺灣的國際社群盡一份心力。

In order to help the large number of foreigners living and working in Taiwan, Carrefour Foundation and Community Services Center provides living information, counseling, studies on Chinese and Western culture as well as various cultural exchange activities for them. In addition, Carrefour Foundation also supports the organization's charity bazaar event to care about the international community residing in the country.



臺灣全民食物銀行協會 Taiwan People's Food Bank Association

「臺灣全民食物銀行協會」讓可食用的食物不被浪費，且有效地分配給有需要的弱勢群眾，以「資源不浪費，臺灣無飢餓」為使命。今年首波在嘉義地區開展社會服務，家樂福文教基金會透過協會的整合，提供880份麵食及肉醬，解決嘉義地區低收入戶的燃眉之急。

Taiwan People's Food Bank Association is a Chiayi based social welfare organization that helps disadvantaged communities with special needs. In 2013, Carrefour Foundation donated 880 servings of noodles and meat sauce through the association to solve the urgent crisis of low-income households. It is hoped that food will not be wasted and distributed to those in need to achieve the goal of "Waste no resources and eliminate hunger in Taiwan".

臺灣世界展望會 World Vision Taiwan

戰亂、天災、糧荒，世界上許多角落的人們，正陷入長期的飢餓中。家樂福文教基金會以「人飢己飢，人溺己溺」的心情，贊助「世界展望會」第24屆飢餓三十的活動，提供30,000瓶礦泉水，作為飢餓勇士的生命糧，讓這些青年們有體力度過30小時的飢餓，感同身受飢餓者的困苦，希望透過這些行動促使社會大眾關注飢餓議題。

Due to wars, natural disasters, famine, many people around the world are in a constant state of hunger. With compassion, Carrefour Foundation sponsored World Vision's 24th 30-Hour Famine event by supplying 30,000 bottles of mineral water to support the hunger warriors through 30 hours of fasting, where they will share the pain of those who go hungry. Through the event, the aim is to raise hunger awareness among the public.



臺中縣私立鎮瀾兒童家園 The Children Home of Dajia Mazu

在臺灣，許多孩子因為家境貧苦、無親可依而乏人照料。「鎮瀾兒童家園」為一所收容失依兒童的育幼院，家樂福文教基金會為了幫助這些弱勢孩童健全成長，提供十五萬元教育基金作為孩子們成長的助力，希望讓孩子有更公平的機會去築夢。

In Taiwan, many children are not cared for because their parents have passed away or they are impoverished and homeless. The Children Home of Dajia Mazu is an orphanage created by The Foundation of Dajiamazu Social Welfare; in order to foster healthy development of these underprivileged children, Carrefour Foundation offers education fund for the children to have a fair chance of pursuing their dreams.

體育×發展

Sports



Development



持續就是力量，在運動場上，勇於自我挑戰、堅持完成賽事的體育健兒，真實的展現運動家精神，這也是家樂福文教基金會一直以來推廣五育均衡的理念。家樂福文教基金會支持「元旦健走」，讓民眾在每年的第一天為自己奠下健康的基石；推廣「太魯閣峽谷馬拉松」，將太魯閣的美行銷到全世界；還有2年1次的「全民運動會」更是體壇盛事，支持國家培育運動菁英。家樂福文教基金會希望能與民眾在不斷的超越自我當中，永遠向前。

Persistence is strength; on the sports field, athletes who challenge themselves and persevere to the end demonstrate true sportsmanship, which is also a philosophy promoted by Carrefour Foundation over the years. We have supported the New Year's Health Walk for a decade, where people can enjoy a healthy start to the beginning of a new year. We also sponsor the Taroko Gorge Marathon to showcase the beauty of Taiwan to the world, as well as the biennale National Games to support the cultivation of our nation's elite athletes. Carrefour Foundation hopes to constantly make improvements and forge ahead with everyone.

體育 發展

Sports Development

兩年一次的體育盛事《全國運動會》，於10月19日至24日在臺北市登場。比賽種類包括田徑、游泳、體操等34個種類，全國體壇菁英齊聚北臺灣，在競技運動最高殿堂一較高下。家樂福文教基金會贊助48,000瓶礦泉水，以行動為運動選手加油，並邀請各地民眾熱情參與，為家鄉的子弟兵獻上熱情的掌聲。

The National Games took place in Taipei City between October 19th and 24th, featuring 34 competition categories such as track and field, swimming and gymnastics. Elite athletes from all over the country gathered in northern Taiwan to compete against one another in the most preeminent sports competition in Taiwan. Carrefour Foundation sponsored 48,000 bottles of mineral water to support the competitors, and people from throughout Taiwan were invited to partake in the event to cheer on their hometown heroes.



全國運動會 The National Games

運動菁英齊聚 點燃體壇願景

**CONGREGATION OF ELITE
ATHLETES IGNITING THE VISION
OF THE SPORTS WORLD**



開幕典禮上，主辦城市臺北市長郝龍斌及總統馬英九、行政院長江宜樺都到場予以選手勉勵。大會聖火由奧運跆拳道銅牌名將曾榮輝、女子舉重銀牌得主許淑淨傳遞進場，宣告臺灣體壇的菁英將在此競技場會上展現苦練多時的成果。

《全國運動會》是臺灣最大型與指標性的綜合性運動盛會，也是許多運動健兒爭取佳績與挑戰國際賽事的起點。

本屆全運會成果豐碩，共計有游泳、舉重、射擊、自由車等四大類，16項28人次打破全國紀錄，成績非凡。大會最大贏家同時也是下屆主辦城市的高雄市，以61金53銀52銅、總獎牌數176面獲頒總統獎。開幕典禮中高雄市政府以熱情舞動的小丑魚呈現港都的意象，加上電音三太子人親土親的在地文化，宣告接棒下屆《全國運動會》。

家樂福文教基金會展現企業的热情與活力，贊助各項物資全力支持這項點燃全國運動光明願景的賽事，鼓勵優秀的體育人才挑戰自我，為臺灣在公平正義的賽場上贏得敬重與友誼。

During the opening ceremony, Taipei City Mayor Hsu lung-bit, President Ma Yingjeou and Premier of the Executive Yuan Jiang Yihuah all turned out to encourage the athletes. The flame was carried by Tseng liCheng - Olympics taekwondo bronze medalist and Hsu Shurching - Olympics weightlifting silver medalist to proclaim the fruits of diligent practice by top athletes in Taiwan.

The National Games is the largest and most iconic combined sports meeting in Taiwan, it is also the starting point for many Taiwanese athletes intending to compete on the international stage. This year's event proved to be extremely fruitful, with 28 contestants breaking 16 national records in four major categories including swimming, weightlifting, shooting and cycling. The most prolific winner was Kaohsiung City - host of the next National Games - which won 61 gold/53 silver/52 bronze medals, totaling 176 medals. The city also received the Presidential award. During the closing ceremony, Kaohsiung City Government presented the image of the passionate harbor city through dancing clownfish and Techno Nalakuvara performance, in turn announcing its status as the host of the next Games.

Carsfor Foundation exhibited our corporate enthusiasm and vivacity to support the grand sports gathering in Taiwan, so as to encourage outstanding sports talents to keep on challenging themselves and garner respect and friendship for Taiwan .



1.總統馬英九(中間揮手者)為選手加油，鼓勵體育人才自我挑戰，締造最佳紀錄。President Ma Yingjeou cheered on the athletes and encouraged sports talents to challenge themselves in creating new records.

2.全運會開幕典禮創新的表演方式令觀眾讚嘆不已。The innovative opening performance of the National Games astonished the audience.

3.全國運動精英齊聚一堂，家樂福文教基金會全力支持這項體育界的盛會。Sports elites from around the country gathered under one roof, and Carsfor Foundation has fully supported the grand event of the sports circle.



體育 發展

Sports Development

——年之計，始於健康。「健康本來就應該是風雨無阻、不打烊的事情」《元旦健走》發起人紀政女士精神抖擻領著民眾在新年首日，走向愛與關懷，迎接希望的水來。

The beginning of a new year starts with a healthy body. "Health is a continuous exercise, be it rain or shine." Founder of the New Year's Health Walk movement Chi Cheng spiritedly led the public to walk with love and embrace the bright future on New Year's Day.



元旦健走 New Year's Health Walk

十年勤耕耘 新年萬步走

**10TH ANNIVERSARY OF
NEW YEAR'S WALK**



1. 元旦健走吸引許多熱心青年參加。
The New Year's health walk attracted a large number of enthusiastic young participants every year.

2. 「飛躍的羚羊」紀政率領上萬民眾新年健步走。
"Leaping Antelope" Chi Cheng led nearly 10,000 people to challenge the New Year's health walk.

3. 富邦信託基金會特別提供許多抽獎禮品，讓民眾抽中獎品也賺到健康。
Correfour foundation sponsored a lot of items as the lottery prizes, so that people can win prizes and stay healthy at the same time.

4. 透過健走，希望大家在新的一年，身體與心靈都能得到喜悅。
Through the health walk, it is hoped that everyone's body and mind will be rejoiced during the New Year.



十年的紮實耕耘，《元旦健走》「用愛與關懷，旺盛臺灣生命力」的善意，受到愈來愈多臺灣民眾的肯定與認同。細雨中絲毫不減會場滿滿的人氣，放美棒球投手陳偉殷、前跆拳道國手蘇麗文與上萬民眾一同聚集圓山花博公園。飽覽沿途大佳河濱公園的優美風光，名導演吳念真更親身站台相挺，展現支持健康運動的心意。

紀政女士常言「只有健康，是成就財富的本金」，最平凡的作為，常常有最不凡的效果，趕快一起加入健走行列，在新年第一天用萬步迎接嶄新氣象吧！

After a decade of cultivation, the good intension of New Year's Health Walk to 'revitalize Taiwan with love and care' has become well received among the Taiwanese public. Despite the drizzle, many people turned out to support the event; Chen Wei-Yin, Taiwanese MLB baseball player, former national Taekwondo athlete Su Li-wen and close to 10,000 people gathered at the Taipei Expo Park, where they took in the magnificent landscape of Dajia Riverside Park. Distinguished director Wu Nian-zhen also made an appearance to show his support for the healthy exercise.

Chi Cheng often says "Health is the source of wealth." The most ordinary actions frequently result in extraordinary benefits, so come join the health walk and welcome the New Year with 10,000 steps.



體育 發展

Sports Development

美國馬拉松英雄Jerry Dunn說：「我靠著跑步，來提醒自己如何融入生命的循環中」。太魯閣峽谷馬拉松就是讓跑者可以融入大自然的綿延綠意，用雙腳領略崇山峻嶺、鬼斧神工的精采人生體驗。這是世界唯一在峽谷奔馳的馬拉松，讓臺灣成為全球體壇的關注焦點。

American marathon legend Jerry Dunn once said "I remind myself how to blend into the circle of life through running. Taroko Gorge Marathon allows runners to embrace the endless expanse of natural greenery and to appreciate the uncanny craftsmanship of Mother Nature for creating such majestic mountains and lofty peaks. This is the only gorge marathon in the world, one that has put Taiwan on the map of global sports circle."



太魯閣峽谷馬拉松 Taroko Gorge Marathon

萬人峽谷競逐 盡覽山林之美

**10,000 PEOPLE GORGE MARATHON
EMBRACE THE BEAUTY OF MOUNTAINS**



家樂福文教基金會連續九年參與太魯閣馬拉松，除了提供活動帳篷與礦泉水等相關物資之外，今年我們更主動號召百人參與活動，不僅有熱情的啦啦隊沿途為選手打氣，也激勵了員工中的馬拉松好手挑戰自我，透過賽事不僅凝聚了團隊的心，更成為團隊前進的動力！

Carrefour Foundation has participated in Taroko Gorge Marathon for nine straight years; besides providing event tents and mineral water, this year we have also actively appealed 100 colleagues to partake in the event. In addition to enthusiastic cheerleading squads spurring the runners on, avid marathon runners among our employees were also encouraged to challenge themselves. Through this competition, Carrefour has not only fostered team spirit but also pooled the momentum for driving the team forward.

1. 家樂福文教基金會號召了百人大型啦啦隊，熱情的歡呼及翻動的旗幟是選手最佳的支撐。

Carrefour Foundation organized a cheerleading squad of 100 colleagues, their cheers and fluttering flags are the best form of encouragement for the athletes.

2. 陡峭的山巒，深澗的峽谷，太魯閣峽谷馬拉松吸引10,000名中外籍人士一覽台灣臺灣之美。

With steep mountain ranges and unfathomable gorges, the Taroko Gorge Marathon attracted close to 10,000 athletes from Taiwan and abroad to admire the beauty of Taiwan.

3. 馬拉松是一種訓練耐力與體能的比賽，每位參賽者必須有過人的意志力和熱忱，才能完成。

Marathon is a race requiring endurance and stamina, therefore each contestant must possess extraordinary willpower and passion to complete the race.

4. 家樂福文教基金會以實際行動支持體育活動，同業的馬拉松好手也不願向我們挑戰。

Carrefour Foundation supports sports events through action, therefore avid marathoners among our colleagues also joined the competition to challenge themselves.



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Organization System and
Supply Chain Director

夥伴 × 勉勵

*Encouragement from
our partner*

舞鈴劇場—劉樂群老師

DIABOLO DANCE THEATRE INSTRUCTOR LE-CHUN LIU

舞鈴劇場
創辦人暨藝術總監
Diabolo Dance Theatre
Founder and Art Director



2013年「舞鈴劇場」首度受邀參加家樂福藝術季在臺南生活美學館的演出，從行銷宣傳到技術裝台、基金會工作夥伴的細心投入，讓我印象非常深刻。

2014年家樂福藝術季更突破過去模式，以小額售票的形式舉辦，進而培養觀眾支持表演藝術，而售票收入全數轉為公益捐款，此舉需要很大的勇氣與魄力，我個人給予非常高度的肯定。

從第一次籌備會議開始，我感受的不僅於受邀演出，更看見基金會夥伴投入活動的專業與熱情，讓表演藝術團體盡心準備演出之餘，學習許多演出以外的經驗。

舞鈴劇場很開心參與家樂福藝術季，和家樂福基金會及觀眾一起成長，一起分享快樂。

Diabolo Dance Theatre's first performance for 2013 Carrefour Arts Festival took place at the National Tainan Living Art Center. From promotion to technical aspects, the attention to detail and diligence of our colleagues from the foundation are truly impressive. In 2014, Carrefour Arts Festival has broken convention by organizing performances through small ticket sales to cultivate an audience to support performance art, while revenue generated by ticket sales will be entirely donated to charity. Such approach requires tremendous courage and resolution, hence I offer them my highest commendation. From the first preparatory meeting, I felt that we were not only invited to perform at the art festival, the professionalism and passion exhibited by our colleagues in the foundation have enabled us to learn a great deal of experience. Diabolo Dance Theatre is pleased to be part of the Carrefour Arts Festival so that we can grow with the foundation and share happiness with the audience.



夥伴 X 勉勵

Encouragement from
our partner

臺灣優質生命協會—紀寶如秘書長 TAIWAN U-LIFE ASSOCIATION SECRETARY-GENERAL BAO-RU JI



知名藝人、暢銷作家
Senior Artist, Famous Writer

紀寶如

傳 繼無限的愛與溫暖的信念，是臺灣社會持續成長、繼續發光發熱的重要原動力！

非常榮幸的，「臺灣優質生命協會」連續三年與家樂福文教基金會合作，無論是結合探訪關懷活動，一起到各安養中心、養護中心、智能發展機構擔任愛心志工，或是愛傳承關懷演唱會，免費提供大型巴士接送弱勢老少一圓欣賞演唱會的夢想等，家樂福總是不遺餘力的付出最大的愛與溫暖，透過身體力行的實踐力，高度展現企業社會責任、社會向上的力量。

謝謝！真的非常謝謝家樂福以支持的力量、陪伴的力量還有實際行動的力量，帶給這些爺爺、奶奶以及孩子們更多的感動與幸福感！我始終相信，讓愛發光，必能讓生命亮起來！

Propagating limitless love, warmth and faith to the society is the most important impetus driving Taiwan's development! Taiwan U-life Association is honored to collaborate with Taiwan Carrefour Foundation for three consecutive years through activities such as volunteer visits to various home care centers, nursing homes and intelligence development institutes, "Love, Heritage Caring Concert" and free shuttle bus service for people from underprivileged communities to watch the concert. Carrefour has constantly contributed love and warmth to care for disadvantaged communities in the society; by practicing what they preach, Carrefour is the perfect embodiment of CSR and a stream of positive energy in society. Thank you! I really appreciate Carrefour's strength in supporting us and accompanying us through action, so as to bring more touching sentiments and happiness for grandpas, grannies and children. I always believe that as long as we let love prosper, life will bloom with vivacity.



1996-2013

大事紀

1996-2013 Chronicle

文化藝術

CULTURE AND ARTS

- 家樂福文化藝術季 — 「采風樂坊」2012'2013'
Carrefour Arts Festival – Chai Found Music Workshop
- 家樂福文化藝術季 — 「十鼓擊樂團」2010'2013'
Carrefour Arts Festival – Ten Drum Arts Percussion
- 家樂福文化藝術季 — 「如果兒童劇團」2009'2013'
Carrefour Arts Festival – If Kids Theatre
- 家樂福文化藝術季 — 「張正傑親子音樂會」2012'2013'
Carrefour Arts Festival –
Cellist Chen-Chieh Chang Family Concert
- 法國Group F火劇團新喜劇藝藝演 2012'
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'
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'
International Kite Festival
- 贊助「優人神鼓」2001'2002', 2008', 2011'2012'
U-Theatre
- 家樂福藝術饗宴 2001'2002'
Carrefour Arts Festival
- 家樂福藝術酒廊 2001'2005'
Carrefour Art Exhibition Gallery
- 全省畫家聯展 2000'
Taiwan Art Joint Exhibition in Carrefour store
- 人臉雕塑變變變 1999'
Cosponsored the Human-figure Creative Sculpture Competition
- 放眼新世界 青春演唱會 1998'、1999'
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 1996'
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'
Min Hua Yuan Folk Opera

教育推廣

EDUCATION DEVELOPMENT

- 偏鄉青少年發展計畫 — 與未來有約 夢想學園 2011'2013'
Remote Township Youngster Development Program
An Appointment with My Future, Dream School
- 千禧之登 八九量腰日 2006', 2012'2013'
Waist Measurement Day
- 家樂福兒童繪畫比賽 2010'2013'
Carrefour Kids Drawing Contest
- 家樂福兒童新樂園 2005'2012'
Carrefour Children New Paradise
- 成立Open Book無人服務圖書館 2005'2015'
"Open Book" staff-less Library
- 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
- 家樂福精打網算報稅諮詢服務 1996'2001'
Tax Consulting Service
- 「濃情蜜意」家庭系列講座 1996'
Precious Moments Felicitous Lecture

愛心慈善

CHARITY

- 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 Dajia Social Welfare Foundation
- 贊助「臺東縣教育發展協會—孩子的書櫃」參加《加油！男孩》電影公益場 2013'
Invite Kids from Taitung Kids Bookhouse attend the Charity Session of Movies
- 贊助「愛傳承關懷演唱會」2011'2013'
Love, Heritage Caring Concert
- 家樂福與紅十字會寒冬送暖 年菜送到家 2010'2013'
"Deliver Warmth in Winter" Chinese New Year's Meal Assistance Program
- 捐贈「社團法人高雄市茂林原住民鄉幼發展協會」物資 2011'2013'
Donate the Goods and Food to Youngster in Kaohsiung City
- 送愛到兒癌 愛心宅急便 2003'2012'
Forward Love to the Children with Cancer
- 贊助「天主教善牧社會福利基金會」義賣活動 2011'
ACC St. Lucy's Thanksgiving Charity Bazaar

1996-2013

大事紀

1996-2013 Chronicle

- 八八水災 (莫拉克颱風) 急難救助 2009'
Typhoon Morokat Disaster Relief Action
- 奧比斯「國際視察日」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 Tsunami Charity Bazaar
- 贊助「兒童福利聯盟文教基金會」
《搶救生命·羣兒不捨》2005'-2007'
Saving Lives & Caring for Abandoned Children
- 贊助「伊甸社會福利基金會」
《愛心紅BRA·送衣到泰北》2004'
Send Love to Northern Thailand
- 艾利爾災 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

體育發展

SPORTS DEVELOPMENT

- 元旦健走 2004'-2013'
New Year's Health Walk
- 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
- 臺北國際龍舟錦標賽 2004'-2012'
Taipei International Dragon Boat Championship
- 高雄身心障礙路跑賽 2011'
Kaohsiung Disabled RUN
- 陽明山夏季馬拉松 2010'
Yangmingshan National Park Summer Marathon

- 高雄國際馬拉松 2010'
Kaohsiung International Marathon
- 失親兒童幼院運動會 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
- 金石國際馬拉松 2003'-2006'
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'
Athletic 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
- 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'-2012'
Join "Clean Up the World Day", Executive Yuan's Clean Up Activity
- 清淨家園願景邊部落格建置 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'-2010'
"World Environmental Day" Carrefour Volunteer Clean Up Activity
- 贊助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
- 好事成雙 回收有禮 2007'
The "Four" Away, Gift for Recycling
- 全臺第一家綠色環保商店 — 家樂福南港店 2003'
The First Environmental Protection Stores - Carrefour Nan Kang Store
- 家樂福環保雕塑展 2002'
Recycle Sculpture Exhibition

感謝
有您

Special Thanks

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

文化部 | 經濟部 | 教育部 | 行政院環境保護署 | 教育部體育署 | 內政部營建署 | 衛生福利部
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