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《夢想之家》的孩子學習烘焙。 Children from House of Dreams learn to bake.

## 讓不同的存在， 都能好好存在

### SUSTAINABILITY THROUGH DIVERSITY

歷經 22 個年頭，家樂福文教基金會在臺灣這片土地上，一年年把根紮深，一年年走進臺灣的不同角落，看見不同的「家」的故事。為響應聯合國訂定的 17 項永續發展目標（Sustainable Development Goals, 簡稱 SDGs），家樂福文教基金會從藝文、教育、慈善、公益、環境、食物的面向努力，致力讓每一分努力，化作孩童、家庭、創意、健康、與地球的「未來」。

永續這條路，藝文領頭，每一年家樂福文化藝術季的「在地藝文力」，都希望能讓人柔軟心靈，對自身與周遭，能自然而然地觀察、感受、包容與傾聽。人的觀點與心靈，是永續

城市的核心。教育，則是為了讓思考發展，找出人的天賦，尤其是身處偏鄉或社會弱勢的孩童，他們也值得閃閃發亮的未來。資源與機會如光，在孩童們往嚮往的方向走去時，為他們點一盞燈。「心」的永續需要被重視，「健康」與「自然」的永續亦然。我們關懷大眾的健康，因為那是公益的根基；透過淨灘、支持有機茶農等方式保護環境—人類唯一的家園；實踐慈善與食物計畫，希望減少不平等，消除飢餓。認為「每個人都值得最好的」的那份愛，是一切的出發點。我們拋的不是磚，是真心實意，也引出許多真心實意，萬分感激與之同行：有一起保護山林水域的夥伴，一起惜食愛物的夥伴、一起關注弱勢族群的夥伴。都是力量，一起讓資源抵達適合的地方。

2018 年榮獲遠見雜誌「企業社會責任獎」楷模獎、TCSA – CSR 永續獎、B 型企業獎的肯定。企業社會責任，我們以這樣的初心看待：希望我們的存在，能讓更多面向的人事物安心存在，而這份安心會循環回來，成為企業最珍貴的無形資產。



《孩子的書屋》的小朋友們完成鼓藝培訓，領取結業證書。  
Children from Taitung Kids' Bookhouse receiving their completion certificate after finishing the percussion training course

Over the past 22 years, Taiwan Carrefour Foundation has established strong ties with the local communities and reached out to different corners of the country to see the stories of different families. In supporting the 17 Sustainable Development Goals (SDGs) stipulated by the UN, Taiwan Carrefour Foundation has endeavored to shape the future of children, homes, creativity, health, and Earth via dimensions such as arts, education, philanthropy, environment, and food.

We intend to lead the charge on the path to sustainability. Every year, Carrefour Arts Festival's local artistic potential hopes to assuage people's souls, so that they can observe, appreciate, tolerate, and listen to their inner selves and surroundings. People's perspectives and souls are quintessential to the city's sustainability. Education serves to develop thinking and discover people's talents, especially for disadvantaged children or children living in remote townships, for they too deserve a glistening future. Resources and opportunities serve as a beacon of light guiding children towards their aspirations and future.

The sustainability of the heart must be valued along with the sustainability of health and nature. Carrefour cares about

people's health, as it is the cornerstone of public welfare; we protect the environment through beach cleaning activities and by supporting organic tea farmers; by implementing charity and food programs, we hope to reduce inequality and eliminate hunger. At Carrefour, we believe everyone deserves the best because the sense of love acts as the very foundation of all things important. By taking action, Carrefour sincerely hopes to encourage others to join this meaningful crusade, and we appreciate our partners for standing alongside us; partners who have protected the environment with us, cherished food with us and cared about underprivileged groups with us. Thanks to our collective strength, we are able to deliver resources to the areas in need.

In 2018, Carrefour received accolades such as GVM CSR Award – Exemplary Award, TCSA – CSR Sustainability Award, and B Corp Award. In regards to CSR, we will uphold our original intention, "it is hoped that our existence will facilitate peaceful co-existence between people and the environment and that the sense of peacefulness will be circulated and internalized as the company's most valuable intangible asset."



十鼓擊樂團帶來精彩震撼的演出。 Ten Drum's awe-inspiring performance.

## 我們都是農夫， 種下藝術如風如光的力量

### WE ARE ALL FARMERS SOWING THE SEEDS OF ART

藝術是生命中不可或缺的養分，但卻容易被忽略。

藝術輕盈像風、溫暖像光。但是，它得先種下種子，慢慢灌溉。於是成長茁壯的青少年們，以精湛鼓藝，登上了大舞台。以踏實的陪伴及輔導地方的團隊，將藝術季點綴得更加光彩奪目。在世界的另一頭，能聽見台灣視障音樂家的美妙聲音，像黑暗中被照亮。

偏鄉的離島，大人小孩看見把音樂與料理融合的創新表演。在草地市集、在河濱公園、在手選提著雞蛋或蘿蔔的賣場，他們為了一句台詞笑了，因為美麗的舞蹈而屏氣凝神著，於是我們想起來了，藝文不就是生活裡的反射。逛街的時候，遇見一齣戲，就是一個日常中美好的藝文片刻。

Art is an indispensable nutrient in life that is easily neglected. It is light as the wind and warm as the sunshine.

However, the seeds of art must be sown and nurtured. As they grow strong and flourish, the youngsters take to the grand stage to showcase their virtuosic percussion skills. With the support of dependable partners and by helping local teams, the arts festival has been endowed with abundant splendor. Hearing the glorious voice of a blind Taiwanese musician on the other side of the world is akin to seeing a ray of light in the darkness. On a remote offshore island, adults and

children are treated to an innovative performance involving a fusion of music and cuisine.

At the grass market, by the riverside park, in the store with a basket of eggs or radish in their hands, their laughter triggered by the actor's lines, the concentration on their faces as they are mesmerized by the breathless beauty of the dance performance. It has made us realize that art is the reflection of our lives. Watching a play while shopping is like taking a snapshot of the most wonderful, artistic moment in life.



## 以文化藝術季平台 交集來自各方的美好

### ACCUMULATING MAGNIFICENT QUALITIES THROUGH THE ARTS FESTIVAL PLATFORM

2018年基金會與臺南市政府文化局攜手合作，於臺南市政府前西側廣場舉行，以「相遇 × 共好」為概念出發，「交集 × 匯流」為主題，結合藝術、美學、社區、市集四個領域，讓藝術得以用最親民的方式貼近每個家庭與社區。2018年家樂福文化藝術季活動由「日戲」、「夜戲」、「家有市集」三大部分組成。其中「夜戲」於9月28、29日晚上登場的兩場大型演出，分別由重量級天團「十鼓擊樂團」、與臺灣傑出藝文卓越劇團「阮劇團」擔綱。

Working closely with Cultural Affairs Bureau, Tainan City Government in 2018, the foundation was inspired by the concept and theme of "Encounter x Friendship", where 4 elements of art, aesthetics, community, and store were brought together, introducing art to every household in an agreeable, approachable way. "2018 Carrefour Arts Festival - Bringing Art to Life" consists of 3 major components: "Day Theater", "Night Theater" and "Carrefour Marketplace". Particularly, "Night Theater" consists of 2 major performances held in the evening of September 28 and 29, featuring extraordinary Taiwanese troupes including Ten Drum Art Percussion Group and Our Theatre.

### 文化藝術 Culture and Arts

「十鼓擊樂團」長年在臺南地區扎根、經營十鼓文化園區，可說是最具代表性的臺南在地團隊之一，亦是國內少見以鼓樂為主軸的表演團體。十鼓擊樂團在謝十團長帶領之下，致力打造亞洲鼓樂交流平台，樂團作品曾榮獲金曲獎、葛萊美獎、美國獨立音樂獎等多項重要獎項提名。9月28日開幕演出的《鼓動王城》，以鼓樂描寫數百年前，開山王鄭成功在王城的叱吒風雲場景，有海洋的壯闊磅礴，也有臺南庶民生活的記憶，乘載著古都臺南的傳奇樂章。



Having established its roots in Tainan, Ten Drum Art Percussion Group also manages the Ten Drum Cultural Village, making it one of the most iconic local performing groups, and it is also one of the few percussion-themed troupes in Taiwan. Under the leadership of founder Shih Hsieh, Ten Drum has strived to create a percussion music exchange platform in Asia, and its creations have been nominated for the Golden Melody Awards, Grammy Awards, and American Independent Awards. Premiered on September 28, City of Kings portrays the illustriousness and might of Koxinga from several centuries ago. The performance features the majesty of the ocean and the memories of plebeians in Tainan complemented by the legendary melodies of ancient Tainan.



(右)《鼓動王城》演出開山王鄭成功的戰爭風雲，與海洋文明的古都傳奇。  
Right : City of Kings portrays the illustriousness and might of Koxinga and the legend of the ancient capital of maritime culture.

(左)十鼓擊樂團為家樂福文化藝術季帶來震撼的開幕演出。  
Left : Ten Drum Art Percussion Group's impressive opening performance at Carrefour Arts Festival.



9月29日晚上的夜戲則由近年來臺灣備受矚目的「阮劇團」，帶來改編自臺南新化十八嬖傳奇的全臺語歌舞劇《城市戀歌進行曲》，在歌舞之中，描述橫跨三代的愛情、親情、鄰里日常，帶入臺灣近六十年來的社會變遷與習俗，今年阮劇團將城市戀歌進行曲進行了部分內容的改編，不僅內容更融入劇情時代背景；服裝道具也有新的展現，以新風貌呈現給藝術季的觀眾。

《城市戀歌進行曲》在幽默且溫馨感人的劇情中，穿插歌舞表現，娛樂性十足。  
The March of City Romance: humorous and heartwarming plot is interspersed with singing and dance to create an entertaining show.

The Night Theater on September 29 was staged by the popular Our Theatre, bringing Taiwanese play "The March of City Romance", an adaptation of the Salacious Spider Fairy legend originated from Xinhua, Tainan. The performance depicts romance, kinship, and daily life transcending 3 generations, embodying the social transformations and customs in Taiwan over the last 6 decades. This year, Our Theatre partially revised The March of City Romance to incorporate era-correct background, while the costumes were endowed with innovative elements to present a novel, fresh experience for the audience of the arts festival.



9月29日夜戲的開場表演，是來自臺東的「孩子的書屋」鼓隊。家樂福文教基金會自2012年以來為資助偏鄉發展技能教育，與在地社福團體共同支持「孩子的書屋」藝術課程，聘請「十鼓擊樂團」每週帶領孩子們學習打擊樂。輔導他們透過打鼓釋放內心的情緒，使他們在課業以外，多了自信與優勢。在練習幾年後，「孩子的書屋」鼓藝隊在2018年第十五屆全國鼓藝新傳大賽中獲得冠軍，是一項極大的鼓勵，許多孩子也立定志向要朝專業表演者努力。從課後練習的業餘團隊，到可以站上大舞臺表演的轉變，不啻是本屆最獨具意義的夜戲開場表演。感謝「十鼓擊樂團」的付出，讓鼓的力量，成為孩子們心的力量。



The curtain raiser of the Night Theatre on September 29 was presented by the percussion group from Taitung Kids' Bookhouse. Since 2012, Taiwan Carrefour Foundation has sponsored skill development education in remote townships by supporting Kids' Bookhouse art courses with local social welfare organizations. For instance, Ten Drum Art Percussion Group was invited to teach the children percussion music on a weekly basis, allowing them to release their emotions through drumming, thereby endowing them with confidence and competitive edge outside of the class. After a few years of practicing, Kids' Bookhouse percussion group won the 15th National Taiwan Drum Heritage Contest in 2018. The children were encouraged by the achievement and aspired to become professional performers. The transition from a group of amateurs to confident performers impressing the audience on the big stage makes it the most meaningful opening performance of this year's Night Theater. Thanks to Ten Drum for turning the power of percussion into the power of children.

(右)孩子們使勁以小小的力氣，打出最有生命力的大大聲音。

Right: The children's percussion sound resonates with vivacity.

(左)在一次次打到手發紅的練習之後，「孩子的書屋」站上大舞臺展現非凡的鼓藝氣勢。

Left: After tireless practicing, Taitung Kids' Bookhouse is able to present their remarkable drumming skills.



## 文化藝術 Culture and Arts



藝術季日夜接力，除了夜晚的大型演出，白天亦有「日戲」搭配市集活動，在 29、30 日下午，分別在會場定點分組輪流演出。日戲集結了國內 24 組優秀表演團隊，邀請在地社群、學校表演團體，包括成大、東光國小、聖功女中等在地學校劇團舞蹈團皆參與演出，此外也引介外地優質團隊，包括戲劇、舞蹈、漫才、傳統、音樂等各種不同類型表演，演出人員則有樂齡長輩、年輕朋友、國小學生，充分展現藝術不分層級年齡的特色。

文藝季融合藝術表演、市集、演講，在草地上的自然閒逸，吸引許多親子觀眾到場參加。

The arts festival offers a combination of performance, marketplace, talk, and lawn activities, attracting many parents and children.

The arts festival is a day and night affair, beside major night performances, there are also Day Theater and marketplace that saw successive performances by various groups. The Day Theater has assembled 24 of the most talented performing groups in the country, including local communities, school performing groups, drama clubs and dance clubs from NCKU, Dongguang Elementary School, and Catholic Sheng Kung Girl's High School. In addition, outstanding groups from around the country also presented diverse performances such as theater, dance, manzai, traditional, and music. Meanwhile, performers including senior citizens, youths, and elementary students all demonstrated that art is for everyone, regardless of age.

## 文化藝術 Culture and Arts



在三個舞臺演出的日戲，使白天的戲劇演出熱鬧滾滾幾乎沒有間斷，基金會藉此提供中小型表演團體一個展現的平台，讓民眾能夠在輕鬆自在的環境下接觸表演藝術。同時，三場講座帶來充滿創意與勵志的分享，參加世界劍玉大賽決賽的少年「小螺絲」，把喜歡的事變成工作。溜溜球金氏紀錄保持人楊元慶，透過溜溜球，讓世界看見臺灣，他「不是要當最厲害的，而是成為無法取代」。臺南的一人一故事劇團「南飛鸞事」，分享他們的核心精神「用心傾聽，咀嚼故事」，經營團隊雖然不容易，但只要用心，一切絕非難事。

Day Theater takes place on 3 different stages, bring exciting performances with virtually no intermission. The foundation uses it as a platform for showcasing medium to small

(左上) 雞屎藤舞團的創作常汲取自常民文化，《婆姐》的表演融合臺南婆姐陣藝陣與現代舞蹈元素。

Top left: Fevervine Dance Theatre's creations are often inspired by folk culture. "Pojie" is a fusion of Pojie folk art array from Tainan and modern dance.

(左下) 臺南市東光國小培育小小體操選手，韻律體操隊《舞動精靈》自信滿滿。Bottom left: Tainan Municipal Dongguang Elementary School rhythmic gymnastics team proudly presents "Dancing Fairies".

(右上) 以新化區花命名的扶桑花舞蹈社，以舞蹈配合社區營造，帶給社區居民更多的歡樂與能量。

Top right: China Rose Dance Club is named after the community flower, where dance and community development are combined to introduce happiness and positive energy.

(右下) 印尼防身術與文化交流組織PSHT (Persaudaraan Setia Hati Terate) 表演武術跟氣功。

Bottom right: Persaudaraan Setia Hati Terate (PSHT) from Indonesia presents martial arts and qigong.



performing groups, providing the citizens with an opportunity to get in touch with performing arts in a carefree, relaxing environment. Meanwhile, the 3 lectures featured the sharing of innovative and aspiring experiences; Screw, a youth from Taiwan who has participated in the Kendama World Cup, has turned his hobby into a profession; Yoyo Yang, yoyo Guinness World Record holder, has launched Taiwan onto the global stage with his yoyo skills. According to him, he does not only intend to "become the best but the one who is irreplaceable". Tainan Playback Theatre shared their core spirit of "Listening with your heart and playing back the stories"; despite difficulties in managing the troupe, as long as you listen with your heart, everything is possible.



(左上)「好玩的劇團」由特技和戲劇兩個不同領域的年輕人組成，帶著他們「讓藝術走到戶外」的夢想，為文藝季渲染歡樂的能量。  
Top left: Good Play Theater consists of young acrobatic and theatrical performers who strive to realize their dream of bringing arts outdoors and instill the energy of happiness to the arts festival.

(左下)影響新劇團《天亮後的軌跡》以小說為靈感的劇本，透過肢體劇場戲劇手法，結合物件與環境，引發文學的想像與共鳴。  
Bottom left: New Visions New Voices Theatre Company's Visage of Daylight is inspired by a novel, where physical theatre embodies props and backdrops to evoke imaginations and resonance of literature.



(右上)聖女女中舞蹈隊藉作品《Lab No. 3》討論人體及動物實驗、污染、質變與扭曲的當代議題。  
Top right: Catholic Sheng Kung Girl's High School dance troupe explores contemporary issues such as human and animal experimentation, pollution through "Lab No. 3".

(右下)義興閣掌中劇團演出《超級發明王》、《舞熊打虎》等精彩有趣戲碼。  
Bottom right: Yi Shen Ger Puppet Theater "Super Inventor", "Dancing Bear Strikes Tiger".



「家有市集」是今年藝術季新的元素，讓民眾在文化藝術季的場合中，藉由文創市集的活動，感受到彷彿如在自家庭園參加活動的親切。由藝術家盧銘世老師與「有兒拉拉樹花園」規劃，以環境美學、生活共好為主軸，邀請小農、社企、青創等來自全臺各地的市集一起前來參與。市集的規劃也更彰顯家樂福文教基金會在企業社會責任上的努力及創新，以成為「食物轉型的領導者」為目標，為深耕美好的臺灣生活美學與環境教育而努力。

(左)家樂福真實小棧販售酪農自有品牌「鮮乳坊」鮮奶，支持良善的循環及改變酪農業生態。  
Left: Carrefour Honesty Store sells milk from private brand Milk House to foster a virtuous circle and change the ecology of the dairy industry.

(右)分享美學、美食、環境共好的「家有市集」。  
Right: Carrefour Marketplace is a place to share aesthetics, gastronomy, and environmental sustainability.



Carrefour Marketplace is a new element in this year's arts festival, allowing the public to appreciate the friendly ambiance as if joining a family party. Artist and teacher Ming-shih Lu and Yoyo & Lala Tree Garden collaborated to design the environmental aesthetics and social inclusion-inspired theme, inviting small farmers and young entrepreneurs from throughout Taiwan to participate in the event. The planning of the market also highlights Taiwan Carrefour Foundation's endeavors and innovation in fulfilling corporate social responsibility. Focusing on the goal of becoming the "leader in food transformation", the firm strives to instill magnificent living aesthetics and environmental education in the public.



## 門市巡演 讓藝術與家庭生活無距離

### STORE ITINERANT PERFORMANCE BRINGING ARTS TO FAMILIES

你能想像出門採購生活用品時，也能在賣場看表演嗎？家樂福文教基金會以扶植國內藝文團體、推廣藝文為成立初始目標，除了年度的文藝季以外，更希望走進最靠近一般民衆的場域，讓藝文表演融入生活之中，家樂福全臺 128 間門市，便是在社區最好的舞臺。2018 年「門市巡演～藝家親」邀請國內優秀藝文團隊，至全臺家樂福門市巡迴 18 場演出。讓家樂福門市不僅是民衆的日常生活圈，也是一個驚喜的藝文廣場、更是培育藝文的搖籃。

Can you imagine watching a performance while shopping for groceries? In an effort to nurture domestic art troupes and promote art, besides organizing the annual arts festival, Taiwan Carrefour Foundation also wishes to bring the audience closer by introducing art performance into their lives. With 128 stores in the country, Carrefour has become the best arena to materialize this vision. "2018 Store Itinerant Performance - Bringing Art Closer Like Family" invited outstanding domestic art troupes to present 18 itinerant performances in Carrefour stores nationwide, turning the stores into more than just a shopping venue for the public but also a cradle of art and culture.

## 支持藝文與社福團隊不遺餘力

### Sparing no effort to support art and social welfare groups

家樂福文教基金會藉著門市巡演與年輕的藝文團體合作，亦支持由社福團體所發展的藝文表演團隊，例如「EYE 樂團」是由臺北市視障者家長協會支持的視障音樂家所組成，透過音樂傳達他們對音樂與人生滿滿的愛與熱情。由青少年表演藝術聯盟成員所組成的「淡水男孩」樂團，強調關心社會、為底層發聲；清新溫暖的民謠樂團「Control T」和「安妮朵拉」，以及撫慰人心的阿卡貝拉樂團「星河人聲樂團」；「安徒生和莫札特的創意」與「義興閣掌中劇團」分別以親子創意戲劇和傳統布袋戲擄獲觀眾的心，融合各種舞蹈元素的非主流佛朗明哥「精靈幻舞舞團」，除了積極深入校園，也藉此巡演機會推廣舞蹈欣賞。

Through the store itinerant performance, Taiwan Carrefour Foundation is able to team up with emerging art groups and support art groups formed by social welfare organizations. For instance, EYE Band consists of visually impaired musicians who are supported by the Parents' Association for the Visually Impaired to convey their love and passion for life through music; Tamsui Boyz TBZ is comprised of members from the Teenager Performing Arts League with an interest in social affairs and grassroots movements; Folk band Control T, Anniedora, and A Capella group Galaxy Life bring soothing music to the audience; AMcreative and Yi Shen Ger Puppet Theater capture the imagination of the audience with creative family drama and traditional puppet theater; Genie Dance Company fuses flamenco with various dance elements to present itinerant performances on school campuses and promote dance appreciation.

(上)門市巡演在各個賣場中用近距離的小舞臺，把藝文傳遞給觀眾。

Top: For the store itinerant performance, small stages are constructed to communicate arts to the audience from a close distance.

(中上)音樂自然不做作的華語獨立創作樂團Control T。

Center top: Control T is an independent Chinese band offering natural, unpretentious music.

(中下)安妮朵拉的暖式吉他民謠，為現場帶來輕鬆的氣氛。

Center bottom: Anniedora's mellow guitar folk song lightens up the audience's mood.

(下)星河人聲樂團成員，表演方式為清新自然的阿卡貝拉合唱。

Bottom: Galaxy Life offers melodious, natural A Capella performance.







## 由北到南 門市協力共創展演火花

From north to south –  
Stores join forces to spark creative imaginations

2018 年門市巡演擴及全臺門市，讓第一線人員更有參與感，也使演出在臺灣各地遍地開花。家樂福每天的來客眾多且多元，各門市也有不同的場地狀況，對表演者來說也是一項挑戰，這種觀眾隨機參與、並且與表演者十分靠近的演出形式，對他們亦是一個難得的累積實力的機會。團隊可在家樂福門市巡演的表演中，觸及到過往非傳統藝文欣賞的觀眾，社福團體亦可藉此募款與推廣社會理念。



In 2018, the store itinerant performance was expanded to Carrefour stores nationwide to encourage involvement by the frontline staff and propagate the initiative to all corners of the country. With countless shoppers coming to Carrefour stores every day and varying venue conditions in different stores, the performers are faced with a daunting challenge. However, the live, interactive performance staged in close proximity to the audience presents them with a rare opportunity to hone their craft. During the store itinerant performance, the troupes can reach people who are not the typical audience of art performances, while social welfare groups can also use the occasion for fundraising and promoting social ideals.

(右)家樂福期盼藉由門市巡演，培育新興的年輕團隊。圖為淡水男孩樂團。

Right : Carrefour hopes to cultivate emerging groups via the store itinerant performance. Tamsui Boyz TBZ is shown in the photo.

(左)來自臺中的星河人聲樂團，在中部門市帶來多場演出。  
Left : Taichung group Galaxy Life has staged numerous performances in the stores throughout central Taiwan.



## 家人的休閒時光 買菜也看場表演

Recreation for the entire family –  
Enjoying performances while shopping for groceries



家樂福文教基金會希望讓藝文像家人、如生活，能夠很自然地親近，也不侷限於場合，帶來更有生命力的生活品質。在全臺家樂福門市演出的戲劇音樂表演，最能體現把藝文帶入生活的概念。表演藝術就藏在生活場景中，民眾買菜購物時，偶然遇到一齣戲，才發現家樂福不太一樣，在這裏不只能購買民生用品，還能補充精神食糧洗滌心靈。賣場空間也因藝文表演而轉換功能，跨界的創意突破空間的侷限思維。這也讓不斷在挖掘與扶植新興表演團隊的基金會，藉此提供更多藝文團體表演的舞臺。



Taiwan Carrefour Foundation aspires to bring art closer to people like family and life so that they can become acquainted with art in a natural, open setting, endowing them with more vibrant life. Theatrical and musical performances conducted in Carrefour stores nationwide best embody the concept of introducing art to everyday life. Performing arts are hidden in everyday venues such as stores so that when consumers come across a play while shopping, they suddenly notice something different about Carrefour, where they can do more than shop for groceries but also find food for the soul. The stores' interiors are endowed with different functions to accommodate the art performances, and Carrefour's creative thinking transcends the limits of space. In doing so, the foundation can offer a stage for more emerging and aspiring art groups.

(左)安妮朵拉樂團在新竹竹北店的表演。  
Left : Anniedora's performance in the Zhubei Store, Hsinchu.

(右)創立於古都臺南的「影響·新劇場」，致力發展兒童及青少年戲劇，打破舞臺框架與小朋友互動。

Right : Children and youth group New Visions New Voices Theatre Company breaks through the confines of the stage to interact with children.



文化藝術 Culture and Arts

## 草草戲劇節 層層接力藝術陪伴的薪火

The Grasstraw Festival –  
Continuing the heritage of art

邁入第十年的草草戲劇節，以扶植青少年戲劇為初衷與核心，漸漸擴大到不同年齡層人士，以六個月的時間指導來自臺灣各地的素人創作，藉戲劇探索自我、演出自己的故事。阮劇團透過戲劇陪伴，涵養青少年未來的無限展望，這份扶植的心意與家樂福文教基金會不謀而合，阮劇團正是 2016 年「家樂福夢想舞臺資助計畫一年度新銳獎」的獲獎者。這一層接著一層的支持，使得藝術的能量能夠扎得更深，也像漣漪一般擴散。2018 草草戲劇節有來自國內外 40 組表演團隊，活動亦結合書店市集、講堂、影展等，成為備受關注的地方藝術節，顯見十年前種下的藝術小草，已在嘉義這一方園地漸漸茁壯。



Entering its 10th year, The Grasstraw Festival's ambition has grown from nurturing theater among youths to people of all ages. Over a period of 6 months, amateurs from across Taiwan are offered guidance to explore their inner selves through theater and present their stories. Our Theatre – the recipient of Emerging Talent Award for Carrefour's Dream Stage Program in 2016 - has inspired boundless creativities among the youths through theater, and such ambition coincides with Taiwan Carrefour Foundation's motivation in youth development. With ample support from these programs, art can be cultivated on a deeper and broader level. For The Grasstraw Festival 2018, 40 performing groups from domestic and abroad were invited, and the festival was complemented by fringe activities such as bookstore marketplace, lectures, and film screening to become a prominent arts festival, indicating that the seeds of arts sown a decade ago have flourished in Chiayi.



(右上)家樂福在地好食提供臺灣小農生產的農產品。  
Top right : Carrefour provides produce from small farmers.  
(右下)家樂福文教基金會參與草草市集，推廣續食、食物不浪費。  
Bottom right : Taiwan Carrefour Foundation joins CaoCao Fair to promote AntiGaspi philosophy.  
(下)草草戲劇節記者會當天，家樂福基金會董事長吳靜吉與執行長蘇小真共同出席支持。  
Bottom : Foundation Chairman and Executive Chief pledge their support at the press conference of The Grasstraw Festival.

文化藝術 Culture and Arts

## 世界音樂節 讓世界感受臺灣真食力量

World Music Festival –  
Showcasing the power of Foodture in Taiwan

由風潮音樂所舉辦的世界音樂節今年邁入第三年，共有來自 7 個國家、16 場的音樂演出，吉普賽民謠、印加音樂、中東新樂風等，來自於各地不同人文風土所孕育的音樂，自由而富有生命力，讓觀眾開啓了主流音樂以外的視野，這也與家樂福尊重與推廣文化多元的理念一致，家樂福的食物轉型計畫強調食物品種與來源的多樣化，支持台灣小農生產維護地方生態與文化環境的食物，這次在世界音樂節市集所設置的「真食小棧」，提供非籠飼動物福利雞蛋、鮮乳坊鮮乳、有機農產品等，讓來自世界各地的朋友，都能品嚐到臺灣食物的真實滋味，並期待與地球自然共生共好。



Organized by Wind Music, World Music Festival marks its 3rd anniversary this year. Featuring 16 music performances from 7 countries, the genres span across Gipsy folksong, Inca music, and neo Middle Eastern music etc. With music from different cultural backgrounds exuberating with so much freedom and vivacity, the audience was given a perspective outside of mainstream music. This is consistent with Carrefour's philosophy in respecting and promoting diverse culture. Carrefour's food transformation program emphasizes the diversity and origin of food, supporting small farmers in Taiwan to produce food that can preserve the local ecology and cultural environment. The Foodture Inn at the World Music Festival marketplace provides cage-free eggs from humanely raised chicken, Milk from Milk House, and other organic farm produce to offer an authentic taste of Taiwan, fostering a symbiotic and inclusive society.



(右)臺灣的空中把西非擊鼓樂團。(版權所有：風潮音樂)  
Top right : Konkonba Taiwan West African Drumming Ensemble (All Rights Reserved: Wind Music).  
(左)秋日在水色悠揚的河濱公園欣賞演出，十分舒服愜意。(版權所有：風潮音樂)  
Bottom left : Enjoying performances at the riverside park in autumn offers a truly relaxing experience (All Rights Reserved: Wind Music).



## 采風樂坊 十面埋伏震撼新竹

Chai Found Music Workshop takes Hsinchu by storm with "Ambush"

家樂福文教基金會連續第六年支持的采風樂坊，運用傳統器樂演奏臺灣及現代音樂，融合多元跨界的劇場表演，已成為活躍於世界舞臺、足跡遍及亞洲、歐洲及美洲等地的樂團。今年采風樂坊參與 2018 新竹仲夏藝文季，於新竹文創館旁戶外演出樂劇《十面埋伏》，本劇總觀看人次達 10 萬人，是廣受歡迎的經典之作。這次的戶外演出，讓舞者、烽火臺圍繞在觀眾席四周，建構出一個環境劇場。林智堅市長表示，藝文季系列活動與大型樂劇，吸引了其他縣市首長與好友貴賓來訪，除促進藝文展演的交流機會，亦為新竹在地藝文活動帶來更豐富的内容，帶動新竹市觀光旅遊人潮。



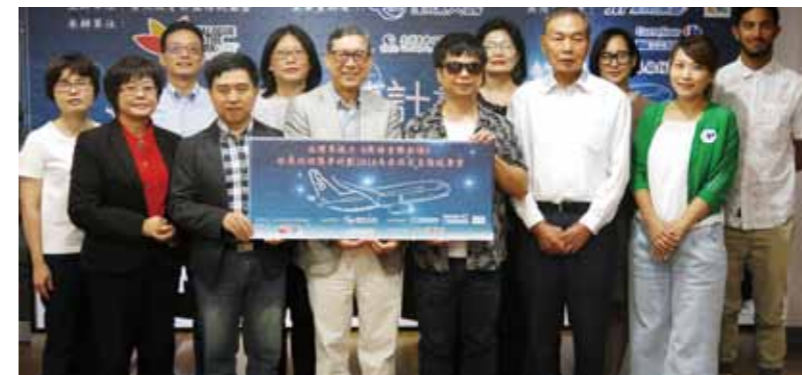
This is the Taiwan Carrefour Foundation's 6th year in sponsoring Chai Found Music Workshop. The troupe combines traditional musical instruments with contemporary music to create fusion theatrical performances that are shown on global stages including Asia, Europe, and America. This year, Chai Found Music Workshop took part in the 2018 Summer Art Cultural Festival and presented the musical theater entitled "Ambush" at the Hsinchu Cultural & Creative Hall square. The highly popular classic play has attracted a total audience of 100,000 to date. The outdoor performance took place in a purposefully constructed environmental theater, allowing the performers to dance amid the audience surrounded by beacons. According to Mayor Chih-chien Lin, the arts festival and mega-musical have attracted guests and heads of municipalities to visit Hsinchu; besides facilitating exchanges in art, the events have also enriched art activities in Hsinchu and generated an influx of tourists.

采風樂坊在新竹仲夏藝文季的演出獲得熱烈的迴響。  
Chai Found Music Workshop receives wide popularity at the Summer Art Cultural Festival in Hsinchu.

## 臺灣黑視力 穿透黑暗傳向世界的溫暖聲音

Dialogue in the Dark TPE – Soothing sound penetrating darkness and bringing hope

黑暗心樂會是一個協助視障音樂家圓夢與推廣的樂團，讓有天份才華的視障音樂者，透過有組織的團體集結，做更專業與多方位的演出，除了定期公開表演，也為企業客戶專場演出，在每一次的表演中帶來情感的連結與觸動。2018 年，黑暗心樂會走出臺灣，展開「臺灣黑視力《黑暗音樂劇場》世界巡迴築夢計劃」，首場受邀於馬來西亞演出。家樂福文教基金會期望透過支持與贊助，讓這股來自臺灣的感動聲音，傳遞到世界，也讓這群視障音樂表演者，有機會站上更寬廣的舞臺圓夢。



Concert in the Dark is a band that helps visually impaired musical talents to realize their dreams by systematically organizing them into groups to conduct professional, all-round performances. In addition to regular public performance, they also stage emotional, touching performances for corporate clients. In 2018, the "Dialogue in the Dark TPE Concert in the Dark World Tour Dream Project" was unveiled in Malaysia. By supporting and sponsoring the event, Taiwan Carrefour Foundation hopes to spread the heartwarming sound from Taiwan to the rest of the world and allow visually impaired musicians to shine on the global stage.

(右)黑暗對話社會企業董事長陳旋旋及家樂福文教基金會執行長蘇小真。

Right: DiD Social Enterprise Co., Ltd. Taipei Chairperson Swan Chen and Executive Chief of Carrefour Foundation Marilyn Su.

(左)臺灣黑視力《黑暗音樂劇場》獲家樂福文教基金會的支持贊助，開啓世界巡迴築夢計劃。

Left: Taiwan Carrefour Foundation sponsors the Dark TPE Concert in the Dark World Tour Dream Project.





文化藝術 Culture and Arts

## 張正傑親子音樂會 美食加古典樂的互動饗宴

Cellist Cheng-chieh Chang family concert – Fusion of gastronomy and classical music

古典音樂如何與小小觀眾互動？你最喜歡的是牛肉麵還是義大利麵？每年都舉辦音樂活動的張正傑老師，這次在家樂福藝術季以美食搭配音樂會，用一邊煮麵一邊演奏的演出方式，讓大家透過美食聽懂音樂代表的味道，也瞭解製作美食需要用心與藝術。這創新又顛覆的表演，讓藝術欣賞可以與輕鬆的生活題材結合，也正是家樂福文教基金會努力與追求的。家樂福文教基金會欣見這場親子免費入場的音樂會，在藝術與歡樂中促成親子陪伴與情感融合，亦讓藝術推廣至臺灣離島地區。



How does classical music interact with an audience full of children? Do you prefer beef noodles or pasta? Cheng-chieh Chang organizes concerts every year, and for this year's Carrefour Arts Festival, he has merged gourmet food with a concert to let the audience appreciate the taste of music through gastronomy, as well as the dedication and artistic flair required during the culinary process. The innovative, unconventional performance seamlessly incorporates art appreciation in everyday life, which is the ultimate goal of Taiwan Carrefour Foundation. By sponsoring the food ingredients needed for the performance, Taiwan Carrefour Foundation is glad to bring families closer amid the joyous, artistic atmosphere of the free concert and promote art to the offshore islands of Taiwan.

(右)澎湖縣演藝廳爆滿的觀眾，給予演出熱情的回應。  
Right: Audience at the jam-packed Penghu County Auditorium gives the performers a standing ovation.

(左)與臺下互動的演出方式，讓古典音樂變得更有趣！  
Left: The interactive performance makes classical music so much more interesting!



文化藝術 Culture and Arts

## 臺中花卉博覽會 友善食物與傳統原民文化的結合

Taichung World Flora Exposition – Merging sustainable food with traditional indigenous culture

世界花卉博覽會向世界宣達 2018 年的活動理念「Green 綠色生產、Nature 自然生態及 People 人文生活三者和諧發展的美好價值」，在展現原住民傳統藝術的「原生秘境」專區，傳達原住民的古老智慧與大自然共生共好。家樂福文教基金會資助提供產地直採的有機商品、友善動物與土地的材料，透過主廚示範傳承原住民文化的創意料理，讓家樂福提倡的食物轉型計畫，有機會與自然傳統文化相互結合，用不同方式傳遞給消費者，學習愛護環境與為自己獲取健康、均衡飲食的理念。



2018 Taichung World Flora Exposition proclaims to the world the magnificent values of "Green Production, Nature, and People in Harmony" philosophy. The Amazing World of Taiwan Indigenous Cultures exhibit area portrays the ancient wisdom of indigenous people and their coexistence with nature. Taiwan Carrefour Foundation has sponsored organic products, animal and eco-friendly ingredients directly from the source for the chef to prepare creative cuisines that embody the heritage and culture of indigenous food. In so doing, Carrefour is able to combine the food transformation program with nature and traditional culture and share them with the consumers through various means, helping them to learn to cherish the environment, their health, and understand the importance of a balanced diet.

(右)兩位主廚以家樂福所提供的食材，創作原民料理。  
Right: Both chefs create indigenous cuisine using food ingredients supplied by Carrefour.

(左)原民主廚王聖翔的料理教學成果。  
Left: Chef Sheng-hsiang Wang's cooking demonstration.





青藝盟《風箏計畫》的舞臺劇演出。 TPAL's Kite Program performance.

## 當他們有「力量」， 世界也會擁有變得更美好的機會

WITH "POWER", THEY WILL HAVE THE OPPORTUNITY  
TO MAKE A DIFFERENCE IN THE WORLD

那些正在成長的，正在人生十字路口的。

那些，衣服上寫著「全村的希望」的孩子。如果現在有人給他們一份支持的力量，以後他們或許也能長成，為人遮風擋雨的人。那些在偏鄉帶著才華的璞玉，是推一把就能助他們起飛的孩子。如果有更多人知道這些生命故事，就有更多的孩子，能開創美麗的人生風景。即使是每日奔波勞碌的大人，也能夠成為讓社會未來更美好的推手。

教育之路，不是單行道，是讓每條不同方向的道路，都能走向各自美好的目標。是讓一個個的未完待續，在好的養分與善的能量的引導下，抬起頭大步勇敢走下去，走成溫暖的力量，美麗的意義。

Still growing up, the children are at a crossroad in life.

With the hope of the entire village rested squarely on their shoulders. If someone can lend them a helping hand now, Perhaps they may develop into a pillar of strength for the others. These children are diamonds in the rough, awaiting someone to uncover their talents. If more people are aware of their stories, more children will be able to pursue a brighter future. Even adults preoccupied with work every day have the

power to shape a better tomorrow.

Education is not a one-way street, Rather, it serves as a beacon of light, For roads leading in different directions to reach a consummate destination. For each work in progress, It will provide guidance in the form of sustenance and benevolent energy, So that they can hold their heads up high to become the bedrock of society and imbue beauty with meaning.



## 與未來有約， 銅板的時空旅行

AN APPOINTMENT WITH MY FUTURE - SHAPING  
THE FUTURE THROUGH COINS



叮咚，這是銅板落入零錢箱後，撞擊硬幣的清脆聲響。

叮咚，也是門鈴的聲響，是一群孩子，從未來對現在的問候。

The crisp clinking sound of coins dropping into the cash donation box symbolizes the gateway to the children's future.

## 教育概述 Education Development

(左)家樂福文教基金會根據在地特色與需求，為弱勢學童規劃專業課程。  
Left: Taiwan Carrefour Foundation plans professional courses for disadvantaged school children based on local characteristics and needs.

(右上)家樂福為《夢想之家》規劃烘焙班，學習烘焙技能與按部就班的態度。  
Top left: Carrefour designs baking class for the House of Dreams to let students learn about methodology.

(右下)「薪傳」也是課程的其一重心，讓孩童成為傳遞家鄉傳統藝術的力量。  
Bottom left: Heritage is a core component of the course, turning children into the strength for perpetuating the traditional arts of their hometown.



在全臺家樂福的收銀線或美食街常見到的零錢箱，在 2018 年，總共募得超過新臺幣 270 萬的民眾善款，運用於家樂福文教基金會籌辦的「與未來有約——零錢捐募款計畫」。

那些硬幣，化作「與未來有約——夢想學園」及「與未來有約——青年培力」計畫，前者為偏鄉弱勢家庭的孩童設計探索課程，希望讓他們「發掘天份」；後者針對技能培訓，希望讓青少年在邁入社會之前，以一技之長，穩定自己的步伐，不徬徨地走向未來。

2018 年，家樂福文教基金會的腳步，從臺北、三峽到臺東，與 7 個社福單位合作，幫助 25 位弱勢青少年與 170 位弱勢學童，辦理 2784 堂專業課程，涵蓋烘焙、北管、鼓藝、農業、戲劇人才、咖啡證照等等內容。

每一枚銅板的力量，都將孩子的時空隧道構築而起，讓他們能夠想像未來的自己，想像更美好的未來，也與未來的自己約定，一個更珍惜時光的現在。



Cash donation boxes are commonly seen at the cashier or food court in Carrefour stores nationwide. In 2018, NT\$2.7 million was raised and used for organizing Taiwan Carrefour Foundation's An Appointment with My Future - Carrefour Petty Cash Donation Box Program.

The coins metamorphose into projects including An Appointment with My Future - Dream School and An Appointment with My Future - Youth Empowerment. The former involves designing exploratory courses for children from disadvantaged families in remote townships for the sake of discovering their

talents. The latter focuses on skill empowerment training, hoping to endow youths with skillsets that will guide their future career development.

In 2018, Taiwan Carrefour Foundation's footprints have expanded from Taipei, Sanxia to Taitung. We collaborated with 7 NPOs to help 25 disadvantaged youths and 170 disadvantaged school children by organizing 2,784 professional courses ranging from baking, beiguan, percussion, agriculture, theater, and barista certification, etc.

The power of each coin will help shape the children's tomorrow so that they can envision a brighter future and make an appointment with their future selves to live in the now and seize every available opportunity.



## 你想要的未來， 是什麼樣子？

### WHAT DOES YOUR FUTURE LOOK LIKE?

如果「夢想」的定義是：想要的未來。

「與未來有約——夢想學園」計畫，就是想讓國中、小學齡的偏鄉、弱勢孩童，透過課程，擁有想像「自己想要的未來」的機會。上什麼課，很重要。得量身訂做，因地制宜，與孩童、土地皆有緊密連結，培育的不僅是知識，更是品格。為此，家樂福文教基金會多次探訪在地、與社福單位開會討論，讓烘焙、鼓藝、北管，成為臺北、臺東、三峽三地的特色課程主題。

The definition of dreams is the future that you strive to create.

An Appointment with My Future – Dream School provides underprivileged elementary and junior high school children from remote townships with an opportunity to envision their future.

Curriculum design is utterly important, and it must be customized to suit the needs of the children and locality. The courses aim to instill knowledge and character in children, therefore Carrefour has met with local NPOs to design baking, percussion, and beiguan courses for school children in Taipei, Taitung, and Sanxia.

### 教育概述 Education Development

## 夢想之家—— 烘焙，是一種陪伴

### House of Dreams – Baking is a form of companionship

「繁榮的大臺北都會區，仍有青少年無法接受完整的教育？」

「被家人、學校放棄的青少年，究竟該如何翻身？」

《夢想之家》的官方網站文字，寫出他們的所見與疑問，免費課輔、關懷陪伴、帶著孩子單車環島、引領孩子進行志工服務、青年就業培育計畫，都是他們「贏回」在人生迷路的孩子的的方式。

家樂福為《夢想之家》規劃烘焙班。在學習烘焙的過程裡，孩子們得按部就班、耐住性子、油糖鹽粉皆精準計算，不僅是技能的修煉，也是品格的潛移默化。學員從初階培訓開始，歷經進階培訓、證照考取、就讀相關科系、進入餐廳飯店實習及工讀等過程。烘焙成為一種陪伴，一步步為原本酸苦的人生，添入溫度與甜度。



Are there still youths without comprehensive education within the booming metropolitan region of Greater Taipei?

How do youths who have been abandoned by their families and schools turn their lives around?

The copy on the official website of House of Dreams epitomizes the plight of these children. Through free afterschool classes, companionship, and taking these children on round-Taiwan cycling journeys, as well as youth empowerment programs, the House of Dreams strives to help them find their bearings in life.

Carrefour has assisted House of Dreams to design baking courses, where



the children can learn about methodology, patience, and precise calculation of culinary ratios during the baking process. This is not just about training skills but also shaping character through subtle influences. From the beginners' baking course, the students go through the process of advanced training, certification, enrolment into related faculties, an internship or part-time work at a restaurant or hotel. Baking becomes a form of companionship, gradually imbuing the bitterness of life with warmth and sweetness.

(左)從初階、進階培訓，到考取證照、進入相關科系與職場，孩子們在烘焙的路上走得踏實堅持。  
From beginners' baking course, the students go through the rigorous process of advanced training, certification, enrolment into related faculties, and ultimately the workplace.

(右)對於孩子而言，烘焙成為一種陪伴。  
Baking offers companionship for children.

## 孩子的書屋—— 因為愛，無所謂，無所畏

### Taitung Kids' Bookhouse – Love turns nonchalance into fearlessness

臺東偏鄉的《孩子的書屋》，一開始是孩子放學後的避風港，到現在，是孩子與孩子的家人們，一起被照顧、也照顧人的自給自足空間。

家庭功能失調、學習低成就、經濟弱勢、父母身心健康問題等，是多數成員家庭的背景。「社會底層」四字壓在他們的身上，「無所謂」是他們常被對待的態度。

《孩子的書屋》則用另一種「無所謂」與「無所畏」的方式對待他們：來自什麼背景無所謂，一起出力，重新善待自己，無所畏懼地翻轉生活，才是重點。

鼓藝中的團隊精神與專注力量，正切合這樣的核心價值。家樂福文教基金會委託《十鼓擊樂團》規劃、教授課程。除了日常訓練，寒暑假也舉辦鼓隊訓練營；在臺南十鼓文創園區進一步接觸劇場實習，獲得參與演出的機會；以鼓藝出賽，在十鼓擊樂團創辦的 2018 年《全國鼓藝薪傳大賽》，拿下社會組第一名；更在 2018 年家樂福文化藝術季開場表演的舞台上，展現他們充滿力量的身影。

咚咚咚，循序漸進。一下一下的沉穩，一日一日的沉澱，累積鼓藝，淘洗出澄澈的自信。

第一個「無所謂」，是無條件的愛。

第二個「無所畏」，是因為被「無條件的愛」對待著，所以能生成勇氣，克服畏懼；生成愛與力量，面對未來。

Taitung Kids' Bookhouse started as an after-school sanctuary for children, but now it has evolved into a self-sufficient space for the children and their families to seek shelter and look after one another.

Dysfunctional family, underachievement, financial disadvantage, and parents with physical and mental health issues are common problems among the families of students at Taitung



《十鼓擊樂團》不只教給孩子鼓藝，也陪著他們生成踏上舞台的勇氣與自信。  
Ten Drum Art Percussion Group not only teaches children the art of percussion but also endows them with courage and self-confidence in life.

Kids' Bookhouse. Being trapped at the bottom rung of the social ladder, they often emanate a nonchalant attitude.

At Taitung Kids' Bookhouse, the primary goal is to transform nonchalance into fearlessness; regardless of their background, the children are encouraged to work together to treat themselves right and courageously turn their life around.

The team spirit and concentration of percussion coincide with such core values, so Taiwan Carrefour Foundation entrusted Ten Drum Art Percussion Group to design and conduct percussion courses. In addition to regular training, percussion camps were also held during winter and summer breaks. At the Ten Drum Cultural Creative Park in Tainan, they were further exposed to theater classes and were given a chance to perform on the stage. Taitung Kids' Bookhouse snatched first place in the adult division at the 2018 National Taiwan Drum Heritage Contest, which was organized by Ten Drum. Moreover, their exuberant silhouettes were seen on the stage during the opening performance of 2018 Carrefour Arts Festival. With the progressive thumping sound of drums, their percussion skills become polished through daily practice, and they too turn into individuals brimming with self-esteem. Their nonchalance is met by unconditional love, evolving into fearlessness that can help them conquer their fears, thereby endowing them with the strength to embrace the future.

## 小草書屋—— 用音樂的力量為「家」出力

### Grass Book House – Supporting families through the power of music



由三峽溪畔的熱炒店改建而成的《小草書屋》，是一群「高關懷孩童」課後的家，提供這群國中小孩子十分需要、但暫時無法從家庭得到的照顧與陪伴。

書屋是家，時間感規律而分明，該完成作業的時間、一起用餐的時間、打掃書屋環境的時間，都一一設定，能得到協助，也得負起對「家」的責任。

書屋身處的三峽，也是家。素以清水祖師信仰聞名，有深厚的泉州移民背景。祖師爺聖誕是地方的大事，祭典裡保留許多地方元素，例如酬神戲中的泉州北管樂曲表演，一向都是由當地歷史悠久的樂社演奏。

守護家的文化，小草也能出力。家樂福文教基金會聘請《采風樂坊》等專業師資，添購樂器，讓「北管課」成為孩子們寫完功課後的特色課程，拂過小草的不再是命運的暴風，而是輕柔的樂音。小草柔韌綿長的生命力，也注入北管的傳承。

Reconstructed from a stir-fry eatery by Sanxia River, Grass Book House provides a home away from home for at-risk children after school, offering the elementary and junior high school students attention and companionship that they are unable to find at home.

At the book house, the children follow a regimented schedule, where they have to finish their homework, meals, and cleaning chores within the specified time so that they can also assume responsibilities for their home while receiving assistance.

Sanxia is also the home of the book house. Famed for Qingshui Zushiye religion, the region is steeped in the history of Quanzhou immigrants. The birthday of Qingshui Zushiye is a monumental event in Sanxia, and the ceremony has preserved an abundance of longstanding local heritage such as the Quanzhou beiguan performance, an integral part of the God-thanking theater.

The children can also uphold the culture of "protecting our homestead", thus Taiwan Carrefour Foundation invited professional teachers from Chai Found Music Workshop and purchased musical instruments, providing the children with beiguan training as their extracurricular activity after completing their homework. As a result, the harsh reality of life will be softened with the gentle melody of music, and the children's resilient vivacity is infused with the heritage of beiguan.



（左）《采風樂坊》為《小草書屋》的孩子規劃課後特色北管課程。  
left: Chai Found Music Workshop offers children beiguan training as their extracurricular activity.

（右）北管樂曲表演是三峽當地歷史悠久的傳統，孩子的生命力也注入北管的傳承。  
right: Beiguan is a longstanding tradition in Sanxia, and the children's resilient vivacity is infused with the heritage of beiguan.





## 用技藝的力量， 把心安下來

### CALMING CHILDREN'S SPIRITS THROUGH EMPOWERMENT

國中小，國高中，從學童到青年，未來的輪廓已在眼前逐漸清晰。如果幼時的陪伴是點一盞光，陪伴孩子探索自己的模樣，長大之後，便是教他們造一盞燈，自己照亮未來，也照亮需要被照亮的人事物。「與未來有約——青年培力」計畫，便聚焦於專業技能的培訓。

As children progress from elementary school, junior high school to senior high school, they also develop from school children to adolescents, and the future that lies ahead becomes clearer. If companionship for small children is akin to a beacon of light guiding their path to maturity, it is like showing them how to construct a lamp when they become adults, so that they can shed light on their own future and those around them. In light of this, An Appointment with My Future – Youth Empowerment, a program that focuses on empowering the youths with professional skill sets was launched.

### 教育推廣 Education Development

## 人與菜， 都該被友善對待

People and vegetables deserve to be treated right

《以琳少年學園》的以琳，是出自聖經的地名，意思是「曠野中的綠洲」。少年從曠野來，疲憊的生命在綠洲得到喘息。學園創辦的《以琳農場》，則以師徒制度，教授這群在以琳得到友善、得到關愛的少年，如何友善種植蔬果。認真種出、中午現採的無毒蔬果，進到家樂福門市販售，在農場曬得黝黑的臉龐，誠懇向顧客介紹的姿態，蔬菜的甘甜與人生的先苦後甘，都不禁讓人開始期待。



The word Elim from Elim Youth Academy originates from a geographic name in the Bible, bearing the meaning of "Oasis in the Wilderness". It serves as an oasis and refuge for the tired souls of neglected youths to gain much-needed respite. Elim Farm, created by the academy, adopts an apprenticeship system, teaching Elim youths sustainable fruit and vegetable cultivation methods. The industriously grown, pesticide-free produce is harvested at noon and sold in Carrefour stores all by themselves. The sight of their tanned faces introducing their fresh produce to potential customers also helps them to learn the concept of "as you sow, so shall you reap".



(右)《以琳農場》由《以琳少年學園》創辦，教授少年如何種植無毒蔬果。

right: Founded by Elim Youth Academy, Elim Farm teaches youths how to grow pesticide-free fruits and vegetables.

(左上)少年們帶著《以琳農場》的無毒蔬果，新鮮直送家樂福門市販售。

Top left: The youths harvest pesticide-free fruits and vegetables at Elim Farm and sell them at Carrefour Stores.

(左)販售的無毒蔬果都是中午現採。

Bottomright: Pesticide-free fruits and vegetables sold in the stores are harvested at noon.

## 長大以後，起飛之前

Embracing the challenges of reaching adulthood



高關懷學童一日日長大，陪伴他們的方式也必須跟著長大。從啟發陪伴轉為技能培訓，讓他們更能迎向未來。  
As at-risk children grow up, so should the way we accompany them, hence enlightenment and companionship are turned into skill empowerment to help them embrace a brighter future.

在家樂福集團基金會支持之下，臺東《孩子的書屋》裡的陳爸與孩子，打造了《黑孩子咖啡屋》，一群在成長過程中常處於黑暗的孩子，將內心的苦化為咖啡的醇，努力學習咖啡技術與咖啡館經營，黑孩子的黑咖啡，手沖出未來的光明滋味。

《小草書屋》陪伴三峽的高關懷學童，《合習聚落——青草職能學苑》陪伴三峽的高關懷少年。書屋與學苑的創辦人，同時也是《甘樂文創》的創辦人林峻丞，察覺書屋的孩子一日日長大，陪伴他們的方式，也該跟著長大。於是募資成立學苑，除了課後輔導，也透過實習商店、土木泥作、木雕工藝等課程，繼續陪伴少年起飛之前的時光。

Supported by Taiwan Carrefour Foundation, Mr. Chen and the children from Taitung Kids' Bookhouse have founded Black Kid Café, where a group of kids growing up in the dark has turned their bitterness into the rich aroma of coffee by dedicating themselves to the craft of barista and coffee house management. Black Kid Café aims to create a brighter future for these

children through coffee.

In Sanxia, Grass Book House offers companionship for at-risk children, while Haksip Village - Grass Life Skills Academy offers companionship for at-risk adolescents. The founder of the book house and academy - also the founder of Can Culture Art and Nature Chun-cheng Lin - realized that as children grow up, so should the way we accompany them. Consequently, he raised funds to create the academy, providing afterschool class and courses such as store internship, clay art, and woodcraft to help them embrace the challenges of reaching adulthood.

## 籠飼的人生，如何破籠起飛？

Life behind cage – How to break through the cage and take flight?



《青藝盟》希望少年們能透過劇場專業得到穩定而有尊嚴的收入。  
Top right: Teenager Performing Arts League hopes the youths' theatrical expertise will provide them with steady income and dignity.

生命不應有「標準」，教育，就是為了給予展開雙翅、飛翔出多樣姿態的機會。一群擁有無限可能、不同個性的青年，當社會機制與家庭功能無法成為他們的庇護，戲劇專業，讓他們，重新用自己的生命故事，為自己寫下斬新的人生扉頁。

《青少年表演藝術聯盟》（簡稱青藝盟），在2014年發動「風箏計畫」，先帶領藝術師資進駐兒少安置機構《陳網少年家園》，之後與一群機構裡的少年到全臺收容機構環島巡演。2018年以少年們的生命故事，共同編創《風箏少年》舞台劇，希望讓社會看見，失能的家庭功能與社會安置機制，會如何造成少年們的生命困境。

盟主余浩璋希望青藝盟成為高關懷少年由安置機構進入社會前的緩衝地帶，也努力讓少年們明白，劇場的專業能為自己帶來穩定而有尊嚴的收入，因此努力發展經營模式，目前泰半收入來自企業贊助，也逐步製作節目販售。無法將每一條斷了線的風箏緊握在手中，那麼便創造一片舞臺，讓少年們身有所棲、心有所依。

Life should not be ordinary, and education provides children with a chance to spread their wings and soar into the skies. For a group of youths with infinite potential and different personalities, when the social society and family are unable to offer them protection, theatrical expertise enables them to tell their stories and start a new chapter in life.

Teenager Performing Arts League (TPAL) launched the Kite Program in 2014 by bringing art teachers to Chen Chou Youth Home and taking youths from the youth home to stage itinerant performances in shelters across the country. In 2018, they wrote the Kite Youths stage play, hoping to show society the plight of youths in dysfunctional families and shelters.

TPAL President Hao-wei Yu hopes that it can serve as a buffer for at-risk youths from shelters before embarking on their adventure in society. Yu also tries to let them understand how theatrical expertise can provide them with steady income and dignity, hence he has strived to create a sustainable business model, with more than half of the income generated from corporate sponsorships. Additionally, TPAL also endeavors to sell their productions in order to provide lost youths with a creative platform and a sense of belonging.



## 我們的關係， 不只消費而已

### Our relationship transcends mere consumption



(上)《臺灣動物社會研究會陳玉敏副執行長在講堂推廣非籠飼雞蛋。  
Top: Environment & Animal Society of Taiwan (EAST) Deputy CEO Yu Min Chen promotes cage-free eggs.

(下)大家在講堂感受臺灣藍鸚鵡茶的溫柔滋味與土地力量。  
Bottom: The audience appreciates the gentle flavors of Taiwan BlueMagpie Tea and the vigor of the land during the lecture.

在家樂福門市與家樂福文教基金會裡，「企業社會責任 (CSR)」，與「食物轉型」都是被深刻實踐的理念。「CSR 講堂」，便是其中一種執行方式。

2018 年有許多傳遞良善的講堂主題：介紹「市售雞蛋的秘密」，推廣非籠飼雞蛋，友善對待動物，動物也才能以友善品質的產出回饋；邀請《綠藤生機》進行「世界地球日——綠色生活 21 天」講座，讓環保從生活中發芽；在《鮮乳坊》的分享裡，消費者知道身為獸醫師的創辦人如何以專業知識守護小農品牌與消費者健康，以不添加、可溯源的鮮乳為乳品產業升級；邀請深耕三峽的《甘樂文創》來談地方創生；透過《藍鸚鵡茶》告訴消費者流域收復的理念與純淨環境的重要；在 FSC 講堂 (Forest Stewardship Council) 裡介紹有十項原則的永續林業認證，印上 FSC 的衛生紙，表示是用永續林木製造的，樹木要用就要種，與森林相關的生命們，也該被尊重。一次次的 CSR 講座，都是在說著：企業能對社會發揮的責任與力量。

Inside every Carrefour store and at Taiwan Carrefour Foundation, values such as corporate social responsibility (CSR) and food transformation are ingrained in our corporate culture, and CSR lecture is one of the approaches for realizing these values. Many lectures were conducted in 2018: "Secret of eggs sold on the market" promotes cage-free eggs, because animals can only produce high-quality products if they are treated with kindness; we invited Greenvines to conduct the "Earth Day – 21 days of green living" lecture to instill the philosophy of environmental protection in everyday life; Milk House founder – a veterinarian - shared with consumers expert knowledge on how to protect small farmer brands and consumers' health, and how additive-free, traceable milk can upgrade the dairy industry; Can Culture Art and Nature, which has forged a strong bond with Sanxia, was invited to speak about placemaking; Taiwan BlueMagpie Tea presented the philosophy of river basin recovery and the importance of maintaining a clean environment; in the Forest Stewardship Council lecture, the 10 FSC principles were introduced, educating consumers that toilet papers stamped with the FSC label are produced using sustainable forests, because we must learn to respect the forest and all living things. The CSR lectures serve to describe the enterprises' responsibilities towards society and their influence.

## Words of CSR HERO —— Tony 大哥的「回家」與「回春」

### Words of CSR HERO – Tony's homecoming and rejuvenation

我是 Tony，家樂福中和店生鮮處營業銷售小組長，年資 15 年。

耳順之年開始，我一直以為「慢活」主導生命延續的節奏，是一種自我可接受的内容；可是有幸參與家樂福 CSR 事工才短短八個月餘，就深刻發現：原來，生命品質的美好傳遞是每個人應該擁有的基本權利和幸福責任；我是說，我真的很真的開心發現還可以讓節奏輕活迅捷些。一天才 24 小時真的不夠用；我多想每一堂 CSR 講座都能夠參與。

因為，第一次感動，我以為是巧合。第二次感動，開始深思。第三次第四次及至每參與一次都被深深撞，我就明白：呵呵，這群熱血傢伙，是玩真的：原來過去好些福報真的是被錯過了。還好，讓現在進行式和未來進行式的感動成為一種嗜好、習慣、和使命，我這個六十有三的人也、開始回春。

有一種心靈的寬度是您在這兒可以自在就擁有的：這兒：永遠用心把最棒的軟體硬體，最具魅力與特色的講師，最舒適與幽雅環境，以及張開臂膀像家人一樣的工作夥伴；歡迎回家；家樂福。

CSR 講堂，屬於每一位；不論貧富、階層、年歲、種族、性別 .... 只要，隨時想到了，走出來，和永遠真誠歡迎您的我們一起；因為家樂福堅信：每一個人，都值得最好的。

容我引述家樂福大直店林店長美玲女士的呼籲：自己的健康自己救，您，還在等甚麼？！

I'm Tony, the sales team leader of Fresh Produce Division at Carrefour Zhonghe store, with 15 years of experience.

Since I turned 60, I have always thought slow living should be the way of life. However, after I had the pleasure of participating in Carrefour CSR activities for 8 short months, I realized that spreading quality of life is every person's fundamental right and responsibility, and I am really glad to be able to remain active and make contributions. With so many things to do, I wish there are more than 24 hours in a day so that I can attend every CSR lecture.

The first time I was touched inside, I shrugged it off as a coincidence, the second time I felt moved, I began to ponder. From the third and fourth time



Tony 大哥任職於家樂福，也擔任 CSR 講堂的事工。  
Tony is an employee of Carrefour and a volunteer at CSR lecture.

onwards, they struck a chord deep inside my heart, as I began to realize that the bunch hot-blooded people truly meant business. At the age of 63, it is not too late to start, and I will be rejuvenated by doing things that will touch people's hearts; it will become my hobby, my passion, and my mission in life.

There is a sense of spiritual belonging here, which is equipped with the best software and hardware, the most charismatic lectures, the most comfortable environment, and family-like work partners. Welcome home to Carrefour.

CSR lecture belongs to everyone regardless of wealth, social status, age, ethnicity, and gender. You are always welcome here at any time because at Carrefour, we believe that everyone deserves the best.

Allow me to quote the store manager of Carrefour Ta Zhi store Mei-ling Lin: "You are responsible for your own health, so what are you waiting for?"



## 早安， 與世界一起甦醒的創意

Good Morning, idea and ideal world.

孩子的教育是下課後，大人的學習在上班前。家樂福文教基金會透過好的食物，支持《Impact Hub Taipei》的早晨講座，讓創意與知識在一日之始甦醒、分享、激盪，成為讓世界更美好的力量。

家樂福文教基金會的蘇小真執行長，也在2018年11月擔任講者，以「重新 Restart」為主題，重新定義「食物」，分享家樂福長期推動的「食物轉型」概念：重新必須從心，由生產端到消費端，人們用友善的心對待動物、環境而產出的食物，終究也會友善對待人們的健康與其所身處的環境。

吃早餐，聽講座，帶著創意、知識、與正向能量走，早晨講座，如同食物轉型一般，讓每一種「善待」循環。



Children's education begins after class and adults learn out of the office. Taiwan Carrefour Foundation has sponsored the morning lectures of Impact Hub Taipei through great food to awaken, share and brainstorm creativity and knowledge, transforming them into energy for shaping a more wonderful world.

Executive Chief of Carrefour Foundation Marilyn Su was invited to present the topic of Restart as a guest speaker in November 2018, redefining the meaning of food and sharing Carrefour's food transformation concept, which states that one should begin from the heart; from the production end to the consumption end, if people can treat animals and the environment with kindness, they will eventually benefit from improved health and surroundings. Enjoying breakfast, listening to lectures, moving forward with creativity, knowledge, and optimism; similar to food transformation, the morning lectures facilitate the circulation of kindness.

《Impact Hub Taipei》早晨講座，讓大人也可在上班前吸收知識、激盪創意。  
Impact Hub Taipei morning lectures allow adults to learn new knowledge and stimulate creativity before going to work.

## 全村的希望， 用籃球守護夢想

Expectations of the village –  
Pursuing dreams through basketball

再長高一點，是桃園新屋高中籃球隊孩子們的目標。長高一點，打進 HBL 籃球賽的機會，就更多一點。

這間成立不滿三年的偏鄉高中，收的學生很廣，從苗栗到宜蘭。學校裡有擁有籃球專長的教練，帶孩子組成了籃球隊，隊員懷抱著打進 HBL 的籃球夢想，週一到週五住校，五點半晨起體力訓練，教練叮囑念書本份也不可忘，苦是很苦，但教練陪這群小孩一起吃苦。

夢想，需要意志的堅持，也需要體力的支持。紮實練球的籃球隊員，正值身形抽高的年紀，充足的營養，是他們逐夢的後盾。家樂福文教基金會協助配合非籠飼茂林雞蛋，為這群隊服背後寫著「全村的希望」的孩子補充營養，希望好食物能化為美好能量，健康身形，讓他們更能夠，用籃球守護夢想。



Growing taller is the goal of the children from Xin Wu Senior High School Basketball Team because it means that their dream of playing in the HBL will be that much closer.

Founded less than 3 years ago, the senior high school in remote townships has accepted students from far and wide, including Miaoli and Yilan. The school has a specialized basketball coach and basketball team consisting of aspiring young players aiming to play in the HBL someday. The boarding students wake up at 05:30 every morning from Monday to Friday for fitness training, with their coach constantly reminding them not to neglect their studies. It is an arduous process, but the coach has accompanied these children through thick and thin.



Dreams must be supported by mental toughness and physical fitness. The young basketball players receiving rigorous training are still growing taller, so sufficient nutrients are a prerequisite to achieving their aspirations. Taiwan Carrefour Foundation has sought collaboration with cage-free eggs from Mao-Lin Farm to supplement nutrients for the young basketball players wearing the jersey that reads "Expectations of the Village" because we want to turn good food into positive energy and healthy physiques, so that they can pursue their dreams through basketball.

(左)桃園新屋高中籃球隊，懷抱著打進HBL的夢想。  
Left: The dream of Xin Wu Senior High School Basketball Team in Taoyuan is to play in the HBL.

(右)這群隊服背後寫著「全村的希望」的孩子，用籃球守護自己的夢想。

Right: For the group of children with the team jersey that reads "Expectations of the Village", they want to pursue their dreams through basketball.

(右下)感謝「茂林畜牧場」以實際行動支持新屋高中的孩子，提供非籠飼雞蛋，為孩子們補充營養。  
Bottom right: Thanks to Mao-Lin Farm for supporting children from Xin Wu Senior High School by supplementing their nutrition with cage-free eggs.



家樂福的夥伴們為社會付出愛心與力量。 Carrefour associates contribute love and strength.

## 謝謝家樂福的夥伴們

### THANKS TO CARREFOUR ASSOCIATES

「家樂福是全臺灣分店數最多的連鎖量販店。」

「走進社區，發現需要資源的地方後，家樂福的門市夥伴都能提案關懷，親身參與其中。」

我們將這兩句話相乘，成為連結需求與資源的方式。

愛心慈善不是單行道，行善力道也沒有大或小。在地的需求，由在地人發現，而家樂福的資源，家樂福的夥伴，是傳遞愛心與關懷的力量。我們想成為助人的力量，而你也可以成為別人需要的力量。好厝邊，互相幫忙，一起營造更好的社區家園。

"Carrefour is the largest wholesale chain with the largest number of stores in Taiwan."

"After visiting the local communities and discovering areas in need of resources, Carrefour store associates are able to propose care projects and personally become involved." Combining the abovementioned statements, we have come up with a way to match demand with corresponding resources.

Love and philanthropy is not a one-way street, and its magnitude is irrelevant here. Local needs are discovered by local people, while Carrefour's resources and associates become the impetus for propagating love and care. We want to become the strength that can help people, And you can also become strength needed by others. So come on neighbors, let's help one another to build a better community together.



## 讓資源用適合的方式， 流動到需要的地方

### Allocate the resources to areas most in need

我的工作，每天都會看見許多人。可能是一個人，女孩或老人，買了小包裝的蔬果，比如切塊的山藥，煮成一人份的湯，剛剛好。可能是一家人，大人與坐在推車上揮舞氣球的孩子，堆上收銀檯的各種日常用品都是大包裝，包含很大一串衛生紙，上頭的 FSC 字樣讓我多留意了一眼。可能是來找家鄉味的外籍人士，可能是剛搬進租屋處來採買的學生，他們都是，與這間門市待在同一片土地的人。脫下制服、走出門市後，我會看見更多人。

有根本出不了門的獨居老人，有無力消費的經濟弱勢，有鮮少參加活動的身心障礙幼兒。看見這些人，有時候都會想，門市裡有什麼，可以流動到他們手中，或是他們可以來門市做些什麼？我的公司，讓我可以去思考這些「什麼」，並讓其成為真實。只要提案，只要過關，只要我願意成為執行提案的一份子。我就可以，讓資源用適合的方式，流動到需要的地方。

以上這些，是「家樂福好厝邊社區發展計劃」的初衷與執行方式。以上這些，是許多門市夥伴在做的事。家樂福裡，有許多熱情熱心的門市夥伴，透過他們的眼睛，能看見常常不被看見的在地弱勢族群。他們的提案，關心著社區裡的文化服務、教育推廣、慈善關懷與健康生活。社區，我們都住著。出力，我們都可以。



I see a lot of people every day at work. It may be a person, a girl or a senior citizen who has purchased a small pack of vegetables such as chopped Chinese yam. The portion is perfect for stewing soup for one person.

(左)家樂福與門市夥伴，希望透過「好厝邊社區發展計畫」，關心門市所處的社區。

Left: Carrefour store associates care about the local communities through the Store-Community CSR Sponsorship Program.

(右)家樂福的門市夥伴擁有「好厝邊社區發展計畫」提案權，是家樂福與社區之間的橋樑。

Right: Carrefour store associates may propose projects for the Store-Community CSR Sponsorship Program, forging a bond between Carrefour and the communities.



Sometimes, it is a family consisting of adults and kids waving balloons around on the trolley, and the items stacked on the checkout counter are usually bulk packages such as bags of toilet papers. The FSC label on top of the bags often attracts my attention. Perhaps it is a foreigner looking for nostalgic home flavors, or a student who had recently rented a flat and is looking for supplies. They have one thing in common: just like the store, we are all living in the same neighborhood. After taking off my uniform and exiting the store, I see even more people.

Some are senior citizens living alone who are unable to leave their house, some are from disadvantaged homes confined by meager financial resources, or children with disabilities who are seldom able to partake in any activity.

Looking at them, I sometimes wonder, what does the store have to offer them, or what can they do when coming to the store?

My employer allows me to contemplate these "what ifs" can make them happen. If my proposal is approved, and if I am willing to be part of the team to implement the proposal. I can allocate the resources to areas most in need. This is what Carrefour Great Neighborhood Community Development Project is all about. This is what many of our store associates are committed to.

There are many passionate, enthusiastic associates in Carrefour stores looking after the often-neglected disadvantaged groups. Their proposals instill warmth to the community's cultural service, education promotion, charity care, and healthy living. We all live in the same community. So let us all pitch in to make a difference.

(左)家樂福文教基金會與門市夥伴透過共煮活動珍惜食物資源，也傳遞惜時惜食的概念。

Left: Taiwan Carrefour Foundation and store associates cherish food resources and communicate the concept of Anti-Gaspi via the co-cooking initiative.

(右)小朋友被邀請到門市，一起裝飾母親節蛋糕，創造屬於家的美好回憶。

Right: Children are invited to decorate Mother's Day cakes and create the wonderful memories of home together.





## 那些門市周遭的故事， 心事，好事

### Stories of love and benevolence surrounding the stores

2018年，「家樂福好厝邊社區發展計劃」總共有16案申請，門市位置從市區到偏鄉，829位志工，完成3153個小時的服務，讓5638位民眾受惠。

例如，過年前，邀請經濟弱勢者免費到家樂福門市選購生活用品，希望讓他們從家樂福帶走一些年味；也到獨居老人的家中，打掃環境，張貼春聯，送上年菜，帶去熱熱鬧鬧的溫暖。

邀請身心障礙幼兒與父母一起來家樂福過母親節，一起逛門市，一起裝飾母親節蛋糕，一起創造屬於家的美好回憶。邀請世界和平會的小朋友與他們的家人，到門市參加「小小店長」活動，在DIY活動裡認識食物轉型。世界和平會致力守護兒童內心的和平；家樂福希望，食物教育的美好力量，也能傳遞到兒童的心靈。



家樂福文教基金會與家樂福苗栗門市一起舉辦幫助憨兒的愛心慈善園遊會。  
Taiwan Carrefour Foundation and Carrefour Miaoli store co-organize the charity bazaar for people with Down syndrome.

參與義賣園遊會：在共煮活動中陪伴老人家、傳遞惜食續食的觀念；與中華視障安養福利協會合辦活動，社區媽媽為社區出力，視障按摩師為社區媽媽的肩頸出力。家樂福在臺灣有許多門市，門市的周遭有許多值得聆聽、需要被看見的故事。希望門市的力量，能為這些故事，帶來好事。

In 2018, Carrefour Great Neighborhood Community Development Project received 16 proposals, and 829 store volunteers from urban to remote townships completed 3,153 hours of community service for the benefit of 5,638 citizens.

For instance, we invited economically disadvantaged groups to select com-



modities in Carrefour stores just before Chinese New Year so that they can enjoy the jovial ambiance. We also visited senior citizens living alone to clean up their homes, put on spring couplets, and bring them Chinese New Year dishes so that they can celebrate the festive occasion.

Carrefour invited children with disabilities and their parents to celebrate Mother's Day in our stores so that they can shop and decorate Mother's Day cake together, and create wonderful memories as a family.

We invited children from World Peace Association and their families to partake in the Little Store Manager event and learn about food transformation through DIY activities. World Peace Association is dedicated to protecting the inner peace of children, and Carrefour hopes that the positive energy of food education will also become an integral part of children. We participated in charity bazaars, accompanying senior citizens through co-cooking and propagating the concept of cherishing food and AntiGaspi; we co-organized an activity with Taiwan Welfare Association for the Blind, inviting blind massage therapists to help alleviate the tense shoulders of community mothers who have contributed selflessly to the neighborhood. With so many Carrefour stores in Taiwan, there are plenty of stories to be discovered around them. It is hoped that the resources of these stores can instill inspiring energy to these stories and create positive outcomes.



(左)各界力量的共襄盛舉，讓義賣園遊會順利傳遞愛心。  
Left: Support from various parties has imbued the charity bazaar with love.

(右)家樂福文教基金會與中華視障安養福利協會合辦活動，為社區媽媽提供視障按摩服務。  
Right: Taiwan Carrefour Foundation joins forces with Taiwan Welfare Association for the Blind to provide massage services for community mothers.



## 花蓮賑災—— 相依，會讓我們更有力量

Disaster relief in Hualien – Interdependence endows us with strength



2018年二月深夜，家樂福花蓮店與花蓮人經歷一場天搖地動。

門市夥伴一邊檢視店內的損失狀況，家樂福也一邊和社會局、1919食物銀行、紅十字會等救災單位合作，把需要的物資送到災民安置中心，包含室、內外電暖器、盥洗用品、臉盆、漱口杯、電池、大型手電筒、簡易型瓦斯罐、飲用水、免洗餐具等。休息區也開放予災民、救援人員與服務人員休息，提供躺椅、飲用水等物資，希望讓災民在家園與心靈都尚未安穩前，能有地方暫憩。

我們都撼動不了巨大災難的存在，但是，相依著，就更有力量，將大山小山都挪移。

(左)家樂福與各救災單位合作，投入賑災。  
Left: Carrefour and various emergency rescue services join the disaster relief efforts.  
(右)2018年二月花蓮地震過後，家樂福花蓮店整合物資提供災民。  
Right: Carrefour Hualien store provides humanitarian relief goods to disaster victims after the earthquake in February 2018.



Late in one February night in 2018, Carrefour Hualien store and the people of Hualien were shaken to their very core by a powerful earthquake

As our store associates inspected damages inside the store, Carrefour worked hand in hand with Social Affairs Department and disaster rescue organizations such as CCRA 1919 Food Bank and Red Cross to deliver much needed resources to emergency shelters, including indoor/outdoor heaters, toothbrushes/toothpastes, plastic wash basins, gargle cups, batteries, flashlights, cassette cookers, bottled water and disposable tableware. A temporary shelter equipped with bottled water and deck chairs was also created for disaster victims, rescuers, and service personnel, providing them with a brief respite from the earthquake.

Although we cannot prevent calamities, we can depend on each other to generate greater strength that is powerful enough to move mountains.

## 歐洲學校聖誕義賣日—— 當來自世界的我們聚在一起

Taipei European School Christmas Charity Bazaar – The world under one roof



聖誕節是歐美國家的重要節慶。是慶祝、感謝、也是家人團聚的時刻。

臺北歐洲學校的【耶誕園遊會】，聚集來自不同國家的人們，帶來不同國家的文化，各國的家傳糕點與手工聖誕飾品，東方的舞龍舞獅與異國舞蹈，都能在園遊會見到，團聚與交流，是如此美好的事。



Christmas is an important occasion in Europe and America, as it is a time of celebration, giving thanks and family reunion.

Taipei European School Christmas Charity Bazaar brings together people and cultures from different countries under one roof. Handmade pastries and handcrafted Christmas ornaments from various countries are complemented by eastern dragon/lion dance and exotic dancing at the garden party to create a marvelous, festive ambiance.

(左)臺灣家樂福王俊超總經理親自參與歐洲學校聖誕義賣日。  
Left: CEO of Carrefour Taiwan Lawrence Wang attends the Taipei European School Christmas Charity Bazaar.  
(右)美好的各國藝文，在耶誕園遊會交流。  
Right: The Christmas bazaar offers a fusion of exotic cultures and arts.





家樂福文教基金會以聯合國永續發展目標為主軸，設計食育課程，走進校園推廣。  
Taiwan Carrefour Foundation designed the food education course for schools based on United Nation's SDGs.

## 食物與環境， 人們的美好關係

BEAUTIFUL RELATIONSHIP BETWEEN FOOD,  
ENVIRONMENT AND PEOPLE

日出日落，有那麼多的食物，每天從全世界的家樂福裡，走入大家的生活。我們想讓這些食物們，從好好的地方前來；被好好地認識；好好地走入更多人的生活，送到每一個需要的生命手中。

食物力，就是為了讓好好的食物被好好地食用，所做的努力。食物力，就是在這個努力的過程裡，擴散的溫度、能量與善意。食物好好的，那些與食物有關的，水份與土壤、物種與生命、健康與家庭，都會好好的。我們，就想要這些都好好的。

Every sunrise and sunset, so much food is delivered to people's lives by Carrefour worldwide. We want to make sure that these foods, come from reputable places, and we want the consumers to become familiar with them, so that they can be part of people's lives and be delivered to those in need.

Food power is the effort invested to make sure that food is not wasted. Food power is the warmth, energy and friendship that are disseminated through such process. With good quality food, everything food-related will be in great shape, including water, soil, different species of life, health, and family. We want to make sure they are all fine.



# CFA Carrefour Foodture Award

家樂福真食獎

食品轉型 Click才行

## 家樂福真食獎—— 軟食力，翻轉世界

CARREFOUR FOODTURE AWARD -  
CHANGING THE WORLD THROUGH THE SOFT POWER OF FOOD

食物是影響世界的重要元素，人類與食物衍伸的關係，可以翻轉世界。耕作者與土地的關係，影響環境；消費者的選擇，影響農牧業的生產方式；人類食用的食物，影響健康；門市裡與餐桌上的食物，影響生物與文化的多樣性。這些與食物有關的事，對於家樂福而言，都是重要的事，也會採取行動，翻轉與守護。

Food is a crucial element with global impacts, and the relationship between people and food can change the world. Farmers and the land hold a relationship that will influence the environment; the consumers' choices affect the agriculture and livestock industry; the food people consume determines their health; the food in the stores and on the dining table influences biodiversity and cultural diversity. All these food-related factors are important to Carrefour, so we take action to start transformations and protect the environment.

食物計畫 Food Program



2018 真食獎  
11th Carrefour Foodture Award

在家樂福，  
食物不只是食物，不只是為了果腹。

At Carrefour, food is more than sustenance.

例如在歐洲，百分之九十七的種子是非法的，不得販售，而農民真正能使用的另外百分之三，專利權又掌控在大企業手裡，必須付出昂貴價格購買，這項法令限制了生物多樣性與農民自主權。2018年，家樂福便在法國推出「黑色超市 The Black Supermarket」，冒著高額罰款的風險，銷售農民以非官方種子種植的水果蔬菜，並且邀請意見領袖到餐廳享用由「非法作物」製出的餐點，鼓勵人民簽署請願書，最終影響歐盟修改法令，廢除數十年來的作物管制。

在臺灣的家樂福門市，也有「不正常超市」，在門市成立專區努力推廣的，是「非籠飼動福雞蛋」，一顆顆看來正常的雞蛋，其實是母雞在不正常的環境產下的。家樂福希望以零售通路的力量，翻轉不健康的慣性生產方式。



2018家樂福真食獎透過專業評審機制與線上投票，選出獲獎的非營利單位。  
Several NPOs were selected by a panel of professional judges and an online poll to receive the 2018 Carrefour Foodture Award.

In Europe, 97% of the seeds are illegal and may not be traded, while patents to the remaining 3% seeds usable by farmers are controlled by conglomerates, requiring them to pay a hefty fee. The regulation has restricted biodiversity and the farmers' sovereignty. In 2018, Carrefour launched The Black Supermarket in France, risking heavy fines to sell fruits and vegetables grown by farmers using non-official seeds, and opinion leaders were invited to restaurants to enjoy meals prepared using these illegal crops. An appeal was made to the public to sign a petition that eventually compelled the EU to revise its law and abolish crop control that has been enforced. There are also

unconventional Carrefour stores in Taiwan promoting "Cage-free Eggs from Humanely Raised Chicken". Although eggs may look alike, most of them are laid by hens living in inhumane conditions, so Carrefour hopes to change the unhealthy way of egg production using its power as a retail channel.



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「ACT FOR FOOD 美好生活食際行動」，則以商品與行動實踐「非籠飼動福雞蛋」、「自有品牌」、「有機商品」、「產地直採」、「生態保育」等想要前進的方向。更進一步舉辦門市講堂，翻轉固有觀念，讓消費者了解，消費方式，就能為自己選擇想要的世界。

2018年，也舉辦了首屆「家樂福真食獎」，透過專業評審機制與線上投票，遴選出五個非營利組織，贊助新臺幣伍佰萬元獎金，用於執行以「食物轉型」為主題的相關企劃。

得獎的「社團法人臺灣動物社會研究會」，將建立「友善雞蛋聯盟」輔導與稽核團隊，呼籲人類重視動物的生活環境與地球環境；「社團法人臺灣環境資訊協會」提出以友善環境農耕守護土地的計畫，希望能建立相關專業知識，讓想加入的居民有所依循；「陽光社會福利基金會」輔導檳榔業者轉作油茶，推動食農教育，也促進環境永續；已在臺北市設立8個社區冰箱的「社團法人臺北市臻佑祥社會服務協會」，與建立阿福食物銀行的「社團法人高雄市慈善團體聯合總會」，都以「惜食」、「續食」為主題，提出續食再利用的企劃。

The Act for Food campaign encourages consumers to support "Cage-free Eggs from Humanely Raised Chicken", "Private Brand", "Organic Products", "Direct Sourcing", and "Ecological Conservation". In-store lectures are also held to change existing perceptions, allowing consumers to understand that they have the power to shape the world by making the right choices.



獲得家樂福真食獎的五個非營利單位，可得到總共五百萬的贊助獎金實行企畫。

Left: 5 NPOs were chosen for the Carrefour Foodture Award, receiving a total of NT\$5 million for implementing their projects.

參賽組織呈現多種食物轉型企畫，實踐惜食、續食的「食物銀行」就是其一。

Right: Participants present various food transformation projects, including the food bank, which was inspired by the theme of cherishing food and AntiGaspi.

In 2018, Carrefour Foodture Award was held, where 5 NPOs were selected by a panel of professional judges and an online poll to receive NT\$5 million for implementing "food transformation"-themed projects. Prize recipient Environment & Animal Society of Taiwan will form the Cage Free Alliance and inspection team, appealing to people to care about the animals' living environment and the Earth; Taiwan Environmental Information Association's "Eco-friendly Farming – Land Protection Program" hopes to accumulate relevant

## 食物計畫 Food Program

expertise that can be used as a reference for interested citizens; Sunshine Social Welfare Foundation encourages farmers to switch from planting betel nuts to oil-seed camellia, thereby promoting food and farming education and environmental sustainability; Jen Ji Shiang Social Service Institute has established 8 community fridges in Taipei City; United Association Charity of Kaohsiung is the founder of A Fu Food Bank. These organizations have proposed food repurposing initiatives inspired by the theme of cherishing food and Anti-Gaspi.

「減少食物浪費」、「解決饑餓與營養不均」、「友善環境的農業生產」、「食育推動」，這些希望透過食物轉型達成的理念，都在參賽組織的企劃裡呈現。在真食獎頒獎典禮上，家樂福文教基金會執行長蘇小真便提及：「希望家樂福的品牌與消費族群，能成為這些組織的翅膀，讓更多人看到這些理念。」

「食物是人民的基本權利：必須保障每個人都有安全、營養及合適其文化的食物，以維持人類的健康生活與尊嚴。」這是1996年由「農民之路」(Via Campesina)提出的「食物主權」概念之一。

家樂福也始終認為「每個人都值得最好的」。人類與食物的關係，是永續的養分與根基。永續看似很遠，但能從生活的基本權利開始實踐。翻轉人類與食物的關係，就是家樂福，為永續踏出的腳步。

The dimensions of food transformation including "minimizing food waste", "resolving hunger and malnutrition", "sustainable agriculture", and "food education" are all embodied in the proposals of these NPOs. Executive Chief of Carrefour Foundation Marilyn Su mentioned at the Foodture Award ceremony "It is hoped that Carrefour's brand and consumers will help these organizations gain more exposure, so that more people may appreciate their ideals."

"Food sovereignty" is a philosophy coined by Via Campesina in 1996, and the first principle states "Food is a basic human right: Everyone must have



(上)家樂福認為每個人都值得安全營養的食物，也因此展開一連串食物轉型的行動。

Top: Carrefour believes that everyone deserves safe and nutritious food, therefore it has launched a series of food transformation initiatives.

(下)家樂福希望透過真食獎，推動反食物浪費、解決饑餓、友善環境、與食物教育。

Bottom: Carrefour hopes to promote food waste reduction, hunger elimination, friendly environment, and education through the Foodture Award.

access to safe, nutritious and culturally appropriate food in sufficient quantity and quality to sustain a healthy life with full human dignity."

At Carrefour, we have always believed that "everyone deserves the best". The relationship between people and food is the building block of sustainability. Albeit seemingly far-fetched, sustainability can be realized through basic human rights. Transforming the relationship between people and food represents Carrefour's first step towards sustainability.



## 謝謝食物銀行的夥伴

### Thanks to food bank partners

剩食，由臺灣到世界，都是需要被正視的議題。

根據資料統計，臺灣每年每人平均丟棄近 100 公斤的食物，於此同時，許多弱勢家庭過著三餐不繼的生活。有 21.6% 的兒童、少年因為沒錢買東西吃，只好餓著肚子上學，高達 57.4% 的學童，因為家庭經濟困難，繳不出營養午餐費。將層面擴及到世界，全球有三分之一的食物，在還沒進入人們的胃之前，就先進入垃圾桶。

2016 年開始，家樂福就持續進行「反食物浪費——家樂福續食計畫」，由受過食物安全訓練的員工，將下架但仍可食用的商品，捐贈予門市附近的弱勢團體。2018 年更首次舉辦家樂福真食獎，以「減少食物浪費」、「解決饑餓與營養不均」為兩大核心主題。

每天時間一到，家樂福文教基金會夥伴的手機裡，關於續食計畫的 LINE 群組便會開始此起彼落，有需求的團體與有食物的門市相互聯繫，載走食物後，由社福人員煮成營養餐食再行分送，或是以社區共享冰箱的方式捐贈。這一趟讓食物抵達下一站、為需要的人帶來幸福的旅程，在 2018 年，總共有 34,420 位志工參與，透過 105 家門市與 52 家社福單位，把 270,302 公斤的捐贈物資，送到 482,932 人手上。

每個人都值得安全、營養的食物，而每一份安全、營養的食物，也值得被好好食用。不只續食計畫，不只真食獎，家樂福集團實踐一連串的食物計畫，連結消費者、民間團體與企業，希望讓更多食物脫離剩食的命運，化作為人帶來幸福的能量。



續食計畫讓食物可以抵達下一站，為需要的人帶來營養與幸福。  
AntiGaspi Project allows food to reach the next stop to bring nutrition and happiness for the people in need.



家樂福持續進行續食計畫、募食計畫，希望減少食物浪費。Carrefour continues to engage in the AntiGaspi Project and Food Collection Project in order to minimize food waste.

Surplus food is a serious issue in Taiwan and across the world.

According to statistics, each person in Taiwan discards nearly 100kg of food every year in Taiwan while many underprivileged families are at risk of starvation. 21.6% of children and youths in the country go to school with an empty stomach because they cannot afford to buy food, and 57.4% school children are unable to pay for school lunch due to financial difficulties at home. On a global scale, 1/3 of the food ends up in the trash even before they are consumed.

Since 2016, Carrefour launched the "Reduce Food Waste – Carrefour AntiGaspi Project", where employees trained in food safety donate unsold, edible products to disadvantaged groups near the store. In 2018, Carrefour hosted the inaugural Carrefour Foodture Award in 2018 focusing on 2 major themes: "minimizing food waste" and "resolving hunger and malnutrition".

Every day, associates from Taiwan Carrefour Foundation will exchange AntiGaspi Project-related information on various LINE groups. Organizations requiring assistance will contact stores with surplus food, which is picked up and delivered to social workers before it is prepared into nutritious meals

and distributed to disadvantaged groups.

Alternatively, the food will be donated via community fridges, allowing it to reach the next stop and generate happiness for the people in need. In 2018, a total of 34,420 volunteers distributed 270,302kg of donated goods to 482,932 people via 105 stores and 52 social welfare organizations.

Every person deserves safe, wholesome food, while safe, wholesome food deserves to be enjoyed in its entirety. On top of the AntiGaspi Project and Foodture Award, Carrefour Group aims to implement a series of food-related programs involving consumers, private groups and enterprises, hoping to minimize surplus food and instill the energy of happiness to society.



## 食物計畫—— 1 + 1，大於餓，等於愛

### Food program – Eliminating hunger and introducing benevolence through collective action

「食物募集分享傳愛」計畫，是以企業之力拋磚引玉，邀請民衆與其他企業，一起加入分享的行列。

2014年，家樂福已在全臺賣場推展「食物募集，分享傳愛」計畫。在門市裡放置募集食物與物資的花車，讓有意願的民衆分享從家中帶來或在門市購買的物資，花車滿了之後，就聯繫社福團體來收取。每年十月，家樂福文教基金會還會特別舉辦食物募集活動。另外，家樂福也推出買一送一活動，希望能提升民衆捐贈的意願，購物時也能舉手行善。四年來，共募集 367,725 公斤的物資，幫助 223,292 戶家庭。



家樂福在門市放置募食花車，集滿後聯繫社福團體來收取。  
Trolleys are placed in Carrefour stores to collect food. When the trolleys are full, social welfare groups are contacted to collect the food.

Carrefour Food Collection endeavors to rally the support of society by taking action, inviting the public and other enterprises to join the ranks of sharing.

In 2014, Carrefour kicked off the Carrefour Food Collection program, where merchandise trolleys are placed in stores to collect food and goods, allowing people willing to share to donate items from their homes or purchased in the stores. When the trolleys are full, social welfare groups are contacted to collect the resources. Every October, Taiwan Carrefour Foundation also holds the food collection campaign. In addition, Carrefour unveiled buy one get one free promotion in an effort to raise people's willingness to make donations and contribute to charity while shopping. Over the last 4 years, we have gathered 367,725kg of goods to help 223,292 homes.



受惠的不只人群，還有動物。另一種花車，專門募集貓狗使用的物資，貓狗罐頭，寵物洗沐用品，都可捐贈。物資由動保協會領回，供照護流浪動物的愛爸、愛媽申請。協會負責把關，前往檢視領取者的照護環境，確認無誤後再發送物資，每個月也回報物資收取、發放的數據。再與家樂福門市合作，舉辦貓狗送養或領養教育的講座，謹慎對待民衆的愛心。



Apart from people, animals also benefit from the program. A separate type of trolleys are used for gathering goods for canines and felines; donated goods include canned pet food and pet shampoos. The goods are picked up by animal protection association and supplied to animal shelters. The association is responsible for inspecting the animal shelter's environment before supplying the necessary goods. Each month, receipts for collecting and distributing the goods are reported to Carrefour. The animal shelters also collaborate with Carrefour stores to organize pet rehoming/adoption lectures, treating people's benevolence with the utmost respect.



(左上)動物福利也是家樂福注重的議題。  
Top left: Animal welfare is also a key concern at Carrefour.  
(左下)家樂福門市會舉辦貓狗送養與領養教育的講座。  
Bottom left: Carrefour stores conduct stray animal rehoming and adoption lectures.  
(右)募食不只為人，也為流浪動物募集食物與物資。  
Right: Food collection is for the benefit of people and stray animals.



## 食物計畫 Food Program

在企業社會責任的實踐之路，家樂福也尋找同樣擁有惜食理念的夥伴。聯合利華就成為家樂福續食計劃的第一位企業夥伴，攜手年減 205 噸食物浪費，讓超過 11 萬戶的弱勢家庭受惠。

2018 年，聯合利華以旗下品牌「康寶」做為起點，在門市推出「顧客購買康寶全系列產品任兩件，康寶就捐贈一包濃湯給食物銀行」的母親節活動，幫助經濟弱勢的家庭。也推出惜食料理食譜，用簡易迅速的方式結合康寶濃湯與家中剩餘食材，烹煮出營養美味的餐點，為工作忙碌的弱勢家庭家長減輕負擔。



On the path to fulfilling our corporate social responsibilities, Carrefour strives to find likeminded AntiGaspi partners, and Unilever became our first partner for the AntiGaspi Project. Together, we have reduced food waste by 205 tons annually, benefiting over 110,000 underprivileged households.

In 2018, Unilever's Knorr brand launched the "purchase any two Knorr products and Knorr will donate a sachet of creamy soup to the food bank" Mother's Day campaign to help disadvantaged families. Furthermore, AntiGaspi recipes were unveiled, showing consumers how to prepare nutritious, hearty meals using Knorr creamy soup and surplus food ingredients at home, in turn alleviating the burden of disadvantaged parents.

(左)2018年聯合利華與家樂福合作，捐贈康寶商品響應惜食理念。

Left : Unilever collaborates with Carrefour in 2018 to donate Knorr products in support of AntiGaspi.

(右)聯合利華是家樂福續食計劃的第一位企業夥伴。

Right : Unilever becomes Carrefour's first corporate partner for the AntiGaspi Project.



## 食物計畫 Food Program



(左上)家樂福於門市推出講堂，介紹食物轉型計畫。

Top left : Carrefour conducts in-store lectures to introduce the food transformation project.

(左下)家樂福邀請臺灣食物銀行聯合會到門市舉辦講堂，推廣惜食。

Bottom left : Carrefour invites Alliance of Taiwan Foodbanks to organize lectures and promote AntiGaspi.

(右上)門市講堂歡迎各種年齡層的消費者參與。

Top right : The in-store lectures are open to consumers from all age groups.

(右下)惜食料理食譜教大家以簡易迅速的方式結合康寶濃湯與家中剩餘食材。

Bottom right : AntiGaspi recipe offers instructions on how to prepare hearty meals using Knorr creamy soup and surplus food ingredients at home.



2018年，家樂福設下一個月需募集一萬公斤食物的目標，而後成功募集到14,234公斤，幫助7100家戶得以溫飽。家樂福全臺門市聚匯民衆愛心的同時，也希望讓民衆了解捐贈出的物資會如何被處理、使用，進一步更熟悉食物銀行等惜食組織的運作。家樂福文教基金會因此邀請臺灣食物銀行組織，在北中南開辦門市講堂。另以食物轉型為主題，舉辦「小小店長」活動。食育這條路，走出去到校園執行，也讓顧客走進來門市聆聽。關於食物的這些「食事」，則分眾提供資訊：大人明白的是如何讓資源平均流通；學齡兒童，則著重正確飲食觀念的建立。



(上)家樂福推動多種關於食物轉型的食物計畫。  
Top: Carrefour promotes a multitude of food transformation-related projects.  
(下)為了讓民衆於購物時分享愛心，家樂福也不定時推出買一送一活動。  
Bottom: Carrefour launches buy one get one free promotional offers from time to time to encourage consumers to contribute to charity.

1+1，等於愛，希望大於餓。民衆購買物資時的1+1，企業與企業聯手的1+1，都是影響力，也是「食物轉型」的推力，更在食物的流轉裡，溫暖照顧著許多生命。

In 2018, Carrefour set the target of collecting 10,000kg of food every month, and eventually collected 14,234 to help 7,100 households. Carrefour stores not only gather the benevolence of people but also hope to let them understand how goods donated by them are processed and used so that they can appreciate the operation of AntiGaspi organizations such as food banks. In light of this, Taiwan Carrefour Foundation has invited Taiwanese food banks to host in-store lectures, while Little Store Manager activities are held based on the theme of food transformation. Besides food education on school campuses, customers are also invited to listen to lectures in Carrefour

stores. In regards to food-related matters, we provide audience-specific information in the sense that adults will appreciate how to balance the flow of resources, while school children will learn about healthy eating. The concept of eliminating hunger and introducing benevolence through collective action is materialized through consumers and enterprises working together to make a difference. They are the impetus behind food transformation that in turn spread warmth and love to more lives throughout the food circulation process.



(上)家樂福以門市為平台，舉辦活動傳遞食物轉型的理念。  
Top: Carrefour organizes activities in the stores to convey the philosophy of food transformation.  
(下)民衆與企業，都是實踐食物轉型的力量。  
Bottom: The people and enterprises are all driving forces behind food transformation.



## 吾食吾課—— 從小開始知道的美食

### Our Food, Our Education – Learning about food at a young age

與食物有關的事，即是與健康、人文、環境有關的事。從小知道的美食，會深遠地影響人生一輩子。

家樂福文教基金會以聯合國永續發展目標（SDGs）中提及的「零飢餓、負責任的消費與生產」為核心主軸，規劃校園食育「吾食吾課」活動，2018年分別在臺北市敦化國小、臺中市仁美國小、與高雄市民權國小的校園推展，透過生動活潑的互動體驗及課程遊戲，將營養知識、友善大地、人文關懷、食物轉型的食育觀念傳遞給學童。

例如在「我是好鼻師」、「金手指」、「原汁原味」等關卡，學童透過五感感受土地的饋贈，「你說我是誰」這一關，更把香蕉與芭蕉、小黃瓜與櫛瓜等外觀相似的食物擺在一起讓學童辨別。認真看待來到眼前的食物，是食育的開始。

回溯食物來到餐桌之前的過程，也是重要的事。在「蛋蛋的故事」、「牛奶的秘密」活動中，學童瞭解了非籠飼雞蛋能夠讓母雞脫離 A4 紙張大小的擁擠籠子，避免籠內互啄與染病等狀況；單一牧場鮮乳不混乳，是為了避免一家感染多家感染的情形，還有獸醫師把關乳牛健康狀況，品質更有保障。動物好好的，也才能生產出好好的食物。

食物不浪費，就能為很多人帶來幸福。「醜蔬果華麗翻身」讓學童明白，只要珍惜醜蔬果的好滋味，就能為用心種植的生產者帶來幸福；食物銀行受邀舉辦的講座，講述了如何以食物為別人帶來幸福——食物募集的觀念與流程。活動中皆有小小記者連線，獨家專訪學童，鼓勵他們將參與心得帶回家與父母分享。

食事求是，在食物來到眼前之前，有很多人努力為食物做對的事，食物離開眼前後，也無時無刻影響著自身健康、他人幸福、與土地環境。

「吾食吾課」，希望讓小朋友明白這些努力、這些無時無刻。再成為觀念的種子，茁壯，也發揚。

Everything food-related is also health, culture and environment-related, therefore learning about food at a young age will have a tremendous impact on people's lives.

Taiwan Carrefour Foundation draws inspiration from the concept of

"Zero Hunger, Responsible Production and Consumption" from UN's SDGs (Sustainable Development Goals) to design "Our Food, Our Education" campaign for schools including Taipei Municipal Dun Hua Primary School, Taichung Municipal Ren Mei Elementary School, and Kaohsiung Municipal Min Quan Elementary School in 2018, where lively, interesting interactive experiences and learning games were devised to communicate food education concepts such as nutrition knowledge, environmental protection, social care, and food transformation to school children.

For instance, in challenge games such as "I'm a Clairsalient", "Golden Finger", "Original Flavors", school children may appreciate the bounty of the land through the 5 senses. In the "Guess Who I Am" challenge, similar food ingredients such as bananas, plantains, gherkins, and zucchinis are placed side by side to let children learn to distinguish between them. Taking the food in front of your eyes seriously marks the beginning of food education.

Retracing the journey of food from table to farm is also very important. In activities such as "The Story of Eggs" and "Secret of Milk", school children learn that hens laying cage-free eggs are allowed to escape the confines of small cages the size of A4 paper, preventing them from pecking at one another and infectious diseases; single-ranch milk does not mix up milk to stop diseases spreading from one ranch to another. Veterinarians check the health of the dairy cattle to ensure quality because



quality food can only come from quality animals.

Preventing food waste will bring about happiness for many people. "Glorious transformation of inglorious fruits and vegetables" lets children understand that savoring delectable flavors of inglorious produce will instill happiness in the hearts of diligent farmers; food banks are invited to host lectures, describing how food good can bring happiness to people via the concept and process of food collection. Little reporters conducted exclusive interviews with school children during the events, encouraging them to share their thoughts with their parents.

Food matters. Before it arrives at the dining table, many people have invested a significant amount of time and labor in doing right by food. After it is consumed, food will continue to influence your health, other people's happiness, and the land.

Our Food, Our Education aims to let children appreciate the effort that goes into cultivating food, so that the seeds of food education may flourish and prosper.

(左上)1500位臺中仁美國小的學童，在活動與遊戲認識食材、培養健康飲食和環境永續的態度。

(左中)吾食吾課食育計畫帶領學童實踐聯合國永續發展目標。

(左下)在有趣的遊戲活動中，學童透過五感認識食材。

(右上)高雄市民權國小的學童在吾食吾課活動中認識非籠飼雞蛋。

(右中)吾食吾課活動希望讓學童從小建立正確飲食觀念。

(最下排中間那張)家樂福文教基金會為學童設計食育的互動闖關遊戲。

(右下)高雄市民權國小的學童在吾食吾課活動中知道鮮乳如何溯源。

Top left: 1,500 school children from Taichung Municipal Ren Mei Elementary School learned about food, healthy eating, and environmental sustainability through the activities and games.

Center left: Our Food, Our Education shows children how to realize the UN's SDGs.

Bottom left: Children learn about food through the 5 senses during the interesting games.

Top right: Children from Kaohsiung Municipal Min Quan Elementary School learn about cage-free eggs during Our Food, Our Education activities.

Center right: Our Food, Our Education activities aim to establish the concept of healthy eating among school children.

Bottom center: Interactive challenge game designed by Taiwan Carrefour Foundation to promote food education among school children.

Bottom right: Children from Kaohsiung Municipal Min Quan Elementary School learn about traceable milk during the Our Food, Our Education activity.





## 寶貝胡蘿蔔—— 我內在不醜，我滋味很溫柔

Baby carrots –  
I'm beautiful and tasteful on the inside

從產地到餐桌，剩食不只出現在餐桌之後，在產地，其實就有許多因外觀不符規格而被丟棄的「格外品」。《鄰鄉良食》總經理譚景文，過去曾擔任企業社會責任顧問，為了從生產端消弭食物浪費，走進產地，成為企業與小農的橋樑，為這些「醜蔬果」制定變身計畫，找到欣賞的消費者。

同樣致力推動「反食物浪費」的家樂福，與《鄰鄉良食》合作，將來自斗南鎮農會、規格 NG 但清脆香甜的高品質胡蘿蔔，截切為迷你尺寸的「寶貝胡蘿蔔」與「寶貝胡蘿蔔絲」，衛生、健康、方便食用，十分符合忙碌現代人的需求。剩食找對方向轉身，也能變勝食！

Surplus food is generated along the farm to table process, and plenty of imperfect foods are discarded at the farm. Buy Nearby General Manager Jacob Tan was formerly a consultant with a social enterprise; in order to eliminate food waste at the source, he visited production regions to act as a communication channel between businesses and small farmers. Together, they formulated plans to transform inglorious fruits and vegetables for consumers who appreciate them.



As an enterprise dedicated to promoting the AntiGaspi movement, Carrefour has teamed up with Buy Nearby to cut imperfect but premium quality carrots from Dounan Town Farmers' Association into baby carrots and baby carrot strips. The healthy, hygienic and convenient food ingredient is perfect for busy consumers in modern society, turning surplus food into victorious food!



(左)家樂福與鄰鄉良食合作，讓胡蘿蔔格外品變身為符合現代人需求的優質食物。

Left: Carrefour collaborates with Buy Nearby to transform inglorious carrots into high-quality food fit for the modern age.

(右上)許多外觀不符規格的胡蘿蔔，內在依舊是高品質。

Top right: The inglorious carrots provide a source of high-quality food.

(右下)寶貝胡蘿蔔清脆、香甜、衛生，方便家長料理予孩子食用。

Bottom right: Crisp, sweet, aromatic and healthy baby carrots are easy to prepare and enjoy for the parents and children.

## I Food Bank —— 需求與給予的平臺

iFoodbank— A platform for balancing demand and supply



《臺灣食物銀行聯合會》發現「社區食物銀行」是最能將在地志工、在地資源、在地機構串聯而起的平台，因而創建 iFoodbank——全臺第一個屬於「捐助者、社區食物銀行、需要者」的資訊平台。家樂福文教基金會贊助網站製作，在「減少剩食」、「走進社區看見需求」的共同理念上盡一份心力。透過網站的 GIS 地理系統，食物的捐贈與需求，一目了然。想捐贈物資者，會知道離自己最近的社區食物銀行在哪；社區食物銀行也可以在網站上公告目前需要的物資或食物。而愛是驅動的力量，讓食物在收容機構、弱勢課輔班、老人共餐等等需要的地方，發揮最大的「食力」。



(上)食物銀行是能夠串聯在地志工、在地資源、在地機構的平台。

Top: The food bank offers a platform to unite local volunteers, resources, and organizations.

(下)搜尋 i Food Bank，可以知道離自己最近的社區食物銀行位置與所需物資。

Bottom: By searching i Food Bank, consumers will be able to locate the nearest food bank and understand the resources needed.

Alliance of Taiwan Foodbanks discovered that community food banks serve as the ideal platform for uniting local volunteers, resources, and organizations, therefore iFoodbank, the first information platform designed for benefactors, community food banks, and beneficiaries was founded. Taiwan Carrefour Foundation has sponsored the creation of iFoodbank's website to make contributions towards the common goals of "minimizing surplus food", and "discovering the needs of communities". Through the website's Geographic Information System, food donation and demand are clearly illustrated. Those who wish to donate resources will know where the closest community food bank is located, while food banks can also announce their requirements on the website. Love is the catalyst that unleashes the power of food in areas needed such as shelters, afterschool classes for disadvantaged children, and community kitchens for senior citizens.



紀政女士為家樂福文教基金會歷年董事，致力推廣健走。 As a director of Taiwan Carrefour Foundation, Chi Cheng is dedicated to promoting health walk.

## 公益，是傳遞關心， 再讓關心循環的事

### PUBLIC WELFARE IS THE PROPAGATION AND CIRCULATION OF LOVE

在公益的領域裡，雞婆是好事。

從你的腰圍、你家的休閒活動、到你喜歡的非營利組織的自律營運，我們都想要關心一下。所以我們把捲尺送進街頭巷尾、社區鄰里的門市裡，幫你量腰圍，希望你心寬，體不寬。

我們發現「健走」會帶來健康快樂的福氣：一家都合適，走路會健康，健康就快樂。很多人，包含我們，也希望在意的生命能「心寬」，所以透過非營利組織，傳遞自己的愛與餘裕。

為了讓大家放心作公益，我們與「公益團體自律聯盟」一起雞婆，藉由講座、論壇、工作坊，讓一切往陽光下走去，透明而溫暖。

公益，是傳遞關心、再讓關心循環的事。

Being nosy and meddlesome is a good quality to have in the realm of public welfare.

We care about your every aspect, from your waist, your favorite pastime at home, to the self-regulation and operation of your preferred NPOs. That's why we have handed out tape measures on the streets and in our community stores, to help you measure your waistline, keeping you happy and healthy.

We have discovered that "health walk" brings about happiness and health; it is perfect for the whole family, because walking keeps you healthy, and a happy mind complements a healthy

body. Many people (including us) hope that the people we care about can be "happy". Therefore we try to spread love and benevolence through NPOs.

In order to offer complete peace of mind in contributing to public welfare, we have teamed up with Taiwan NPO Self-Regulation Alliance (TWNPOS), ensuring the transparency of public welfare activities through lectures, forums, and workshops. Public welfare is the propagation and circulation of love.



家樂福文教基金會，希望與眾人一起用適合的方式，關心公益之事。  
Taiwan Carrefour Foundation wishes to care about public welfare.

## 一寸一步， 讓關心如暖陽散佈

### ONE STEP AT A TIME - SPREADING THE WARMTH OF LOVE

公益的核心精神，是「一起關心」。公益的永續法則，是「一起用適合的方式關心」。2018年，家樂福文教基金會透過對「89量腰日」、「元旦健走」、「臺灣公益團體自律聯盟」的贊助，與大家一起，先關心自己、關心身邊的人事物，再以自己為圓心，讓關心如暖陽，一寸一步，向社會散佈。

The core spirit of public welfare involves "Caring Together". The sustainability of public welfare involves "Doing the Right Things to Care Together". In 2018, Taiwan Carrefour Foundation sponsored "Health from Waistline for Everyone", "New Year's Health Walk", and "Taiwan NPO Self-Regulation Alliance (TWNPOS)" to care for people. The aim of these initiatives is to spread love to all corners of the society in much the same way the sun radiates warmth.

## 用一個擁抱的腰圍， 擁抱所愛的人生

### Embracing the life we love by maintaining a waistline that can be wrapped around with both arms

維持男性 90 公分內、女性 80 公分內的標準腰圍，不是為了美觀而已。

腰圍超標，其實便是「內臟脂肪過多」的警訊。2018年，財團法人千禧之愛健康基金會在全臺設立千禧智慧健康小站，供民眾輸入腰圍等多項量測項目，數據得出「腰圍越粗，血壓超標的比率越高」、「男女性皆在 40 歲逼近腰圍超標臨界值」的結論，而年過 40，超標的腰圍就容易一去不回。

財團法人千禧之愛健康基金會推廣「3D 健康生活」做為維持腰圍的準則，包含「Do Control——定時量腰圍，控制腰圍與三高」；「Do Exercise——維持動態生活」；「Do Healthy Die——選擇健康飲食」。家樂福與家樂福文教基金會也以提供皮尺等器具、贊助健走活動、推動食物轉型與提供安全蔬果的方式，一起關心民眾的健康。

維持一個擁抱能環起的腰圍，也就是維持自己長遠的健康，這份長遠，會陪伴自己，擁抱所愛的人生。

Embracing the life we love by maintaining a waistline that can be wrapped around with both arms. Maintaining a waistline of 90 cm for men and 80 cm for women is about much more than mere aesthetics. A waistline exceeding the norm is a warning sign for "excessive visceral fat". In 2018, Taiwan Millennium Health Foundation established Millennium Health Stations throughout Taiwan, offering services including waist measurement. The statistics revealed that "bigger the waistline, higher the blood pressure" and "people tend to reach the upper waistline limit at the age of 40, regardless of gender". For those over 40 years old with an excessively large waistline, it is very likely that it will never return to normal again.

Taiwan Millennium Health Foundation advocates "3D Healthy Living" as the guideline for maintaining one's waistline. This includes "Do Control – Regular measurement of waistline to keep waistline and high blood pressure/blood sugar/cholesterol in check"; "Do Exercise – Maintain an active lifestyle"; "Do Healthy Diet – Eat healthy food". Carrefour Group and Taiwan Carrefour Foundation have also provided tape measures, sponsored health walks, promoted food transformation campaigns and offered safe agricultural products to take care of people's health.

Maintaining a waistline that can be wrapped around with both arms ensures a sustainable healthy lifestyle, allowing you to embrace the life you love.



## 走一萬步， 讓健康與情感行萬里路

10,000 steps endow you with health, affection and longevity



2018年元旦，民眾以「健走」這項最容易在日常實踐的運動，拉開一年的序幕。People kicked off 2018 with health walk, the most accessible form of exercise.

世界衛生組織口中最完美的運動，是「健走」。

不複雜，最容易在日常實踐：不困難，從老人到小孩都適合。一人能走，兩人能走，一家能走，從城市的四面八方聚集而來的人，也能一起走。邁開步伐，身體的健康、家人朋友的情誼，就在腳下展開。

身為家樂福文教基金會歷屆董事的紀政女士，致力推動健走，家樂福也熱心響應，舉辦元旦健走活動。2018年的元旦，就有來自各地的民眾，聚集在捷運圓山站旁的花博公園廣場，以健走揭開一年的序幕。一路行經美術公園、新生公園、夢想館、林安泰古厝、大佳河濱公園，一步步感受台北的水岸綠地與城市樣貌。走在行列裡的人有各種「不同」，相同的是，大家一起和諧前行，步伐裡，有共融。

健康，情感，共融，最根本的珍貴，總能從最日常的事開始實踐、累積。

WHO refers to "health walk" as the perfect exercise.

Its simplicity means that it can be done every day; it is not difficult, meaning that it is suitable for people of all ages.

Walking is an exercise for one person, 2 people, an entire family or even the whole city, so why not open up your stride to pursue a life of health, friendship, and happiness?

As a director of Taiwan Carrefour Foundation, Chi Cheng is dedicated to promoting health walk, and Carrefour also shares this passion in organizing the New Year's Health Walk. On the first day of 2018, people from around the country congregated at the Yuanshan Plaza of Taipei Expo Park by MRT Yuanshan Station to kick off the New Year with health walk. Along the way, they passed through Fine Arts Park, Xinsheng Park, Pavilion of Dreams, Lin An-Tai Historic House, and Dajia Riverside Park, taking in the scenery of the waterfront green belt and the urban demeanor of Taipei. Albeit coming from different backgrounds, they all forged ahead in harmony.

Health, affection, and harmony are the quintessential elements in life that can be achieved and accrued on a daily basis.

## 臺灣公益團體自律聯盟—— 用創新的方式一起變好

TWNPOS – Changing for the better through innovation

2005年，國內30個公益團體，組成了臺灣公益團體自律聯盟。對外，希望讓大眾更認識非營利組織的運作，了解自己的捐款會如何被運用，進而提升信任；對內，希望組織確立自己的承諾與責任，除了財務透明與誠信募款，也著重管理層面與服務效率。

2018年，聯盟成員已達247家非營利組織，隨著世界趨勢更迭，「社會創新」成為聯盟關注議題，意即用创新的手法解決社會問題，打造共善社會。歐盟於2017年出版的「歐洲社會創新的願景及趨勢」(Vision and Trends of Social Innovation for Europe)中，也將「都市更新」、「全球相互依存的关系」列入社會創新領域的新興趨勢，概念包含如何改善都市裡的貧窮與不平等、如何提升大眾對環境責任的意識，都與家樂福企業社會責任的理念相符。

家樂福文教基金會透過對「2018社會創新暨CSR行動平台計畫」的贊助，支持聯盟打造「社會企業自律平台」與「CSR行動平台」。內容包含實際走讀、參訪已投入社會創新的機構，了解所遇到的難題與如何克服的經驗；辦理社會創新暨CSR研討會，讓政府單位與社福團體齊聚，了解彼此，激盪跨界合作的可能性；發行《好事報》電子報，傳遞創新觀點與活動資訊；帶領臺灣社會企業參與國際社企賽事，觀摩世界的社企團體如何以社會創新打造共善社會。讓大家看見大家做的事，一起學習，一起激盪，一起傳遞，也一起變好。

In 2005, 30 public welfare organizations in Taiwan formed TWNPOS. Externally, they wish to familiarize the public with the operations of NPOs, and how the donations are being utilized, so as to foster a sense of trust. Externally, they hope to reaffirm their commitments and responsibilities, therefore they have emphasized the management's efficiency in addition to financial transparency and fundraising integrity.

In 2018, TWNPOS's membership has reached 247 NPOs. As the global trend continues to shift, "social innovation" has



家樂福文教基金會支持臺灣公益團體自律聯盟，一起以創新方式實踐社會公益。Taiwan Carrefour Foundation Self-Regulation Alliance to implement innovative public welfare.

become an important issue within TWNPOS. The concept involves resolving social problems and achieving greater good through innovative means. In EU's 2017 Vision and Trends of Social Innovation for Europe, "urban renewal" and "global interdependence" were considered as an emerging trend in the realm of social innovation. The concept includes ways to improve poverty and inequality in the cities, as well as how to raise public awareness of environmental accountability. These are in line with Carrefour's values on corporate social responsibility.

Taiwan Carrefour Foundation has sponsored the "2018 Social Innovation and CSR Action Platform" program, supporting TWNPOS to create the "Social Enterprise Self-regulation Platform" and "CSR Action Platform". The programs involve activities such as onsite visits and visiting organizations already committed to social innovation, allowing people to understand the potential obstacles and how to overcome them. Social innovation and CSR seminar were also conducted to let government agencies and social welfare groups get acquainted and facilitate possible cross-industry collaborations. The "Great News" e-letter was published to communicate innovative perspectives and event information, and TWNPOS also led social enterprises in Taiwan to attend international competitions, enabling them to observe how global social enterprise generate greater good of society via social innovation.

Let us see what everyone else is doing, so that we can learn, brainstorm and communicate together, thereby making the world a better place.



家樂福門市夥伴熱心參與海洋淨灘活動。 Carrefour store associates enthusiastically participate in beach cleanup activity.

## 保護一個， 我們再也不會搬家的家

### PROTECT OUR PERMANENT HOME

讓我們，保護一個家，一個，我們再也不會搬家的家。

我們保護的方式是，把很多「希望」，變成「所以」。我們希望海龜的朋友不是寶特瓶，所以我們淨灘：人進來，垃圾出去，海灘喘口氣。我們希望塑膠袋少去海裡，所以自備容器來買熟食，我們就折抵5元。我們希望樹木要用就要種，你用的衛生紙，是用永續管理的森林木材做的。我們開課，講蚯蚓怎麼把廚餘變土壤，即期食材怎麼變成美味佳餚。我們與有機茶園談製作，茶農有機，茶園所在地的水與鳥兒，就有生機。我們都住地球，希望我們的舉動，能讓同住地球的其他生命，有生機。

Let us protect our home, a permanent home that we will never have to move out of. The way we make this possible is by turning "hope" into "so". We hope the friends of sea turtles are not plastic bottles, so we cleaned up the beach. When people come in, trash goes out, and the beach will get a reprieve from pollution. We hope less plastic bags will end up in the ocean, so if you bring your containers to buy our cooked food, we will give you a discount of NT\$5. We hope to plant trees, so the toilet paper you use is made with

trees from sustainably managed forests. We conduct courses explaining how earthworms turn kitchen wastes into soil, and how unsold foods are transformed into gourmet delicacies. We have collaborated with contract tea gardens, where there is organic tea farmer, water and birds in the tea garden will be given a new lease of life. We all inhabit the planet called Earth, so it is hoped that our every gesture will bring about vitality for other living creatures on Earth.



## 世界地球日—— 保護我們唯一的家

### Earth Day – Protecting our only home

4月22日世界地球日，家樂福從北到南的門市，分別推出愛護地球的活動，宣傳自備容器減塑、惜食、魚菜共生、友善農業、FSC永續林業製品等觀念。常常購買的衛生紙，上頭印製的FSC字樣是什麼意思？家樂福文教基金會與利樂公司合作，介紹FSC的森林友善概念——意即用可用的樹、種該種的樹，並且注重森林棲地上生命的權利。

與「魚菜共生」活動合作，讓民眾明白每種行為都是循環，與地球的關係更是相互依附，無毒栽培是農夫對環境的支持，支持無毒栽培作物，也等同選擇支持環境與食用作物的自己。

以往用科技製化肥，現在的新式生物科技，也能透過微生物與蚯蚓，將廚餘堆肥垃圾轉換為生物多樣性堆肥，專研這個領域的「元沛農坊」，讓民眾DIY體驗無毒栽培。大廚史達魯也以友善農產為食材、循米其林配方製出「法式米布丁」，讓民眾了解，農民種得安心，消費者也才能吃得安心。

與「高雄市慈善團體聯合總會——阿福食物銀行」合作舉辦「珍惜食物，減少浪費」活動，邀請在地的樹德科技大學餐飲與烘焙管理系，利用常被忽略的醜蔬果和即期品手工製作美味三明治，讓民眾享用，也多作一份分送給需要的家戶。

On April 22 Earth Day, Carrefour stores throughout Taiwan launched love-Earth campaigns to promote ideas such as "bring your own container to minimize plastic waste", "cherish food", "aquaponics", "sustainable agriculture", and "FSC eco-friendly paper products" etc.

What do the letters FSC on the toilet paper represent? In collaboration with Tetra Pak, Taiwan Carrefour Foundation has introduced FSC's forest-friendly concept, which embodies the meaning of felling usable trees and planting trees to reforest, as well as to respect the rights of all living creatures in the forest habitat.

Carrefour joined forces with the aquaponics initiative to let the public understand that every action we take is circular, and we hold an interdependent relationship with Earth. Pesticide-free farming is how farmers demonstrate their



(上)世界地球日，家樂福德安門市讓民眾體驗DIY無毒栽培。

Top right: Earth Day – Carrefour Dean store offers the public pesticide-free cultivation DIY experience.

(下)世界地球日，家樂福內湖門市宣導FSC森林友善概念。

Bottom: Earth Day – Carrefour Neihu store promotes the concept of FSC.

support for the environment, so by supporting pesticide-free crops, we are also supporting the environment and mankind.

Unlike chemical fertilizers, innovative biotechnology has transformed kitchen waste and garbage into biodiverse compost using microorganisms and earthworms. Yuan Pei Farm specializes in this field, allowing the general public to experience pesticide-free farming. Chef Stalu utilizes sustainable produce as ingredients to prepare riz au lait in accordance with Michelin recipes. His culinary work lets the people appreciate that consumers can enjoy food with peace of mind if the farmers abide by sustainable farming practice.

Carrefour co-organized the "Cherish Food – Minimize Waste" campaign with United Association Charity of Kaohsiung – Afu Food Bank, inviting students from Department of Hospitality and Baking Management, Shu-Te University to create delicious sandwiches using inglorious fruits and vegetables and unsold food that are often discarded. Besides allowing the public to enjoy a sumptuous meal, they also donated food to the families in need.

## Clean up day —— 海洋，不只是家門

### World Cleanup Day – The ocean is more than just the front door to our home

每一年，有超過800萬噸的垃圾進入海洋，80%來自陸地。垃圾分解出的化學物質和毒素，滲入海流，到了土壤，到了海洋生物腹中，海洋生物被食用，手中丟出的垃圾，最終也是回到人體，也對生態造成嚴重破壞。

為了響應世界環境清潔日，家樂福文教基金會號召同仁與新北市樂活公益協進會志工共三百多人，前往萬里下寮漁港，總共撿拾出包含漁網、瓶蓋、打火機、輪胎、空桶等，共789公斤的垃圾。

與「循環」二字緊密相扣的海洋，不只是臺灣的家門，更延伸出無數的領域與產業，怎麼對待，最終也就怎麼回來。



Every year, over 8 million tons of trash is dumped into the ocean, 80% of which comes from the land. Chemical substances and toxins released from decomposing trash seeps into the soil and the ocean, and they are eventually ingested by the marine life that we eat. In other words, the garbage we throw away not only wreaks havoc on the environment but also ultimately ends up in our body.

In supporting the World Cleanup Day, Taiwan Carrefour Foundation assembled over 300 Carrefour colleagues and volunteers from New Taipei City Charity Association to clean up the Xialiao Fishing Port in Wanli, removing a total of 789kg of trash including fishing nets, bottle caps, lighters, tires, and empty barrels.



(左)響應世界環境清潔日，家樂福文教基金會同仁與公益團體志工前往萬里下寮漁港淨灘。

Left: In supporting the World Cleanup Day, Taiwan Carrefour Foundation and public welfare volunteers join forces to clean up the Xialiao Fishing Port in Wanli.

(右上)家樂福文教基金會同仁與公益團體志工共三百多人，參與2018年的淨灘活動。

Top right: Taiwan Carrefour Foundation and over 300 volunteers from New Taipei City Charity Association participate in the 2018 beach cleanup campaign.

(右下)淨灘活動共撿拾出789公斤的垃圾。

Bottom right: The beach cleanup operation removed a total of 789kg of trash.

The ocean is a circular ecosystem and more than just Taiwan's gateway, as countless industries are dependent on the ocean too, so be careful how we treat the ocean, as we may end up paying the ultimate price.



## 環境保護 Environment Protection

### 臺灣藍鵲茶—— 生態與人文共存的土地運動

#### Taiwan BlueMagpie Tea – Environmental movement for the coexistence of ecology and mankind

臺灣藍鵲，是一種生態對了才會出現的鳥類，多棲息於茶園。臺灣藍鵲茶，相信有「完整」的環境，才有好產品。

藍鵲茶來自坪林，一個世代製茶的區域，茶園多位於集水區。藍鵲茶創辦團隊觀察到臺茶生產的循環——茶產業是當地產業出路，但受到本土茶葉價格下滑影響，使用農藥的慣行農法更甚，以求更多產量。土地、物種、水源都易遭汙染。

水是萬物之源，臺灣藍鵲茶，想提供「從源頭就開始做對」的茶葉，不只有機，更想打造「集水區裡的無農藥生態村」，以無農藥、無化肥、低碳足跡的方式種茶與製茶。流進水庫的水安全，身為食物鏈末端的小蟲吃到的茶葉安全，其他的物種與環境，也就安全。

團隊打造無農藥生態村的策略是「流域收復」，希望北勢流域的茶園逐步轉型為有機種植。要達成目標，就得確保茶葉的銷售量，也讓消費者參與生產過程，累積茶農、團隊、消費者對彼此的了解與信任。

「企業認購」與「個人購買」都是團隊尋求的方式，也推出茶學小旅行，讓旅客體驗採茶，了解坪林的古法製茶，藉由生態之旅親近這片正在被守護的土地。2016年，家樂福文教基金會成為藍鵲茶與大型企業契作的開端，認養三分地，出產藍鵲茶與基金會聯名的客製化茶禮盒。「FSC 認證環保紙張」、「大豆油墨」都是禮盒使用的材質，茶包材質則通過檢驗。以環保的方式，支持小農的堅持。

2018年，藍鵲茶農已從3位增加到14位。在流域收復的過程裡，上百場文化地景深度活動，茶農在地培訓工作坊、茶農二代的課輔計畫，也一起進行著。蘊含著生態與人文的土地價值，在藍鵲茶品牌理念的實踐裡被看見。



P76.(左)想透過藍鵲茶達成的不只是有機種茶，更是無農藥生態村。

P76.Left: Taiwan BlueMagpie Tea offers more than just organic tea, it is also a pesticide-free ecovillage.

P76.(右上)老師傅的製茶好手藝，是茶學小旅行的亮點之一。

P76.Right: Extraordinary tea-making skills of the old master is one of the highlights of the tea knowledge-related tour.

P77.(左)藍鵲，是一種生態對了才會出現的鳥類，多棲息於茶園。

P77.Left: Taiwan blue magpie is a bird species that only exists in favorable ecological conditions, and they are mostly found in tea farms.

P77.(右上/右中)無農藥、無化肥、低碳足跡的友善種茶與製茶，才能打造對生態友善的環境。

P77.Top right / Center right: The pesticide/chemical fertilizer-free and low carbon tea growing and making approach helps to create an eco-friendly environment.

P77.(右下)家樂福文教基金會與藍鵲茶合作的客製化茶禮盒，使用環保材質製作。

P77.Bottom right: The co-branded bespoke tea gift boxes by Taiwan Carrefour Foundation and Taiwan BlueMagpie Tea are made of eco-friendly materials.



## 環境保護 Environment Protection

Taiwan blue magpie is a bird species that only exists in favorable ecological conditions, and they are mostly found in tea farms. Taiwan BlueMagpie Tea believes that wholesome products come from wholesome environments.

Taiwan BlueMagpie Tea hails from Pinglin, a traditional tea growing region with tea farms mostly situated in catchment areas. The founding team of Taiwan BlueMagpie Tea observed the cycle of tea production in Taiwan. Tea plantation is the only local industry, but with the decline in domestic tea prices, the tea farmers' use of pesticides has escalated in the quest for increased production volume. Consequently, the land, ecology, and water resources are all susceptible to contamination.

Water is the source of life, thus Taiwan BlueMagpie Tea endeavors to supply teas that are "grown right from the get-go"; on top of organic cultivation, the company also wants to create "a pesticide-free ecovillage in the catchment area" to grow tea using a pesticide/chemical fertilizer-free and low carbon approach. In doing so, the water flowing into the reservoir will be safe, the tea leaves consumed by tiny insects at the end of the food chain will be safe along with all the other species and the environment.

The strategy adopted by the team to build the pesticide-free ecovillage is known as "river basin recovery", hoping to progressively shift tea farms along the Beishi River Basin to organic cultivation. In order to achieve this goal, the sales volume of tea must be guaranteed, and the consumers are invited to participate in the production process, thereby accumulating the understanding and trust between tea farmers, tea producers, and consumers.

Corporate purchasing and individual buying are methods employed by the tea



producer, while tea knowledge-related tours are organized for the visitors to experience tea harvesting and understand the ancient tea-making techniques of Pinglin, thereby getting to know the protected land on a more intimate level through eco-tours. In 2016, Taiwan Carrefour Foundation became Taiwan BlueMagpie Tea's first corporate partner by sponsoring 2,910 m2 of land to produce BlueMagpie Tea and co-branded bespoke tea gift boxes. The materials of the gift boxes include FSC-certified paper and soy ink, and the teabag material has also passed certification. The most eco-friendly approach is applied to support small farmers.

In 2018, the number of BlueMagpie Tea farmers has increased from 3 to 14. During the process of river basin recovery, nearly 100 in-depth cultural landscape activities were conducted along with tea farmers' workshops, and the second generation tea farmers' training program. The ecological and cultural values of the land are manifested through the realization of Taiwan BlueMagpie Tea's brand philosophy.



## 夥伴勉勵 Encouragement



安侯永續發展顧問(股)公司  
董事總經理暨 KPMG 氣候變遷與企業永續服務亞太區負責人 黃正忠  
Niven Huang  
General Manager, KPMG Sustainability Consulting Co., Ltd  
Regional Leader of KPMG Sustainability Services in Asia Pacific

黃正忠

KPMG 的氣候變遷及企業永續發展服務在全球擁有 500 位以上專業同仁，於 60 個以上的國家提供顧問服務。我們協助企業洞悉氣候變遷及企業永續發展相關的最新趨勢與因應策略，把握轉型的契機，也育成各型社會企業，將永續發展的挑戰化為具體的商機化。

過去二十年，我每年都有歐洲零售通路的考察行程。終於，等到了家樂福在台灣願意走上與眾不同的永續之路！

民以食為天，零售通路對於工商社會滿足民生需求至關重要。通路如果永續，民生得以永續；產品溯源如果永續，生態系及價值鏈就得以永續。

家樂福系統性支持食物銀行，推動即期品續食的社會扶助、導入並推廣社會企業優良產品、推廣非籠飼雞蛋、藉由真食獎支持各式符合環境與社會正義之優良食品計畫等，每一步都難、對臺灣卻都意義重大。

家樂福讓我們看到企業良心、決心、以及驅動臺灣零售產業永續轉型的曙光！希望各界不要吝於給予掌聲與支持。

KPMG has over 500 professional colleagues providing sustainability services across 60 countries worldwide. We assist companies to ascertain the latest trends in sustainability and related response strategies so that they can seize the opportunity to make the transformation. In addition, we help to nurture social enterprises, turning sustainability challenges into opportunities.

Over the last 2 decades, I have embarked on annual tours to investigate European retail channels, and finally, Carrefour has demonstrated its willingness to pursue an unconventional approach to sustainability in Taiwan!

Food is the necessity of the populace, and retail channels play a vital part in fulfilling the needs of contemporary society. The sustainability of people's livelihood can only be achieved through sustainable channels, and the sustainability of traceable products leads to the sustainability of the ecosystem and value chain.

Carrefour systematically supports food banks by promoting the anti-gaspi unsold food drive, introducing outstanding products from social enterprises, and promoting cage-free eggs. In addition, the company also supports exceptional food programs conforming to the spirit of environmental and social justice via the Foodture Award. Albeit the campaigns presented monumental challenges, they are of extraordinary significance to Taiwan.

Carrefour not only embodies corporate conscience and determination but also the will to foster the sustainable transformation of the retail industry in Taiwan, so let us give them our support and encouragement!

## 夥伴勉勵 Encouragement

扎實、長期、深入的研究、調查與分析，結合國內外相關專業組織的力量，從公眾意識和輿論、政策施壓、立法遊說、教育推廣等各方面，逐步促進人們意識、行為及公共政策的改變，共創「人與動物、環境的和諧互動」。

在這個「食不安」，大量、集約化食物生產，一切要求迅速、廉價、充裕與便捷，卻又不斷爆發各種食物醜聞的時代。「真食物」離我們越來越遠，當疾病叢生，人們才開始探問：要如何吃得心安？去哪裡找到安心的食材？家樂福從 2018 年開始，毅然投入「食物轉型」的倡議。以通路的力量，引領消費大眾注重「食物」在來到餐桌前，是如何被產出？這絕對是一個艱鉅的挑戰。以數量龐大的經濟動物來說，雞蛋、牛奶、豬肉、雞肉、魚肉，這些活生生的動物，生前是如何被飼養、對待？動物身心若不健康，會有安全的畜禽產品嗎？家樂福邀請消費者注重，消費者又會如何反應？又如何讓上千位員工都能體認到實踐「食物轉型」的價值與前瞻性？在與家樂福文教基金會合作推動「食物轉型」的過程裡，蘇小真總監曾說過讓我印象極其深刻的一句話：「要落實推動真正的社會企業責任，很多時候，最大挑戰可能不是來自外部，而是來自內部！」人最大的敵人，永遠都是自己，企業如此，消費者亦是。在這個充斥空泛包裝，缺乏實踐的年代。我要說：「謝謝你們勇於實踐與超越！致上我的敬意」



社團法人  
臺灣動物社會研究會  
副執行長 陳玉敏  
Environment & Animal Society of Taiwan (EAST) Deputy CEO  
Yu Min Chen

陳玉敏

Sound long-term and in-depth research, investigation and analysis are combined the resources of related professional organizations domestic and abroad, so we are able to transform people's consciousness, behavior and public policies on aspects including public awareness and opinion, pressure group, lobbying, and education promotion. The aim is to attain "improvements for animals, people, and the environment".

In the era of "food insecurity" where intensive and mass production of food is the trend, the pursuit of appeals such as speed, inexpensiveness, abundance, and convenience has resulted in relentless food-related scandals. As "real food" becomes scarcer and diseases become rampant, people are beginning to question, "How do we eat safely and with peace of mind? Where can we find safe food ingredients?" Since last year (2018), Carrefour has advocated "food transformation", using the channel's power to raise public awareness about the journey of "food" from the farm to our tables. This is an absolutely monumental challenge. Taking the large number of economic animals we raise to produce eggs, milk, pork, chicken, and fish as an example, how are they fed and treated while they are still alive? If the animals are not physically and mentally healthy, will we have safe poultry products? When Carrefour invites the consumers to pay attention to these issues, how do they respond? How does the company let its 1,000 employees appreciate the value of "food transformation", and how ahead of its time the concept really is? During the process of promoting "food transformation" with Carrefour's CSR Department, Director Marilyn Su once said something that has become forever imprinted in my mind, "More often than not, the greatest challenge we face in promoting corporate social responsibility originate from inside the organization rather than from the outside!" The worst enemy you can meet will always be yourself; the same applies to companies and consumers. In the era inundated with meaningless packaging and impracticalities, I want to say, "Thank you Carrefour CSR Department for making things happen and for transcending conventionalism! You have earned my utmost respect."



## 文化藝術 Cultural and Arts

- 2015** 贊助十鼓乾隆潮  
Sponsor Ten Drum Qianlong Chao Exhibition in Tainan
- 2014-17** 贊助九天民俗技藝團  
Sponsor Chio Tian Folk Drums and Arts Troupe
- 2013-17** 家樂福文化藝術季——舞鈴劇場  
Carrefour Arts Festival – Diabolo Dance Theatre
- 2012-17** 家樂福文化藝術季——采風樂坊  
Carrefour Arts Festival – Chai Found Music Workshop
- 2010-** 家樂福文化藝術季——十鼓擊樂團 2010-16, 2018  
Carrefour Arts Festival – Ten Drum Art Percussion Group
- 2018** 家樂福文化藝術季——劇團  
Carrefour Arts Festival – Our Theatre
- 2014** 贊助 AIESEC 全球青年領袖世界大會  
Sponsor AIESEC International Congress Taiwan  
贊助嘉義愛樂節  
Sponsor Chiayi City Music Festival
- 2009-14** 家樂福文化藝術季——如果兒童劇團  
Carrefour Arts Festival – If Kids Theatre
- 2012-18** 家樂福文化藝術季——張正傑親子音樂會  
Carrefour Arts Festival – Cellist Chen-Chieh Chang Family Concert
- 2001-** 贊助優人神鼓，2001-02, 2008', 2011'-2012', 2014'  
Sponsor U-Theatre
- 2012** 法國 Group F 火劇團新春慈善藝演  
Sponsor Group F – The Dragon's Breath in Tainan City
- 2011-12** 贊助夢時代夢想嘉年華活動  
Sponsor the Dream Carnival of Dream Mall
- 2006-11** 十鼓節  
Ten Drum Festival
- 2008** 家樂福社區偶戲奇幻嘉年華——偶偶劇團  
Carrefour Drama Festival – Puppet Show
- 2006-09** 月冠全臺 中秋晚會  
Sponsor Mid-Autumn Festival Evening Party
- 2003** 家樂福兒童藝術季  
Carrefour Kids Arts Festival
- 2002-04** 贊助國際風箏節  
Sponsor International Kite Festival
- 2001-02** 家樂福藝術饗宴  
Carrefour Arts Festival
- 2001-05** 家樂福賣場藝術迴廊  
Carrefour Art Exhibition Gallery
- 2000** 全省畫家聯展  
Taiwan Old Fashion Art Joint Exhibition
- 1999** 人體雕塑變變變  
Cosponsor the Human-figure Creative Sculpture Competition
- 1998-99** 放眼新世界 青春演唱會  
Sponsor Embrace the New World Youth Concert
- 1998** 我愛我家臺北捷運車站藝文展  
I Love My Family Taipei MRT Art Gallery  
家樂福爵士音樂會  
Carrefour Jazz Concert
- 1996-97** 「我愛我家」全國攝影比賽  
My Sweet Family Photo Contest
- 1996-** 贊助明華園歌仔戲演出，1996-2000, 2002'  
Sponsor Ming Hwa Yuan Arts & Cultural Group Performance
- 2017** 家樂福門市巡演——阿卡來家  
Carrefour AKAINHOUSE
- 2017-18** 贊助「世界音樂節」  
Sponsor World Music Festival  
贊助「草草戲劇節」  
Sponsor The Grasstraw Festival
- 愛心慈善 Charity**
- 2018** 家樂福真食獎  
Carrefour Foodture Award

- 2015** 食蘆洲實體食物銀行開幕  
Opening the 1<sup>st</sup> Social Community Store in New Taipei City, Taiwan  
捐贈社團法人高雄市慈善團體聯合總會冷凍車與冰箱  
Donate Refrigerated Truck and Cabinets to United Association Charity of Kaohsiung
- 2014-15** 贊助財團法人臺北市國際社區服務文教基金會慈善拍賣會  
The Community Services Center's Annual Charity Auction Dinner
- 2014-18** 食物募集 幸福（分享）傳愛  
National Food Collection Campaign
- 2013-18** 家樂福零錢捐募款計畫  
Carrefour Petty Cash Donation Box Program  
好厝邊社區發展計畫  
Foundation, Store-Community CSR Sponsorship Program
- 2011-15** 捐贈社團法人高雄市茂林原住民婦幼發展協會物資  
Donate the Goods and Food to Maolin District Women & Children's Caring Association
- 2011-17** 贊助愛傳承關懷演唱會  
Love, Heritage Caring Concert
- 2014** 捐贈社團法人中華基督教救助協會 1919 食物銀行冷凍車與冷藏室  
Donate Refrigerated Truck and Cold Chamber to 1919 Food Bank  
捐贈社團法人臺東縣教育發展協會（孩子的書屋）守護專車  
Donate Shuttle Van to Taitung Kids Bookhouse  
高雄氣爆賑災  
Kaohsiung Blast Emergency Relief Action
- 2013-14** 家福股份有限公司——電腦資訊部 14吋電腦螢幕捐贈活動  
14" Monitor Charity Donation Event
- 2013** 邀請社團法人中華民國夢想之家青年發展協會參加《加油！男孩》公益場  
Invite Kids from House of Dreams to attend the Charity Session of Movie, GOOD LUCK ! BOY
- 2010-13** 家樂福寒冬送暖 年菜送到家  
"Deliver Warmth in Winter" Chinese New Year's Meal Assistance Program
- 2003-12** 送愛到兒癌 愛心宅急便  
Forward Love to the Cancered Children - Love Express Delivery
- 2011** 贊助財團法人天主教善牧社會福利基金會義賣活動  
ACC St. Lucy's Thanksgiving Charity Bazaar
- 2009** 八八水災（莫拉克颱風）急難救助  
Typhoon Morakot Disaster Relief Action
- 2005,07** 奧比斯「國際視覺日」全球防盲慈善活動  
ORBIS "World Sight Day"
- 2005** 南亞海嘯賑災義賣活動  
South Asia Tsunami Charity Bazaar
- 2005-07** 贊助兒童福利聯盟文教基金會「搶救生命，棄兒不捨」  
Child Welfare League Foundation - Saving Lives & Caring for Abandoned Children
- 2004** 贊助財團法人伊甸社會福利基金會「愛心紅 BRA，送衣到泰北」  
Eden Social Welfare Foundation - Send Love to Northern Thailand  
艾利風災——送愛心用水到桃園  
Typhoon Alley Disaster Relief Action
- 2003** 七二水災（敏督利颱風）送愛心到南投  
Typhoon Mindulle - Deliver Relief Supplies to Nantou  
SARS 急難救助  
Fight Against SARS
- 2000** 象神颱風賑災  
Typhoon Xangsane Flood in Shijr
- 1999** 921 大地震賑災  
921 Earthquake Disaster Relief Action

- 1997-98** 家樂福捐血運動  
Carrefour Blood Donation Movement

- 2018** 花蓮賑災  
Hualien Earthquake Disaster Relief Action  
家樂福真食獎  
Carrefour Foodture Award

## 教育推廣 Education Development

- 2015** 贊助「社團法人高雄市茂林原住民婦幼發展協會」教育基金  
Donate Education Fund to Maolin District Women & Children's Caring Association
- 2011-18** 偏鄉青少年發展計畫——與未來有約  
Remote Township Youngster Development Program~ An Appointment with My Future
- 2010-17** 家樂福兒童繪畫比賽  
Carrefour Kids Drawing Contest
- 2005-15** 成立 Open Book 無人服務圖書館  
"Open Book" staff-less Library
- 2014** 贊助第三屆發現臺灣生命小勇士 2014'  
Sponsor the 3<sup>rd</sup> Discover Taiwan's Little Life Warriors  
贊助高雄視障說故事比賽 2014'  
Story Competition for the Visually Impaired  
贊助都市人基金會「受虐少女獨木舟偏鄉服務培力計畫」  
City People Foundation  
贊助「南機場社區關懷據點」參加「2014 馬來西亞國際高智爾球區域賽」 2014'  
After School Care of Taipei South Airport Community Care Center
- 2013** 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  
Donate Education Fund to Children Home of Dajiam Social Welfare Foundation
- 2006-** 千禧之愛 八九量腰日，2006, 2012'-2013', 2018  
Carrefour Health from Waistline for Everyone event
- 2005-12** 家樂福兒童新樂園  
Carrefour Children New Paradise
- 2001-08** 家樂福活力親子夏令營 2001'-2008'  
Carrefour Summer Camp
- 1998-2002** 家樂福徵文比賽 1998'-2002'  
Carrefour Essay Contest
- 1997-2002** 家樂福兒童寫生比賽  
Carrefour Kids Painting Contest
- 1996-2001** 家樂福精打細算報稅諮詢服務  
Carrefour Tax Consulting Service
- 1996** "濃情蜜意" 家庭系列講座 1996'  
Precious Moments Felicitous Lecture
- 體育發展 Sports Development**
- 2015** 喜願協會「為重症病童圓夢而走」慈善健走活動  
Make a Wish - Walk for Wishes
- 2004-18** 元旦健走  
New Year's Health Walk
- 2004-** 臺北國際龍舟錦標賽 2004-12, 2014'-2017'  
Taipei International Dragon Boat Championship
- 2014** 有行有益 全國健走宣導  
National Walking Promotion
- 2005-13** 太魯閣峽谷馬拉松 2005'-2013'  
Taroko Gorge Marathon
- 2003,13** 全國運動會  
The National Games
- 2007-12** 臺北國道馬拉松 2007'-2012'  
Taipei Expressway Marathon
- 1999,2012** 全國中學運動會  
National High School Athletic Games
- 2012** 玉山馬拉松  
Yushan Marathon

- 2011** 高雄身心障礙路跑賽 2011'  
Kaohsiung Disabled RUN
- 2010** 陽明山夏季馬拉松  
Yangmingshan National Park Summer Marathon  
高雄國際馬拉松  
Kaohsiung International Marathon

- 2007,10** 失親兒育幼院運動會  
Orphan Nursery School Games

- 2008-09** 宜蘭國道馬拉松  
Yilan National Marathon

- 2007-09** 家樂福盃活力家庭路跑賽  
Carrefour Family Fun Run

- 2006** IAU 世界盃超級馬拉松  
IAU 24 hours World Marathon

- 2004-07** 泰瑞法克斯慈善路跑  
Terry Fox Charity Road Run

- 2003-06** 金山（石門）國際馬拉松  
Jin-Shan (Jin Shi) International Marathon

- 2001-02** 家樂福臺北國際馬拉松  
Carrefour Taipei International Marathon

- 1998** 臺灣區運  
Athletic Games

- 1997** 直排輪環臺活動  
Youth Path In-Line Skating

- 1996-2000** 家樂福國際路跑賽  
Carrefour Taipei International Road Run

- 1996** 中華奧運加油活動  
1996 Chinese Olympic Cheering Poster

## 公益關懷 Public Welfare

- 2006-13** 經濟部夏季節約能源宣導活動  
Join Energy Conservation Promotion Program of MOEA

- 2003-13** 家樂福環保月  
Carrefour Environmental Protection Month

- 2008-13** 成為臺北市環保局第一支企業環保義工中隊  
Form the First Enterprise Environmental Protection Volunteer Team of Department of Environmental Protection, Taipei City Government

- 2009-12** 榮獲臺北市「推廣節能標章產品競賽」金獎  
Win the First Prize of Group A of Promotion Energy Label Product

- 2011** 響應「世界地球日」環保宣導團遊會  
Join "Earth Day" Environmental Protection Fair

- 2010-11** 響應環境保護署「世界清潔日」清掃活動  
Join "Clean Up the World Day", Executive Yuan's Clean Up Activity

- 2010** 「乾淨城市 行動 4R」千人清掃活動  
"Clean City 4R Action" Thousand People Cleanup Activity

- 2009** 清淨家園顧厝邊部落格建置  
Establish Eco-Life Blog by Carrefour Store

- 2001-09** 「世界環境日」家樂福一日義工清掃活動  
"World Environmental Day" One Day Volunteer

- 2009** 環保創意布旗垃圾秀  
Creative Fashion Show using Recycled Flags

- 2008** 家樂福減碳節能創意王大賽  
Carrefour Energy-Saving, Low Emission Practice Contest

- 2007** 好四成雙 回收有禮  
The "Four" Away, Gift for Recycling

- 2003** 全臺第一家綠色環保商店——南港店  
The First Environmental Protection Stores in Taiwan–Nan Kang Store

- 2018** 世界地球日  
Earth Day

- 2017-18** 一日淨灘活動  
Beach Clean Up Day



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 Partne

文化部 | 教育部 | 體育署 | 衛生福利部 | 財團法人國家文化藝術基金會 | 國家表演藝術中心 - 國家兩廳院 | 臺北市政府教育局 | 臺北市政府文化局 | 臺北市政府體育局 | 臺北市政府環保局 | 臺北市政府警察局 | 新北市政府文化局 | 臺南市政府 | 臺北市松山區敦化國民小學 | 臺中市仁美國民小學 | 高雄市前鎮區民權國小 | 臺灣食物銀行聯會 | 社團法人中華基督教救助協會 | 社團法人紅十字會臺中市支會食物銀行 | 社團法人高雄市慈善團體聯合總會 | 社團法人臺北市臻佑祥社會服務協會 | 社團法人台灣動物社會研究會 | 社團法人台灣環境資訊協會 | 財團法人陽光社會福利基金會 | 財團法人孩子的書屋文教基金會 | 社團法人高雄市慈善團體聯合總會 | 社團法人宜蘭縣愛加倍關懷協會 | 社團法人中華民國夢想之家青年發展協會 | 中華民國紅十字會總會 | 雲林縣崇文婦女協會 | 財團法人臺北市中華基督教青年會 | 財團法人希望基金會 | 財團法人臺灣省私立統一企業社會福利慈善事業基金會 | 財團法人紙風車文教基金會 | 十鼓擊樂團 | 采風樂坊 | 阮劇團 | 利樂包裝股份有限公司 | 風潮音樂 | 臺北市私立永老師烹飪短期補習班 | 社企流股份有限公司 | 奇禾互動行銷有限公司 | 新竹物流股份有限公司 | 臺灣公益團體自律聯盟 | 中華基督教以琳關懷協會 | 環境友善種子有限公司社會企業 | 八百金股份有限公司社會企業 | 鄰鄉良食社會企業 | 聯合利華股份有限公司 | 小草書屋 | 青草職能學苑 | 甘樂文創 | Impact Hub Taipei | 社會影響力製造所 | 禾乃川國產豆製所 | 有兒菟菟樹花園 | 茂林畜牧場 | 御品園畜牧場 | 城田農業生技股份有限公司 | TEDxTaipei | 慕渴股份有限公司 (鮮乳坊) | 黑暗對話社會企業股份有限公司 | 嘉友電子股份有限公司 | 叭叭走美食工坊 | 源天然農業有限公司 | 元沛農坊 |

董事組織 Board of Directors

## 誠摯感謝董事們一路以來的 指教及參與

Thanks to the directors for their guidance and engagement.



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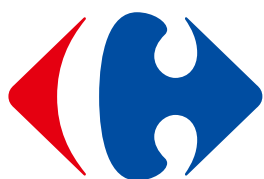
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公司發言人  
Carrefour Taiwan Foundation Executive Chief  
CSR & Communication Director Spokesperson



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