

「115 年產業園區勞動關係性別平權推動計畫」
2026 Industrial Park Labor Relations and Gender Equality Promotion Project
【性平 E 連線】藝文競賽—性平新視界
“Gender Equality E-Link” Arts Competition: New Horizon
活動簡章 Competition Guidelines

一、活動名稱 Activity Name：

「115 年產業園區勞動關係性別平權推動計畫」【性平 E 連線】藝文競賽—性平新視界

2026 Industrial Park Labor Relations and Gender Equality Promotion Project – “Gender Equality E-Link” Arts Competition: New Horizon

二、活動時間 Contest Period：

115 年 9 月 14 日（一）上午 9 時起至 115 年 10 月 16 日（五）下午 5 時止。From 9:00 a.m. on Monday, September 14, 2026, to 5:00 p.m. on Friday, October 16, 2026.

三、活動目的 Purpose：

為推動產業園區性別平等意識，本活動期望參賽者以生活化、具故事性及創意的影像表達，鼓勵園區從業人員從職場、家庭及日常生活經驗出發，推動性別平等、家務與照顧分工、職場平等及多元尊重等議題，透過短影音記錄生活中的性別平等故事，進一步傳達尊重、理解、平等與友善之核心價值。

This contest aims to promote gender equality in industrial parks. Workers are encouraged to create simple, creative, and story-based videos about their workplace, family, and daily life. Videos may cover gender equality, sharing housework and care duties, equality at work, and respect for different people. The contest hopes to share the values of respect, understanding, equality, and kindness.

四、創作方向 Video Topics：

參賽者可參考下列方向進行創作，亦可自行發想其他與性別平等相關之主題 Participants may use the following topics or create another topic related to gender equality：

（一）打破性別刻板印象：不以性別限制個人興趣、職業、個性、服裝或生活選擇。Break gender stereotypes: Do not limit a person's interests, job, personality, clothing, or life choices because of gender.

（二）職場平等與公平分工：不因性別而影響工作機會、任務分配、升遷、評價或職涯發展。Equality and fair sharing of work duties: Gender should not affect job opportunities, work assignments, promotion, work evaluation, or career development.

（三）家務與照顧平等：呈現家庭成員共同承擔家務、育兒及照顧責任之觀念。Sharing housework and care duties: Family members should share housework, childcare, and care duties.

（四）尊重身體自主及人際界線：理解同意、尊重拒絕，避免以玩笑、言語或行為造成他人不適。Respect the body and personal boundaries: Understand consent, respect when someone says no, and avoid jokes, words, or actions that make others uncomfortable.

（五）友善陪伴與支持：當他人因性別、外表、特質或選擇受到嘲笑或誤解時，給予理解與支持。Friendly support: Give understanding and support when someone is laughed at or misunderstood because of gender, appearance, personal traits, or personal choices.

（六）多元性別角色及人生選擇：尊重不同性別、年齡、職業、家庭角色及人生樣貌。Different gender roles and life choices: Respect people of different genders, ages, jobs, family roles, and ways of life.

（七）生活中的性平行動：透過一句話、一項分工或一個行動，呈現性別平等可以從日常生活開始。Gender equality in daily life: Show how one sentence, one shared duty, or one small action can help create gender equality.

五、參賽對象 Who Can Enter：

（一）科技產業園區及產業園區從業員工，公務人員除外。Employees working in Technology Industrial Parks or Industrial Parks may enter. Civil servants may not enter.

(二) 得獎者應依主辦單位通知，提供員工證、在職證明或其他足以證明園區從業身分之文件。Winners must provide an employee ID card, proof of employment, or another document showing that they work in an industrial park.

六、報名形式 Registration Guidelines

(一) 作品須為原創，請至線上 Google 表單報名

<https://reurl.cc/zOpQ8k> 填寫基本資料及 50 - 100 字創作理念，並提供 YouTube 影片連結。

All entries must be original. Please fill in the basic information, provide a 50-100 word creative concept, and submit a YouTube video link via the online Google Form (<https://reurl.cc/zOpQ8k>).

(二) 拍攝風格不限 (劇情、紀錄、動畫、實驗等皆可)。

No restrictions on video style. Drama, documentary, animation, experimental, and other styles are all welcome.

(三) 拍攝設備不限 (手機、攝影機等皆可)。

No restrictions on shooting equipment. Smartphones, video cameras, or other recording devices may be used.

(四) 影片長度為 3 至 5 分鐘，不足或超時將不予評選。

Video length must be 3 to 5 minutes. Entries shorter or longer than this duration will not be evaluated.

(五) 影片需為直式 9:16，解析度 1080×1920 以上。

Video specifications: The video must be in vertical 9:16 format with a minimum resolution of 1080×1920 pixels.

(六) 若使用他人著作 (含音樂、影像等)，須自行取得授權並提供相關證明。

Copyright authorization: If using third-party copyrighted materials (including music, footage, images, etc.), participants must obtain legal authorization and provide relevant proof upon request.

(七) 作品應具備清楚之畫面、聲音及字幕，不得含社群平台、試用軟體或剪輯模板之浮水印。

Video quality: The video, sound, and subtitles must be clear. The video must not contain watermarks from social media platforms, trial software, or editing templates.

七、評選方式 Evaluation Method：

（一）資格審查 Eligibility Review

由承辦單位查核參賽資格、文件及作品規格；逾期未完成補正者不予受理。

The contractor will review eligibility, documents, and specifications. Incomplete submissions not corrected within the designated deadline will be disqualified.

（二）專家評選 Expert Panel

由性別平等、影音創作及社群傳播等領域之專家學者組成評審團進行評定。

A panel of experts in gender equality, media production, and communication will evaluate all qualifying entries.

（三）評分標準 Evaluation Criteria

1. 主題契合度（30%）： 扣合性平、尊重、多元與友善之核心意涵。

Thematic Relevance (30%): Alignment with core values of gender equality, respect, diversity, and inclusion.

2. 創意表現（25%）： 概念與表現手法具原創性與特色。

Creativity & Originality (25%): Uniqueness and innovation in concept and presentation.

3. 影像敘事（20%）： 結構清晰、節奏流暢與情意表達。

Narrative & Storytelling (20%): Structure clarity, pacing, and emotional resonance.

4. 社群傳播力（15%）： 具大眾吸引力、共鳴度與推廣潛力。

Social Reach & Engagement (15%): Appeal, sharability, and communication potential.

5. 製作完整度（10%）： 影音、字幕、剪輯與技術呈現之品質。

Technical Quality (10%): Overall execution of audiovisuals, subtitles, and editing.

（四）同分評定原則 Tie-Breaking Criteria

同分時依「主題契合度」得分高低排序名次。作品未達水準得予從缺，主辦單位得視投件狀況調整獎項名額。

In the event of a tie, rankings will be determined by the score in "Thematic Relevance." The organizers reserve the right to declare awards vacant or adjust prize allocations based on the quality and volume of submissions.

八、獎勵方式 Prizes：

(一) 特優 1 組：獎金新臺幣 7,500 元。Grand Prize: 1 winning entry, with prize money of NT\$7,500.

(二) 優等 3 組：每組獎金新臺幣 3,000 元。Excellence Award: 3 winning entries, with prize money of NT\$3,000 for each entry.

(三) 佳作 5 組：每組獎金新臺幣 1,500 元。Merit Award: 5 winning entries, with prize money of NT\$1,500 for each entry.

得獎名單預定於 115 年 11 月 30 日前，公布於經濟部產業園區管理局官網 (<https://www.bip.gov.tw/list.aspx?pageid=6faaf435dc5274ec>) 及從服中心官方臉書，並以電話及報名時提供之電子郵件通知得獎者。The winner list is expected to be announced by November 30, 2026, on the official website of the Bureau of Industrial Parks, Ministry of Economic Affairs and the official Facebook page of the Employee Service Center. Winners will also be contacted by telephone and by the email address provided during registration.

九、注意事項 Important Notes

(一) 參賽者同意主辦單位於活動及後續推廣中蒐集、處理及利用個人資料。

Personal Data Consent: Participants agree that the organizer may collect, process, and use their personal data for the contest and subsequent promotional activities.

(二) 參賽作品須為原創，不得抄襲或侵害他人著作權，違者取消資格。

Originality & Copyright: All entries must be original works. Plagiarism or infringement on the intellectual property rights of others is strictly prohibited and will result in disqualification.

(三) 作品著作權歸創作者所有，但須同意授權主辦單位作非營利推廣使用。

Copyright Ownership & Licensing: The copyright of the entry belongs to the creator. However, participants must agree to license the work to the organizer for non-profit promotional use.

(四) 參賽即視為同意主辦單位不限時間、地區公開展示、播映及宣傳使用。

Public Display & Promotion: Submission of an entry constitutes

agreement that the organizer may publicly display, broadcast, and use the video for promotional purposes without limitation of time or region.

(五) 不得以生成式人工智慧產製之圖片、影像、動畫、配音或音樂作為作品之主要內容。經評審認定作品主要創意或內容係由生成式人工智慧產製者，主辦單位得取消其參賽或得獎資格。

AI-generated pictures, videos, animation, voices, or music must not be used as the main content of the video. If the judges decide that the main idea or main content was created by generative AI, the organizer may cancel the entry or award.

(六) 參選作品須一併繳交相關授權文件（含肖像權、著作權等）。
Submission of Authorization Documents: Relevant authorization documents (including image rights, copyright consent, etc.) must be submitted along with the entry.

(七) 如有未盡事宜，主辦單位得隨時補充或修正公告。
Amendments & Additions: The organizer reserves the right to amend, supplement, or update the guidelines at any time as necessary.

十、聯絡方式 Contact Information：

聯絡窗口 Contact person：蔡小姐 Ms. Tsai

聯絡電話 Telephone：(07) 361-1212 分機 ext.412

電子郵件 Email：kingdom.pj007@gmail.com

聯絡時間：週一至週五，上午 9 時至下午 5 時

Office hours: Monday to Friday, 9:00 a.m. to 5:00 p.m.

十一、辦理單位 Organizers：

(一) 主辦單位：經濟部產業園區管理局。

Organizer: Bureau of Industrial Parks, Ministry of Economic Affairs.

(二) 承辦單位：京承創意行銷顧問有限公司。

Event Contractor: Kingdom Creative Marketing & Communication Co., Ltd.