

Executive unit	Department of Business Management
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I Project: The second-phase (109-111) university social responsibility practice plan: ‘Shetou Hosiery Industry - innovation, entrepreneurship and creation’

This project’s aim is to care for the Changhua Shetou hosiery industry and cultivate students' awareness of social responsibility through practising university social responsibility. This phase of the project entails promoting local innovation; linking resources with local governments in Changhua, local small and medium-sized businesses, and higher vocational and public welfare organizations and enterprises; and deepening the practice of field operation.

II Achievements:

(1) In order to promote the upgrading of the hosiery industry in Shetou Township, Changhua area, with the help of academic and practical expert resources, we jointly solved the problems faced by hosiery manufacturers, such as the decline of industrial output value, the migration of the young population, and the dearth of hosiery talents. Professional teachers led student teams to enter the site of hosiery enterprises for problem exploration and solution training and learning, and to assist manufacturers in upgrading, transformation, and brand modelling. We also conducted a general survey on the educational needs of hosiery manufacturers, handled various types of workshops according to the needs of manufacturers, and assisted the industry in cultivating talents.

(2) In order to make the school a promoter of local regional development and local creation, a Shetou Fenghua team was established to carry out cultural, historical, and information education and industrial management care and guidance for the people and students in the Shetou area according to the five fields of education, management, science and technology, humanities, and society, and to assist manufacturers in business model innovation. In 109, seven training workshops of various types were held, and the number of participants inside and outside the school was 213 and 133, respectively. In addition to training industrial talents for the industrial end, it also improves students' professional ability and understanding of the practice field.

Course / activity theme	Times	Number of participants	Activity funds
Workshop on intellectual property rights and patent and trademark application and litigation in Taiwan and international markets	1	23	6,445
Commercial film workshop	1	33	32,303
Workshop on the application of AR/VR and artificial intelligence emotional computing in the advertising of artistic creative design woven socks products	1	33	30,226
Happy workplace and happy life ~ Workshop on improving employees' psychological capital	1	28	18,020
Entrepreneurship and innovation in the hosiery industry	1	104	8,496
Enterprise sustainability and brand image	1	87	10,075

E-commerce and cloud applications	1	38	4,449
Total	7	346	110,014

(3) We provided exclusive e-commerce services for six months to three cooperative sock weaving manufacturers: Smart Hosiery Co., Ltd; Dejan Textile, Ltd. Co.; and LOHO Hosiery Co., Ltd. We established an exclusive e-commerce team to provide consultation and guidance, and assist in commodity shooting, copywriting and editing, social media management, and other services. The total number of consultation services was about 192 hours (for each company).

(4) We assisted Six Companions Fabric Industry Co., Ltd.; Cyy Sporting Goods Co., Ltd.; and Cheng Fu Tang food factory to jointly apply to the SBTR 'healthy LOHAS new socks city - Shetou creation and transformation plan' to make use of the natural and cultural conditions of Shetou. We planned riding activities, community travel, and e-commerce; developed sports tourism and sock-weaving industries; and promoted the transformation of Shetou, so that diversified talents can stay in the countryside and work, and more people can experience the beautiful and healthy lifestyle of Shetou. The total consultation service amounted to about 48 hours.

(5) We held national primary, secondary, and higher vocational camp activities; promoted humanistic education from childhood; and promoted cultural, historical, and information education so as to pass on local culture and history and practice the sustainable development of the field.

(6) We held a public welfare socks donation activity at National Hemei Experimental School, donated anti-slip socks to primary school students from the department of special education, and conveyed warmth to people in need of help in society.

(7) Through the Tianzhong Marathon and Shetou Hosiery Guava Festival, we demonstrated the University's social responsibility, and local public welfare was promoted through providing free socks to the public, holding DIY activities, and offering health testing and free haircuts to benefit vulnerable groups and the public at large.

Corresponding
SDG index

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Supporting photos



Illustration: Workshop on shooting commercial films



Illustration: Enterprise sustainability and brand image



Illustration: E-commerce team consultation service



Illustration: SBTR briefing review meeting



Illustration: Charity sock giveaway at National Hemei Experimental School



Illustration: Charity haircuts during Shetou Hosiery Guava Festival

Related links

- ★ Workshop on intellectual property rights and patent and trademark application and litigation in Taiwan and international markets
<https://reurl.cc/O0NNOy>
- ★ Commercial film workshop <https://reurl.cc/eE2K3M>
- ★ Workshop on the application of AR/VR and artificial intelligence emotional computing in the advertising of artistic creative design woven sock products
<https://reurl.cc/qgRWN3>
- ★ Happy workplace and happy life ~ Workshop on improving employees' psychological capital
<https://reurl.cc/gWAXZR>
- ★ Entrepreneurship and innovation in the Hosiery Industry <https://reurl.cc/ogME7M>
- ★ Enterprise sustainability and brand image <https://reurl.cc/LbOK6K>
- ★ SMART Hosiery <https://reurl.cc/j8EKyM>
- ★ Easyfit Dejan Textile Ltd. Company <https://reurl.cc/kZeKyx>
- ★ National Changhua University of Education X Chung Chou University of Science and Technology Happy Socks Weaving <https://reurl.cc/LbOK54>
- ★ Social stroll - Hosiery cultural and historical tour camp activity <https://reurl.cc/MAQKzp>
- ★ Hosiery bear is powerful - Shetou hosiery cultural tourism camp <https://reurl.cc/KAW1Oq>
- ★ Campus headlines - Changhua University of Education USR plan gives Shetou woven socks to special education schools <https://reurl.cc/O0NKRY>
- ★ Campus headlines - integration of USR into practice field of Changhua University of Education <https://reurl.cc/ZGkL2M>
- ★ Campus headlines - Changhua University of Education USR plans to join hands with local communities to create 2020 Hosiery Guava Festival <https://reurl.cc/3anqk8>