

OCTOBER 10月
2008

歐盟通訊

EU NEWSLETTER



- 2** 留學歐盟 - 校友分享
Study in EU-Stories of Alumni
- 5** 科技論壇 - 國家聯絡點台灣辦公室成立
Science and Technology-NCP Taiwan Office Lunched
- 6** 歐洲發展日
European Development Days
- 8** 反仿冒行動
Anti-Counterfeiting Initiative
- 10** 生態環保駕駛
Eco Driving
- 12** 芬蘭 圖爾庫
Finland Turku

我們搬家囉！

新的地址如下：

台北市110基隆路一段333號
16樓1603室
電話：+886 2 2757 7211
傳真：+886 2 2757 7209

We have moved !

Our new address is:

Suite 1603, 16F, No.333, Keelung
Road, Sec 1, Taipei 110, Taiwan
Tel: +886 2 2757 7211
Fax: +886 2 2757 7209

留學歐盟 - 校友分享

歐洲委員會為宣傳歐洲高等教育，吸收來自全球各地的傑出學生、教授及夥伴大學進行交流，於2004至2008年間，特別推動「Erasmus Mundus碩士課程獎助計畫」，共提撥2億3,000萬歐元(約新台幣106億元)作為獎助預算，以促進歐盟與全球高等教育交流，並使歐盟高等教育品質更上一層樓。

除了吸引來自全球多國的菁英學子共襄盛舉外，自2004年起，Erasmus Mundus計畫即引起台灣各大專院校的熱烈響應，至今已有數十位台灣學生在此計畫下前往這些具有悠久、深厚教育傳統的歐盟學術殿堂，實現自己的夢想。

2006年時，來自中台灣的吳穎錫(Adolfo Wu)無意間在校園內的佈告欄上，發現關於Erasmus Mundus計畫的訊息，在寄出履歷並通過嚴格的評選後，他獲准前往法國(Universite de Reims Champagne-Ardenne)及西班牙(Universitat Rovira i Virgili)進行為期兩年的進修。他強調，出國留學是他長久以來的夢想，但基於兵役問題及經濟考量，一直無法成行，而歐盟推動的Erasmus Mundus計畫可說是幫他圓了心頭美夢。吳穎錫特別感謝歐洲經貿辦事處在他申請獎學金及辦理學生簽證時所提供的協助，尤其是資訊提供及疑難解答，省卻他不少時間及心力。另外，在國外留學的生活方面，不論是多元文化，或是活潑生動的教學，在在都使吳穎錫留下深刻的印象。吳穎錫獲得來自歐洲委員會共4萬2,000歐元(約新台幣188萬元)的獎學

金，這筆費用不僅支付所有的學雜費，更讓他在歐洲的二年求學生活能夠專心於課業，而無後顧之憂。

畢業於台灣大學公共衛生研究所的邱曉宣

(Shirley Chiu)則強調，Erasmus Mundus計畫是一項很棒的獎助計畫。不僅能夠認識來自許多不同國家的學生，各種不同文化、宗教及人種「mix」在一起的經驗相當有趣。此外，在不同國家間移動，除了可以經常旅行外，還可以體驗不同地區的風俗與生活，無形中也發現自己對環境的適應能力變快也變強了。經過德國、挪威及法國三個國家的洗禮，並且經過一年與來自不同國家的學生及教授交流，多樣性的價值觀讓邱曉萱大開眼界，也更深刻體會到「開放加上包容」是多麼重要的一件事。

前往英國、比利時及捷克三國攻讀「國際貿易和歐洲一體化經濟學碩士」的郭麗雪(Karen Kuo)笑著表示，

Erasmus Mundus計畫的安排對於從未到過歐洲的她，顯得是非常明智的。待在歐洲的這一年，郭麗雪認識了不少不同國籍的朋友，也見識到許多奇特的文化與景致，正所謂「讀萬卷書不如行萬里路」。此外，藉由與同學及教授的密切互動與交流，過去對許多國家的刻板印象也一一被扭轉過來。為期一年的課程主要是深入探討當今歐盟的發展，以及對各歐盟國的經濟現況作研究分析，內容涵蓋勞動市場、福利措施等重要領域。此外，關於國際貿易及經濟學的課程，也使學生對歐盟經濟體及其市場有更深的了解，同時為有意在財務金融、國際貿易等領域發展的學生，打下堅實的基礎。



Study in the EU-Stories of Alumni

In order to publicise high education in Europe and to attract and interact with outstanding students, professors, and fellow universities from around the world, the European Commission launched the “Erasmus Mundus Master Degree Scholarship Project” from 2004 through 2008. A total of €230 million (equivalent to NT\$10.6 billion) was allocated for the project to promote high education exchange between the EU and the world and to further enhance the quality of high education in the EU.

In addition to drawing brilliant students worldwide to participate in this grand project, students in Taiwan colleges and universities have also responded to the project enthusiastically since 2004. To date, under the sponsorship of Erasmus Mundus Scholarship, dozens of Taiwan students have gone to age-old academic sanctuaries with profound traditions in the EU to realize their dreams.

In 2006, Adolfo Wu from the middle part of Taiwan came across the Erasmus Mundus Scholarship Project on the bulletin board in campus. After mailing his resume and going through strict evaluation, he was admitted to the Universite de Reims Champagne-Ardenne in France and the Universitat Rovira i Virgili in Spain for a two-year advanced education program. Going abroad for further study has always been his dream, Adolfo said. Nevertheless, military service and financial problem have prevented him from pursuing the goal. It was the Erasmus Mundus Project that helped make his dream to come true. Adolfo Wu expressed his sincere gratitude towards the European Economic and Trade Office (EETO) for their assistance in his application for scholarship and student visa. He is especially thankful for EETO’s provision of valuable information and for their answers to every question he raised, saving him a lot of time. With regard to the experiences of studying and living abroad, everything including multi-culture impact and lively teaching method, all left an enduring impression on him. Adolfo Wu was granted €42,000 (equivalent to NT\$1.88 million) in total by the European Commission. This fund not only covered all the expenses of the tuitions but also made his two-year life in the EU worries free so he could pay full attention to his graduate studies.

Erasmus Mundus Scholarship is a marvelous project, stressed Shirley Chiu, a graduate of public health graduate school in the Taiwan University. The project



not only allowed her to get acquainted with students from various countries, but to “mix” with people of different cultures and religions, such experiences are very interesting. Besides, moving among different countries enabled her to travel frequently and to have first-hand encounters with cultures and life styles in various regions. Moreover, her adaptability toward environment was strengthened unconsciously. After being influenced by living in Germany, Norway and France, and spending a whole year interacting with students and professors from many countries, different points of view have helped open Shirley’s eye, making her realize that “openness and tolerance” are of utmost importance.

Karen Kuo went to the United Kingdom, Belgium and the Czech Republic to study “International Trade and Unified European Economics.” She considered Erasmus Mundus Project a wise choice for a person like her who has never been to Europe, Karen said with a smile. During her one-year stay in Europe, she made quite a few friends of different nationalities, experienced many unique cultures and scenery spots, proving the Chinese saying “Traveling one thousand miles achieve more than reading one thousand books.” The stereotyped impressions she had on some countries have been changed after closely communicating with professors and her fellow students. In addition, courses of international trade and economics help her understand more about the EU economics and markets, laying a solid foundation for students who are interested in the field of financial banking and international trade.

科學與技術 - 國家聯絡點



歐盟於2007年推出總經費高達530億歐元(約新台幣2.5兆元)的「歐盟第七期科研架構計畫，簡稱EU-FP7」，此計畫將延續至2013年，主要是贊助開發中國家許多部門或個人的參與，例如大學、公務機關、小型企業與研究人員等。

為了執行歐盟的FP7計畫，歐洲委員會布建一個新的「國家聯絡點」網路。如同歐盟的FP6計畫，「國家聯絡點」網路是指導、協助並提供有關參與「第七期科研架構計畫」各項有用資訊的重要機構。

EU-FP國家聯絡點的台灣辦公室已於2008年9月1日在台灣科技大學正式成立，該辦公室的經費是由國家科學委員會提供，俾推動台灣與歐盟雙方的科技研究發展合作。跨國合作對台灣或歐盟的優秀研發團隊都有助益，若積極參與EU-FP7，台灣可從這個世界級的研究計畫受惠。

歐洲經貿辦事處處長Guy Ledoux於開幕典禮中表示，國際合作一向是歐盟研究計畫的重要元素，如今更是歐洲研究領域持續發展的主要樑柱。歐盟與台灣在科技方面原本就相互合作，在歐盟第六期科研架構計畫下，台灣的研究單位共參與了11項計畫，這是好的開始，但Guy

Ledoux認為雙方的合作可以再加強。

台灣聯絡點辦公室可以促進與台灣政府或民間研究單位的聯繫，該辦公室執行長恒勇智博士強調，「國家聯絡點--台灣」的專屬網站已上線，網址是<http://www.ncp-Taiwan.ntust.edu.tw>，該網站是提供EU-FP7最新資料的聯繫窗口，也顯示國際組織主動協助台灣各學術研究機構參與EU-FP計畫之情形。

另外，經濟部也指派工業技術研究院，透過EU-FP7計畫的共同研究，推動「結合台灣產業與歐洲創新計畫。」這二個

計畫將協助台灣的產業與學術界進入國際市場，台灣與歐盟透過這樣的合作，將產生一個新的科技合作模式。

台灣研究機構可供歐洲研究人員學習之處甚多，台灣的研究員同樣可以從歐洲研究員的身上有什麼學習。台灣與歐盟在科技方面的合作發展與相互學習，將使雙方都獲益。



Science and Technology – National Contact Point

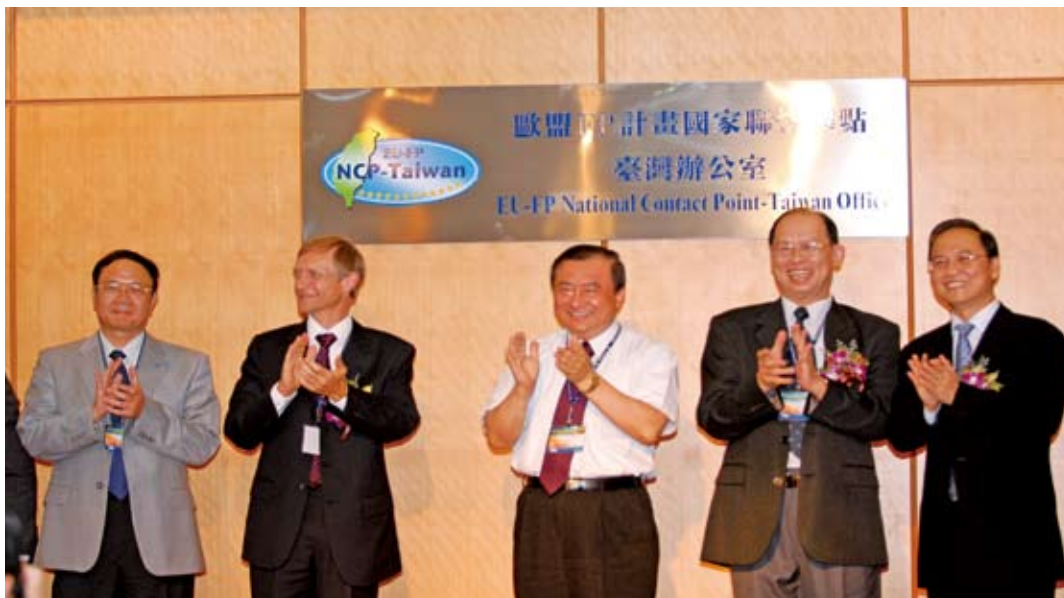


“The Seventh Research Framework Programme (EU-FP7)” was launched in 2007 and will last until 2013, with total funding of 53 billion Euros (almost 2,500 billion NT). It is designed to support a wide range of participants: from universities, through public authorities, to small enterprises and researchers in developing countries.

With the implementation of the Seventh Framework Programme, the European Commission has established a new network of National Contact Points (NCPs). As under FP6, the network of National Contact Points is the main structure to provide guidance, practical information and assistance on all aspects of participation in the Seventh Framework Programme.

On September 1, 2008, the “national contact point of EU-FP, Taiwan office (NCP-Taiwan)” officially opened at the National Taiwan University of Science and Technology (NTUST). It is funded by the National Science Council (NSC). The establishment of NCP-Taiwan will initiate cooperation in technology research and development between Taiwan and the European Union. Cross-border cooperation will be beneficial and helpful for the excellent R&D teams of both Taiwan and the EU. By actively participating in the EU-FP7 program, Taiwan can benefit from this world-class research program.

During the opening ceremony, the Head of the European Economic and Trade Office, Guy Ledoux, stated that international cooperation has long been an important element of the research programmes of the European Union, and is now a vital pillar in the development of the European Research Area. EU-Taiwan cooperation in science and technology already exists. Under the Sixth Framework Programme, Taiwan research institutes participated in 11 projects. This is a good start, he said, but he believes that it can go much further.



Taiwan's new contact office will facilitate access for Taiwan's research community, both the private sector and the public sector. CEO of EU-FP National Contact Point-

Taiwan Office, Dr. Y. C. Heng emphasized that the first exclusive website of NCP-Taiwan has been placed on <http://www.ncp-taiwan.ntust.edu.tw>. The information provided on this website will serve as the contact window which provides latest information of EU-FP7 and represents an international community actively assisting academic research units in Taiwan for participating at the EU-FP. In addition, Industrial Technology Research Institute (ITRI) is appointed by the Ministry of Economic Affairs (MOEA) to promote the “Bridging Taiwan's Industry and European Innovation via Joint Research under EU-FP7” project. The domestic industries and academia will be supported by these two projects for entering international markets. Through this collaboration between Taiwan and EU, a new model of cooperation of science and technology can be created.

European researchers have a lot to learn from the Taiwan's research community, while Taiwanese researchers can learn from their European counterparts. Both the EU and Taiwan will gain from developing their cooperation in the field of Science and Technology by learning from each other.

歐洲發展日



歐洲委員會及輪值主席國法國正式宣告，2008年的歐洲發展日(EDD)活動訂於11月15至17日在法國聖特拉斯堡的音樂廳與國會會議廳舉行。2008年的歐洲發展日是國際發展行事曆中相當重要的一環，對歐洲及其友邦而言，該活動恰好落在一個關鍵時刻--於聯合國大會後二個月，以及多哈會議前數周舉行。2006年的歐洲發展日是在布魯塞爾舉行，活動主題為「管轄權」；2007年則在里斯本舉行，主題為「氣候變遷」。今年是第三屆，主題將聚焦於地方政府當局的角色及發展面向。

歐洲委員會的人道援助發展委員Louis Michel表示：「地方的行動與國際行動是推動進步發展的一體兩面。2008年的歐洲發展日將提出一些新觀念，並將之落實於地方的參與行動，如此大家所投注的心力才能成功。歐洲民眾必須盡力與開發中國家，發展更堅實的夥伴關係。為延續2006年與2007年前二屆的成功，我們非常期盼大家踴躍參加今年在聖特拉斯堡舉辦的歐洲發展日活動。」

負責「合作」與「國際法語聯盟」的法國政務部長Alain Joyandet也強調，今年的議題重點將是會同所有與會者，一起審視各地合作發展的情形，尤其是千禧年發展目標的執行狀況，大夥兒一起研究如何獲得教育、衛生與飲用水的基本服務。另外，今年也將要求歐洲各國對於發展所面臨的新挑戰採取行動，特別是針對糧食危機，提出實際的解決方案。

歐洲發展日提供一個難得的機會，讓與會者辯論、交換意見，發揮綜效並採取實際有效的行動。這個活動顯示歐洲積極因應開發領域的各項議題。此外，歐洲發展日活動已經是歐洲及國際行事曆中定期舉辦的高階活動。自2006年以來，每年都有超過3,000人與會，成員來自各大洲，約1,200個組織的發展部門代表。

歐盟是開發援助的主要捐助者，2007年歐盟的援助金額高達

476億歐元，占全球援助總額的56%，2010年歐盟的援助金額預計將增至660億歐元，2015年預估高達900億歐元，是開發中國家的主要貿易夥伴。

歐洲發展日不只是一個公共團體不能錯過的盛會，它同樣要引發一般大眾對合作發展議題的重視。為了達成這個目標，今年有不少替公眾量身訂做的活動，例如展覽、慶祝活動、音樂會、研討會及市集等。歐洲發展日一直扮演一個舉足輕重的角色，也是一個讓大家討論有關合作發展重大議題，並推動各項新措施的自然平台，它讓各界人士，無論是公共行政部門、國會、地方政府、公民社會、國際組織、學術界、開發機構、民間單位與媒體都有發聲的機會。



European Development Days

The European Commission and the French Presidency of the European Union have officially announced that the European Development Days (EDD) 2008 event will be held from 15 to 17 November at the Palais de la Musique and Palais des Congrès in Strasbourg, France. EDD 2008 is one of the major events in the international development calendar, falling at a unique strategic time for Europe and its partners, two months after the United Nations General Assembly and a few weeks before the Doha Conference. Following the EDD events in 2006 (on governance) in Brussels and 2007 (on climate change) in Lisbon, this third edition of the event will focus on the role of local authorities and the local dimension of development.

European Commissioner for Development and Humanitarian Aid Louis Michel stated that “local action and international action are two sides of the same impetus for development. The European Development Days 2008 will put forward new ideas, based on the premise that local action is indispensable if our development effort is to succeed. It is essential that European citizens feel committed to engage in a stronger partnership with developing countries. Following the success of the 2006 and 2007 editions, we very much look forward to welcoming all participants to Strasbourg for the 2008 edition.”

Alain Joyandet, the French Minister of State with responsibility for Cooperation and “Francophony” also emphasised that “at the centre of our discussions this year we would like to reflect with all participants on the local dimension of development, cooperation and implementation of the Millennium Development Goals in particular. Together we will look at access to basic services such as education, health and drinking water. Also, the EDD will provide an opportunity to spur all European players into action on the new challenges in development, by seeking to provide practical solutions to the food crisis in particular.”

The European Development Days provide a unique opportunity for debating, exchanging new ideas, creating synergies and launching practical initiatives. The event demonstrates Europe’s commitment to addressing issues in the development field. In addition, the EDD have become a regular high-level event in the European and international calendar. Every year since 2006, the event has hosted more than 3,000 participants from all continents, representing some 1,200 organisations from the development sector.

The European Union is the leading development aid donor, accounting for 56% of the worldwide total, amounting to € 47.6 billion in 2007. EU aid will rise to €66 billion in 2010 and €90 billion in 2015. The European Union is also the developing countries’ main trading partner.

The EDD are more than a not-to-be-missed institutional gathering; they also aim to raise public awareness of development cooperation issues. To this end, a number of events will be organised for the general public, including exhibitions, festivals, concerts, workshops and fairs. The EDD have been playing a significant role in forming a natural platform for discussing the major issues in development cooperation and launching new initiatives, and they give everyone a say: public administrations, parliaments, local authorities, civil society, international organisations, academics, development agencies, the private sector and the media.



反仿冒行動



「智慧財產」極具經濟與社會意義，它是最終普及於社會的文化創作、新科技或新產品得以發展的工具，也是影音藝術工作者、發明家、作家以及其他許多個人或企業賴以生存的權利，他們的投資因它而獲得回饋，並使他們勇於投資於未來。若非「智慧財產權」，許多的創作活動將畫上休止符！

今(2008)年7月29至31日在美國華盛頓持續討論擬議中的反仿冒貿易協定，有來自澳洲、加拿大、歐盟、日本、韓國、墨西哥、摩洛哥、紐西蘭、新加坡、瑞士及美國等各國代表參與，並一致接受今年7月在東京舉辦的G8高峰會議宣言。G8會員國同意加速協商，建立一個新的國際法律架構——即「反仿冒貿易協定」(Anti-Counterfeiting Trade Agreement, ACTA)，並希望在年底前能完成ACTA的討論。

與會的各國重申一致的目標，主要是透過密切的國際合作，來強化智慧財產權相關法律的有效執行，並打擊全球性的智慧財產侵權行為，特別是仿冒與剽竊。

反仿冒貿易協定的宗旨是提供一個高水平的國際法律架構，加強全球對智慧財產權的執行，協助消費者對抗仿冒品，保護他們免於許多仿冒品所導致的健康或安全方面的危險。歐盟期盼該項協定能對保護智慧財產權的執行，設定一個建設性的議題，也期待更多國家能夠一同參與。

歐盟已得到授權，進行反仿冒貿易協定的談判，歐洲

委員會也已經與企業界、相關的團體及個人磋商，並將持續徵詢他們的意見。

反仿冒貿易協定將針對打擊仿冒提出三項措施：

- 促進國際合作並透過良好的溝通與各國官方機構建立共同標準，這項工作將以目前歐盟與美國等重要夥伴間已合作進行的反仿冒業務為基礎。如果其他國家願意連署參加反仿冒貿易協定，同樣的標準也將適用於他們。

歐盟並已針對一些較先進的開發中國家，提出過渡性的機制與技術協助，方便他們未來參與這項協議。

- 與擁有智慧財產權的對象及商業夥伴合作，建立共同的法律執行措施，並推廣及加強智慧財產權的保護。歐盟不斷地促使中國大陸等國家，制定反仿冒法，並加重智慧財產權竊盜罪的法律刑責。大家在建立國際標準上的密切合作，將可增強對這些國家的壓力。

- 建構一個強而有力的現代化法律機制，來因應在經濟全球化的大環境中，對智慧財產權日新月異的剽竊手法，例如越來越多易於拷貝的數位儲存媒介，以及會對健康造成嚴重威脅的仿冒食品與藥物。

7月29到31日的會議是一系列討論擬議中反仿冒協定各種觀點的最近一場會議，討論重點為侵犯智慧財產權的民事賠償，包括初步措施的有效性、證物的保存、受損情形及訴訟費用等。與會代表在這方面獲得相當的進展，也持續討論先前有關在邊境執行智慧財產權的議題，代表們並達成協議在短期內找個大家都方便的時間，另行召開會議繼續討論。

與會代表們也同意繼續透過各國內部程序與相關團體協商，並於下個會議中公布協商結果，同時也將持續尋求未來反仿冒貿易協定會議與相關團體協商的可能。

Anti-Counterfeiting Initiative

Intellectual property (IP) has significant economic and social implications: it is a tool for the development of cultural creations, new technologies and new products that will eventually be available to society. Indeed, recording artists, inventors, writers and many other individuals and industries depend on intellectual property rights (IPR) for a living, for a return on their investment, and crucially for future investment, otherwise much of this activity would cease.

Discussion of ACTA, the proposed Anti-Counterfeiting Trade Agreement, continued in Washington, D.C., July 29-31. Participants, who included Australia, Canada, the European Union, Japan, Korea, Mexico, Morocco, New Zealand, Singapore, Switzerland, and the United States, welcomed the statement in the July 2008 G8 Toyko Summit Declaration that G8 Members support “the acceleration of negotiations to establish a new international legal framework, the Anti-Counterfeiting Trade Agreement (ACTA), and seek to complete the negotiation by the end of the year”.

Participants reaffirmed their goal—to combat global infringements of intellectual property rights, particularly counterfeiting and piracy—by increasing international cooperation, and strengthening the framework for effective enforcement and relevant IPR enforcement measures.

ACTA's goal is to provide a high-level international framework that strengthens the global enforcement of intellectual property rights and helps in the fight to protect consumers from the health and safety risks associated with many counterfeit products. The European Union hopes this agreement will set a positive agenda for IPR enforcement and that other countries will join.

The EU has a mandate to negotiate ACTA, and the European Commission already has consulted, and will continue to consult, with industry and other interested stakeholders, as have other interested participants.

ACTA would contribute to fighting counterfeiting in three ways:

- Building international cooperation leading to harmonized standards and better communication between authorities. This will build on coordinated anti-counterfeiting work the EU is already doing with large partners like the U.S. These standards would then be spread to other countries if they wished to sign up to ACTA. The EU has proposed transitional mechanisms and technical assistance to help advanced developing countries join the pact in the future.

- Establishing common enforcement practices to promote strong intellectual property protection in coordination with rights holders and trading partners. The EU is consistently pushing countries like China to enforce anti-counterfeiting legislation and to toughen the legal penalties for intellectual property theft. Closer coordination on international benchmarks can reinforce this pressure.

- Creating a strong modern legal framework which reflects the changing nature of intellectual property theft in the global economy, including the rise of easy-to-copy digital storage mediums and the increasing danger of health threats from counterfeit food and pharmaceutical drugs.

The July 29-31 meeting was the latest in a series to develop aspects of the proposed agreement, and discussion focused on civil remedies for infringements of intellectual property rights, including the availability of preliminary measures, preservation of evidence, damages, and legal fees and costs. Participants made steady progress, continued previous discussions on border enforcement of intellectual property rights, and agreed to continue their work at another substantive meeting to be held at a mutually convenient time in the near future.

They also agreed to continue consulting with stakeholders through domestic processes, to share the results of these consultations at their next meeting, and to continue exploring opportunities for stakeholder consultations in connection with future ACTA meetings.



生態環保駕駛

我們只有一個地球賴以生存，這是毋庸置疑的事實。不過，已有許多事物正危害著我們四周的環境，要維繫這個偌大、獨一無二「方舟」的美麗與健康，挑戰日益艱鉅。

過去五十年來顯而易見的是，全球暖化多肇因於人類的活動。全球溫度上升將使人類與其他生物承受著嚴重的後果，並陷入困境，惟值得欣慰的是，有越來越多的國家與國際組織正努力透過特定方式，拯救傷痕累累的地球，讓它恢復原貌。在這方面，歐洲委員會是其中最重要，也是最積極的政治團體。

於2006年至2008年間，歐洲委員會根據「歐洲智慧能源」方案所倡導的「生態環保駕駛計畫」是個橫跨全歐洲的運動，以節能、改善駕駛行為、並提升小客車、箱型貨車、卡車及公共汽車駕駛的交通安全。

這個活動隸屬一個稱之為「環保驅動」的整體方案，



也由該方案推動或協調，並將由9個歐盟國家採行。為了達成活動目標，在推動或聯繫歐洲各地許多新成立或既有的協同合作與行動單位時，都將採取由下到上的方式進行。環保驅動方案已經建構一個跨越歐洲各國或地域性的協同合作網路，參與者分別來自各地的百貨公司、各國或國際性的企業與組織。

生態環保駕駛是一種降低燃油消耗、溫室氣體排放及肇事率的駕駛方式，也是適合現代引擎科技的駕駛風格：瀟灑、平順、安全的開車技巧平均可節省5%至10%的油量。生態環保駕駛也帶給小汽車、貨車、卡車及公共汽車司機諸多好處，包括省錢、減少意外事故，同時降低廢氣排放與噪音。目前，歐洲已有不少國家採行有效的生態環保駕駛方案。

生活在同一個地球上，台灣的土地面積不大，卻擁有數量龐大的汽機車，面臨的挑戰更為棘手。歐盟的做法或許可供台灣當局借鏡。此外，要處置破壞藍天與清新空氣的殺手，政府應花更多的精神在環保創新科技的發展，俾節省日益缺乏的能源。

環保駕駛的準則

- 1.換檔迅速，並於轉速達2,000—2,500間進行換檔。
- 2.保持穩定的車速，使用高速檔並維持低引擎轉速。
- 3.估計交通流量，儘量向前張望，預估周遭的交通流量。
- 4.減速要平順，有必要減速或停車時，應於適當時機鬆開油門慢慢減速，車子仍要入檔。
- 5.經常測量胎壓，胎壓不足25%時，行駛阻力將增加10%，也會增加2%的汽油用量。



Eco Driving

It is a simple fact that we have only one earth on which to live. However, with so many things that are compromising our environment, it becomes more and more difficult and challenging to maintain the beauty and soundness of this huge and unique "ark".

Over the last 50 years, evidence has been getting stronger that most global warming has occurred due to human activities. Humanity and other life forms are in danger of serious consequences triggered by the global temperature increase. The good news is that there are increasingly more countries and international organisations that are working on trying to save this wounded planet and help it recover via certain measures. The European Commission is one of the most important and active political bodies in this regard.

The Ecodriven Project, which came about with the support of the European Commission through the "Intelligent Energy Europe" Programme, is a European-wide campaign for improving driving behaviour, energy-efficiency and traffic safety among drivers of passenger cars, delivery vans, lorries and buses organised from 2006 to 2008.

The campaign is initiated and co-ordinated under the project umbrella named ECODRIVEN and will be running in a total of 9 EU countries. The campaign will take a bottom-up approach in initiating and interconnecting various new as well as existing European-wide local and regional collaborations and initiatives to achieve the campaign goals. ECODRIVEN has led to the establishment of a European-wide network of local and regional collaborations between local actors, relevant local departments, and national and international companies and organisations

Ecodriving is a way of driving that reduces fuel consumption, greenhouse gas emissions and accident rates. Ecodriving is about driving in a style suited to modern engine technology: smart, smooth and safe driving techniques that lead to average fuel savings of 5-10%. Ecodriving offers benefits for drivers of cars, vans, lorries and buses: cost savings and fewer accidents as well as reductions in emissions and noise levels. Several European countries have implemented successful ecodriving programmes.

Living on the same planet, Taiwanese are confronting tougher problems with a tremendous number of cars and motorcycles on a small land area. What the EU has done might be a model for the Taiwanese authorities. In addition, the government could pay more attention to development of eco-innovative technologies to handle

the destroyers of our fresh air and blue sky, and to save more of the daily decreasing energy as well.



Golden Rules of Ecodriving

1. Shift up as soon as possible: Shift up between 2,000 and 2,500 revolutions.
2. Maintain a steady speed: Use the highest gear possible and drive with low engine RPM.
3. Anticipate traffic flow: Look ahead as far as possible and anticipate surrounding traffic.
4. Decelerate smoothly: When you have to slow down or stop, decelerate smoothly by releasing the accelerator in good time, leaving the car in gear.
5. Check the tyre pressure frequently: 25% too low tyre pressure increases rolling resistance by 10% and fuel consumption by 2%.

芬蘭 - 圖爾庫市 帶著過去的鼓舞，邁向未來

圖爾庫 (Turku) 位居芬蘭西南方的中心位置，也是當地的首府，以「正港芬蘭」著稱。許多人也許會質疑「正港芬蘭」奇特稱謂的緣由，不過只要對她的歷史有深入的了解，便知其所以了！



圖爾庫是芬蘭最古老的城鎮，明(2009)年

就要慶祝建城780周年！幾個世紀以來，她一直是國家的行政、政治、文化及經濟中心，而該國歷經長時間的發展，演變成今日的「芬蘭」，圖爾庫也一直是個貿易與創新的港都。

1809年以前，圖爾庫隸屬瑞典。俄國攻佔歐洲時征服了芬蘭，並將首府由圖爾庫遷至赫爾辛基，藉以削弱瑞典與西方國家的影響力，另一方面也可靠近聖彼得堡及新統治者。

圖爾庫一向以擁有豐富悠久的歷史為榮，卻也堅定地瞻望未來。如今，圖爾庫依然是個充滿活力的城市，工商業發達，創意十足。約有3萬名學生就讀於圖爾庫的三所科技大學，再加上芬蘭規模最大且擁有1萬名左右學生的大學，使圖爾庫無疑成為波羅的海區域最重要的大學中心。越來越多的外國學生循著管道，在享有國際高知名度的圖爾庫各個大學就讀。另外，圖爾庫也是個深受文化薰陶的城市，因此，歐盟特別指定她作為2011年歐洲的文化之都。

長久以來一直與海洋脫不了關係的圖爾庫，是波羅的海的門戶，緊鄰擁有超過2萬個島嶼且美麗無比的圖爾庫群島，難怪航海與造船業一直是該地區最主要的商業活動。

圖爾庫同時也是全球最大、最豪華遊輪的發源地，於2006年交貨的海上自由號及其姐妹輪是目前航行於海上的最大遊輪。

Finland – the City of Turku : Inspired by the past – heading for the future

Turku is the capital and heart of South-West Finland, known as the Province of “Finland Proper”. Many people ask, why this strange name – “Finland Proper”? But a closer look into history gives the answer.

Turku is Finland’s oldest town, celebrating its 780th anniversary next year. For centuries, Turku was the administrative, political, cultural and economic centre of a country which over a long time developed into what is today known as Finland. It was the port of trade and innovations.



Until 1809, Finland was part of Sweden. As part of European wars, Russia conquered Finland – and relocated the capital from Turku to Helsinki in order to weaken Swedish and Western influence, and have it nearer Saint Petersburg and the new ruler.

Turku is proud of its rich historical past, but is firmly looking to the future. Today, it is a vibrant city of commerce, industry and innovations. Some 30,000 students are studying in its three science universities. Add around 10,000 students of Finland’s largest University, and it becomes clear that Turku is a key university centre in the Baltic Sea Region. A growing number of foreign students are finding their way to the internationally highly ranked universities of Turku.

Turku is also an inspiring city of culture. In recognition of that, the European Union has nominated Turku as the European Capital of Culture in 2011.

Turku is located at the gates of the Baltic Sea – next to the incredibly beautiful Turku Archipelago of over 20,000 islands. Its history has always been linked to the sea. Therefore, it is no surprise that the maritime sector and shipbuilding at its heart are the largest sector of business activity in the region.

Turku is the home of the largest and most luxurious cruise vessels in the world. Freedom of the Seas, delivered in 2006 and its sisters are the biggest cruise ships sailing the oceans.

(www.turku.fi)

Text and pictures courtesy of the Finland Trade Center, Taipei



歐洲經貿辦事處 EUROPEAN ECONOMIC AND TRADE OFFICE

台北市110基隆路一段333號16樓1603室

Suite 1603, 16F, No.333, Keelung Road, Sec 1, Taipei 110, Taiwan

Tel: +886 2 2757 7211 • Fax: +886 2 2757 7209 • E-mail: admin-taiwan@ec.europa.eu • Website: <http://www.deltwn.ec.europa.eu>