

## 政府服務獎

### Government Service Award

#### 壹、評獎目的

##### Purpose of the Award

依據「政府服務躍升方案」，國家發展委員會（以下簡稱國發會）辦理「政府服務獎」，目的在於：

- 獎勵各機關扣合施政主軸，強化機關服務作為與政府施政連結性。
- 鼓勵機關以人為本，提出善用數位科技、公私協力且具多元包容性之創新服務，兼顧經濟、環境及社會永續發展。
- 擴散優質服務效益，樹立標竿學習楷模。

「政府服務獎」的標誌（LOGO）以（government service）為設計發想，展現服務的彈性圓融，以及政府與民眾共創服務價值的意象；獎座以「人」為造型，傳達服務以民眾為核心的意象，舉起手展現政府服務主動積極及勇於創新。

The National Development Council (hereinafter referred to as NDC) holds the Government Service Award according to the Government Service Transformation Program. The purposes of the award are:

- To reward various agencies for following the main policy goals in strengthening the connection between agency actions and government policies.
- To encourage agencies to put people first and propose diverse and inclusive innovative services focused on digital technology utilization and public-private collaboration. The services should consider economic, environmental, and social sustainable development.
- To expand the benefits of quality services and establish benchmarks for learning.

The logo of the Government Service Award is based on government services to represent the flexibility of the services and the share service value created by the

government and the public. The trophy is in the shape of the character of “person” to convey how the services are based on people. It represents the government’s proactivity and courage to innovate when it comes to service.



「政府服務獎」標誌 LOGO of Government Service Award



「政府服務獎」獎座 Trophy of Government Service Award

## 貳、評獎對象、項別 Award Targets and Types

**評獎對象：**中央機關及地方政府。

**評獎項別：**

- 數位創新加值：運用數位科技，結合 AI 人工智慧、大數據、物聯網，整合各類數據與分析等數位創新策略及措施，創新為民服務模式。
- 社會關懷服務：關注服務對象多樣化，運用公私協力或結合民間資源，促進社會包容及資源平衡使用。

**Award targets:** Central agencies and local governments

**Award types:**

- Value-added services of digital innovation: By using digital technologies with innovative digital strategies and measures related to AI, big data, IoT, and various integrated data and analyses, a service model for the people is created.
- Social welfare services: By focusing on the diversity of service targets and using public-private collaboration or private resources, social inclusion and the balanced use of resources can be implemented.

### 叁、評審程序

#### Evaluation Process

由中央與地方政府主管機關推薦所屬參獎，國發會依評獎項別分別聘請產、學、研界之代表組成評審小組，以創新性、效益及影響、可持續性及擴散應用等4面向之評獎標準進行評審，經評定建議得獎名單，簽報行政院核定後公告，舉行頒獎典禮公開表揚，並由院長親自頒獎鼓勵。

According to the recommendations of the central and local government agencies and the different types of awards, the NDC invites representatives from industry, academia, and the R&D field to form the evaluation team. The four aspects of innovation, benefits and impact, sustainability, and expanded application are used as the award criteria. The selected winners list is reviewed and announced by the Executive Yuan before the award ceremony is held. The Premier personally gives out the awards and encouragement.



111年12月19日第5屆政府服務獎頒獎典禮

The 5th Government Service ceremony was held on December 19, 2022

## 肆、辦理情形

### Processing Status

「政府服務獎」自 2018 年起開始辦理迄今已辦理 5 屆，共計 730 個機關參獎，選出 129 個績優得獎機關（得獎名單請看國家發展委員會全球資訊網：<https://gov.tw/epR>）。

歷屆得獎機關績效內容，包含因應國家發展關鍵議題及配合政府重大政策，例如智慧政府、高齡弱勢照顧、環境保護、產業創新、防疫等，並由機關主動發掘問題，提出民眾有感且具前瞻創新多元服務；以第 5 屆得獎機關為例，其服務特色包括推動部落山林共管、小黃公車服務關懷偏鄉、AI 智能照護、設置智慧站牌推動綠能低碳等，呼應現今面臨的數位轉型、氣候變遷、淨零排放、社會包容等關鍵議題。

The Government Service Award has been held five times since 2018. A total of 730 agencies have participated in the awards, and 129 winners have been selected (for the list of award winners, please refer to the National Development Council global website: <https://gov.tw/epR>).

The award-winning performance of the agencies includes responding to key national development issues and cooperating with major government policies, such as smart government, care for the elderly and disadvantaged, environmental protection, industry innovation, and epidemic prevention. The agencies actively discovered the problems and proposed forward-thinking and diverse services that affect the public. Taking the award-winning agencies of the 5th awards as examples, their services include promoting the joint management of tribal mountain lands, shuttle taxi services for rural areas, smart AI care, and the installation of smart bus stops for promoting low carbon green energy. These actions echo the current key issues of digital transformation, climate change, net-zero emissions, and social inclusion.

歷屆得獎機關推動服務創新績效

Service innovation performance promoted by the previous award-winning agencies



一站式服務  
One-stop service



數位智慧行動  
Smart digital actions



AI 醫療防疫  
AI healthcare and epidemic prevention



高齡弱勢照顧  
Care for the elderly and disadvantaged



產業發展創新  
Industry development innovations



觀光就業促進  
Promotion of tourism and employment

## 伍、結語

### Conclusion

政府是最大的服務業，要能簡政便民、解決民眾的問題，要做到這樣就必須從態度上改變，在方法上創新，用人民角度思考，提供讓民眾有感的服务。

「政府服務獎」是政府最高榮譽的獎項，帶動各機關投入服務創新，期望在各機關共同努力下，持續精進服務作為，並擴大與民間的互動合作，力求服務切合民眾需求，進而帶動政府服務效能全面躍升。

The government is the biggest service provider. In order to simplify processes for the public and solve public issues, changes to attitudes must be implemented to achieve this. The methods must be innovative and based on the perspective of the people, so that effective services can be provided to the public.

The Government Service Award is the highest honor for the government. It drives service innovations among the different agencies. The hope is that with the dedicated effort of each agency, we can continue to refine our services and actions, and expand our interactions with the public. We are working to create services that meet public needs, thereby implementing comprehensive improvements to government service performance.



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Government Service  
Award