

食在不行了-食物銀行的推廣

研究動機

每年都有大量食物被浪費，對地球造成龐大的負擔，因此減少食物浪費並將過剩的食物分發給需要的人，能夠減少對環境產生不良影響，也能提高社會福祉。

由於大多消費者不知道將剩食送往食物銀行能夠發揮多大的用途，本組想藉此研究來推廣食物銀行，希望能夠提升大眾對於剩食環保的意識，最後給予食物銀行建議供未來參考。



S 優勢 (Strength)

- 減少食物浪費
- 善盡社會責任
- 物資內容多樣
- 廣告宣傳多元，能見度高

W 劣勢 (Weakness)

- 籌備資金困難
- 物資發放站分布少
- 倉儲空間不足
- 人力及管理專業有限

O 機會 (Opportunity)

- 政府提供補助
- NPO 團體及企業加入，食物救助意願增高

T 威脅 (Threat)

- 經濟不景氣，使捐贈意願降低
- 捐贈品項不均
- 同性質團體增加，使物資收取難度提升

給予食物銀行的建議

1

推廣食物銀行：

- (1) 與網路及社群媒體合作
- (2) 與企業、社區、學校合作



2

增設食物銀行據點
並招募志工：

- (1) 向政府尋求增設據點資金
- (2) 建立志工招募平台並提供培訓計畫



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Research Motivation

A lot of food is wasted every year, which harms the environment. Reducing this waste and giving excess food to those in need can help both the planet and society. Many people don't know how useful food banks are, so we want to raise awareness and provide suggestions for improvement.



Strength

- Reduces food waste
- Boosts corporate social responsibility
- Offers diverse food options
- Effective publicity

Weakness

- Funding issues
- Few distribution points
- Limited storage space
- Insufficient staff and management

Oppportunity

- Government support
- More help from NPOs, businesses, and volunteers

Threat

- Economic downturns reduce donations
- Uneven donation types
- Similar donations make quality improvement hard

Recommendations for Food Banks

1

Promote Food Banks:

- (1) Partner with social media
- (2) Collaborate with businesses, communities, and schools



2

Increase Locations and Volunteers:

- (1) Request more funding from the government
- (2) Create volunteer recruitment platforms and training programs

