



Green MICE Project of MEET TAIWAN

Best actions to engage participants around sustainability

UFI Sustainable Development Award 2016

Overview

- ❑ **Scope & Background**
- ❑ **Objectives** – Three steps to engage our target stakeholders
- ❑ **Detailed Actions** – Practices and Results
- ❑ **Resources Allocation**
- ❑ **Conclusions**
- ❑ **Next Steps into 2016**

Scope & Background

■ Since 2013 TAITRA has been developing its Green MICE project of MEET TAIWAN to inspire every link of the Taiwan MICE value chain. This project targets stakeholders across the industry such as exhibition and convention organizers, exhibitors, participants, visitors, suppliers, contractors, designers, venue providers, employees and design students.

■ MEET TAIWAN is a leading Taiwan MICE promotion program under the sponsorship of Bureau of Foreign Trade (Ministry of Economic Affairs).

■ The Green MICE project of MEET TAIWAN aims at promoting MICE industry sustainability and strives to motivate MICE stakeholders at every level to engage in ecologically sustainable initiatives.



Objectives

The Green MICE project aims to influence a large segment of Taiwan MICE stakeholders by instilling a culture of sustainability so as to achieve lasting economic, environmental and social benefits. The following steps are being used to meet these objectives:

1. Raise Awareness & Communication

Build awareness among MICE industry stakeholders on the importance of green and sustainable principles.

2. Inspire Action

Inspire Taiwan MICE industry stakeholders to take real action for sustainability.

3. Adopt International Standards

Encourage Taiwan's MICE industry to meet global standards by adopting ISO standards.

Detailed Actions

1. Raise Awareness & Communication

2. Inspire Action

3. Adopt International Standards

- Established Green MICE Guidelines
- Conducted Green MICE Orientations
- Organized a Green MICE Seminar
- Organized Safety Management Orientations & Seminars

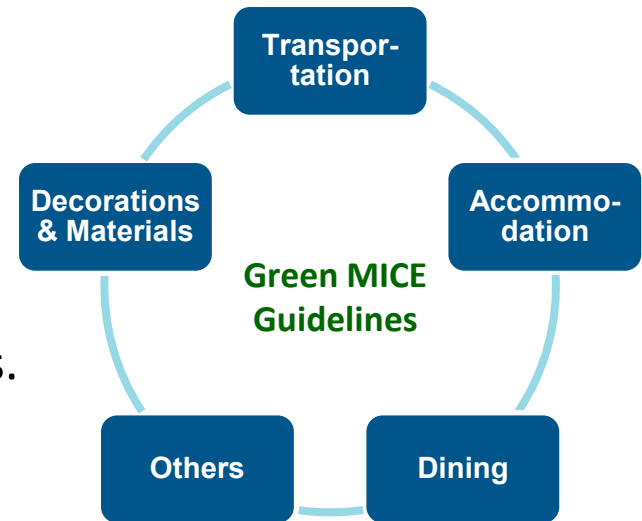
Established *Green MICE Guidelines*

Raise awareness & Communication

■ Led Taiwan MICE industry stakeholders, including exhibition, conferences, event organizers, exhibitors, visitors and venue providers to adopt green or sustainable measures as laid out in TAITRA's 2013 *Green MICE Guidelines*.

■ The *Guidelines* list 5 categories and offer stakeholders 433 simple ways to option to apply green practices before, during and after MICE events. [\(Appendix 1\)](#)

■ To improve *the Guidelines*, we revise them each year in accordance with the latest trends and practices.



Conducted Green MICE Orientations

Raise awareness & Communication



■ In the first two years, we communicated with and inspired the ORGANIZERS to adopt the *Green MICE Guidelines*. After that, we began last year to carry our message to EXHIBITORS. By cooperating with show organizers, we conducted 14 Green MICE orientations.

■ During orientations, we publicize to exhibitors *the Green MICE Guidelines* and ideas, including green decoration and promotion, e-services and the 3R-principles of reduce, reuse, and recycle.

Reached more than **1,800 exhibitors** in 2015

Organized a Green MICE Seminar

Raise awareness & Communication



■ To engage and educate Taiwan's entire MICE industry value chain, we invited AFECA President Walter Yeh and Kitty Wong “the Taiwan Green Lady” who is also the vice president of the World PCO Alliance; leaders from the TPCA show organizer, TICC and MICE integrated service provider UNIPLAN, the later two of which are ISO 20121-certified, to be the speakers.

■ Talks addressed the latest green trends in exhibitions and meetings, green marketing and promotion, green design and ISO 20121 compliance. Since more than 90% of the audience were impressed with the talks, and we are continuing them each year.

■ The Green MICE Seminar in August 2015 drew display contractors, exhibitors, MICE professionals and even design students.

Communicated with **more than 150 MICE stakeholders**

Organized Safety Management Orientations & Seminars

Raise awareness & Communication



Keynote from Dr. Masatoshi Kaitsuji



Increased awareness for venue safety

■ TAITRA organized 2 MICE venue safety seminars in 2015. During both seminars, we invited a top Japanese expert, Dr. Masatoshi Kaitsuji to share his managerial experience on showground safety for venue security guards and employees.

■ 10 exhibition safety management orientations were held in 2015 to offer display contractors safer choices for the work site.

Enhanced knowledge for **more than 6,200 MICE stakeholders**

Detailed Actions



- Encouraged the practice of Green MICE Guidelines
- Promoted Green Booth Competitions
- Promotion of Green MICE in Taiwan
- Beyond Taiwan: Promotion of Green MICE abroad

Encouraged the practice of *Green MICE Guidelines*

To encourage MICE organizers to adopt *Green MICE Guidelines*, we offered the following assistance and incentives: [\(Appendix 2\)](#)



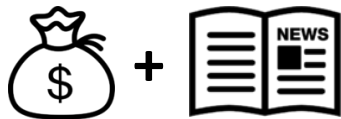
Consultations:

Instructions via telephone or face to face communication.



On-site Inspection:

Green consultants visit the exhibition or conference and gave customized advice to organizers.



Bonuses and publicity:

We awarded the top 5 organizers of best actions each year, and each winner gained about US\$1,850 to US\$3,080 bonuses and free media exposure as a reward.



Public Awards:

Award organizers of best actions in PR activities.

Encouraged the practice of *Green MICE Guidelines*

Inspire Action

By offering above assistance, we assisted 15 organizers to adopt *Green MICE Guidelines*. Their green measures included:



RFID Registration
(2014 APFC/WFC Meetings)



QRcode application (Tigis 2013)



Green message over social
networking apps
(CREATIVE JAM SESSION 2014)



100% computerized check-in service
(APCAACI 2013)



Encouraged badge recycling by
cooperating with charities
(TPCA show 2013)



Donated spare food to groups
for the disadvantaged.
(18th EAAC 2014)



100% recyclable/reusable, modular
materials without carpeting
(ACIIA Conference 2013)



Reusable, multi-compartment
ID case (APCAT-6 2013)

Encouraged the practice of *Green MICE Guidelines*

Inspire Action



Photo paper used in decoration will be recycled.
(GIS Taiwan 2014)



Green Decoration iECO Design Competition
(TPCA show 2014)



Cloud-based demonstration
(ATD Asia Pacific Conference 2015)



Large production items were recycled, broken down and reused (2015 NAPA)



Modular structures (ICTCMH 2015)



Event information integrated with exhibits (TAIROS 2015)



Green power procurement
(TPCA show 2015)

Encouraged the practice of *Green MICE Guidelines*

Inspire Action

■ Through our encouragement more than 90% of trade shows held at NANGANG Exhibition Center adapted the use of carpet-free public walkways.



■ More than 85% of Taiwan exhibitions arranged inter-hall shuttle buses from hotels to venues, and between halls during their exhibitions.



■ Computex Taipei shaped itself into a model by creating RFID badges embedded with Taipei Metro card functions.



Promoted Green Booth Competitions

Inspire Action

Best Green Booth for PV Taiwan 2015 & Tigis 2015



Booth characteristics:

- ✓ Open design supported by showground light to reduce booth lighting.
- ✓ Adopt module systems/green materials
- ✓ Reuse name boards and light boxes
- ✓ Use of LED lighting
- ✓ Plant decoration

■ TAITRA established “The Green Booth Decoration Competition Rules & Regulations” to encourage organizers and exhibitors to create green booths. [\(Appendix 3\)](#)

■ PV Taiwan and Tigis were helped to join the green booth competition in 2015.

■ As an incentive to encourage exhibitors to vie for winning the Best Green Booth, we offered media exposure, free publicity in the official directory, and free outdoor advertisements around NANGANG Exhibition Center.

Got seven **exhibitors** to create green booths

Promotion of Green MICE in Taiwan

Inspire Action

■ We publicized organizers who have applied *Green MICE Guidelines* and honored them at an awarding ceremony. By addressing Green MICE concepts as well as practices during ceremony, we underscored to the audience the importance of sustainability.



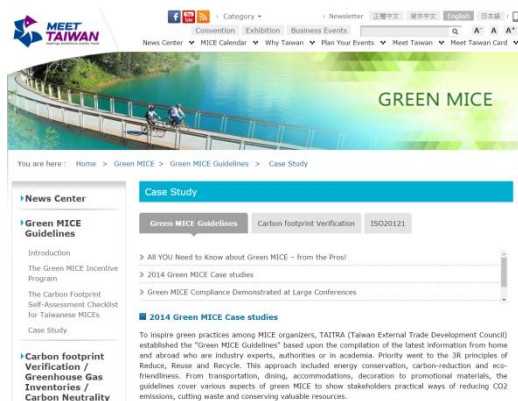
■ We praised the outstanding efforts of the winners of Green Booth Competitions at PV Taiwan and TIGIS and awarded them at a public activity. We even promoted their achievements online to further inspire other stakeholders.

Promotion of Green MICE in Taiwan

Inspire Action

To promote Green MICE, we publicized organizers who adopted *Green MICE Guidelines* and promoted their green measures over the MEET TAIWAN website, mainstream media such as *CommonWealth Magazine*, *Business Weekly*, *Economic Daily News*, the *Commercial Times* (Appendix 4), and published a brochure (Appendix 5).

MEET TAIWAN Website



For more details, please see
http://www.meettaiwan.com/en_US/green-exhibition/case/OPT00056/index.html?function=09B15759BF4A2916D0636733C6861689

Media exposures



1st ever BROCHURE



Beyond Taiwan: Promotion of Green MICE abroad

Inspire Action

Since 2015, we began to promote Taiwan Green MICE abroad with hopes of engaging more MICE stakeholders. Our message went to the 2015 AFECA Forum (Malaysia), the 2016 Global Exhibition CEO Shanghai Summit (China), CEFCO 2016 (China) and the 2016 UFI Focus Meeting on Sustainable Development. (Thailand).



Detailed Actions

1. Raise Awareness & Communication

2. Inspire Action

3. Adopt International Standards

Besides the previously cited endeavors, we also assisted exhibition and conference organizers to adopt ISO standards. These included:

■ **ISO 20121, Event Sustainability Management Systems:**

It helps to ensure that event-related organizations achieve positive results in terms of economic, environmental and social benefits.

■ **ISO 50001, Energy Management Systems:**

It aims to support organizations in all sectors to use energy more efficiently.

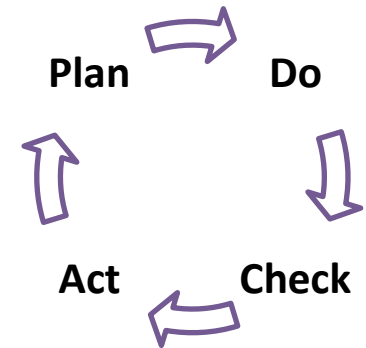
Adopt ISO Standards

Adopt International
Standard

■ Throughout the entire process of adopting ISO standards, the Green MICE project sponsored the professional consulting team and the budget for required verification.

■ In addition, TAITRA also helped each exhibition and conference organizer and venue provider to communicate with internal and external stakeholders and implemented targets through a PDCA strategy.

PDCA strategy



■ Exhibitions/Conferences/Venues successfully obtained ISO certification:

Certified with ISO 20121	Certified with ISO 50001
Eco-Products International Fair (EPIF)	Taipei NANGANG Exhibition Center
TAITRONICS	TWTC Exhibition Hall
Asian MICE Forum (AMF)	Taipei International Convention Center
Taipei NANGANG Exhibition Center	

Positive Impact & Innovations

Adopt International
Standard

To demonstrate sustainability, some innovative examples of ISO 20121 certified exhibitions, conference and venues are listed below:

EPIF 2014

The Sustainability Booth

EPIF teamed up with Tzu Chi Welfare Foundation to set up a booth to spread the word on sustainability. The staff at Tzu Chi taught people how to classify different types of waste how to live green every day.



Educated **more than 1,000** forum goers

Recycling trade show banners

EPIF cooperated with public interest groups to manufacture tote bags made from recycled trade show banners. This action brought value to waste and provided employment for the disadvantaged.



Over 200 visitors received these tote bags

Positive Impact & Innovations

Adopt International Standard

TAITRONICS 2015

Green Building Materials Booth



The booth pushed contractors and designers to green limits during TAITRONICS since they needed to create a totally sustainable, totally green-material booth. Visitors also got a full briefing on recyclable materials and various approaches to sustainability.

Spread knowledge to **more than 2,000 show visitors**

Positive Impact & Innovations

Adopt International
Standard

TAITRONICS 2015

Green Power Procurement

■ TAITRONICS led the way by being Taiwan's first trade show to use all green power for its displays, lighting and air conditioning. TAITRONICS made sure that the power used was from renewable non-polluting sources like hydro, solar and wind. Although it cost NT\$1.06 each kWh more than nuclear, coal and oil generated energy, but it was eco-friendly and worth it!

■ TAITRONICS bought 110,000 kWh of green power during the show, which effectively cut carbon emissions by about 57,000 kilograms.



Positive Impact & Innovations

Adopt International
Standard

AMF 2014

Adopted paddies & donated crops

■ Boosted farm profits by 33% with the “adoption” of paddy fields and pre-purchase of the harvest.

■ Encouraged farmers to replace toxic chemicals with organic fertilizers.

■ To make a positive green contribution to the Taiwan MICE industry, we recruited 50 influential MICE professionals to join the harvest!

■ After the rice was reaped, we donated 850 kg of rice to charities. These included family-care associations, the Eden Social Welfare Foundation and a nursing home.



Benefited more than **200 underprivileged families**

Positive Impact & Innovations

Adopt International Standard

Taipei NANGANG Exhibition Center

Triple Electrical Safety Inspections

To ensure the safety of exhibitions, NANGANG Exhibition Center started Triple Electrical Safety Inspections in 2015. Such triple-monitoring decreases safety hazards and promotes a greater appreciation for electrical safety.



Adopted by **57 exhibitions organizers & 15,000 exhibitors**

Positive Impact & Innovations

Adopt International Standard

Taipei NANGANG Exhibition Center

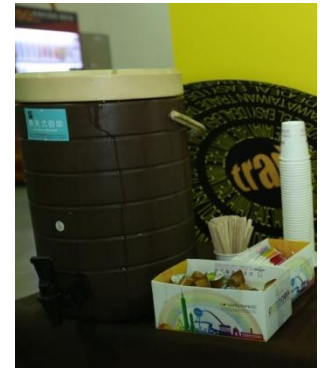
Discount for self-prepared containers

We successfully encouraged 5 food outlets at NANGANG Exhibition Center to offer NT\$2 to NT\$15 discounts for customers who brought in their own cups or containers to buy beverages. This considerably reduced waste.



Fairtrade Coffee

One of NANGANG's refreshment contractors (papago) is committed to selling Fairtrade Coffee. This helped to enhance their corporate image by supporting fair sustainable coffee bean farming.



More than **9,700 consumers** bought **Fairtrade coffee** in 2015

Positive Impact & Innovations

Adopt International
Standard

Besides the above mentioned positive works, TAITRA has also inspired other Taiwan MICE Industry stakeholders to make their own efforts to engage in sustainability. For example:

■UNIPLAN Taiwan achieved ISO 20121 recognition:

UNIPLAN is one of TAITRA's official service contractors and a leading MICE integrated service provider. UNIPLAN Taiwan dedicated itself to ISO 20121 certification after being inspired by TAITRA's dedication to GREEN MICE.



■TPCA Show devoted to green practices:

For years the TPCA show has been devoted to green practices. It not only offers incentives for “GREEN” visitors and competing exhibitors in its green decoration competition, but it even showcases to all concerned the green material so as to drive home better ways to go green.

Resources Allocation

Since 2013 TAITRA has implemented its Green MICE project of MEET TAIWAN. We have achieved positive results even with a limited budget and resources.

Time

■ 2013 - TAITRA begins its Green MICE Project of MEET TAIWAN.

Budget

■ From 2013 to 2016, the Green MICE project, with official backing, invested more than US\$510,000 (personnel expenses excluded) into the promoting Green MICE and the adoption of ISO standards.

Human Resources

■ Organized a Green MICE committee, including TECA President, leaders from exhibition & decoration companies, experts from government agencies and scholars specialized in environmental field.

■ TAITRA's Green MICE task force comprises 7 staff, including 3 supervisors and 4 support staff.

Others

■ Besides official backing, we even invested TAITRA's own resources such as free outdoor advertising and press coverage in TAITRA's quarterly journal, etc.

Conclusions

■Constant communication and education is the key solution:

In the process of promoting Taiwan MICE industry to go sustainable, we encountered wavering on the part of organizers, exhibitors and suppliers due to possible labor or finance burden. Such hurdles were overcome with constant communication and education.

■TAITRA's dedicated to sustainability for the long term:

Since the start of Green MICE project, TAITRA has defiantly worked to instill a sustainable culture at every link of the value chain. In the future, TAITRA will continue to inspire sustainability among MICE stakeholders. In the long run Taiwan MICE will achieve sustainability.



Next Steps into 2016

In 2016, we aim to engage even more organizers, exhibitors and all the stakeholders to join the cause:

■ **Innovative approach- Carbon Neutrality:**

We targeted *Medicare Taiwan* for carbon neutrality by purchasing carbon credits to offset the remaining carbon emissions.

■ **Broadened our targets to offer corporation-Incentives for ISO 20121 compliance:**

Exhibitions: *E-commerce EXPO Asia* and *Taiwan International Water Show*

MICE Venue & Corporation: *Kaohsiung Exhibition Center* and *KY-post design*.

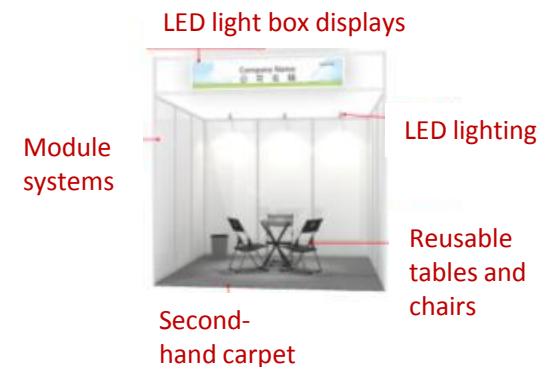
■ **Upgrading standard booths to GREEN:**

Offer financial support to assist PV Taiwan or Tigis to upgrade their standard booths into GREEN.

■ **Promote Green concepts on trade show websites:**

Added a “Green MICE” page to more than 35 TAITRA official Taiwan trade show websites to promote green awareness and to inspire action throughout the Taiwan MICE industry.

Green Standard Booth



2016 Green MICE Guidelines

Ministry of Economic Affairs, Bureau of Foreign Trade

2016 Taiwan MICE Promotion Program

(MEET TAIWAN)

Table of Contents

I. The Objectives of Green MICE Guidelines	p.3
II. Green MICE Project Description	p.5
III. Proposed Revisions to the 2016 Green MICE Guidelines	p.9
IV. Green MICE Practice	p.10
A. Green Exhibition	p.10
(1) Organizer	
1. Before Exhibition	
2. During Exhibition	
3. After Exhibition	
(2) Venue Provider	
1. Before Exhibition	
2. During Exhibition	
3. After Exhibition	
(3) Exhibitor	
1. Before Exhibition	
2. During Exhibition	
3. After Exhibition	
(4) Visitors	
1. Before Exhibition	
2. During Exhibition	
3. After Exhibition	

B. Green Conference

p.24

- (1) Organizer
 - 1. Before Conference
 - 2. During Conference
 - 3. After Conference
- (2) Venue Provider
 - 1. Before Conference
 - 2. During Conference
 - 3. After Conference
- (3) Exhibitor
 - 1. Before Conference
 - 2. During Conference
 - 3. After Conference
- (4) Visitors
 - 1. Before Exhibition
 - 2. During Exhibition
 - 3. After Exhibition

V. Reference

p.34

2016 Green MICE Guidelines

I. Objectives of the Green MICE Guidelines

With the global rise of environmental awareness, sustainable development and Green MICE concepts have gradually been gaining international attention. In keeping with the 2015 COP 21 Climate Change Conference in Paris and the passage of Taiwan's Greenhouse Gas Reduction Act, "green" and "sustainability" have become two crucial themes that every industry must encounter. The MICE industry, which plays a leading role in the service industry, is fully responsible for the promotion of "Green MICE" concepts so as to achieve energy efficiency and carbon reduction while creating sustainable environments.

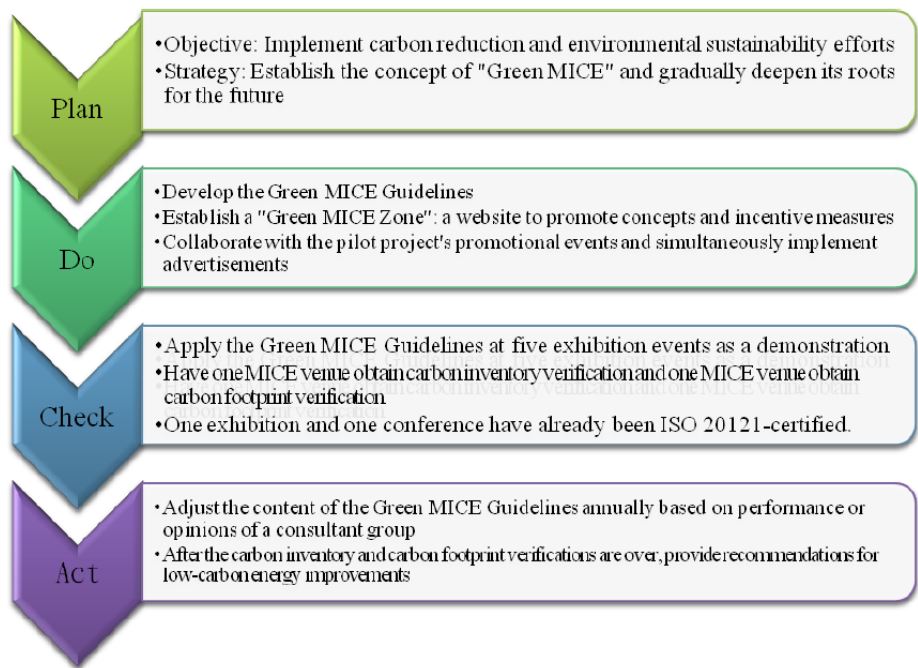
This guideline strives to mitigate the impact of MICE events on the environment by referencing and compiling domestic and international data and integrating the "Green Low Carbon Reduction Guidelines" and "Mega Event Environmental Friendliness Management Guidelines" of the Environmental Protection Administration as well as the contents of the "MICE Industry Coaching", "2012 Low Carbon MICE Guidelines", and "2013 Green MICE Guidelines" for the Green Trade Project Office promoted by the Bureau of Foreign Trade. We expect to introduce the concept of "Green MICE" into Taiwan's MICE industry in a specific and practical manner to enable every member of MICE, including its organizer, venue providers (venues, hotels, etc.), exhibitor and visitors/participants to take specific actions before, during, and after the MICE process with the 3R principles of Reduce, Reuse and Recycle. The goals are to combine energy conservation, carbon reduction and environmental sustainability concepts to reduce greenhouse gases, trash and

the waste of resources, to lessen the impact of environment, and to cooperatively move Taiwan Green MICE into a new era.

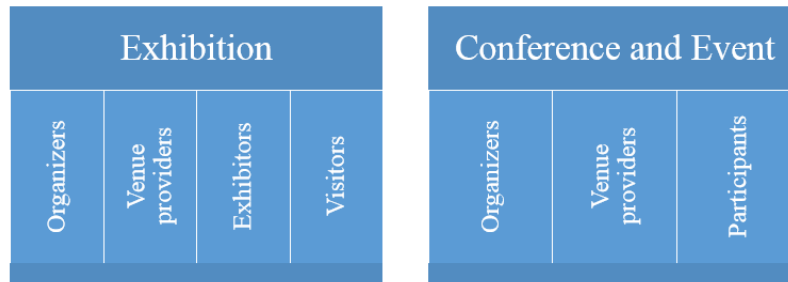
This guidelines will review and revise annually in order to catch global trends and make this guidelines more meaningful and practical.

II. Green MICE Project Description

The Green MICE structure and the process developed by the Bureau of Foreign Trade of the Ministry of Economic Affairs is outlined below:



According to the Guidelines, MICE events are divided into the “exhibitions” and “conference” categories. While the organizer, venue providers, exhibitor and visitors are the primary components of “exhibition” category. The “conference” category is made of organizer, venue providers and participants.



Since organizer play a vital role in the "Green MICE" concept, organizer can start to implement green measures from the planning stages and can encourage their exhibitors and visitors to "go green "through the exhibition or conference Handbook or promotional materials. Thus, the program's enhanced incentives and assistance to encourage the organizers, and hope organizer can expand and deepen the "Green MICE" message by promoting the above mentioned PDCA process during the exhibition or conference, while continuing to strive to reduce carbon emissions and enhance environmental sustainability.

Data provided by the Green Trade Project Office established by the Ministry of Economic Affairs and the Industrial Technology Research Institute indicate that "transportation" is the primary source of carbon emissions at exhibitions (accounting for more than 90% of the footprint). When that factor is not included, it was found that the main source of carbon emissions is from electricity at 36.59% among which are booths that account for 18.93% and air conditioning comprising 11.42%. This category is followed by non-recyclable decorating materials at 20.66% which includes plywood which accounts for 16.83% of the total.

For conference, transportation is also a primary source of carbon emissions and in that area comprises 90%. But outside of the transportation category, carbon emissions are chiefly from electricity (31.56%) with air conditioning comprising 18.23% of the footprint followed by dining (8.19%, with beef composing 2.34% of the dining)

In view of the above, each choice of venue opens several variables linked to carbon

emissions in terms of transportation and electrical use during the exhibition and conference. The carbon footprint in the “exhibitions” category can be substantially reduced not only with energy-saving electrically efficient lighting solutions in the booths, but also by encouraging exhibitors to use systematic, reusable decoration materials. The top priorities for “conference”, on the other hand, are increasing the energy efficiency of air conditioning systems and gradually reducing meat and increasing the portion of vegetables in meals served.

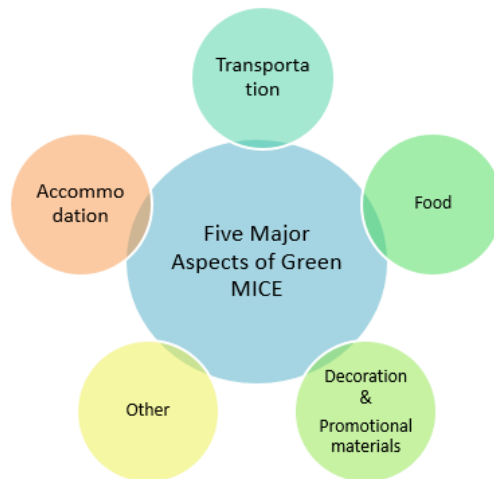


Figure 2. Five Key categories of Green MICE

As a result of the above findings, the Green MICE Guidelines list transportation, food, accommodation, decoration materials, and the “other” as five key categories to monitor when practicing Green MICE initiatives. For example, cutting travel distances, tactically reduce the amount of food consumed, paperless technology, reduce wooden decorations, use recycled resources, reducing energy consumption; all of which underscores the green spirit. The exhibition/conference organized process is also divided into "before exhibition/conference," "during exhibition/conference" and "after exhibition/conference" in order to help MICE members to match these practice indifference related stages.

III. Proposed Revisions to the 2016 Green MICE Guidelines

A. The experience of Green MICE Incentive Program from 2013 to 2015:

Based on the professional insights of Green MICE consultants from industry experts, government agencies and academic institutions as well as the actual experiences of MICE organizers during the past three years, revisions have been made to the feasible practices of Green MICE events, making this Guidelines more tangible, easier to understand and implement.

B. Integrating the ISO20121 principle of sustainability:

It is a common practice to integrate elements of sustainability into the social, economic and environmental aspects of high-profile international events (e.g., the 2012 Summer Olympics in London) from the event-planning stage in accordance with the ISO 20121 international standards for Event Sustainability Management Systems.

In light of such international trends, Taiwan's EPIF 2014 and AMF 2014 both obtained ISO20121 certification in 2014 under the sponsorship of the Bureau of Foreign Trade, MOEA, becoming the first exhibition and conference in Asia, respectively, to acquire such certification. The bureau also enabled TAITRONICS to take the lead in promoting environmental and sustainable approaches in 2015, while ISO 20121 into the MICE industry of Taiwan.

C. Integrating PAS 2060: 2014 Reference guidelines for the implementation of carbon neutrality:

"Carbon neutrality" refers to achieving zero carbon emissions by canceling the carbon footprint generated by an organization or a product through reduction or offset. In other words, balance is achieved through offsetting measures for the equivalent amount of carbon emitted. This is currently a trending issue in the international community. Carbon reduction can be achieved with various green

approaches, whereas the most simple and popular approach for carbon offset is to purchase carbon credits on a trading platform.

MICE organizers can estimate the amount of possible carbon emission (such as transportation and electricity) before an event, and purchase equivalent carbon credits to conduct carbon offset. In terms of the current status of carbon neutrality in Taiwan, calculations are mostly limited to business corporations and individual products, with cases pertaining to MICE events still quite rare. To date, the concept of carbon neutral approaches have only been introduced to the "Cross-Strait Climate Change & Sustainable Energy Development Forum". In view of these international trends, it is suggested that MICE event organizers focus on the major carbon emission category of "personnel transportation" and provide international buyers or exhibitors with "carbon credit purchase plans" or a list of airlines with existing "carbon management plans" (See Appendix 2 for details). Event participants should be encouraged to purchase carbon credits when booking airlines tickets or to fly with airlines with existing carbon management plans. This helps to progressively introduce the "carbon neutral" concept to MICE events.

D. Purchase of Green Power

Green power refers to electricity power which generation process creates zero or close to zero carbon emission. Compared with other methods of generation (such as thermal electric generation), it has lower environmental impacts. In accordance with Taiwan's "Renewable Energy Development Act," only power generated by renewable energy power generating facilities approved by the MOEA after July 2009 may be considered as renewable energy power.

The system for the international sales and distribution of green power is a market mechanism based on voluntary subscription and purchase on the part of individual consumers. It is one of the policies adopted by many countries for promoting and

developing renewable energy. In 2015, Taipower launched the "MOEA Voluntary Green Power Price System Pilot Plan". The renewable energy for sale comes primarily from solar and wind power, and are available to subscribers who voluntarily purchase green power. Taipower redirects the revenue generated to its development fund for renewable energy in order to endow the fund with more money for the promotion of renewable energy development. Since the purchase system was launched, TAITRONICS 2015 as well as TPCA Show 2015 have both taken the lead in purchasing green power offset the power and carbon emissions consumption during their exhibition. This action supporting renewable energy while collaborating with the government to promote green economy development, and achieving mutual gains in energy supply, industrial development and environmental protection.

IV. Green MICE Practice

【Green Exhibition】

(1) Organizer (including the contractors of organizer)

Organizer: Before Exhibition

Category	Before Exhibition Practice		
Transportation	1.Reduce of transportation	(1) Replace face-to-face meetings with video conferencing, e-mails or phone conferences.	
		(2) The venue (or hotels, tourist site)can be directly got to at least by one public transportation	
	2. Provide a low carbon transportation plan	(1)Reduce car use	Encourage carpooling
		(2)Reduce airplane usage	If flying is the only option, choose direct flights when possible.
			Negotiate with airlines to give participants promotional prices for direct flights
			Avoid delivering goods by air
			Provide the list of airlines with carbon offset or sustainability plan to the international buyers or exhibitors, encourage them to purchase carbon right to offset their carbon emissions during this travel.
		(3) Provide carbon-free options	Prepare and provide walking maps or direction
			Planning to establish electronic applications (e.g., LBS or Apps)
Transportation	2. Provide a transportation carbon reduction plan	(4) Provide low-carbon options	Provide public transportation system maps to exhibitor and visitors Provide bicycle facility information or rental programs Use electric/hybrid vehicles Planning to provide shuttle buses Encourage exhibitor and visitors to select transportation agencies that emphasize environmental sustainability

Category	Before Exhibition Practice		
Food	1. Food selection and reduction	(1) Require the caterers to use locally or regionally ingredients	Select seasonal and local ingredients
			Avoid long distance delivery
		(2) Accurately estimate quantities of food	Reduce meat products and accurately estimate the number of food ingredients
			Use water jugs or water dispensers to reduce bottled water usage.
			Avoid the food wastes by estimate the number of users
	2. Packaging	(1) Reduce packaging and avoid unnecessary packaging	
		(2) Use harmless, eco-friendly, or biodegradable materials	
		(3) Avoid using disposable dining utensils	
		(4) Serve foods that do not require eating utensils (e.g.,bread or sandwiches)	
		(5) Use canned seasonings to avoid using small seasoning packs	
		(6) Encourage exhibitors/visitors to bring their own reusable dining utensils or cups, or offer incentives to those who do so.	
	3. Waste recycling	(1) Provide waste sorting and collection plan	
		(2) Provide household kitchen waste recycle plan	
		(3) Donate to charities or proper handle excess food	
	4.Harmless cleaning	Use cleaning products (like vinegars) that are harmless to the environment	
Accommodations	1. Provide Low-carbon choice	(1) Select hotels with Green Building labels or eco-friendly policies.	
		(2) Select hotels near public transportation systems	
	2. Provide carbon reduction options	(1) Select hotels that give guest options to change linens and towels	
		(2) Select hotels that avoid non-reusable toiletries	
		(3) Encourage exhibitor and visitors to bring their own toiletries	
Decoration and Promotional	1. Carbon-reduced	(1) Avoid carpeting in public areas or use used carpet	
		(2) Encourage recycling of used carpet	

Category	Before Exhibition Practice	
Materials	decoration materials	(3) Select reusable decoration materials to reduce wooden decoration materials.
		(4) Offer exhibitors energy-saving, low-carbon booth options.
		(5) Select products with Green Marks
		(6) Use hi tech effects (such as computer animations, interactions and large screens) instead of wooden decoration materials.
		(7) Use electricity saving lightening equipment (e.g., LED lighting) or rent instead of buying them
	2. Carbon Reduction for Promotional Materials	(1) Select recyclable or eco-friendly materials to make promotional materials
		(2) Select eco-friendly ink to print publicity materials
		(3) Send digital exhibition manuals and design promotions via E-mail to reduce paper use
		(4) Introduce promotional material recycling methods
		(5) To reduce paper use, provide event-related information on a large-sized backdrop at the main entrance of exhibition venue
		(6) Use the standard specifications for print promotional materials to avoid paper waste
		(7) For enhanced sound effects and efficiency, adopt acoustic solutions in accordance with the venue
		(8) Reduce the use of diesel generators
	3.Sustainable design of decoration or promotional materials	(1) Incorporate elements of traditional craftsmanship and heritage into the design
		(2)To prevent large-sized decoration materials falloff, should be take into account the high atmospheric pressure, suction or lateral force when designing.
		(3) For extra electrical safety, lighting fixtures likely to be touched by visitors should be powered from a standard 12V DC outlet.
	4.Green awareness propaganda before exhibition	(1) Encourage exhibitors do not use carpet or use used carpet in the booths.
		(2) Encourage exhibitors select a system or reusable decoration materials to reduce wooden decorating materials.
		(3) Encourage exhibitors decorate with LED and other energy saving devices or materials.
		(4) Encourage exhibitors select promotional materials made from recycled products

Category	Before Exhibition Practice	
		(5) Encourage exhibitors use eco-friendly ink to print publicity
		(6) Raise awareness of promotional material recycling measures
		(7) Collect stakeholders' opinions through public communication platforms (e.g., websites, Facebook fan page) and provide a written record accordingly
		(8) Send designated staff to communicate the sustainability concept to the conference venue's neighborhood; put up a notice announcing the goal of the conference is to move toward reduced impact on the neighborhood.
		(9) Establish a specific booth where attendees can obtain information of sustainability awareness
		(10) The primary criterion for selecting exhibitors is enthusiasm for sustainability and substantial cooperation in the pursuit of sustainable management.
		(11) Encourage the participation of local communities in the exhibition (in the forms of recycling and volunteer guides, etc.) and offer free tours to the underprivileged.
OTHER	1. Select venues with Green Building labels or those promoting eco-friendly policies.	
	2. Collect carbon footprint data before the exhibition for carbon inventory assessment	

Organizer: During Exhibition

Category	During Exhibition Practice	
Transportation	1. Reduce car use	Provide carpooling information
	2. Provide carbon-free options	Offer pedestrian guidance and maps through on-site staff (oral instructions), venue facilities (electronic signage), mobile phones (mobile apps or QR codes) or website information
Transportation	3. Provide low-carbon options	(1) Offer maps of public transportation systems through on-site staff (oral instructions), venue facilities (electronic signage), cell phones (mobile apps or QR codes) or website information
		(2) Offer links to the bike-renting system through on-site staff (oral instructions), venue facilities (electronic signage), mobile phones (mobile apps or QR codes) or website information
		(3) Use of electric/hybrid vehicles indeed
		(4) Provide shuttle buses and encourage use through clear guidelines with on-site bulletin board
		(5) Select transportation agencies that emphasize environmental sustainability indeed.
		(6) Step up traffic-easing efforts to reduce impact on the neighborhood
	4. Offer creative itineraries with a low carbon footprint	(1) To raise Green MICE awareness during city tours of the exhibition
		(2) To raise Green MICE awareness during the visits of the exhibition
Food	1. Packaging	(1) Use harmless, eco-friendly, or biodegradable materials indeed
		(2) Avoid using disposable utensils (cups, dishes, chopsticks, etc.)
		(3) Provide the utensils made by eco-friendly or recyclable materials.
		(4) Serve foods that do not require eating utensils (e.g., bread or sandwiches) indeed.
		(5) Use canned seasonings to replace small seasoning Packs.
		(6) Offer incentives to encourage exhibitors/visitors to bring their own reusable eating utensils or cups.

Category	During Exhibition Practice	
	2. Handling of Food	(1) Donate to charities or proper handle excess food
		(2) Provide sorting and collection plan
		(3) Require caterers to wear face masks, caps and gloves while handling food.
Accommodations	1. Select hotels that practice eco-friendly initiatives.	
	2. Select hotels that are closely located to public transportation systems.	
Decoration and Promotional Materials	1. Waste Reduction recycling of promotional materials	(1) Provide sorting and collection plan of wastage
		(2) Place badge recycling bins in main entrance of exhibition venue.
		(3) Designate a particular area for the recycling of promotional materials
	2. Reduce carbon in promotional materials	(1) Use electrical equipment to provide venue navigation and exhibition information, reduce usage of paper.
		(2) Purchase potted plants in locally store.
		(3) Any necessary print promotional materials should be printed at/near the venue, to reduce delivery distance (especially air cargo)
		(4) Use double-sided printing for promotional materials
		(5) Reduce paper use with an electronic registration process.
		(6) Send conference data electronically
		(7) Create signage to announce and encourage visitors to use stairs, conservation of water, turn off of lights and other energy saving practice.
	3. Sustainability of decoration or promotional materials	(1) Adjust the speaker volume to avoid noise pollution
		(2) The power source for acoustic equipment and the event's main power supply should be placed separately to avoid interference, properly labeled to give instructions, and fenced off to ensure visitor safety
		(3) Safety measures should be taken to prevent visitors from accidentally touching the control panel or switches of diesel generators
	4. Exhibition day awareness campaign and	(1) Ensure a public communication platform with designated staff access for continuous dialogue with stakeholders

Category	During Exhibition Practice	
	communication efforts	(2) Ensure a sustainability awareness booth is available on the exhibition venue
OTHER	1. Provide mid-exhibition data on carbon footprint information needed for carbon inventory assessments	
	2. Take night time noise-control measures to reduce impact on the neighborhood	

Organizer: After Exhibition

Category	After exhibition practice	
Transportation	Reduce transport needs	(1) Donate the equipment, stationary, gifts and souvenirs, unnecessary but in good shape to local schools or social welfare association
		(2) Avoid delivering goods by air
Decoration and Promotional Materials	1. Waste reduction/recycling of decoration materials	(1) Carefully remove decoration materials to increase the recycling rate while ensuring they are properly sorted/recycled
		(2) Convert recycled decoration materials for public use
	2. Waste reduction/recycling of promotional materials	(1) Carefully remove promotional materials to increase the recycling rate while ensuring they are properly sorted/recycled
		(2) Avoid using street-light banners or properly recycle/reuse them
	3. Low carbon promotional materials	Send post-exhibition report(s) and data electronically
OTHER	1. Provide after exhibition data on carbon footprint information needed For carbon inventory.	
	2. Provide specific sustainable green practice for future references.	

(2) Venue providers (including venues and hotels)

Venue Provider: Before Exhibition

Category	Before Exhibition Practice		
Transportation	1.Reduceof transportation	Select local manufacturers	
	2. Provide carbon reduction transit plans	(1) Provide carbon-free options	Prepare and provide walking maps or directions
		(2) Provide low-carbon options	Provide public transportation system maps
			Provide bicycle facility information or rental programs
Food	1. Food selection and reduction	(1) Require the caterers to use locally or regionally ingredients	Select seasonal and local ingredients
			Avoid long distance delivery
		(2) Accurately estimate quantities of food	Reduce meat products and accurately estimate the number of food ingredients
			Use water jugs or water dispensers to reduce bottled water.
	2. Packaging	(1) Reduce packaging and avoid unnecessary packaging	
		(2) Use harmless, eco-friendly, or biodegradable materials	
		(3) Avoid using disposable dining utensils	
		(4) Serve foods that do not require dining utensils (e.g., bread or sandwiches)	
		(5) Use canned seasonings to avoid using small seasoning packs	
	3.Waste recycling	(1) Provide waste sorting and collection plan	
		(2) Provide household kitchen waste recycle plan	
Accommodation/Venue	Save energy and cut carbon emissions	(1) Electricity Usage	Use energy-saving equipment (such as LED lights)
			Use automatic detection or frequency converter devices

Category	Before Exhibition Practice		
			Establish energy management mechanisms and track electricity usage for energy-saving
		(2) Water conservation	Install water conservation equipment (such as a rainwater recycling systems)
			Plant drought tolerant plants to reduce water consumption
		(3) Hotel and accommodations management	Select hotels that give guest options to change linens and towels
			Select hotels that avoid non-reusable toiletries
			Encourage exhibitor and visitors to bring their own toiletries
		(4) Other management measures	Make instructions accessible and simple for guests to use air conditioning and utilities.
		Decoration and Promotional Materials	1. Recycle and Reuse
(2) Use recycled materials			
(3) Reduce paper usage			
2. Energy saving and carbon reduction awareness propaganda	Create signage to announce and encourage visitors to use stairs, conservation of water, turn off of lights and other energy saving practice.		
3. Provide low Carbon options	Provide electronic devices (such as LED TVs and booth system software) for organizer as a low carbon options		
OTHER	1. Harmless cleaning		Use eco-friendly cleaning products (i.e. Vinegar based or Green Mark Product)
	2. Green initiatives	(1) Select Green Mark products	
		(2) Cooperate with vendors who adopt eco-friendly practice.	
	3. Provide before exhibition carbon inventory data for carbon footprint assessments.		

Venue Provider: During Exhibition

Category	During Exhibition Practice		
Food	Handling of Food	(1) Excess food	Handle or donate properly
		(2) Waste recycling	Provide enough household kitchen waste recycle baskets
		(3) Caterers	Require caterers to wear face masks, caps and gloves while handling the food
Accommodation/Venue	Save energy and cut carbon emissions	(1) Plan and implement energy tracking and saving practice	
		(2) The air conditioning temperature should be set at higher than 26°C	
Decoration and Promotional Materials	Recycle and reuse	(1) Establish trash and recycling barrels (2) Implement the "Large Event Environmental Friendliness Management Guideline" of the EPA Establish sufficient trash and recycling buckets	
	Emphasize carbon reductions	Create signage to promote the use of stairs, conservation of water, turning off of lights, and other energy-saving measures	
OTHER	Provide carbon inventory data for carbon footprint assessments		

Venue Provider: After Exhibition

Category	After Exhibition Practice
Accommodations/Venue	Review and track energy saving practice
Decoration and Promotional Materials	Properly sort and recycle decoration and promotional materials
OTHER	Collect after exhibition carbon inventory data for carbon footprint assessments

(3)Exhibitor (including the contractors of exhibitor)

Exhibitor: Before Exhibition

Category	Before Exhibition Practice		
Transportation	Carbon reduced transportation planning	(1) Staff transportation	Use low-carbon transportation methods such as public transportation systems, shuttle buses, bicycles and walking
			Encourage carpooling
			If flying is the only option, choose direct flights when possible
		(2)Exhibits transit	Avoid delivering goods by air
Accommodations	Provide Low-carbon accommodations	(1) Select hotels with Green Building labels eco-protection policies.	
		(2) Select hotels near public transportation systems	
		(3) Stay at hotels recommended by the organizer	
Decoration and Promotional Materials	1. Carbon-reduced decoration materials	(1) Exhibitor should select a module system or reusable decoration materials to reduce wooden decoration materials.	
		(2) Exhibitor should select products with Green Marks	
		(3) Discourage use of carpets at exhibitions.	
		(4) Organizers should use hi tech effects (such as computer animations, interactions and large screens) instead of wooden decoration materials.	
		(5) Organizers should use electricity saving lightening equipment (e.g., LED lighting) or rent instead of buying them	
	2. Carbon Reduced-promotional materials	(1) Exhibitor should select promotional materials made from recycled products	
		(2) Exhibitor should use environmentally-friendly ink to print publicity materials	
		(3) Exhibitor should provide promotional & info brochures electronically (with electronic billboards, QR Codes, etc.)	
		(4) Exhibitor should introduce promotional-material recycling methods	
		(5) Whenever possible, apply the standard specifications for promotional items to avoid readjustments and waste	
		(6) To reduce road traffic, determine specifications of promotional materials with the transportation vehicles' capacity/efficiency in mind	
		7) For enhanced sound effects and efficiency, adopt acoustic solutions in accordance with the venue type	

Category	Before Exhibition Practice	
	3. Sustainable design of decoration or promotional materials	(1) Incorporate elements of traditional craftsmanship and heritage into the design
		(2) Varying atmospheric pressure, suction or lateral force should be factored into design of large-sized decoration/promotional materials to prevent them from falling off
OTHER	Provide before exhibition carbon inventory data for carbon footprint assessments	

Exhibitor: During Exhibition

Category	During Exhibition Practice	
Transportation	Select local vendors to reduce transportation needs	
Food	1. Encourage the use of personal eating and drinking utensils	
	2. Select seasonal and local ingredients	
	3. Serve foods that do not require eating utensils (e.g., bread or sandwiches)	
Accommodations	1. Bring personal toiletries	
	2. Choose hotels offering guests options for daily change of linens or towels	
	3. Switch off unnecessary electricity, appliances and air-conditioning	
Decoration and Promotional Materials	1. Carbon-reduced decoration materials	(1) Purchase only locally grown potted plants
		(2) Print promotional materials in the exhibition area to reduce the need for delivery transportation (especially air delivery)
	2. Reduced-carbon promotional materials	(1) Use duplex (fold out) printing for promotional materials
		(2) Send conference data electronically
	3. Sustainability of decoration or promotional materials	Adjust the speaker volume to avoid noise pollution
OTHER	Collaborate and provide mid-exhibition carbon inventory or information needed for carbon footprint assessments	

Exhibitor: After Exhibition

Category	After Exhibition Practice	
Transportation	Exhibits Transportation	Donate the equipment, stationary, gifts and souvenirs, unnecessary but in good shape to local schools or social welfare association
		Avoid delivering goods by air
Decoration and Promotional Materials	1. Reduction and recycle of decoration materials	Carefully remove decoration materials to increase the recycling rate and ensuring the waste are properly sorted and recycled
	2. Reduction and recycle of promotional materials	Carefully remove promotional materials to increase the recycling rate and ensuring the waste are properly sorted and recycled
	3. Low carbon promotional materials	Send after exhibition contact data electronically
OTHER	Provide after exhibition data for carbon inventory and carbon footprint assessments	

(4) Visitors**Visitors: Before Exhibition**

Category	Before Exhibition Practice	
Accommodations	Select low carbon accommodations	(1) Select hotels with Green Building labels, Green Marks, or eco-friendly practice.
		(2) Select hotels near mass transportation systems
		(3) Encourage hotels to provide notice card to notify guests that they may freely choose whether or not to change linens or towels
OTHER	1. Reduce material use	Bring personal stationary such as pens and papers
	2. Provide data for before exhibition carbon footprint assessments	

Visitors: During Exhibition

Category	During exhibition practice	
Transportation	1.	Use of low-carbon transportation options for short-distance transport including public transportation, shuttle buses and bicycles or walking
	2.	Go to exhibition venue by carpooling
	3.	If flying is the only option, choose direct flights when possible.
	4.	Avoid delivering goods by air

Category	During exhibition practice
Food	1. Bring personal eating and drinking utensils
	2. Reduce the amount of meat on the menus
	3. Choose foods that do not require eating utensils (e.g., bread or sandwiches)
Accommodations	1. Bring personal toiletries
	2. Choose hotels offering guests options for daily change of linens or
	3. Switch off unnecessary electricity, appliances and air-conditioning
Decoration and Promotional Materials	1. Use more electronic methods to obtain information and reduce usage of paper
	2. Collaborate with organizer for waste sorting
	3. Do not accept or give non-essential promotional products or gifts
	4. Use recycled promotional products or gifts
OTHER	1. Bring personal stationary such as pens and papers
	2. Provide data needed for during exhibition carbon footprint assessments

Visitors: After Exhibition

Category	After Exhibition Practice
OTHER	Provide data needed for after exhibition carbon footprint assessments

【Green Conference】

(1) Organizer (including the contractors of organizer)

Organizer: Before Conference

Category	Before Conference Practice		
Transportation	Provide a transportation carbon reduction plan	(1) Reduce car use	Encourage carpooling
		(2) Reduce plane usage	If flying is the only option, choose direct flights when possible
			Negotiate with airlines to offer participants promotional prices for direct flights
			Avoid delivering goods by air
		(3) Provide carbon-free options	Prepare and provide walking maps or directions
			Introducing electronic applications (e.g., LBS or apps) to provide conference information
		(4) Provide low-carbon options	Provide public transportation maps for participants to access venue
			Provide bicycle facility information or rental programs
			Use electric/hybrid vehicles
			Planning to provide shuttle buses
			Encourage participants to choose transportation agencies that emphasize environmental sustainability
		(5) Offer creative itineraries with a low carbon	To raise Green MICE awareness during tours or on-site visits of conference
Food	1. Food selection and reduction	(1) Require the caterers to use ingredients from carefully selected origins	Select seasonal and local ingredients
			Avoid long-distance delivery
		(2) Accurately estimate quantities of food	Reduce meat products and accurately estimate the number of food ingredients
			Use water jugs or water dispensers to reduce bottled water

Category		Before Conference Practice	
			Make preparations in accordance to the verify number of users to avoid waste.
	2. Packaging	(1) Reduce packaging and avoid unnecessary packaging	
		(2) Use harmless, eco-friendly, or biodegradable materials	
		(3) Avoid throw-away dining utensils	
		(4) Serve foods that do not require dining utensils (e.g., bread or sandwiches)	
		(5) Use canned seasonings to avoid using small seasoning packs	
		(6) Encourage visitors to bring their own reusable dining utensils or cups, or offer incentives to those who do so.	
	3. Waste/ Food waste recycling	(1) Provide waste sorting and collection plan	
		(2) Provide household kitchen waste recycle plan	
	4. Harmless cleaning	Use cleaning products (like vinegars) that are harmless to the environment	
Accommodations	1. Provide Low-carbon accommodations	(1) Select hotels with Green Building labels or eco-friendly policies.	
		(2) Select hotels near public transportation systems	
	2. Provide carbon reduction options	(1) Select hotels that give guest options to change linens/ Towels	
		(2) Select hotels that avoid non-reusable toiletries	
		(3) Encourage participants to bring their own toiletries	
Decoration and Promotional Materials	1. Carbon-reduced decoration materials	(1) Avoid using (new or used) carpets in public areas, such as walkways	
		(2) Encourage recycling of used carpeting	
		(3) Select reusable decoration materials to reduce wooden decoration materials.	
		(4) Select products with Green Marks	
		(5) Use hi tech effects (such as computer animations, interactions and large screens) instead of wooden decoration materials.	
		(6) Use electricity saving lightening equipment (e.g., LED lighting) or rent instead of buying them	

Category	Before Conference Practice	
	2.Reduced-carbon promotional materials	(1) Select recyclable or eco-friendly materials to make promotional materials
		(2) Select eco-friendly ink to print publicity materials
		(3) Should register and provide digital exhibition manuals and design promotions via E-mail to reduce paper use
		(4) Introduce promotional material recycling methods
		(5) To reduce paper use, provide event-related information on a large-sized backdrop at the main entrance of exhibition venue
		(6) Use the standard specifications for print promotional materials to avoid paper waste
		(7) To reduce road traffic by determining specifications of promotional materials with the transportation vehicles' capacity and efficiency
	3. Sustainable design of decoration or promotional materials	(1) Incorporate elements of traditional craftsmanship and heritage into the design
		(2)To Prevent large-sized decoration materials fall off, should be take into account the high atmospheric pressure, suction or lateral force when designing.
		(3) For extra electrical safety, lighting fixtures likely to be touched by visitors should be powered from a standard 12V DC outlet.
	4. Pre-event awareness campaign and communication efforts	(1) Encourage participants to take promotional materials made from recycled products
		(2) Encourage participants to take the publicity materials printed by eco-friendly ink.
		(3) Raise awareness of promotional-material recycling practices
		(4) Collect stakeholders' opinions through public communication platforms (e.g., websites, Facebook fan page or PR phone number) and provide a written record accordingly
		(5) Send designated staff to communicate the sustainability concept to the conference venue's neighborhood; put up a notice announcing the start of conference for reduced impact on the neighborhood.
		(6) Set up a sustainability awareness booth
OTHER	1. Select venues with Green Building labels or to promote better measures for environmental protection.	

Category	Before Conference Practice
	2. Provide before conference carbon footprint data for carbon inventory assessments

Organizer: During Conference

Category	During Conference Practice	
Transportation	1. Reduce car use	Provide carpooling information
	2. Provide carbon-free options	Offer pedestrian guidance and maps through venue staff (oral instructions), venue facilities (electronic signage), mobile phones (mobile apps or QR codes) or website information
	3. Provide low-carbon options	(1) Offer maps of public transportation systems through venue staff (oral instructions), venue facilities (electronic signage), mobile phones (mobile apps or QR codes) or website information
		(2) Offer to the bike-sharing system through venue staff (oral instructions), venue facilities (electronic signage), mobile phones (mobile apps or QR codes) or website information
		(3) Use of electric/hybrid vehicles indeed
		(4) Provide shuttle buses and encourage use through clear guidelines with on-site bulletin board
		(5) Select transportation agencies that emphasize environmental sustainability indeed
		(6) Step up traffic-easing efforts to reduce impact on the neighborhood
	4. Offer creative itineraries with a low carbon footprint	(1) To raise Green MICE awareness during city tours of conference
		(2) To raise Green MICE awareness during visits of conference
Food	Handling of food	(1) Donate to charities or proper handle excess food
		(2) Provide household kitchen waste recycling plan indeed
		(3) Require caterers to wear face masks, caps and gloves while handling the food
Accommodations	1. Select hotels that practice eco-friendly initiatives	
	2. Select hotels that are closely located to public transportation systems	

Category	During Conference Practice	
Decoration and Promotional Materials	1. Waste reduction and recycle of promotional materials	(1) Provide waste sorting and collection plan
		(2) Place badge recycling bins in main entrance of venue
		(3) Designate a particular area for recycling of promotional materials
	2. Reduce carbon in promotional materials	(1) Use electrical equipment to provide conference event or venue navigation information to reduce paper usage
		(2) Purchase potted plants in local store
		(3) Any necessary print promotional materials should be printed at/near the venue, to reduce delivery distance (especially air cargo)
		(4) Use double-sided printing for promotional materials and handout
		(5) Reduce paper use with an electronic registration process
		(6) Send conference data electronically
		(7) Create signage to announce and encourage participant to use stairs, conservation of water, turn off of lights and other energy-saving practice
	3. Sustainability of decoration or promotional materials	Adjust the speaker volume to avoid noise pollution
	4. Green awareness campaign	(1) Ensure a public communication platform with designated staff is available for continuous dialogue with stakeholders
		(2) Ensure a specific booth where attendees can obtain information of sustainability
OTHER	1. Provide during conference data for carbon footprint inventory assessments	
	2. Take night time noise-control measures to reduce impact on the neighborhood	

Organizer: After Conference

Category	After Conference Practice	
Transportation	Reduce transport needs	(1) Donate unessential but functional equipment or gifts to local schools or social welfare organizations
		(2) Avoid delivering goods by air
Decoration and Promotional Materials	1. Waste reduction and recycling of decoration materials	(1) Carefully remove decoration materials to increase the recycling rate while ensuring they are properly sorted/recycled
		(2) Donate recycled decoration materials for charity use
	2. Waste reduction and recycling of promotional materials	(1) Carefully remove promotional materials to increase the recycling rate while ensuring they are properly sorted/recycled
		(2) Avoid using street-light banners or properly recycle/reuse them
OTHER	3. Low carbon promotional materials	Send after conference report and data electronically
	1. Provide after conference data on carbon footprint information for carbon inventory assessments	
	2. Provide specific sustainable green practices for future references	

(2) Venue providers (including venues and hostels management):

Venue provider: Before Conference

Category	Before Conference Practice		
Transportation	1. Reduce of transportation	Select local manufacturers	
	2. Provide carbon reduction transportation plans	(1) Provide carbon-free options	Prepare and provide walking maps or directions
		(2) Provide low-carbon options	Provide public transportation system
			Provide bicycle facility information or rental
Food	1. Food selection and reduction	(1) Require the caterers to use locally or regionally ingredients	Select seasonal and local ingredients
			Avoid long-distance delivery
		(2) Accurately estimate quantities of food	Reduce meat products and accurately estimate the number of food
			Use water jugs or water dispensers to reduce bottled water
	2. Packaging	(1) Reduce packaging and avoid unnecessary packaging	
		(2) Use harmless, eco-friendly, or biodegradable materials	
		(3) Avoid throw-away dining utensils	
		(4) Serve foods that do not require dining utensils	
		(5) Use canned seasonings to avoid using small	
	3. Waste recycling	(1) Provide waste sorting and collection	
		(2) Plan and practice food waste	
Accommodation/Venue	Save energy and cut carbon emissions	(1) Electricity Usage	Use energy-saving equipment
			Use automatic detection or

Category	Before Conference Practice		
			Establish energy management mechanisms and track electricity usage for energy-saving
		(2) Water Conservation	Install water-conservation equipment (such as rainwater recycling system)
			Plant drought-tolerant plants to
		(3) Hotel & accommodations management	Select hotels that give guest options to change linens and towels
			Select hotels that avoid non-reusable toiletries
			Encourage exhibitor and visitors to bring their own toiletries
		(4) Other management measures	Make instructions accessible and simple for guests to use air conditioning and utilities.
		Decoration and Promotional Materials	1. Recycle & Reuse
(2) Use recycled materials			
(3) Reduce paper use			
2. Advocate carbon reduction	Create signage to announce and encourage participant to use stairs, conservation of water, turn off of lights and other energy-saving practice		
3. Carbon cutting options	Provide electronic devices (such as LED TVs and booth system software) to be rented by the organizer		
OTHER	1. Harmless cleaning	Use eco-friendly cleaning products	
	2. Green initiatives	(1) Select Green Mark products	
		(2) Cooperate with vendors who adopt eco-friendly practice	
	3. Collect pre-conference carbon inventory or provide information needed for carbon footprint assessments		

Venue provider: During Conference

Category	During Conference Practice		
Food	Handling of Food	(1) Excess Food	Donate to charities or proper handle excess food
		(2) Recycling	Practically provide sufficient number of food waste recycle bins with clearly label
		(3) Caterers	Require caterers to wear face masks, caps and gloves while handling food
Accommodation/Venue	Save energy and cut carbon emissions	Plan and implement energy tracking and saving measures	
		The air conditioning temperature should be set at higher than 26℃	
Decoration and Promotional Materials	1. Recycle & Reuse	(1) Establish trash and recycling barrels	
		(2) Implement the "Large Event Environmental Friendliness Management Guidelines" of the EPAE stablsh sufficient trash and recycling bins	
	2. Advocate carbon reduction	Create signage to promote the use of stairs, conservation of water, turning off of lights, and other energy-saving measures	
OTHER	3. Collect mid-conference carbon inventory or provide information needed for carbon footprint assessments		

Venue provider: After Conference

Category	After Conference Practice		
Accommodation/Venue	View and track energy saving measures		
Decoration and Promotional Materials	Waste recycling	All promotional materials wastage produced after conference should be collected separately according to the appropriate fractions (e.g. paper, gifts and other relevant items)	
		All decoration materials wastage produced after conference should be collected separately according to the appropriate fractions (e.g. wooden, plastic, metal)	

Category	After Conference Practice
OTHER	Collect after-conference carbon inventory or provide information needed for carbon footprint assessments

(3)Participants

Participants: Before Conference

Category	Before Conference Practice	
Transportation	Carbon reduced transportation planning	(1) Use low-carbon transportation methods such as short-range transport, public transportation systems, shuttle buses, bicycles, or walking
		(2) Use carpooling
		(3) If flying is the only option, choose direct flights when possible
Accommodations	Provide Low-carbon accommodations	(1) Select hotels with Green Building labels or ones that promote apply eco-protection measures.
		(2) Select hotels near mass transit systems
		(3) Stay at hotels recommended by the organizer
OTHER	Provide data needed for before conference carbon footprint assessments	

Participants: During Conference

Category	During Conference Practice	
Transportation	Select low-carbon transit methods such as public transit, shuttle buses, bicycling and walking	
Food	1. Encourage the use of personal eating and drinking utensils	
	2. Reduce the amount of meat on the menus	
	3. Serve foods that do not require eating utensils (e.g., bread or sandwiches)	
Accommodations	1. Bring personal toiletries	
	2. Choose hotels offering guests options for daily change of linens or towels	
	3. Switch off unnecessary electricity, appliances and air-conditioning	
Decoration and Promotional Materials	Carbon Reduction for Promotional Materials	(1) Use duplex (fold out) printing for
		(2) Use electronic devices to obtain information and
		(3) Do not accept or give non-essential promotional products or gifts
		(4) Use recyclable promotional products or gifts

OTHER	Provide during conference data for carbon footprint assessments
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Participants: After Conference

Category	After Conference Practice	
Transportation	1. Donate the equipment, stationary, gifts and souvenirs, unnecessary but in good shape to local schools or social welfare association	
	2. Avoid delivering goods by air	
Decoration and Promotional Materials	1. Waste reduction/re cycling of decorating	Implement a decoration material sorting & recycling plan
	2. Waste reduction/re cycling of promotional materials	Implement promotional material sorting and recycling plan
	3. Low carbon promo	Send pre-conference report and data electronically
OTHER	Provide data needed for after conference carbon footprint	

V. Reference

No.	Name of organization	Related links
1	Green Meeting Industry Council	1. http://www.gmicglobal.org/?page=APEX 2. http://www.gmicglobal.org/?page=CaseStudies
2	United Nations Environment Programme	http://www.greeningtheblue.org/sites/default/files/GreenMeetingGuide.pdf
3	International Council for Local Environmental Initiatives	1. http://www.iclei.org/resources/publications.html 2. http://www.iclei.org/resources/tools.html 3. http://www.iclei.org/resources/news.html
4	International Congress and Convention Association	http://www.conventionindustry.org/StandardsPractices/APEXASTM.aspx
5	BSI Management Systems Taiwan	http://shop.bsigroup.com/en/Browse-By-Subject/Environmental-Management-and-Sustainability/PAS-2050/
6	American Society for Testing and Materials	http://www.astm.org/standardization-news/update/green-meeting-standards-ma12.html
7	The Global Association of the Exhibition Industry	http://www.ufinet.org/Public/Default.aspx?Clef_SITESMAPS=105&Clef_SITESMAPS=666
8	Global Reporting Initiative	https://www.globalreporting.org/Pages/default.aspx
9	Convention Industry Council	1. http://www.conventionindustry.org/StandardsPractices/GreenMeetingTaskForceReport.aspx 2. http://www.conventionindustry.org/StandardsPractices/APEX/AcceptedPractices.aspx
10	Live Earth	http://liveearth.org/docs/greenguidelines.pdf
11	MeetGreen	1. http://meetgreen.com/free-info/sustainability-policy-template/ 2. http://meetgreen.com/free-info/tips/
12	Freeman	http://www.iaee.com/pdf/Green%20Summary%206%2008.pdf
13	University of California, Berkeley	http://sustainability.berkeley.edu/
14	International Association of Exhibitions and Events	http://www.iaee.com/resources/green-initiatives
15	Environment Canada-Environmental Affairs Division	http://publications.gc.ca/collections/collection_2009/ec/En4-57-2007E.pdf

16	The Department for Environment, Food and Rural Affairs, UK	http://archive.defra.gov.uk/sustainable/government/advice/documents/SustainableEventsGuide.pdf
17	United States Environmental Protection Agency	http://www2.epa.gov/science-and-technology/sustainable-practices-science-resources#community
18	Asian Federation of Exhibition & Convention Associations	http://www.afeca.net/afeca/newsletter/201002/Coex_Green_Campaign.pdf
19	PCF Pilot Project Germany	http://www.pcf-projekt.de/files/1241103260/lessons-learned_2009.pdf
20	Gold Coast Convention and Exhibition Centre	http://www.gccec.com.au/search-results.html?search=GREEN+EVENT+GUIDE&x=-1457&y
21	Thailand Convention & Exhibition Bureau	http://www.tceb.or.th/ http://www.greenmeetingsthailand.com/
22	Malaysia Convention and Exhibition Bureau	http://myceb.com.my/lets-meet-green
23	Repurpose AMERICA	http://www.repurposeamerica.org/SERVICES1.html
24	ISO20121	http://www.iso20121.org/
26	Green Trade Project Office promoted by the Bureau of Foreign Trade	http://www.greentrade.org.tw/
27	National Council for Sustainable Development, Executive Yuan	http://nsdn.epa.gov.tw/
28	Industrial Sustainable Development Clearinghouse	http://proj.ftis.org.tw/isdn/
29	Taiwan Institute for Sustainable Energy (TAISE)	http://taise.org.tw/

Appendix 1 Sample Memorandum to Exhibitors

Dear exhibitors:

Thank you for registering in the 2016 XXX show. As part of this year's XXX show, in addition to XXX features (to be added or elaborated by the organizer), we are taking the initiative to move towards a "Green MICE event" this year.

What is "Green MICE"?

In brief, Green MICE aims to reduce the environmental impacts of MICE events through green practices that help to reduce carbon emissions, wastes and the resources wastage. Feasible practices can be divided down into many categories, including transportation, food, accommodation, decoration and promotional materials and others. The following is a description of the green practices the 2016 XXX show intends to implement at this year's show. We ask you to kindly help promote and cooperate with these practices. (The following practices may be supplemented or deleted by the organizer)

1. Transportation: For this show, we encourage participants and international buyers to carpool or take public transportation in order to reduce carbon emissions associated with transportation.
2. Food: Please avoid using disposable tableware when dining and kindly comply with garbage sorting and kitchen waste recycle measures.
3. Accommodation: We recommend staying at hotels awarded with environmentally-friendly certifications, detailed information regarding which has been provided to our participants. We suggest and encourage that you bring your own toiletries to the hotel.
4. Decoration and promotional materials: Please avoid carpeting aisles and public space. We encourage recyclable decoration materials, eco-friendly inks, badges and promotional material recycling bins.
5. Other Green MICE practices: We encourage the collection of carbon footprint and carbon inventory information that will facilitate follow-up analysis and evaluation.

How may exhibitors join this initiative?

The most related categories in Green MICE to exhibitors are the use of "decoration and promotional materials." Decoration and promotional materials account for the bulk of resources used and waste generated during an exhibition. If exhibitors are willing to participate in planning energy-efficient and carbon-reducing approaches, positive impacts on the exhibition industry and the environment will be the most direct and substantial.

The following are some of our suggestions for reference and action:

1. Reduce the amount of disposable wood decorative materials; choose module systems for decorative material designed for multiple use.
2. Avoid the use of carpeting in your booth or utilize second-hand carpeting.
3. Use electronic methods (such as electronic bulletin boards or QR CODE) instead of publicity materials.
4. Adopt energy-saving decorations such as LED lights or lease these items instead of buying them.
5. Choose publicity items made from recycled materials.
6. Choose to print publicity materials with eco-friendly ink; print double-sided.
7. Choose products with Green Mark.
8. Try to adopt standard commercial specification in layout design in order to reduce cutting requirements and material wastage.
9. Carefully dismantle decorations after the exhibition and fully comply with sorting and recycling measures.
10. Conduct thorough sorting and recycling of promotional materials after the exhibition.

The implementation of Green MICE requires your consensus and participation. Rather than relying solely on the promotion of government agencies or event organizers, what's even more important is the support and cooperation of all of you. We cordially invite you to collaborate with us starting from the XXX show of this year and to make advances toward Green MICE events by choosing decoration and promotional materials that conserve energy and reduce carbon emissions.

Attached for your reference are the Green MICE Guidelines established by the Bureau of Foreign Trade and implemented by TAITRA.

Organizer _____

Appendix 2 Airlines with carbon emissions management plan
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No.	Airlines provide direct purchase of carbon credits	No.	Airlines with carbon emissions management plan
1	CATHAY PACIFIC	1	CHINA AIRLINE
2	ANA AIRLINES	2	EVA AIR
3	JAPAN AIRLINES	3	Emirates
4	QANTAS	4	SINGAPORE AIRLINES
5	AIR CANADA	5	CHINA COUTHERN AIRLINES
6	BRITISH AIRWAYS	6	KOREAN AIR
7	UNITED		
8	Lufthansa		
9	KLM Royal Dutch Airlines		
10	Virgin Airlines		
11	Dalta Airlines		

Note:

- 1) For airlines through which the direct purchase of carbon credits is available, passengers may calculate the amount of carbon emission for their trip when purchasing tickets online before selecting the desired carbon credit purchase option and proceeding with payment.
- 2) Passengers are advised to check with individual airlines to confirm their related carbon offset programs as reference for purchase.
- 3) Please refer to individual airline regulations for actual purchasing prices and carbon offset programs.

Appendix 3 Useful link for Green MICE
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Website	Link
Green Living Information Platform	http://greenliving.epa.gov.tw/Public/
Green Living Information Platform -Green Mark Product Query System	http://greenliving.epa.gov.tw/Public/Product/ProductQuery
Green Product Online Purchase	http://www.buygreentw.net/member/Introduce.aspx
Green Hotels	http://greenliving.epa.gov.tw/GreenLife/WalkSing2013/Gaction.html
Green Power Purchase Instant Update	http://greenpower.ltc.tw/

The Green MICE Incentive Program Self-Checklist

Organizer :

Date :

Venue :

Before Exhibition / Conference

Category	No.	Green Practice	Check	Score	Description of implementation method (describe in detail please)
Transportation	1	Replace face-to-face meetings with video conferencing, e-mails or phone		1	
	2	The venue(or hotels, tourist site) can be directly got to at least by one public transportation		1	
	3	Planning to provide carpooling information for participants		1	
	4	Negotiate with airlines to give participants promotional prices for direct flights		1	
	5	Prepare and provide walking maps or direction for participants		1	
	6	Planning to establish electronic applications (e.g., LBS or Apps)		1	
	7	Provide public transportation system maps to exhibitor and visitors		1	
	8	Try to organise discounts for participants on public transport.		1	
	9	Provide bicycle facility information or rental programs		1	
	10	Use electric/hybrid vehicles		1	
	11	Planning to provide shuttle buses		2	
	12	Select transportation agencies that emphasize environmental		1	
	13	Provide the list of airlines with carbon offset or sustainability plan to the international buyers or exhibitors, encourage them to purchase carbon right to offset their carbon emissions during this travel.		1	
Food	14	Use water jugs or water dispensers to reduce bottled water usage during the exhibition/ conference		1	
	15	Reduce unnecessary packaging,and use harmless, eco-friendly, or biodegradablematerials		1	
	16	Avoid using disposable dining utensils		1	
	17	Serve foods that do not require eating utensils (e.g., bread or fruit)		1	
	18	If the disposable dining utensils are essential,choose the utensils made by the eco-friendly materials and provide appropriate recycling		1	
	19	Use canned seasonings to avoid using small packs seasoning		1	
	20	Encourage exhibitors/visitors to bring their own reusable dining utensils or cups, and offer incentives to those who do so.		1	
	21	Provide waste sorting and collection plan		1	
	22*	Donate untouched leftover food to charity		2	
	23	Provide household kitchen waste recycle plan		1	

Category	No.	Green Practice	Check	Score	Description of implementation method (describe in detail please)
	24*	Use cleaning products (like vinegars) that are harmless to the environment		2	
Accommodations	21	Select hotels with Green Building labels or eco-friendly policies		1	
	22	Select hotels near public transportation systems		1	
	23	Select hotels that give guest options to change linens and towels		1	
	24	Select hotels that avoid non-reusable toiletries		1	
	25	Encourage exhibitor and visitors to bring their own toiletries		1	

Category	No.	Green Practice	Check	Score	Description of implementation method (describe in detail please)
Decoration and Promotional Materials	26	Encourage exhibitor avoid carpeting in the booth or use used carpet		1	
	27*	Use decorations/display materials and other items which are made of recycled materials and/or can be reused for future events, to reduce wooden decoration materials		1	
	28	Encourage exhibitor to use energy-saving decoration materials (e.g., LED lighting)		1	
	29	Encourage exhibitor to select promotional materials made from recycled materials		1	
	30	Encourage exhibitor to use environmentally-friendly ink to print publicity materials		1	
	31	Introduce promotional material recycling methods		1	
	32	Collect stakeholders' opinions through public communication platforms (e.g., websites, Facebook fan page) and provide a written record accordingly		1	
	33	Send designated staff to communicate the sustainability concept to the conference venue's neighborhood; put up a notice announcing the goal of the conference is to move toward reduced impact on the neighborhood.		1	
	34*	Establish a specific booth where attendees can obtain information of sustainability.		2	
	35*	Encourage the participation of local communities in the exhibition (in the forms of recycling and volunteer guides, etc.) and offer free tours to the underprivileged.		2	
	36*	Avoid carpeting in public areas or use used carpet		1	
	37*	Encourage contractors to recycle used carpet		2	
	38*	Use module system in public facilities		2	
	39*	If the wooden decorations are essential, try to choose the timber with FSC certification.		2	
	40*	Select products with Green Marks		2	
	41*	Use hi tech effects (such as computer animations, interactions and large screens) instead of wooden decoration materials		2	
	42*	Use energy-saving decoration materials (e.g., LED lighting) or rent instead of buying them		2	
	43*	Introduce decoration material recycling plan		2	
	44	Select recyclable or eco-friendly materials to make promotional		1	
	45	Select eco-friendly ink to print publicity/promotional materials		1	
	46	Send digital exhibition manuals and design promotions via E-mail to reduce paper use		1	
	47	Any necessary print promotional materials should be printed at/near the venue, to reduce delivery distance (especially air cargo)		1	

Category	No.	Green Practice	Check	Score	Description of implementation method (describe in detail please)
	48	Reduces printing of promotional materials by double page printing or reduced font size		1	
	49	Introduce promotional material recycling plan		1	
	50	To reduce paper use, provide event-related information on a large-sized backdrop at the main entrance of exhibition venue		1	
	51	Use the standard specifications for print promotional materials to avoid paper waste		1	
	52	Provide participants with a CD or USB stick with all the conference material, to avoid printing		2	
	53	Places the speaker's presentation handouts or electronic files on the website for participants to download		1	
	54	Reduce the use of diesel generators		2	
	55	For extra electrical safety, lighting fixtures likely to be touched by visitors should be powered from a standard 12V DC outlet.		2	
Other	56	Select venues with Green Building labels or those promoting eco-friendly policies.		2	
	57	It should be possible to regulate the temperature within the venue, and the temperature should be set at higher than 26°C		2	
	58	To raise Green MICE awareness during tours or on-site visits of exhibition / conference		2	
	59	Provide module system for exhibitor to use.		2	
	60	Collect carbon footprint data before the exhibition/conferehce for carbon inventory assessment		5	
	61	Planning "green competition" for exhibitors / particicants		5	
	62	Planning to purchase green power		5	
	63	Planning to purchase carbon credit offsets the carbon emissions		5	
Creative					

During and after Exhibition/ Conference

Category	No.	Green Practice	Status	Score	Description of method of implementation (describe in detail please)
Transportation	1	Offer carpooling information for participants		1	
	2	Offer pedestrian guidance and maps through on-site staff (oral instructions), venue facilities (electronic signage), mobile phones (mobile apps or QR codes) or website information		1	
	3	Offer maps of public transportation systems through on-site staff (oral instructions), venue facilities (electronic signage), cell phones (mobile apps or QR codes) or website information		1	
	4	Offer links to the bike-renting system through on-site staff (oral instructions), venue facilities (electronic signage), mobile phones (mobile apps or QR codes) or website information		1	
	5	Use of electric/hybrid vehicles indeed		1	
	6	Provide shuttle buses and encourage use through clear guidelines with on-site bulletin board		2	
	7	Select transportation agencies that emphasize environmental sustainability indeed.		1	
	8	Step up traffic-easing efforts to reduce impact on the neighborhood		1	
Food	9	Use water jugs or water dispensers to reduce bottled water usage during the exhibition/ conference		1	
	10	Reduce unnecessary packaging, and use harmless, eco-friendly, or biodegradable materials		1	
	11	Avoid throw-away dining utensils indeed		1	
	12	If disposable items are essential, try to ensure they contain a high content of recycled material, are recyclable, and appropriate recycling systems are in place.		1	
	13	Serve foods that do not require eating utensils (e.g., bread or sandwiches) indeed		1	
	14	Use canned seasonings to replace small seasoning packs		1	
	15	Offer incentives to encourage exhibitors/visitors to bring their own reusable eating utensils or cups		1	
	16	Donate surplus usable food to charities		2	
	17	Provide household kitchen waste recycling plan indeed		1	
	18	Require caterers to wear face masks, caps and gloves while handling food.		2	
Accommodations	19	Select hotels that practice eco-friendly initiatives		1	
	20	Select hotels that are closely located to public transportation systems		1	
	21	Select hotels that give guest options to change linens and towels		1	
	22	Select hotels that avoid non-reusable toiletries		1	
	23	Encourage exhibitor and visitors to bring their own toiletries indeed		1	
	24	Provide numerous, well-located bins for the separate waste fractions with clear signs/instructions		1	
	25	Place badge recycling bin in main entrance of venue		1	
	26	Designate a particular area for recycling of promotional materials		1	
	27	Use electrical equipment to provide conference event or venue navigation information to reduce paper usage		1	
	28	Reduce paper use with an electronic registration process		1	
	29	Send conference data electronically		1	
	30	Create signage to announce and encourage participant to use stairs, conservation of water, turn off of lights and other energy-saving practice		1	

Category	No.	Green Practice	Status	Score	Description of method of implementation (describe in detail please)
Decoration and Promotional Materials	31	The main power supply and audio placed separately to avoid noise interference, and labeling clear instructions and set up clapboards to ensure the safety of visitors		1	
	32	Adjust the speaker volume to avoid noise pollution		1	
	33	Ensure a public communication platform with designated staff is available for continuous dialogue with stakeholders		1	
	34	Establish a specific booth where attendees can obtain information of sustainability.		2	
	35	All decorative wastage produced during exhibition/conference should be collected separately according to the appropriate fractions (e.g. wooden, plastic, metal)		2	
	36	All promotional materials wastage produced during exhibition/conference should be collected separately according to the appropriate fractions (e.g. paper, gifts and other relevant items)		2	

Category	No.	Green Practice	Status	Score	Description of method of implementation (describe in detail please)
Other	37	To raise Green MICE awareness during tours of exhibition / conference		2	
	38	To raise Green MICE awareness during on-site visits of exhibition /		2	
	39	Select venues with Green Building labels or those promoting eco-friendly policies indeed		2	
	40	The temperature of venue should be set at higher than 26°C		2	
	41	Collect carbon footprint data during/ after the exhibition/conferehce for carbon inventory assessment		3-5	
	42	Planning "green competition" for exhibitors / particicants		3-5	
	43	Purchased green power		3-5	
	44	Purchased carbon credit to offset the carbon emissions		3-5	
Creative					
Total					

The Green MICE Incentive Program

I. Objective

To encourage Taiwan's exhibition and conference organizers to adopt a green, eco-friendly model that conserves energy and reduces carbon emissions, the Green MICE Incentive Program (the "Incentive Program") aims to inspire all organizers to recognize the importance of environmental protection, and create an excellent paradigm for Taiwan's MICE industry.

II. Adopting the Green MICE Guidelines

The Green MICE Guidelines address two categories of MICE, namely exhibitions and conferences. The exhibition component involves the organizers, venue providers, exhibitors and visitors, while the conference category chiefly covering the organizers, venue providers and participants.

The Incentive Program involves the five key categories of green MICE practices (transportation, food, accommodation, decoration and promotional material and others) and strives to implement the "green spirit". For example, cutting travel distances, paperless technology, reduce wooden decorations, use seasonal locally grown ingredients, avoidance of excessive packaging, and reuse of resources and reduction of energy consumption. This helps members to match these practices in difference related stages.

The MICE organizer plays a significant leading role of implement Green MICE, thus, the Incentive Program is intended to award organizers who willing to adopt the Green MICE practice and effectively influence other MICE stakeholders (such as venue providers, exhibitors and visitors).

III. Organizer

Organized by: Bureau of Foreign Trade (BOFT)

Implemented by: Taiwan External Trade Development Council

IV. Eligible Participants

- (I.) Applications may be submitted by MICE event "organizers" or "implementers" only. Only one of either "organizer" or "implementer" may submit an application for the same event.
- (II.) Applications may only be submitted by companies or corporate organizations registered in Taiwan.
- (III.) Each organizer may apply for one MICE event only; such limits do not apply to event implementers (PEO or PCO).
- (IV.) Awarded entries for the Green MICE incentive program will be divided into the "exhibition" and "conference" categories. Three winning applications will be selected from each category.
- (V.) If the total numbers of applications are fewer than five, the implementer shall consult with Taiwan Convention & Exhibition Association (TCEA) and Taiwan Exhibition and Convention Association (TECA) for the recommendation of alternative entries.

V. Registration Dates and Methods

- (I.) Exhibitions participating to adopt the Green MICE Guidelines must have no fewer than 300 booths; conferences must have no fewer than 100 attendants.
- (II.) Entries applying to adopt the Green MICE Guidelines shall adopt the green practice of following five categories: "transportation", "food", "accommodation", "decoration and promotional materials" and "others." In addition, the total number of categorized practices before, during and after the event shall be no less than 35 practices.
- (III.) The exhibition or conference must take place between April 15, 2016 and October 31, 2016.
- (IV.) From February 24, to March 18, 2016 (determined by postmark date), applicants must fill out application forms in accordance with category

of intended participation, affix with organization stamp, and submit by registered mail with accompanying documents to:

Recipient: TAITRA NANGANG Exhibition Center, Hall 1

Address: No.1, Jingmao 2nd Rd., Nangang District, Taipei City 11568

VI. Registration Documents

- (I.) Application form.
- (II.) Copy of Business Registration Certificate, or copy of a certificate attesting to legal business registration, affixed with organization stamp.
- (III.) If the application is submitted by the "implementer" of an event, a letter of authorization from the organizer must be attached.
- (IV.) 2016 Green MICE Guideline Self-Checklist. Please print three original copies of the above documents, and submit by registered mail before the application deadline.
- (V.) Other notice:
 - 1. Applicant submitting the self-checklist should describe in detail the method of implementation for the intended measures of introduction.
 - 2. For those whose proposed green practices are excluded from the self-checklist, please list them separately under the "creative green practice" category.

VII. Operating Procedures & Method of Selection

- (I.) Operating procedures
 - 1. Application by mail:

From February 24, to March 18, 2016 (determined by postmark date).
 - 2. Supplementary document deadline:

The required documentation (including application form, copy of

Business Registration Certificate or certificate attesting to legal business registration, self-checklist, etc.) are incomplete, the applicant shall submit supplementary documents within the stipulated deadline. Applicants who fail to provide supplementary documents before the deadline shall be deemed as invalid.

3. Preliminary selection:

Preliminary selection to be completed by March 25, 2016; eligible applicants to be announced on the MEET TAIWAN website.

4. On-site inspection:

Two of Green MICE consultants will do on-site inspection during the MICE events.

5. The result will be announced no later than November 10, 2016.

(II.) Winner Selection Method

1. Preliminary stage:

(1) The entries will be selected based on document provided by the applicants and conduct selection procedures for the "exhibition" and "conference" categories separately. Two to three entries shall be selected from each category.

(2) The self-checklist proposed by applicants must include all five key categories of initiative, including "transportation", "food", "accommodation", "decoration and promotional materials" and "others." And should cover "before, during and after exhibition/conference" stages. The total number shall be no fewer than 35 practices.

(3) If two or more applicants introduced the same number of green practices in their MICE events, the winner will be chosen based on the following five key categories in the order of "decoration and promotional materials", "transportation", "food", "accommodation" and "other." Applicants that have

adopted more practices in order of the above categories shall be awarded.

2. On-site inspection:

All supporting documentation and files must be submitted no later than 2 weeks before event launch (including promotional materials, web page information, photos...etc.) Electronic files shall be stored on compact discs. Two of Green MICE consultants will do the on-site inspection during each exhibition/conference eligible for award. Evaluations will be based on the applicants' self-checklists and must confirm the level of the performance of green practices intended to be adopted to the event.

Procedures for on-site inspection are as follows:

(1) Exhibition/Conference introduction

Applicants should brief event related information, Green MICE practices and ways of implementation to the consultants.

(2) On-site inspection

Green MICE consultants shall do on-site inspection based on the applicant's self-checklists and the aforementioned briefing information. Applicants should accompany the consultants during the guided tour and provide explanation as requested.

(3) Q&A session

Green MICE consultants may ask questions to the applicant. Applicants are required to answer these questions and provide detailed explanation.

(4) Consultant Scoring

In line with the degree of difficulty of the Green practice, the practices on the self-checklist are divided into "basic", "advanced" and "creative" categories. Scores with different

weights will be given according to individual categories (please refer to the chart below for more details).

Category	Content Definition	Scores
Basic	Basic green practices	1 point
Advanced	Practices that require additional planning or investment	2 points
Creative	Creative green practices	3-5 points

(5) Results

A.Green MICE consultants shall grade each applicant's the implementation performance after on-site inspection, scores will be tallied based on the number of practices graded by the consultants. Awards will be decided in order of total scores accumulated.

B.If two or more applicants have the same scores, the winner shall be chosen based on the following five categories in the order of "decoration and promotional materials," "transportation," "food," "accommodation," and "other." Applicants who have higher score from categories in the above order will be ranked higher.

VIII. Prizes & Awards

(I.) Applicants with the highest total score will be awarded with NT\$ 100,000 bonuses, in addition to media coverage.

(II.) Applicants with the second highest total score will be awarded with NT\$ 80,000 bonuses, in addition to media coverage.

(III.) Applicants with the third highest total score will be awarded with NT\$ 60,000 bonuses, in addition to media coverage.

(IV.)In addition to the above prizes and bonuses, relevant publicity event

and media coverage will be generated through subsequent "MEET TAIWAN" PR campaigns.

IX. Distribution of Prizes

- (I.) The prize distribution will comply with rules and regulations of Income Tax Act.
- (II.) Based on the receipt of Taiwan lottery invoice of award recipients as well as the name of the disbursement financial institution (including branch name, account name and account number), bonuses shall be remit to designate bank accounts as provided by the award recipients.

X. Other regulations

- (I.) Applicants who have been awarded as MICE events for this year (2016) shall collaborate with the organizer and implementer of this program in the provision of necessary information within two years, in addition to participating in relevant PR campaigns.
- (II.) Awarded applicants who decide to renounce this program through midway for individual reasons must state these reasons in a letter to the implementer, which shall in turn submit the letter to the Bureau of Foreign Trade and be duly considered in MICE award nominations and new exhibition support plans organized by the Bureau of Foreign Trade for the year 2017.
- (III.) The implementer may revoke the eligibility of applicants who submit incorrect or inaccurate audit reports, delay the submission of information, or fail to comply with on-site inspection.

The “Green Booth Decoration” Competition Rules & Regulations

1. Objectives:

The Green Booth Decoration Competition aims to encourage exhibitors to adapt concepts of “energy conservation and carbon emission reduction” into their booth designs and selected materials. It also aims to inspire all exhibitors to appreciate the importance of environmental protection, energy conservation and carbon emission reduction.

2. Details of the Competition

The “Green Booth Decoration Competition” covers the five components of: electricity-saving and energy conservation, decorations with low carbon emissions, green promotion, environmental sustainability, and creative design. Requirements are listed for each category and exhibitors are encouraged to fulfill these requirements when planning and designing their booths.

3. Organizer

- (1) The Bureau of Foreign Trade, the Ministry of Economic Affairs
(Taiwan’s MICE Promotion Program)
- (2) Taiwan External Trade Development Council
- (3) The Exhibition organizer

4. Eligible Participants

- (1) Exhibitors and booth contractors at the (Exhibition Title)
- (2) Exhibitors using standard booths are not eligible to participate in the competition.

5. Application Procedures

- (1) Application dates: From Aug.6 to Sept. 11, 2015 (before 6PM).
- (2) Complete the “Green Booth Decoration Competition Registration Form” and all relevant written documents and mail to “Exhibition Department, TAITRA. (Address No.5, Sec. 5, Xinyi Rd., Xinyi Dist., Taipei City 110). Be certain that “Green Booth Decoration Competition at (Exhibition Title)” is written on the envelope. (The

date on the postmark or the express delivery date will be seen as the mailing date)

6. Assessment Process

- (1) Scholars and experts from related fields will be selected by the organizer as the panel of judges for the competition. The panel of judges will visit the exhibition to check each booth.
- (2) The exhibitor and their respective booth contractor will be required to provide a brief introduction to their booth design concept and green practices to the judges. The on-site inspection schedule of the judges will be arranged by the organizer and the exhibitors will be notified in advance.
- (3) The panel of judges will convene a meeting to select the winners. If it happens that all participants fail to meet requirements, no winner will be announced.

7. Panel of judges

Members of judges will be selected from the below listed organizations:

- (1) The advisory group of the Green MICE Project (Under Taiwan's MICE Promotion Program).
- (2) The Taiwan Exhibition & Convention Association
- (3) Bureau of Foreign Trade, the Ministry of Economic Affairs

8. Evaluation Criteria

Category	Description	Score
Electricity-saving and energy conservation	Exhibitors are strongly encouraged to apply measures to save the booth electricity, such as using energy-saving lights or by adopting decoration skills. Here are some examples: 【Examples】 1. Use more natural lighting. 2. Refrain from the use of traditional, incandescent light bulbs and low efficiency lighting	20%

	<p>such as halogen lamps and mercury-vapor lamps.</p> <p>3. Use energy-saving lighting such as LEDs and energy-saving light bulbs.</p> <p>4. Advocate the idea of electricity-saving and energy conservation to educate visitors.</p>	
Decorations with low carbon emissions	<p>Use recycled and eco-friendly materials when planning booth decoration. If the use of wood is unavoidable, then various mitigating measures can be used to promote energy conservation and reduce carbon emissions.</p> <p>【Examples】</p> <p>1. Use materials that can be repeatedly used to make booths and partitions.</p> <p>2. Utilize recyclable materials for decorations.</p> <p>3. Design multi-purpose items that can be repeatedly used at different exhibitions.</p> <p>4. Refrain from use of carpets or reused carpets.</p> <p>5. Rent or bring from outside desks and chairs for the booth to avoid purchasing new items.</p> <p>6. Utilize decoration materials that have been certified by government (i.e.: materials with the Green Building Material label or FSC Certification)</p>	30%
Green promotion	<p>Promotional materials distributed at exhibitions are one of the most wasteful uses of resources. To achieve the goal of reducing carbon emissions and to prevent wasting materials and resources, it is recommended that exhibitors reduce the quantity of promotional materials printed and use electronic devices and on-line promotions instead.</p> <p>【Examples】</p> <p>1. Minimize the printed materials and utilize electronic devices (i.e.: mobile phone apps and text messages)</p> <p>2. Making a QR Code sign board at the booth to allow visitors to obtain information via the Internet.</p> <p>3. Use soy ink for printed materials and adopting eco-friendly printing methods such as double-sided printing.</p> <p>4. Setting up cloud space to facilitate information sharing such as the provision of related data and newsletters.</p> <p>5. Using electronic digital media to display product</p>	20%

	information or images in place of posters.	
Environmental sustainability	<p>Adapting green, sustainable practices for booth management in order to mitigate negative impact on the environment and human health.</p> <p>【Examples】</p> <ol style="list-style-type: none"> 1. Choose products and materials that are less harmful to the human health and the environment during production and decoration process. 2. For gifts, select those that are environmentally friendly and avoid over packaging 3. Minimize the use of disposable tableware and cups at the booth. 4. Avoid using large size decoration materials or main structural designs that are hard to carry to decrease fuel consumption during delivery. 	15%
Creative design	Booth design should not only meet the exhibitor purpose (i.e.: display the goods perfectly, with apt space for business negotiations) but also embody the concepts of energy conservation and the reduction of carbon emissions.	15%

9. Benefits for Winners

Awards	Award recipients	Prize Description
Best Green Booth Award	Exhibitors	<ol style="list-style-type: none"> 1. News exposure on the 2015 <u>(Exhibition Title)</u> official website, and other media during and after the <u>(Exhibition Title)</u> exhibition period. 2. News exposure on the MEET TAIWAN website, related media exposure and fan pages in 2015. 3. News exposure in the quarterly journal of the Taiwan External Trade Development Council in 2015. 4. A free one page advertisement in the Official Directory in 2016 <u>(Exhibition Title)</u> (Valued at NT\$50,000) 5. 200 inch LED electronic advertisement display OR 425 inch LED electronic outdoor advertisement at NANGANG Exhibition Center during an exhibition day in 2016 <u>(Exhibition Title)</u>. 6. An outdoor advertisement at the NANGANG Exhibition Center in the 2016 <u>(Exhibition Title)</u>. (Valued at approximately NT\$15,000 to

		NT\$100,000)
	Booth Contractor	<ol style="list-style-type: none"> 1. One free full page advertisement in the 2016 <u>(Exhibition Title)</u> Exhibition Manual. 2. Listed on the 2016 <u>(Exhibition Title)</u> website as an “Outstanding Green Decoration contractor”. 3. Listed as an “Outstanding Green Decoration contractor” in the 2016 <u>(Exhibition Title)</u> Exhibition Manual.

Note: NANGANG Exhibition Center will provide 200 inch LED electronic ads display during the (Exhibition Title) period. The location of LED screen will be determined by the organizer. Related information is provided as follows:

1. The organizer and exhibitor will be responsible for the costs of advertising, electricity, and wire installations.

2. During the exhibition period, if other organizers or advertising companies need to use the LED monitor or facade ad, the following solutions may be adopted:

(A) All advertisements will be shown in rotation; or

(B) The NANGANG Exhibition Center or the organizer will arrange the schedule.

3. The exhibitor or booth contractor will be required to indicate the “the winner of Green Booth Decoration Competition” and “MEET TAIWAN logo” on their advertisement.

4. The winning exhibitor must participate in 2016 (Exhibition Title); all awards listed above cannot be transferred to a third party.

10. Other Notes:

(1) The organizer may use information provided by the exhibitors (i.e.: photos of booth and design concept descriptions) at no cost for such purposes as decorating and promoting the exhibition as well as issuing related publications. Winners of the Green Booth Decoration Competition have to comply with the promoting activities or media arrangements made by the organizer.

(2) The exhibitors must submit all written documents in advance. Documents received after the application deadline will not be accepted.

(3) Exhibitors should ensure their booths at the 2015 (Exhibition Title) use only the designs and decoration materials described in their application and that these materials do not infringe upon the intellectual property rights of others. For exhibitors who are proven guilty of violating the above terms, the organizer reserves the right to revoke their awards and demand a return of their award and benefits.

(4) Exhibitors whose booths are in the Green Booth Decoration Competition should apply for copyright(s) or patent right(s) on their own to ensure that their booth designs are protected.

(5) Should any event/matter not covered by this notice arise; the organizer reserves the right to make changes accordingly.

11. Attachments:

- (1) Green Booth Decoration Competition Registration Form
- (2) Green Booth Decoration Competition Self-Check list

(Exhibition Title)

The “Green Booth Decoration” Competition Rules & Regulations Registration Form

No.: _____

Date of application: / /

Booth no.		Number of booths	
Name of company		Contacts information	Phone:
Contact person:			Ext.:
			Fax:
			Mobile phone no.:
E-mail			
Brief description of design concept:			
<p>Limited to 200 words; participants may attach a separate page for descriptions exceeding 200 words</p>			
Important Notices			
<p>1. The organizer may use information provided by the exhibitors (i.e.: photos of booth and design concept descriptions) at no cost for such purposes as decorating and promoting the exhibition as well as issuing related publications. Winners of the Green Booth Decoration Competition have to comply with the promotion activities or media arrangements made by the organizer.</p> <p>2. Exhibitors must submit all written documents in advance. Documents received after the application deadline will not be accepted.</p> <p>3. The exhibitors should ensure that their booths at the 2015 <u>(Exhibition Title)</u> use only the designs and decoration materials described in their application and that these materials do not infringe upon the intellectual property rights of others. For exhibitors who are proven guilty of violating the above terms, the organizer reserves the right to revoke their award as well as to demand a return of their award and benefits.</p> <p>4. Exhibitors whose booths are in the Green Booth Decoration Competition should apply for copyright(s) or patent right(s) on their own to ensure that their booth designs are protected.</p>			

5. Participants who have registered for the Green Booth Decoration Competition will be deemed to have accepted all aforementioned terms. Should any event not covered by this notice arise; the organizer reserves the right to make changes accordingly.

6. Application Checklist (For use by participating vendors)

- ☐ Registration form
- ☐ Green booth self-checklist
- ☐ Booth sketches

7. Mail all required data to the Exhibition Department, at: TAITRA International Photovoltaic Exhibition (Address No.5, Sec. 5, Xinyi Rd., Xinyi Dist., Taipei City 110) before Sept 11, 2015.

Official Department Seal		Applicant's signature	
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Green Booth Self-Check list

Category/Weighting	Description	Self-check	Methods of Execution
Electricity-saving and energy conservation 20%	Refrain from using traditional, incandescent light bulbs and low efficiency lighting such as halogen lamps and mercury-vapor lamps		
	Use LED lighting or energy-saving light bulbs		
	Use more natural lighting		
	Advocate practices of saving electricity and energy conservation to educate visitors		
Decorations with low carbon emissions 30%	Use decoration materials that are easy to transport, set up and tear down.		
	Use materials that can be repeatedly used to design booths.		
	Design multi-purpose items that can repeatedly be used at different exhibitions.		
	Decoration materials that create minimal pollution and are less harmful to the health.		
	Refrain using carpets, or use only re-used carpets		
	Priority use of tech products (i.e.: computer animations and large interactive screens) instead of wooden decoration materials		
Green promotion 20%	Use recycled paper or paper with FSC Certification to print promotional materials.		

	Use soy ink to print promotional materials and choose double-sided printing.		
	Choose standard sizes to print promotional materials so as to reduce wasting resources.		
	Display a QR Code sign board at the booth to let visitors obtain information via the Internet.		
	Designing a cloud space and utilize more E-devices (i.e.: mobile phone apps and text messages) to provide information for visitors.		
Environmental sustainability 15%	For gifts, select those that are environmentally friendly and avoid over packaging.		
	Refrain from using disposable tableware and minimize the use of disposable cups at the booth.		
	Utilize natural, non-toxic materials for booth decoration.		
Creative design 15%	Booths should both meet the exhibitor's purpose (i.e. best product display, suitable space for business negotiation) and include concepts of energy conservation and carbon emission reduction.		

Notes:

- 1. This self-checklist will be provided to the judges as reference and used as the basis for their on-site inspection.**
- 2. If you have more creative practices about green booth designs which are not included in this table, please provide the additional ideas when you submit the application. If the additional ideas are approved, it will be included as a part of the assessment.**

兩大展覽率先示範導入

綠色會展指南

臺灣電路板產業國際展 (TPCA Show 2013) 及臺灣國際綠色產業展 (TiGiS 2013) 基於對環境保護的認同，今 (2013) 年參與經濟部國際貿易局「臺灣會展領航計畫」推動之「綠色會展指南」示範導入，帶頭示範綠色會展的減碳作為。

TPCA Show 今年以「綠動展覽會・展心護地球」為主軸，展覽期間落實「綠色會展指南」的實施項目，並搭配多項綠色創意作法，展出

成果獲各界好評，不愧為臺灣第 1 個取得 BSI 國際碳足跡認證的展覽會。

而 TiGiS 則是名符其實的綠色展覽會，透過此一平台，臺灣業者持續發展再生能源，建立臺灣綠色產品在國際的競爭力。主辦單位更以身作則，率先將公設裝潢全數使用可回收再利用的系統材料，並示範導入「綠色會展指南」的實施項目，降低對環境的負面衝擊，誠為會展業界的好典範。

綠色創意有亮點

* 綠色裝潢 iECO 設計大賽：

提供競賽平台，讓參展廠商、裝潢及設計業者，利用創意及低碳節能的材料，建構更優質的綠色攤位，一旦蔚為風氣即可吸引更多廠商 Go Green。

* 回收識別證，愛心 100 分：

每回收 1 份證件，即以新台幣 2 元向愛盲基金會採購愛心商品，TPCA 主辦單位 鼓勵參觀民眾做公益，同時減少採購證件的支出，3 天展期的回收率近 8 成。

* 啟動綠色看展計畫：

為鼓勵參展者多使用大眾交通工具或共乘看展，TPCA 推出綠色看展「減碳抽大獎」活動，成效頗佳，參與綠色看展活動者佔總參觀人數近 5 成。

* 落實宣傳品及裝潢物低碳：

為執行宣傳低碳作法，主辦單位製作 QR CODE 立牌供參展廠商運用，降低文宣品的運送及發送；展覽邀請函及宣傳 DM 採用環保紙張及大豆油墨印製，紙本減量以 EDM 取代，並充分運用展館的電子看板，減少大型看板輸出。

* 多樣化主題區，聚焦綠色產業趨勢：

TiGiS 主題館，聚焦綠色產業，如綠色能源、風力發電、水科技、環保設備、植物工廠及綠建築；公部門則有行政院環保署區、台北市政

◎ 各項綠色作法
含識別證回收



QR CODE 運用



◎ 可回收再
利用系統
材料



府的低碳之都主題館、新北市的綠能產業旗艦館，共同帶動綠色產品與智慧科技結合的綠色商機。

臺灣完整會展產業資訊，全在臺灣會展網
www.meettaiwan.com。

(經濟部國際貿易局廣告)

大型會議示範導入

具體落實綠色會展

為具體落實環保創造永續環境，由經濟部國際貿易局委託外貿協會執行的「臺灣會展領航計畫」已完成「綠色會展指南」制訂，做為各界推動綠色會展的參考。綠色會展指南涵蓋的面向包括：運輸、飲食、住宿、裝潢及宣傳物等，主辦單位從籌辦初期即可參考指南的實施項目進行節能減碳措施。今年有「第6屆亞太

催化會議」(APCAT-6)、「2013年亞洲區內部稽核研討會」(2013 ACIIA Conference)及「2013年亞太過敏氣喘及臨床免疫學大會」(APCAACI 2013)等3項大型會議活動，率先示範導入綠色指南所列的實施項目，主辦單位也紛紛利用創意，讓與會者輕鬆做環保。

減碳第一步，選擇綠色會場

綠色場館本身就具有各項環保措施，例如提供大眾運輸系統資訊、提供LCD電子螢幕傳遞大會訊息減少裝潢物製作、提供垃圾分類及證件回收等機制協助主辦單位進行節能與減碳，降低成本。

裝潢不鋪張，回收省成本

大會公共設施選用可回收使用之系統裝潢，不另鋪設地毯，率先實施環保作為，執行綠色會展措施，進而影響參與廠商，如APCAACI 2013贊助商攤位照明選用節能省電之CCFL冷陰極管燈泡，除省電外，因燈泡不產生高溫亦減少空調的耗損；APCAT-6識別證設計可分層換裝不同紙卡，紙卡與塑膠套除可重複使用外，又可有效減少回收再利用的人力處理。

利用科技，事半功倍

科技提供即時、確實的資訊，配合客製化的設計，提高宣傳的效益。會前透過網站、EDM、QR code等電子化方式公佈大會相關資訊，擴大宣傳的廣度與深度，同時節省郵寄的費用與時間；會議報到採電腦作業，縮短現場等候時間，提高服務效能；大會相關資料放置於活動官網供與會者下載，活動照片亦上傳至官網供與會者分享，大幅降低紙本的印刷。

吃住皆環保，輕鬆無負擔

宣導自備盥洗用品與減少更換飯店床單與毛巾，讓與會者影響住宿業者，了解環保的重要，提供更友善的住宿環境；宣導自備餐具及水杯，減少紙杯與瓶裝水使用，為了健康更為環



▶ 亞太催化會議：

可重複使用識別證，分層欄位可換裝紙卡，提升使用靈活度。

▶ 亞洲區內部稽核研討會：

攤位皆使用可回收再利用之系統裝潢，不另鋪設地毯。



▶ 亞太過敏氣喘及臨床免疫學大會：

報到櫃檯改以全電腦作業，既快速又減少紙張浪費。

保。餐宴安排，選擇離會場或住宿旅館鄰近的地點，鼓勵步行或搭乘大眾運輸工具，提供與會者另類的體驗。

綠色會展的做法，不需投入大筆的經費或人力，只要利用一點創意與巧思，每個人都可以輕鬆做環保。

臺灣完整會展產業資訊，全在臺灣會展網
www.MeetTaiwan.com

經濟部國際貿易局廣告

綠色產品展 獲ISO亞洲首張認證

【都會訊】2014國際綠色產品展榮獲全亞洲第一張ISO 20121國際展覽驗證證書，外貿協會副秘書長葉明水表示，希望透過經驗傳承與分享，讓會展業界在展覽會議規劃初期，就灌注永續概念。

2014國際綠色產品展順利取得ISO 20121國際驗證證書，13日舉辦授證典禮暨經驗發表會。

中華民國對外貿易發展協會副秘書長葉明水表示，2014國際綠色產品展是台灣第一個通過ISO 20121的展覽，根據外部驗證機構台灣檢驗科技股份有限公司(SGSTaiwan Ltd., SGS)表示，本活動為SGS在亞洲所頒發的第一張ISO 20121國際展覽驗證證書。

考量越來越多國際活動如倫敦奧運等，已導入ISO 20121活動永續管理系統國際標準，政府今年從「台灣會展領航計畫」擇定2014國際綠色產品展(Eco-Products International Fair 2014, EPIF 2014)及2014第九屆亞洲會展產業論壇(Asian MICE Forum 2014, AMF 2014)為導入ISO 20121輔導對象。

葉明水說，2014國際綠色產品展本身已是一個追求「綠色環保」的國際活動，導入ISO 20121後，將關懷面向擴及「經濟」及「社會」層面，不僅提升展覽主辦單位品牌形象，更為日後國際綠色產品展樹立新典範。

二〇一四國際綠色產品展榮獲全亞洲第一張ISO 20121國際展覽驗證證書，經濟部國際貿易局主任秘書王振福(左)，台灣檢驗科技股份有限公司東亞區副總裁黃世忠(中)，外貿協會副秘書長葉明水(右)齊聲喊讚。



廣告企畫製作

■ 2014亞太加盟連鎖年會，採用RFID系統進行會議報到，減少識別證和報到資料的印製，並節省與會者排隊等待的時間。

■ 第十八屆東亞精算會議，主辦單位回收現場使用的紙箱再製成宣傳品及識別證的回收箱。



■ TPCA Show 2014主辦單位主動為現場攤位準備QR Code，與會者可透過官網下載所需資訊，以減少文宣物的印製。

臺灣會展領航計畫帶頭「綠化」

為推動會展產業發展，經濟部國際貿易局推動「臺灣會展領航計畫」，委由外貿協會執行，已邁入第二年。「臺灣會展領航計畫」以「打造臺灣會展成為優質會展服務的領航者」為願景，提供各項會展之獎勵與協助措施，如籌組海外推廣團、個案輔導、會展補助、協助國際會議來台舉辦等，透過擴大服務來爭取更多商機，帶動會展產業整體的成長。其中，更加入「綠色會展推廣計畫」，包含「綠色會展推廣」及「綠色認證導入」兩大方面。

綠色會展推廣：

「會展活動導入綠色指南」獎勵辦法

執行單位外貿協會參考國內外資料，並結合專業產官學研團體之意見，制訂了「綠色會展指南」及「會展活動導入綠色指南獎勵措施」，鼓勵會展主辦單位採用綠色作法，經評選後共五項獎勵資格，分別為：第十八屆東亞精算會議、美國標榜全球創意嘉年華、一〇一四亞太暨世界加盟連鎖年會、第六屆全球集思論壇以及第十五屆台灣電路板產業國際展覽會（TPCA Show 2014）。主辦單位應用創意節能減碳，作法分享如下：

善用網路科技及社群通訊軟體，便利而節能。智慧型手機普及，網路已是現代人不可或缺資訊來源，主辦單位皆架設官方網站公告大會訊息及資料，供與會者自行下載。還有RFID系統報到、於攤位擺放QR Code、設置會議專用Web app、Line群組等結合網路和社群軟體的創意。

妥善運用大眾運輸，降低與會者交通碳排放量。為降低會展活動中主要碳排放來源「人員

交通」，各主辦單位推陳出新，包括：使用純電動車機場接送、贈送悠遊卡等。「TPCA Show 2014」主辦單位甚至規劃「綠色看展」活動，以抽獎方式鼓勵共乘或搭乘大眾運輸工具，並規劃接駁車，提供看展者減碳而便利的選擇！

自提綠色創意，展現Go Green用心

「第十八屆東亞精算會議」將未食用的會議茶點，捐贈至台北家扶中心，結合環保與社會關懷。「TPCA Show 2014」主辦單位自辦「綠色裝潢ECO設計大賽」邀請參展廠商一起Go Green。「全球集思論壇」更邀請台灣品牌贊助純電動車及茶點，環保亦推廣台灣品牌。

綠色認證導入：會展產業國際標準化

臺灣兩案展會率先導入ISO 20121

綠色認證導入為協助國內的會展場館和有意願深耕綠色作法的主辦單位取得國際認證，今年協助台北國際會議中心取得碳盤查認證、第十五屆台灣電路板產業國際展覽會取得碳足跡認證，有助日後的碳管理計畫。同時為提升臺灣會展產業與國際接軌，外貿協會更領先亞洲將國際間關注的ISO 20121認證導入展會活動。ISO 20121活動永續管理系統最具代表性的盛事為「一〇一一年英國倫敦奧運」，而臺灣的「一〇一四國際綠色產品展（EPF 2014）」以及第九屆亞洲會展產業論壇（AME2014）皆於今年取得ISO 20121認證，充分展現政府帶領臺灣會展產業深耕永續的決心。

在會展產業中導入綠色的作法並不難，亦是會展產業每一分子的責任。一〇一四年外貿協會將持續推廣，邀請您一同為環境盡心力。



為推動臺灣會展產業發展，由經濟部國際貿易局主辦，委由外貿協會執行之「臺灣會展領航計畫」特地推行「綠色會展」，以 3Rs(Reduce, Reuse, Recycle) 原則、結合節能減碳及永續概念，鼓勵主辦單位主動採取綠色作法，來降低會展活動中運輸、飲食、住宿、裝潢宣傳物等方面產生的碳量、廢棄物量及資源浪費。

綠色創意大彙集 節能減碳 So Easy

執行單位外貿協會參考國內外資料，並結合產官學顧問群之意見，制訂了「綠色會展指南」及「會展活動導入綠色指南獎勵措施」，鼓勵會展主辦單位採用綠色作法，經評選後共 5 案具獎勵資格，分別為：第十八屆東亞精算會議、美國標榜全球創意嘉年華、2014 亞太暨世界加盟連鎖年會、第六屆全球集思論壇以及第十五屆台灣電路板產業國際展覽會(TPCA Show 2014)。

主辦單位應用創意節能減碳，更表示「本以為導入綠色作法不容易，但依照綠色會展指南的項目規劃，才發現綠色作法真的是舉手之勞，多點巧思就能作到！」精彩作法分享如下：

●善用網路科技及社群通訊軟體 便利而節能

由於智慧型手機普及，網路已是人們不可或缺的資訊來源，主辦單位們皆架設官方網站，公告大會訊息和資料，供與會者自行下載，並採用



RFID

系統報到、於現場攤位擺放 QR Code、設置會議專用 Web app、Line 群組等，結合網路和社群軟體的創意運用。

●妥善運用大眾運輸 降低與會者交通碳排放量

為降低會展活動中主要之碳排放來源「人員交通」，各主辦單位推陳出新，包括：使用純電動車機場接送，贈送悠遊卡等。「TPCA Show 2014」主辦單位甚至精心規劃「綠色看展」活動，以抽獎方式鼓勵共乘或搭乘大眾運輸工具，也規劃接駁車，提供看展者減碳及便利的選擇！

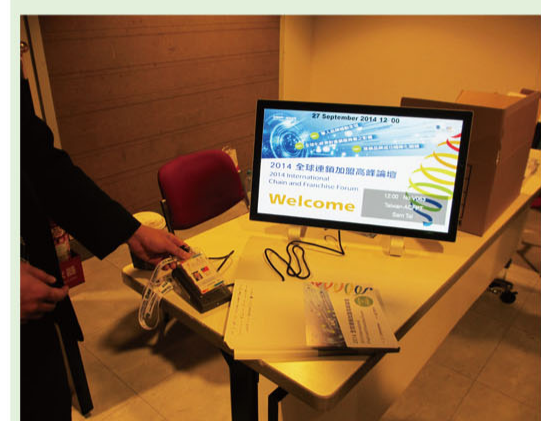
力行永續決心 與國際接軌

除協助會展活動導入綠色指南之外，為具體協助會展單位減低碳排放量，執行單位外貿協會今年協助「第十五屆台灣電路板產業國際展覽會」取得碳足跡認證，台北國際會議中心取得碳盤查認證、有助於日後進行碳管理計畫。同時為提升臺灣會展產業與國際接軌，外貿協會更領先全亞洲將國際間關注的 ISO 20121 驗證導入展會活動。導入 ISO 20121 活動永續管理系統最具代表性的

盛事為 2012 年英國倫敦奧運，而臺灣的 2014 國際綠色產品展(EPIF 2014) 以及第九屆亞洲會展產業論壇(AMF2014) 為亞洲第一個取得 ISO 20121 的展覽及會議，充分展現政府帶領臺灣會展產業深耕永續的決心。



▲ TPCA Show 2014 主辦單位主動為現場攤位準備 QR Code，與會者可連到官網下載所需資訊，以減少文宣物的印製。



▲ 2014 亞太加盟連鎖年會，採用 RFID 系統進行會議報到，結合悠遊卡鼓勵與會者搭乘大眾運輸工具，並節省排隊等待報到的時間。

104 年外貿協會也將持續推廣綠色會展，更多相關訊息請參考臺灣會展入口網站 MEET TAIWAN 綠色會展專區 http://www.meettaiwan.com/zh_TW/green-exhibition/index.html

經濟部國際貿易局 廣告



第十八屆東亞精算會議主辦單位將會議中未食用之餐點，轉贈給南台北家扶中心。



2014亞太暨世界加盟連鎖年會採用RFID系統報到，減少報到資料的印製。



第六屆全球集思論壇現場佈置物使用相片紙列印，便於保養並自宣傳期即重複回收利用



臺灣電路板協會自行舉辦綠色裝潢ECO設計大賽，吸引多個參展廠商報名。

臺灣會展 領航「綠化」

為推動臺灣會展產業發展，經濟部國際貿易局推動「臺灣會展領航計畫」委由外貿協會執行，已邁入第二年。「臺灣會展領航計畫」以「打造臺灣會展成為優質會展服務的領航者」為願景，提供各項會展之獎勵與協助措施，如籌組海外推廣團、個案輔導、會展補助、協助國際會議來台舉辦等，透過擴大服務來爭取更多商機，帶動會展產業整體的成長。其中，更加入「綠色會展推廣計畫」，包含「綠色會展推廣」及「綠色認證導入」兩大方面。

綠色會展推廣：「會展活動導入綠色指南」獎勵辦法

為鼓勵會展主辦單位採用各項綠色作法，執行單位外貿協會參考國內外資料，並結合專業產官學顧問群之意見，訂定「綠色會展指南」，以3R(Reduce, Reuse, Recycle)原則，結合節能、低碳及環保永續等概念，涵蓋面向包括運輸、飲食、住宿、裝潢物與宣傳物等方面，讓利害相關者了解透過各種具體的綠色作法可降低碳排放、廢棄物量及資源浪費。本（一

〇三）年度更增設獎勵措施，凡符合補助資格之會展活動主辦單位皆可報名參加，獎金最高十萬元。依採用綠色項目多寡評定獎勵資格，經評選後，共五案具獎勵資格，分享如下：

第十八屆東亞精算會議 綠色會議兼顧人情暖流

「第十八屆東亞精算會議」為東亞地區保險精算界之盛會，由中華民國精算學會主辦，於台北國際會議中心舉行，主辦單位透過網站、會場標語積極宣導綠色概念，為鼓勵使用大眾交通運輸工具，會場不提供停車位，並贈送內含百元儲值金之悠遊卡；更將未食用的茶點，捐贈給南台北家扶中心，結合環保與社會關懷，同時主辦單位透過主辦會員國之間的經驗傳承，也將臺灣綠色會展的概念推廣到國際。

「美國標榜全球創意嘉年華」善用社群軟體 創造綠色溝通

由財團法人美學促進協會舉辦的「美國標榜全球創意嘉年華」，七月份於松山文創園區盛大舉行。主辦

陳出新，例如幫所有參展廠商客製化Logo以減少文宣品印製，並以「回收識別證、愛心一百分」的公益方式刺激識別證回收，規劃接駁車以降低看展者交通碳排放量。而今年自辦的「綠色裝潢市〇設計大賽」邁入第四屆，報名創下新高，主辦單位詹總幹事表示是極大的鼓舞，亦將持續推廣，希望明年能有更多廠商參與。

綠色認證導入：會展產業國際標準化 臺灣兩案展會率先導入ISO 20121

綠色認證導入為協助國內的會展場館和有意願深耕綠色作法的主辦單位取得國際認證，包含會展場館碳盤查，及會展活動碳足跡認證，及協助展覽導入ISO 20121。一〇二年度更領先全亞洲，協助市〇成功導入國際ISO 20121驗證於展會活動中。

「ISO 20121活動永續管理系統」是由會展活動主辦單位考慮舉辦活動過程中可能造成之經濟、環境、社會影響，主動與利害關係人溝通永續議題及管理目標，國際間知名案例如一〇一一年倫敦奧運和雪梨音樂節等。

臺灣則由外貿協會於一〇一三年率先輔導二〇一四國際綠色產品展(EPIC 2014)及第九屆亞洲會展產業論壇(ANF2014)領先全亞洲取得ISO 20121國際驗證。除此之外，「會展

單位內部平時即實踐綠色，除控制紙杯和文宣物數量，更善用社群軟體和與會者溝通，減少資源浪費。主辦單位公關方小姐表示：「因美髮產業型態特殊，完全進入電子化作業較難，後來發現許多人習慣用智慧型手機上Facebook和Line，使用Facebook報名者多過官網報名者，顯示智慧型手機在推廣綠色會展已是未來趨勢。」

二〇一四亞太暨世界加盟連鎖年會 多功能識別證大展綠色科技

二〇一四亞太暨世界加盟連鎖年會，地點選擇落實綠色營運的台北國際會議中心，並妥善利用場館設備，



美國標榜全球創意嘉年華以通訊軟體作為溝通和發布訊息的平台，減少印刷文宣品的印製。

場館碳盤查」及「會展活動碳足跡」係透過輔導過程鑑別出主要的溫室氣體排放源，再透過改善方案來減少碳排放量；除了能協助業者規劃更具體的減碳方案，亦可展現對永續議題的重視，建立環保優質形象。本年度參與場館碳盤查的台北國際會議中心及參與活動碳足跡查證的臺灣電路板產業國際展覽會，皆已是第二次參與並順利取得認證。

節能永續 綠色會展即刻行

在會展產業中導入綠色的作法其實並不難，但效果卻是顯而易見，即便是每個人自帶環保杯或餐具這樣的小事，亦宛如蝴蝶效應般可影響到免洗餐具消耗量、廢棄物處理和經費的節省等。也因此，「綠色會展」不僅只是推廣者或主辦單位的責任，會展產業的每一份子也都有可行的綠色作為，惟有每個人即刻開始執行，並持續傳承，才能真正達到永續，並為我們共同擁有的環境盡一份心力。

一〇四年經濟部國際貿易局之「臺灣會展領航計畫」仍將委由外貿協會持續推廣綠色會展。



更多綠色會展的相關訊息可參考臺灣會展入口網MEET TAIWAN之綠色會展專區

推動綠色會展 產業大咖開講

國貿局辦座談 展覽公會理事長葉明水等產業代表出席分享經驗、提出建言

【台北訊】國貿局主辦、外貿協會執行的「台灣會展領航計畫」專案，日前辦理「如何打造綠色會展」座談會。

國貿局主任秘書陳永章以「政府如何協助臺灣會展產業推動綠色會展」為題開講，此外，還有展覽公會理事長葉明水、全球會議公司聯盟會長黃潔儀、安益國際展覽公司董事長涂建國、台灣電路板協會秘書長賴家強、淡江大學大傳系副教授黃振家、以及台北南港展覽館1館主任顏木松、台北國際會

議中心副主任蘇莉莉、與貿協展覽處設計組組長龔麗蓉等會展專業人士與談。

陳永章表示，台灣綠色會展專案去年協助「國際綠色產品展」及「亞洲會展產業論壇」雙雙取得亞洲第一張展覽及會議的ISO 20121的認證，每年固定輔導五案會展活動導入綠色會展指南，並有獎勵措施，在輔導業者國際認證（碳足跡、ISO 20121、碳盤查）方面，也提供一案名額全額補助。今年專案更將擴大推廣到參展廠商

和裝潢業者，在部分展覽中試辦綠色攤位競賽。

台灣電路板協會秘書長賴家強以主辦單位角度，提到每年TPCA Show辦理時，提供約54項環保建議讓參展商及參觀者依循，更提出「綠色攤位競賽」、「回收識別證作公益」、「低碳參觀證」等創新作法，增加參展廠商及參觀者GO Green的誘因，長期推動下，電路板展成為台灣最致力投入「綠化」的展覽。

台灣首座綠建築展館——台北南港展覽館1館，主任顏木松也分享南港展覽館自建築之初即融入綠色概念，不僅通過綠



綠色會展座談會上，貿協南港展覽中心主任顏木松（左起）、展覽公會理事長葉明水、全球會議聯盟會長黃潔儀、貿易局主任秘書陳永章、台北國際會議中心副主任蘇莉莉、電路板協會秘書長賴家強合影。

徐谷楨 / 攝影

建築標章中7項標準、後續更取得碳盤查證書、友善建築、防火標章等，館內更推行節能綠色作法，去年更通過難度更高

的組織型ISO 20121認證，提升展館層次與國際接軌。

（徐谷楨）

經濟部 推廣綠色會展

舉辦「如何打造綠色會展」座談會，效法先進國家

■陳宗慶

經濟部國際貿易局主辦、外貿協會執行的「臺灣會展領航計畫」，於8月27日舉辦「如何打造綠色會展」座談會，計畫主持人、外貿協會副秘書長葉明水表示，綠色會展是全球性重要議題，先進國家如歐洲的荷蘭、瑞典、丹麥，亞洲的日本、新加坡、泰國等都高度投入綠色會展，臺灣近兩年也由貿易局帶領下積極推廣。

座談會邀請貿易局主任秘書陳永章、展覽公會理事長葉明水、全球會議公司聯盟會長黃

潔儀、安益董事長涂建國、電路板協會秘書長賴家強、淡江大學副教授黃振家、南港展覽中心主任顏木松、臺北國際會議中心副主任蘇莉莉、貿協展覽處組長龔麗蓉等專業人士，匯集前瞻性與實務性的綠色會展新知。

陳永章主秘表示，臺灣綠色會展專案執行成果豐碩。去年協助「國際綠色產品展」及「亞洲會展產業論壇」雙雙取得亞洲第一張展覽及會議的ISO 20121認證。每年固定輔導5案會展活動導入綠色會展指南，

並設獎勵措施。在輔導業者碳足跡、ISO 20121、碳盤查等國際認證方面，也提供補助。

顏木松主任指出，南港展覽館自建築之初即融入綠色概念，不僅通過綠建築標章，也取得碳盤查證書、友善建築、防火標章，館內更推行節能綠色作法，去年通過難度更高的組織型ISO 20121認證。

蘇莉莉副主任說明今年度於宜蘭舉辦「會展一畝田，公益收割趣」活動，希望藉此號召業者，辦理活動時可將企業社會責任的理念納入規畫。



●南港展覽中心主任顏木松（左起）、貿協副秘書長葉明水、全球會議聯盟會長黃潔儀、貿易局主秘陳永章、臺北國際會議中心副主任蘇莉莉、電路板協會秘書長賴家強，一同出席座談會。

圖／貿協提供

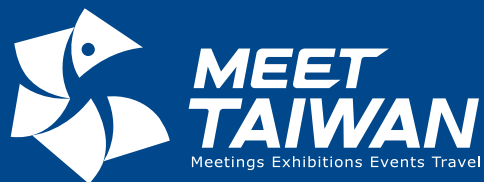
臺灣會展領航計畫

綠色會展成果專刊



台灣具有經驗豐富的會展人才和完善的洽商平台，處處創造無限商機，時時締造成功媒合。

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主辦單位：  經濟部國際貿易局

執行單位：中華民國對外貿易發展協會



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臺灣會展產業 一起來綠動

為鼓勵臺灣會展業者採行節能減碳之綠色作法，經濟部國際貿易局於今（一〇四）年十一月公佈「會展活動導入綠色會展指南獎勵措施」名單，表揚具體實施的五案主辦單位，以及今年首次辦理綠色攤位競賽的二〇一五「台灣國際綠色產業展」(TGS)及「台灣國際太陽光電展」(PV Taiwan)、及獲得ISO 20121認證的台北國際電子產業科技展、取得碳盤查證書的高雄展覽館、及碳足跡認證國際固體廢棄物協會第三屆廢棄物質環境宿命研討會。

為求臺灣會展產業永續發展，由經濟部國際貿易局主辦、外貿協會執行的「臺灣會展領航計畫」，積極鼓勵臺灣會展產業從運輸、飲食、住宿、裝潢物與宣傳物，及其他等五大面向來節能減碳，朝向綠色會展發展。經濟部國際貿易局每年除公佈最新「綠色會展指南」外，更提供獎勵金、專業輔導顧問全程協助，及全額補

應政府政策，向台電購買綠色電力，抵換了九十八%的展期用電，減少了約二十五噸的碳排放量，成為展覽一大亮點。

此外，電路板協會自辦第五屆的「綠色裝潢市○○設計大賽」，今年有二十一間廠商報名，成長約兩倍再創歷年新高。主辦單位詹總幹事表示，在展覽前便開設一系列課程，聘請講師來為參展廠商和裝潢商上課，教育廠商如何規劃綠色攤位，並將「選攤位之優先權」加入作為競賽誘因，不僅提高廠商報名意願，也充分展現電路板協會深耕綠色展覽的決心。

「臺灣機器人與智慧自動化展」 機器手臂展示大會資訊

「二〇一五臺灣機器人與智慧自動化展」由展昭國際企業公司主辦，透過網站及廠商協調會時宣導綠色概念，並從現有設計中變化出巧思，如：將展會資訊整合於現場展品(機器手臂)上，讓參觀者在觀看展品時也可得知資訊，並可減少製作文宣品。展場發表會看板使用帆布製作，中間留白結合投影幕功能，可重複於後續活動使用，減少運輸和另租設備之成本，也不影響原有活動進行，運用綠色巧思為展覽加值。

助經費，協助業者取得國際認證，如ISO 20121，碳盤查，及碳足跡等，二〇一五年各主辦單位之綠色作為，也多有可效法之處。

五項會展活動 參與「綠色會展指南」導入： 綠光四射

「第十六屆台灣電路板產業展覽會」 展覽界綠巨人

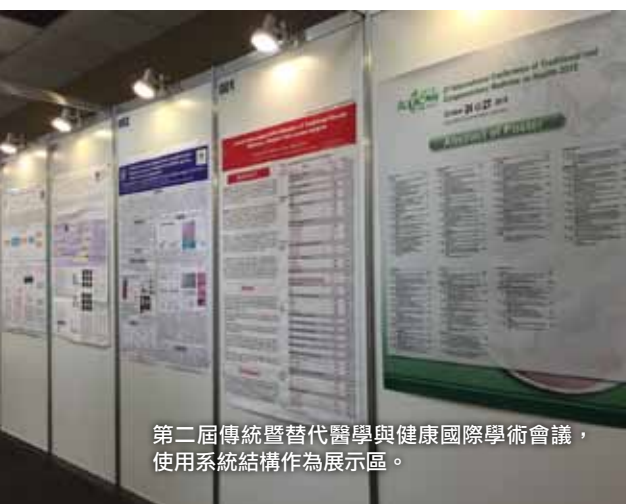
第十六屆台灣電路板產業展覽會之主辦單位臺灣電路板協會深耕綠色會展已久，今年更成立「財團法人電路板環境公益基金會」(TPCE)集合台灣電路板產業之資源與力量，再透過基金會平台，傾力關懷環境與社會公益，為電路板產業建立綠色公益之形象。除了固定安排的大會接駁車、回收識別證做公益等作為，今年更響

「人才發展協會亞太區年會」 大秀雲端科技

由自強工業科學基金會舉辦的「人才發展協會亞太區年會」，不僅製作會議專屬的APP，將所有課程講義置於官網，還為此加裝APP基地台和分享器，保障與會者使用的便利，主辦單位表示「許多人已經習慣使用電子載具儲存資料，同時為了徹底減少紙張使用，只要能使用網路電子化的部分，就盡量雲端化」。

「二〇一五國際營養及運動學術會議」 回收利用最大化

二〇一五國際營養及運動學術會議，妥善利用場館設備規劃綠色會議，例如使用會場螢幕顯示會議資訊，使用飲水機取代瓶裝水。此外，協助會議執行之威立顧問公司黃總監於現場拆下報到處的指示牌，展示指示牌背面，原來是過去曾舉辦過的會議之議程板，黃總監表示：「舉辦國際會議時，大型輸出物仍無法避免，例如大型議程表或是拍照看板，但為節能減碳，將重新裁切成小塊後回收，並利用背面印刷製作成較小尺寸的製作物，如果不能避免不作，就盡量再利用。」



第二屆傳統暨替代醫學與健康國際學術會議，使用系統結構作為展示區。



2015國際營養及運動學術會議，回收大型製作物並裁切再製使用。



人才發展協會亞太區年會現場展示雲端教學，與會者可透過網頁與主講者互動。



2015臺灣機器人與智慧自動化展，主辦單位將會議資訊結合於機器手臂上。



臺灣電路板協會結合公益鼓勵回收識別證，已行之有年。



台北國際電子產業科技展「捐發票，換公平交易咖啡」。



台北國際電子產業科技展「永續示範攤位」。



太陽光電展之最佳綠色攤位「工研院綠能所」。



台灣國際綠色產業展之最佳綠色攤位「推動綠色貿易專案辦公室」。

「第二屆傳統暨替代醫學與健康國際學術會議」從在地緣向國際

「第二屆傳統暨替代醫學與健康國際學術會議」主辦單位台灣傳統暨替代醫學協會，除使用場館設施規劃綠色會議，並建置會議專屬aoo，讓與會者除了可透過aoo查閱相關資料，減少會議資料印製。大會論文發表區和攤位也採用系統結構，以減少不必要的裝潢物。而主辦單位也透過問卷調查與會者對會議中實行綠色作為的看法，得到非常正面的評價，許多與會者表示未曾曾在其他國家感受到綠色會議的實踐，相當驚喜也很贊同綠色做法。

「台灣國際綠色產業展」及「台灣國際太陽光電展覽會」推廣低碳裝潢

會展活動利害關係者除場地、主辦單位之外，主要的主體和碳排量來源為參展廠商、及裝潢廠商，因此，為鼓勵參展廠商節能減碳，今年臺灣會展領航計畫也與「台灣國際綠色產業展」及「台灣國際太陽光電展覽會」主辦單位合作，辦理首屆「綠色攤位裝潢競賽」，邀請參展廠商應用綠色概念和裝潢材質打造低碳攤位，並由貿易局、展覽公會代表以及綠色會展顧問組成評審團，於展覽期間到各攤位進行現場評選，參展廠商於現場向評審解說設計理念及應用材質。經評選後，分別由「推動綠色貿易專案辦公室」以及「工研院綠能所」獲得最佳綠色攤位獎。

而太陽光電展的得獎攤位「工研院綠能所」共集結十七間廠商聯合展出，為呼應展覽主題「太陽光電」，選用陽光的黃色為主軸打造攤位明亮形象，攤位上的照明則全數使用省電燈泡，並以流線化的模組設計取代傳統隔間，創造出十七間廠商各自所需的展示空間及共用商談區，也方便參訪者於攤位間走動，並搭配綠色植栽增加綠意。



溫室氣體盤查
精準節能減碳的第一步

高雄展覽館、第三屆廢棄物環境宿命研討會取得國際溫室氣體查證

此外，領航計畫本年度亦協助高雄展覽館完成碳盤查、國際固體廢棄物協會「第三屆廢棄物環境宿命研討會」完成碳足跡查證，透過溫室氣體盤查，專業顧問提出節能診斷及未來改善建議，場館和活動主辦單位可清楚知道主要的碳排放量來源，並針對碳排放來源進行相關減碳作為。

ISO 20121認證 永續與國際接軌

台北國際電子產業科技展
台灣首例購買綠色電力之專業展

二〇一五年「台北國際電子產業科技展」從展覽籌備到落幕期間，從經濟、環境及社會等三大面向進行永續管理，包括主辦單位購買綠色電力，並設置「永續示範攤位」供參展廠商了解如何自攤位裝潢節能減碳。同時，該展還與「財團法人陽光社會福利基金會」合作，提供工作機會予該基金會，將回收的展覽廣告旗幟製作成環保袋予現場發送，於展覽期間捐贈發票者，還可免費獲贈一杯公平貿易咖啡。

臺灣會展領航計畫 走向綠色永續



臺灣會展領航計畫推廣至今，已有越來越多的主辦單位願意投入綠色做法，期望未來能有更多的參展廠商、裝潢業者及參觀者一同跟進，一〇五年臺灣會展領航計畫也仍將持續協助台灣會展產業，相信必能更快達到真正的綠色會展、永續發展，更多相關訊息可參考臺灣會展入口網MEET TAIWAN之綠色會展專區。

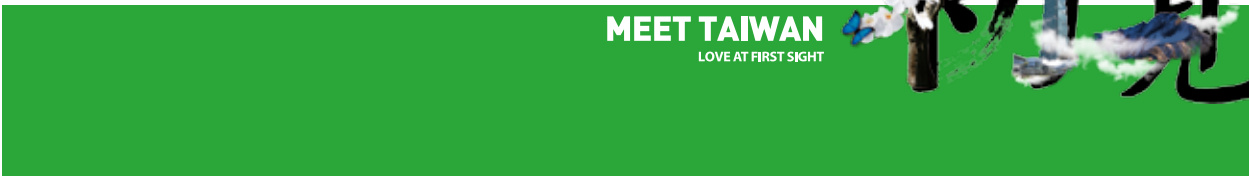
臺灣會展領航計畫綠色會展推廣成果列表

成功輔導會展活動導入綠色會展指南：

時間	活動名稱	主辦單位
2013	TiGIS國際綠色產業展	中華民國對外貿易發展協會
	第十四屆台灣電路板產業國際展覽會	台灣電路板協會
	2013亞洲區內部稽核研討會	中華民國內部稽核協會
	亞太過敏氣喘及臨床免疫學大會	台灣兒童過敏氣喘免疫及風濕病醫學會
	第6屆亞太催化會議	台灣觸媒學會
2014	第十八屆東亞精算會議	中華民國精算學會
	美國標榜全球創意嘉年華	社團法人台灣標榜時尚美學技術促進協會
	2014亞太暨世界加盟連鎖年會	社團法人台灣連鎖加盟促進協會
	第六屆全球集思論壇	台灣大學學務處課外活動指導組
	第十五屆台灣電路板產業國際展覽會	台灣電路板協會
2015	台灣電路板產業國際展覽會	台灣電路板協會
	2015台灣機器人與智慧自動化展	展昭國際企業股份有限公司
	2015年人才發展協會亞太區年會	社團法人自強工業科學基金會
	2015年國際營養及運動學術會議	台灣食品保護協會
	2015第二屆傳統暨替代醫學與健康國際學術會議	台灣傳統暨替代醫學協會

協助以下單位取得國際認證：

時間	活動名稱/場館名稱	盤查項目	國際標準名稱
2013	第6屆亞太催化會議	碳足跡	PAS 2050
2013	高雄國際會議中心	碳盤查	ISO14064-1
2014	台北國際會議中心	碳盤查	ISO14064-1
2014	第15屆台灣電路板產業國際展覽會	碳足跡	PAS 2050
2014	國際綠色產品展	ISO 20121	ISO 20121
2014	第九屆亞洲會展產業論壇	ISO 20121	ISO 20121
2015	台北國際電子產業展	ISO 20121	ISO 20121
	高雄展覽館	碳盤查	ISO14064-1
	國際固體廢棄物協會 第三屆廢棄物質環境宿命國際研討會	碳足跡	PAS 2050



座談會主持人和與談人合影，左起台北南港展覽館1館顏木松主任、外貿協會葉明水副秘書長、全球會議聯盟黃潔儀會長、貿易局陳永章主任秘書、台北國際會議中心蘇莉莉副主任、電路板協會賴家強秘書長



經濟部國際貿易局陳永章主任秘書致詞



臺灣會展領航計畫主持人葉明水副秘書長致詞



103年度綠色會展發表會，(左起)台灣電路板協會吳永輝理事長、中華民國精算學會秘書長林含欣、貿易局徐大衛副局長、社團法人台灣標榜時尚美學技術促進協會總經理蔡秋月、社團法人台灣連鎖加盟促進協會副秘書長邱志豪、台大全球集思論壇總召集人張培閔同學



台北南港展覽館1館顏木松主任就南港展覽館綠色作法經驗分享



▲全球會議聯盟黃潔儀會長分享綠色會展之國際趨勢



▲電路板協會賴家強秘書長分享電路板展之綠色作法



▲SGS東亞區黃世忠副總裁頒發ISO 20121國際證書給經濟部國際貿易局徐大衛副局長、外貿協會葉明水副秘書長