

Festival of Love Sustainable MICE

Presented by TAITRA



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Our Journey Starts...

Our Journey Starts....

2019 Summer Camp

- Free for underprivileged children from disadvantaged families
- TaiNEX staff conducted educational and entertaining camp activities



Experiencing 10 seconds as TAITRA Chairman can create an unforgettable memory for children at the event

2020 PlayWild Event

- Turning the largest column-free exhibition hall in Taiwan into the largest canopy for family fun



An outdoor bazaar full with inspiration and fun in exhibition hall

2021 Campus Love: Nurturing Hearts and Minds

- Awaken the mutual affection between parents and children, and aspire to build a more harmonious society through this connection



Connecting care and love between teachers, parents and children. Strengthen social safety net.

Festival of Love: A Celebration of Charitable Impact and ESG Values

Our Journey Starts....

ESG has always been a motto for TAITRA

Environmental protection measures for large scale event
Environmental awareness and actions for children

Other **NGOs** are willing to serve as co-organizers in charity event
Other **MICE peer** interest in charity activities cooperation, apart from business



Constantly care for disadvantaged children
Inspire children's imagination about the future and MICE industry

2022 Festival of Love



Date:13th-14th August, 2022
Attedee:17,000
Venue:TaiNEX
A large scale event combined outdoor trade show, music festival, indoor camping, summer camp for rural and disadvantage children

Embracing the Idea of Broadening Sustainable Engagement

Objectives

- Showcasing eco-friendly exhibitions and promoting environmental education

- Minimize resources consumption.
- Environmental education is incorporated into the event awakening environmental awareness from childhood.
- As a model for future environment-friendly exhibitions, to promote the development of green exhibitions.

- Expand the horizons and ignite the imagination of underserved children

- To replace one-way giving with experiential learning, inspiring children's imagination about the future possibility.
- Combining diverse activities, lectures, hands-on practices, and camping.
- The program will not be a one-off event but will continue on a long-term basis.

- Foster conscientious and sustainable charitable actions among diverse stakeholders

- To expand the range of participating corporate sponsors by incorporating the traits of corporate sponsors into the event design.
- Collaborative efforts with NGOs to leverage existing resources.
- To encourage more MICE peers to participate, display and exposure.



Charitable Success: Meeting SDGs Milestones

Actions

- Zero Hunger
- Responsible Consumption and Production
- Climate Action
- Life Below Water



DIY recycled paper-made tents



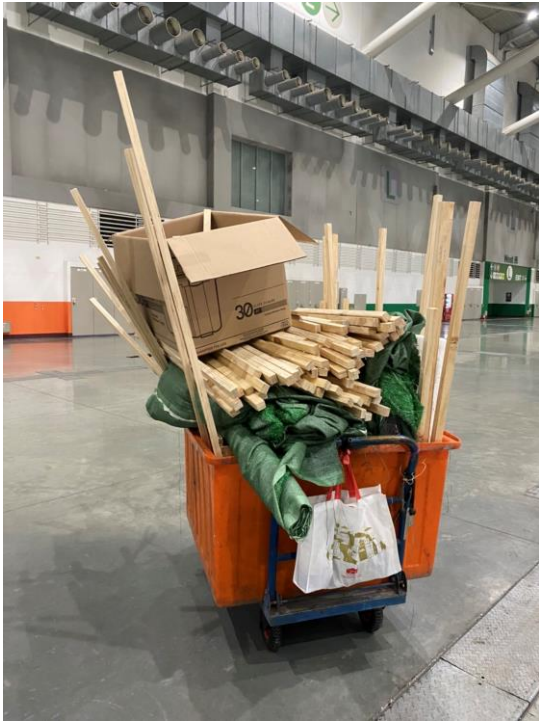
Children enjoying having hearty and healthy meals together



Charitable Success: Emission and Waste Reduction Achieved

Results

- Significantly reducing waste production



While the average exhibition generates from 10 to 16 tons of waste, **this event only produced 21 kilograms of waste.**

- Reducing potential carbon emissions during the event



- **Green electric buses** to transport rural children to different venues.
- **Online ticketing system**, which sold a total of 3,640 tickets, with 1,959 payments made using an e-wallet.
- **200 paper tents**, Taiwan's largest-ever green charity event featuring recycled paper-made tents.

Charitable Success: Sustainability Engagement and Indigenous Nourishment

Results

- Broad engagement in diverse sustainability education



24 environmental education workshops, 7 sustainable seminars, and 4 green building exhibition hall tours.



460 people participated in workshops and 300 people participated in the green building tours, successfully promoting and disseminating concepts of sustainability to the public.

- A nutritious delight of indigenous ingredients for event-goers



- Six catering equipments were installed on-site, capable of serving 74 sets of meals at once, giving the public a glimpse into the original appearance of food.
- 1,550 sets of charity lunch boxes and 500 sets of eco-friendly tableware were provided, using eco-friendly recycled paper boxes.
- 400 indigenous millet sweet donuts were provided for snacks.

Social Inclusion

Actions

1 NO POVERTY



- No Poverty

10 REDUCED INEQUALITIES



- Reduced Inequalities

3 GOOD HEALTH AND WELL-BEING



- Good Health and Well-being

4 QUALITY EDUCATION



- Quality Education



Due to urban-rural divide, Festival of Love provides equal opportunity for remote children to acquire sustainable knowledge and a global perspective, bridging the gap.



AMBI SPACE ONE opened to the children in Festival of Love offering the highest-standard immersive digital performance.

Reduced Inequalities

- Invite 350+ rural and vulnerable children and 400 new immigrant family to the event for equal access to new acknowledge and International perspectives
- Positive feedback from participating children, expressing their warmest feeling and wish to attend this meaningful event again



Rural children proudly performed on stage



Children expressed gratitude for their new immigrant mothers settled in Taiwan.



Children are thrilled to write down their thoughts for events and show their appreciation

Quality Education

Results

- Children explore endless possibilities through our diverse program



Green building guided tour



Outdoor activities experience



Science interaction experience course



Paper tents putting up



Meditation



5G & Immersive experience

Public governance - partnerships for goal

Actions

17 PARTNERSHIPS FOR THE GOALS



- Festival of Love unites social welfare, green initiatives, and 54 partners to create a sustainable ESG ecosystem across sectors.
- Features Taiwanese singers collaborating on a charity theme song, released globally on Spotify.



Event partners were brought together to create a sustainable ESG ecosystem



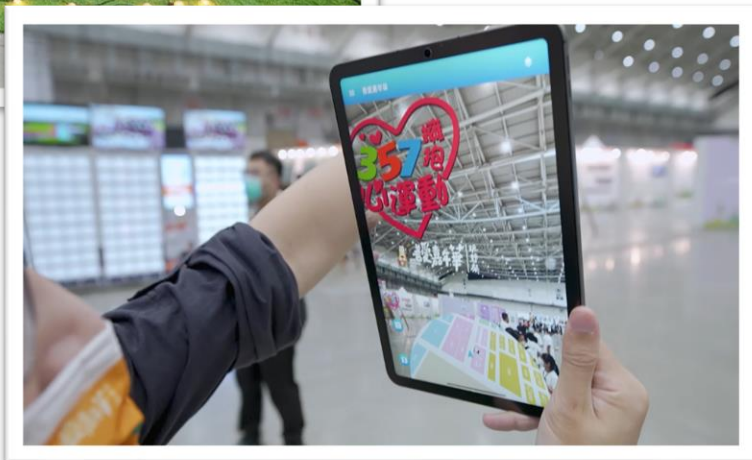
Group photo with singers and partners at pre-event press conference

Public Governance- Decent Work and Economic Growth

Results



8 DECENT WORK AND
ECONOMIC GROWTH



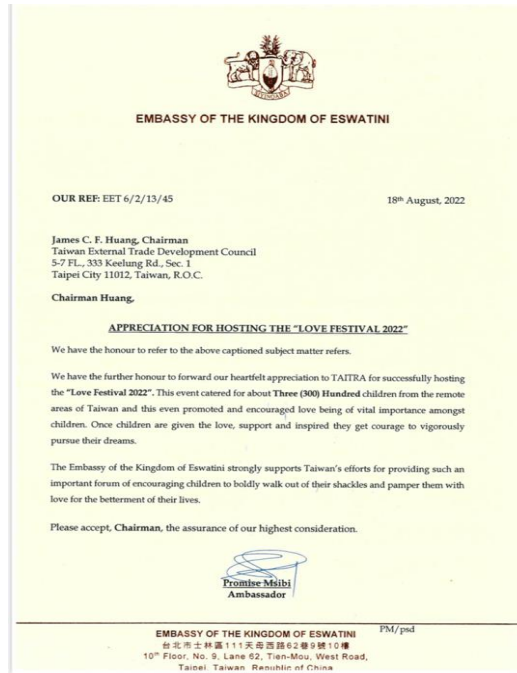
Signature from partners and sponsors

The event hosted **107** exhibitors showcasing leisure outdoor products. Attendees gave positive feedback, and AI-assisted tours highlighted MICE potential.

Diverse partnership of **54** organizations collaborates for the largest charity carnival, including **31** companies and sponsors.

Public Governance- Benevolent compassion and space revitalization

- Elevating Taiwan's image as a bastion of a human-centered compassion and benevolence



The spouse of the Eswatini Ambassador took a heartwarming selfie with a child attending the event. Letters from the Embassy appreciated and highly praised the significance of the event.

- Revitalizing unrented spaces, creating social impact beyond economic goals



The Festival of Love is different from general events and exhibitions as it combines corporate family days and charity carnivals to create a unique and meaningful experience.

Lessons learnt and next steps



Trusting and involving participants helps with fundraising

Design industry-specific activities

Courses and lectures related to design and finance can not only help the public gain knowledge about wealth management, but also provide exposure opportunities for businesses.

Target companies with shared values

As our event focuses on public welfare and sustainability, it would be appropriate to find companies that generate environmental benefits through their business models



We have confidence in expanding the event based on clear, common goals and values



Volunteer came from various social group such as scouts made the event happened

We emphasize shared values and goals as the common starting point for different agencies and organizations.

Once we promote positive causes about public welfare and environmental issues, we may all work together.



Continuously operating sustainable charitable activities

As a significant trade platform for Taiwan's economy, TAITRA has provided the business community with an excellent opportunity and a model to participate through this event. We have extended the cooperation model and platform of Little Sapling Association to social care and invited MICE partners to join to foster the green MICE ecosystem. Through these measures, we have provided businesses with a common stage to participate in social care.

Going forward, this event will be held annually.

Green MICE partners



Big Dome-Event Equipment Rental Service, ISO 20121 certified



Huei Yow-Dominant exhibition constructor/design in Taiwan, ISO20121 certified



HWH Consultant-Professional MICE human resource service provider



LUCI group-Event AR solution



Chan Chao-Leading PEO in Taiwan



Chun Jong-Audio Visual event company



Link Station-E-Ticket service provider



Empowering children to become the future workforce of the MICE industry



Through the Festival of Love, children not only expand their horizons but also gain an understanding of the importance of exhibition halls and the operations of exhibitions. This can potentially spark their interest in the exhibition industry and alleviate the issue of labor shortage in the industry going forward.



Appendices-Schedule for Summer Camp Children



Time	8/13 (Saturday)
08:30~10:00	Put up Paper Tents
10:00~11:00	Opening Ceremony & Pay Honour To New Immigrant
11:00~12:00	Science Interaction Experience Course
12:00~13:00	Lunch
13:00~14:00	1314 Heart to Heart Movement
14:00~15:00	Green Building Guided Tour
15:00~17:00	Spread Love into Campus EXPO Play Wild EXPO Charity Music Concert Science Interaction Experience Art & Humanities Activities Outdoor Activities Experience Nature Handmade Course
17:00~18:00	Dinner
18:00~19:00	Paper Tent Painting
19:00~22:00	Shower & Meditation & Bed Time Story
Time	8/14 (Sunday)
09:00~11:00	Taipei 101 Observatory + AMBI SPACE ONE (5G & Immersive Experience)
11:00~12:00	Festival of Love & Play Wild EXPO
15:00~16:30	Sharing Course-The rewards of love
16:30~17:00	Closing Ceremony



Appendices-Video

