

2024 UFI Industry Partners Award

Application Document of 2023 MEET TAIWAN Sustainable MICE Program

Applicant: Taiwan International Trade Administration (TITA), Ministry of Economic Affairs, Taiwan

The Taiwan International Trade Administration, Ministry of Economic Affairs is dedicated to promoting international trade cooperation. Development of Taiwan's MICE industry and its sustainable transformation are also top TITA objectives.

Enhancing cross-disciplinary collaboration is key to sustainable transformation of the MICE industry. Therefore, with a core focus on deepening industry partnerships and promoting cooperation among different stakeholders, TITA incorporated approaches that can generate tangible synergies into the 2023 MEET TAIWAN Sustainable MICE Program. The following outlines the contents of this Program:

I. Background and Objectives

Exhibition activities serve as the core platform for industry exchange and have a profound impact on the direction of industrial development. Transformation of the MICE industry toward sustainability is crucial for the survival of the industry as a whole and key to guiding the advancement of both industry and society. Upon evaluation, the sustainable transformation of Taiwan's MICE industry faces the following limitations:

A. Exhibition stakeholders felt compelled to partake in sustainable development, but lacked a clear vision and comprehensive concrete measures.

Previous MICE sustainability initiatives have predominantly focused on conceptual advocacy, with few proposals for a complete vision and implementation methods. This lack of practical reference has hindered concrete realization for the industry. In terms of the three aspects of ESG, industry stakeholders are more familiar with environmental issues but lack broader considerations of social and governance aspects.

B. Carbon reduction measures lacked precise carbon emission data, making it difficult to communicate and make accurate decisions.

Precise estimation of carbon emissions for all operational aspects of the industry is necessary for MICE stakeholders to select effective emission reduction strategies and collaborate with solution providers. Previously, the industry faced the following issues:

1. Taiwan lacked carbon emission estimation tools tailored for the MICE industry.
2. Carbon emission factors set by European and American countries differed from those in Taiwan, as the carbon emissions for the same action (e.g., consuming one kilowatt-hour of electricity) vary between countries.
3. The carbon footprints caused by Taiwan's MICE-related activities were unable to be measured.

C. Industry stakeholders were developing their own sustainability practices independently, lacking

opportunities for exchange and learning from one another.

The lack of intensive exchange and collaboration led to isolated exploration by stakeholders, which was not conducive to the overall progress of the industry. When stakeholders had more effective practices, they could not be quickly disseminated for others to emulate.

D. There was insufficient depth of collaboration on sustainable transformation among upstream, midstream, and downstream players in the MICE industry.

A lack of data exchange between stakeholders impeded the sharing of cost, benefit, and risk information. This lack of precise collaboration hindered sustainable transformation. For example, if an exhibition venue did not share electricity usage data with the PEO, the latter could not effectively plan energy-saving strategies.

To lead sustainable transformation of the MICE industry, the 2023 MEET TAIWAN Sustainable MICE Program set four objectives:

- 1. Provide methods:** Devise sustainable concepts and feasible practices for the MICE industry, assisting PEOs with integrating concrete actions into MICE plans and executing them with partners.
- 2. Establish standards:** Calculate carbon footprints with standards that align with Taiwan's MICE industry, promoting the measurement of effective carbon reduction solutions and the selection of suitable partners.
- 3. Promote practice:** Compile and publicly share best practices and experience with the industry, guiding stakeholders in concrete implementation and accelerating overall progress.
- 4. Deepen collaboration:** Involve all stakeholders, connecting them across various fields concerned with sustainability and leveraging each other's expertise to build a sustainable MICE ecosystem.

II. Program Description

The following four actions were developed to promote more active and efficient sustainability initiatives among stakeholders from various aspects, including awareness, execution, and multi-party cooperation:

A. Compiled guidelines and planning methods to provide stakeholders with concrete implementation strategies.

1. The Taiwan MICE Sustainability White Paper was compiled to establish an operational framework.

TITA collaborated with UFI to write the Taiwan MICE Sustainability White Paper, which delves into how the United Nations SDGs can be integrated into exhibitions, expanding from a focus on environmental issues to encompass social and governance aspects, providing a

comprehensive framework for sustainable exhibition planning.

The content focuses on the execution details of the MICE process and emphasizes the role of MICE as pivotal in driving the transformation of all industries.

2. The 100X100 Sustainable Campaign was planned to promote concrete practices.

Based on concepts in the White Paper, the Program developed 100 specific practices to make it easy for stakeholders to understand and implement them.

B. Established Taiwan Sustainable MICE Standards to promote domestic and international collaboration.

1. A MICE Events Carbon Emission Calculator was developed to provide reliable data for sustainable decision making by MICE stakeholders.

To provide accurate carbon emission data for domestic MICE stakeholders when planning carbon reduction schemes, the Program assembled a cross-disciplinary expert team to create a credible carbon emission calculator. The team included:

- a. The MEET TAIWAN team of the Taiwan External Trade Development Council (TAITRA) that identified specific needs for a carbon inventory of the MICE industry and listed items and activities to be calculated.
- b. The Industrial Technology Research Institute (ITRI) utilized greenhouse gas inventory guidelines and the latest carbon emission coefficients to convert the carbon emissions generated by MICE activities into quantifiable kgCO₂e values, assisting stakeholders with identifying carbon emission hotspots.

2. A MICE Decarbonization Website was established to assist PEOs and suppliers with collaborative communication.

MICE stakeholders input data on the Carbon Reduction Emission Capability Assessment page to generate a customized carbon reduction report. The report is presented in a radar chart, showing the outcome of carbon reduction implementation in the categories of people, goods, food, venue, and materials. This serves as a basis for communication between PEOs and suppliers, strengthening partnership collaboration and promoting the development of innovative sustainable practices.

3. Cooperated with the Joint Meetings Industry Council (JMIC) to deepen the partnership between Taiwan and the international MICE industry.

In addition to utilizing local resources, this Program actively connected with the international MICE industry. In 2021, the JMIC launched the Net Zero Carbon Events Initiative, which has been signed by over 400 organizations.

While participating in this initiative, TITA also shared Taiwan's local practical experiences and achievements with JMIC, leading to invitations to several international exchange conferences and facilitating bilateral international industry cooperation.

4. The Program also guided PEOs in obtaining ISO certifications, positioning them as leaders in the MICE industry.

In the past, PEOs who intended to collaborate with partners holding international carbon reduction certifications often struggled to find qualified suppliers. TITA identified that the complexity and high threshold of international carbon reduction certifications (including ISO 14064-1 for greenhouse gas inventory, ISO 50001 for energy management systems, and ISO 20121 for sustainable event management systems) deterred interested PEOs.

Therefore, this Program specifically selected potential organizers to provide guidance and assistance, lowering the threshold for adopting carbon emission certifications and increasing their willingness to participate. This, in turn, encouraged the adoption of carbon reduction certifications as an industry trend, motivating more PEOs to follow suit.

C. Guided PEOs in promoting and implementing best practices to drive the industry towards sustainable measures.

1. Benchmark MICE events empower stakeholders

Many MICE organizers are interested in pursuing sustainable MICE, but have been unable to take action due to a lack of professional guidance and leadership. This Program invited the KPMG ESG & Sustainability services team to select willing PEOs for comprehensive guidance throughout the event planning process. The team assisted PEOs with planning and encouraged collaboration among suppliers, exhibitors, buyers, and attendees to implement sustainable practices.

After receiving practical guidance, stakeholders learned concrete practices and developed their capabilities, enabling them to adopt more diverse and innovative approaches for future MICE events.

2. Published a MICE Sustainability Report to serve as a guideline for sustainable Taiwan events and expanding their influence.

To ensure that the practices developed to achieve a sustainable MICE industry were seen by the wider industry, this Program arranged a professional team to write a report, detailing the ideas and innovations in overcoming difficulties. The report has been made available online for download by all parties, allowing the effective plans to have more influence and become a model for the industry.

3. Organized the Sustainable MICE Awards to highlight excellent practices and encouraged healthy competition among stakeholders.

This Program inherited the tradition of the Green MICE Award from previous years, and in 2023, it incorporated considerations of social and governance aspects, transforming into the Sustainable MICE Awards. Through the annual selection of MICE enterprises and events, the Program encourages continuous industry investment and provides recognition and honor to

high-quality MICE stakeholders, fueling them for greater business opportunities in the future.

Additionally, the Program produced a results booklet that presents the innovative thinking and practical solutions of excellent MICE stakeholders, which was made publicly available online for sharing.

D. Integrated resources of various MICE stakeholders to establish a sustainable MICE ecosystem.

1. The Program assisted venues with adopting sustainable management to construct a hardware platform for sustainable MICE events by:

- a. Introducing ISO certifications to the Kaohsiung Exhibition Center (KEC).
- b. Collaborating with the International Climate Development Institute to inspect and analyze the air conditioning system of the Taipei International Convention Center (TICC).
- c. Guiding Taipei Nangang Exhibition Center Halls 1 & 2 (TaiNEX 1 & 2) in writing a ESG report.
- d. Assisting the International Convention Center Tainan (ICC Tainan) with implementing sustainable management.

This initiative will help establish a sustainable awareness among venue operators and enhance cooperation efficiency with PEOs.

2. Linked venue resources with MICE stakeholders to improve data utilization efficiency.

This Program actively integrates resources between venues and stakeholders, especially by encouraging venue operators to provide venue data to PEOs. With this data, PEOs can review carbon reduction effectiveness and further optimize their carbon reduction practices.

3. Incorporated the entire supply chain to establish a comprehensive cooperation network

This Program encouraged the participation of suppliers from all segments of the MICE industry supply chain, including surrounding cooperative industries:

- a. The Program guided representatives from different sectors of the MICE industry, including suppliers, venues, PEOs, and PCOs. As the guided stakeholders understood the concept of sustainability and developed corresponding plans, mutual trust and understanding were forged, resulting in the formation of business partnerships.
- b. In addition to the practical experience of the professionals on site, the Program also brought in cross-disciplinary experts to introduce resources, including ITRI's digital technology application in MICE activities and KPMG's introduction of sustainable suppliers. These all provided beneficial breakthroughs and innovations for sustainability.

4. Helped PEOs gain recognition from clients, and helped clients gain recognition from members.

This Program included sustainability guidance for all stages of organizing exhibitions, enabling event owners and PEOs to practically understand the benefits of sustainable exhibition practices, foster identification with the purposes, and be willing to continue investing in them in the future:

- a. Prior to the event: Provide practical methods to reassure PEOs to make a try.
- b. During the event: Provide thorough guidance and consultation on practices to help PEOs overcome challenges.
- c. After the event: Commend outstanding cases to affirm the organizers so event owners are more willing to provide support and become involved.

III. Benefits and Outcomes

A. The Program encompasses both idea and practice, attracting active participation from a hundred companies.

1. A hundred companies participated in the implementation of sustainable transformation plans.

This Program collaborated with the most influential organizations in the industry: the Taiwan Exhibition and Convention Association (TECA) and Taiwan Convention & Exhibition Association (TCEA). A promotional video that featured industry leaders with a call to action—"We are in, how about you?" invited MICE industry participation and received enthusiastic response. To date, a hundred companies have participated in the 100X100 Sustainable Campaign, indicating the initial success of the Program. Among the companies are:

- 40 PCOs and PEOs
- 13 venue operators
- 25 NGOs
- 23 other MICE suppliers

The Campaign received high recognition from the industry.

Among the hundred practices, the average implementation rate of participating companies reached 70%. Most participants expressed that the practices were closely aligned with the industry's practical needs, significantly reducing the barriers to adoption.

B. The MICE industry can assess and select carbon reduction plans and strategies with precision.

1. This Program adapted international standards to fit the actual situation in Taiwan, establishing a conversion system that reflected the reality. Through this system, the effectiveness of various carbon reduction measures in Taiwan's MICE industry could be precisely estimated and compared, allowing for the selection of superior practices.

2. Reducing carbon emissions has become a common standard for Taiwan's sustainable MICE industry. The MICE Decarbonization Website is Taiwan's first online tool for the MICE industry to estimate carbon emissions and provide customized carbon reduction reports. Since

its launch, it has attracted 2,500 views and nearly a hundred companies to use it, providing users with customized carbon reduction recommendations.

3. Working hand in hand with MICE companies and overcoming numerous difficulties, four companies obtained ISO certification.

C. Comprehensive guidance and assistance foster collective growth within the industry.

1. Four exhibitions received thorough guidance, earning high praise from the organizers and demonstrating a strong willingness to invest in the future.

2. Guidance reports were written, documenting the entire process, and published on the MEET TAIWAN official website for all industry members to learn from and use as reference.

3. Twenty-five companies were assisted in reducing carbon emissions, from consultation and evaluation to implementation, fully supported in their transformation. The total carbon reduction achieved through this guidance was 148,412.58 kgCO_{2e}, with an average reduction rate of 70.17%, indicating significant benefits.

4. The 2023 Sustainable MICE Awards were held, presenting the Sustainable MICE Award—SDG Implementation and Sustainable MICE Award—Carbon Emission Reduction to 14 companies. The awards ceremony and the publication of a results booklet recognized and commended excellent sustainable practices. The industry views these awards as a high honor, with the ceremony attracting over 120 industry professionals.

D. Connect the MICE industry chain, forming a sustainable MICE ecosystem, and enhancing industry synergies.

1. This Program collaborated with four key exhibition venues—KEC, TICC, TaiNEX 1 & 2, and ICC Tainan—where ninety percent of Taiwan's exhibitions are held.

2. Sustainable MICE has become a consensus in the industry and, for stakeholders, involvement in sustainability has become a source of pride and has gained favor in the market, creating a positive cycle and a greater willingness to participate.

3. The industry has formed a cooperative network based on a consensus on sustainability, leading to closer exchanges between different parties.

IV. Prospects

A. Firmly declare a long-term commitment to the industry: We will continuously collect and commend sustainable practices in the MICE sector.

Currently, not every company in Taiwan's MICE industry has embraced sustainability. However, TITA is firmly committed to promoting long-term sustainable transformation. We will carry on with collecting and

commending sustainable practices and outcomes of companies in the exhibitions we organize or co-organize.

According to marketing expert Montessori's theory, repeating a position and organizing similar activities can make the audience take the matter seriously and eventually change their behavior. By applying this concept, TITA will maintain its promotion of sustainable MICE, gradually increasing industry participation.

B. Update the MICE carbon emission calculator for enhanced practicality and industry collaboration.

The functionality of the highly praised MICE events carbon emission calculator will continue to be improved, optimizing it for industry collaboration with the following methods:

1. Launch an English interface of the calculator to facilitate foreign exhibitors in Taiwan, allowing them to choose more effective plans.

2. Publish carbon reduction analysis reports based on overall data, serving as a basis for industry strategic thinking.

3. Increase calculation items to cover more aspects of MICE carbon emissions and types of materials, making the overall calculation more precise.

C. Compile a best practices manual for MICE stakeholders to deepen industry experience exchange.

This Program has accumulated a wealth of sustainable MICE cases. Best practices from multiple events, covering all stages from application, preparation, and execution to legacy, are compiled in the Sustainable MICE Best Practices Manual. This systematic implementation manual will help stakeholders understand the specific practices of sustainable MICE clearly and quickly, driving deeper industry participation.

Furthermore, we will select several MICE events to provide in-depth guidance on sustainability and carbon reduction, serving as a demonstrative benchmark for the industry.

D. Develop MICE technology to build a robust ecosystem.

Data science will be applied to facilitate smoother collaboration among MICE industry stakeholders. Through accurate data collection, precise carbon reduction assessments will be achieved. The savings from reduced energy consumption and carbon emissions will be fed back to participants precisely according to their contributions.

The Taiwan International Trade Administration, Ministry of Economic Affairs will distribute the benefits and risks among stakeholders more evenly, will provide fairer rewards for those invested in sustainability, and will promote active participation from more potential companies. This will provide predictable incentives for companies, laying a foundation for the continuous growth of the sustainable MICE ecosystem.