



# 2022 Taiwan MICE Sustainability White Paper



經濟部國際貿易局  
Bureau of Foreign Trade



TAITRA



MEET  
TAIWAN



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The Global  
Association of the  
Exhibition Industry

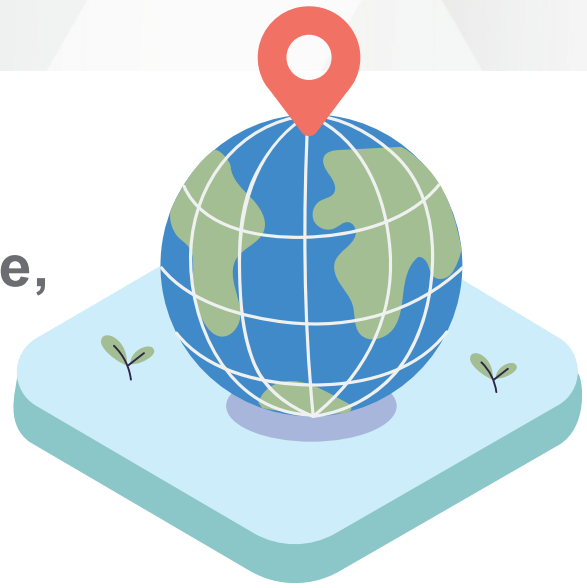
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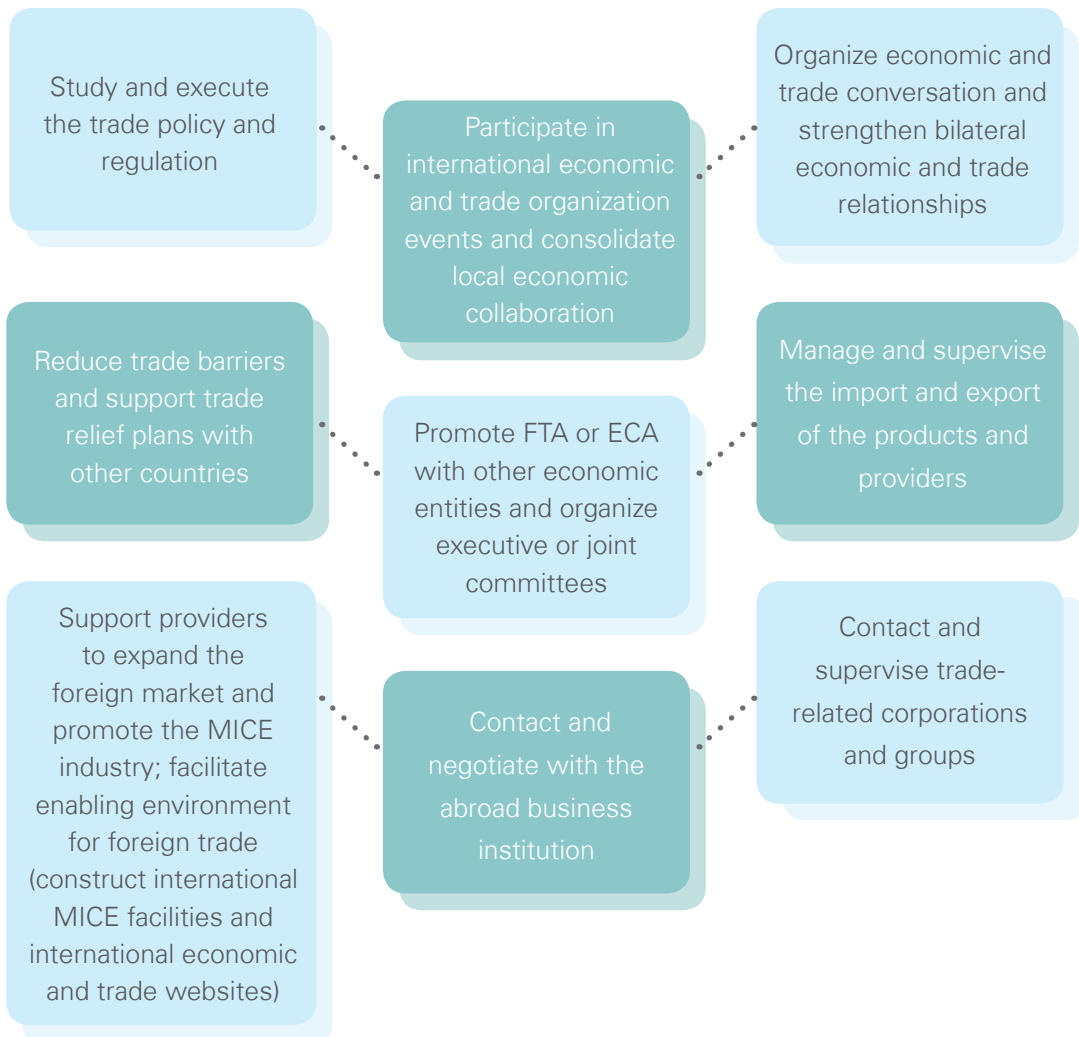


## Organization Introduction

# Bureau of Foreign Trade, Ministry of Economic Affairs



The Bureau of Foreign Trade, Ministry of Economic Affairs is in charge of the studying and planning Taiwan's international trade policy, promotion, management, etc. Recent major work includes:



## MEET TAIWAN Program

The Ministry of Economic Affairs will establish a special office for the MEET TAIWAN program. This special office will serve as a unique contact for the Taiwan MICE industry, providing related consulting services, investigating and studying the MICE industry, planning global marketing strategies, promoting the industry worldwide, and maintaining the MICE websites. Specific measures:

- ▶ Participate in and subsidize international meetings with providers;
- ▶ Organize abroad explanatory meetings and visit local related providers;
- ▶ Matchmake target market;
- ▶ Assist providers and Taiwanese NGOs in applying for international meetings and subsidize international activities held in Taiwan;
- ▶ Assist MICE providers in applying for subsidies and flexible entry;
- ▶ Assist MICE providers in reaching the sustainability standards to fulfill ESG goals;
- ▶ Provide MICE-related courses, introduce foreign professional experience, establish a certification system to cultivate professional competency of Taiwanese MICE professional competency.







# Strengthening The Competitiveness of Professional Exhibition Program

To enhance the professionalization, internationalization, and technicalization of the Taiwanese MICE industry, to improve our global visibility and influence, and to fortify our international competency, we will emphasize internet promotion, provider support, organizing related activities, and attracting foreign business investments.

## 1

Strengthen the Taiwan MICE professional services and website promotion: Maintaining the Taiwan MICE websites, providing public online exhibition services, organizing APP technicalization, and providing foreign buyers comprehensive exhibit information to expand the efficacy.

## 2

Promote and market important exhibitions: Assisting internationally potential new exhibitions and organizing exhibition consulting and inter-Asia conferences to enhance the Taiwan MICE industry's professional competency and global visibility. Also, we will organize overseas sales missions and promotion briefings for Taiwanese international professional exhibitions and invite international exhibitions to come to Taiwan to assist various industry exhibitions in expanding international markets and attracting international buyers to Taiwan to participate in the exhibition.

## 3

Developing and strengthening exhibitions in line with industry needs: For our potential and emerging industries, building exhibition platforms to increase business opportunities for product export, strengthen export strength, and promote industrial upgrading.

## 4

Continue to invite foreign business people to visit exhibitions and purchase in Taiwan: Aiming at assisting various industrial associations and exhibition organizers in professional exhibitions, invite foreign business people to visit and purchase in Taiwan, and provide preferential service plans to Taiwan to increase foreign business buyers' willingness to come to Taiwan, enhance the internationalization of professional exhibitions in Taiwan, consolidate and expand the scale of exhibitions.









# 01

## Background and Objectives

Following major global events such as the financial crisis, covid pandemic, and climate emergency, the global market has gradually shifted its focus from profitability to impacts on stakeholders (stakeholder capitalism). Businesses started to act on both EPS (earnings per share) and ESG (environment, society, and governance). It is now crucial for companies to take responsibility for the environment and society while making profits.

MICE developments can boost economic growth, facilitate industrial upgrading and promote Taiwan abroad. Given that Taiwan is highly dependent on exports, more MICE activities can help Taiwan extend its reach into more foreign markets. However, the MICE industry can also have a negative impact on the local environment and society. The key to a sustainable MICE event is to create economic benefits without externalizing the internal costs while at the same time raising awareness of business sustainability.

To facilitate growth in the MICE industry and mitigate its impact on our environment and society, "2022 Taiwan MICE Sustainability White Paper" program proposes a sustainable framework for MICE operation in Taiwan MICE Sustainability White Paper, referencing sustainability guidelines from major international MICE organizations and our local experiences. The White Paper serves as guidance for sustainable actions and provides a communication tool between MICE service providers and stakeholders.

The objectives of Taiwan MICE Sustainability White Paper are to gear Taiwan's MICE activities towards global sustainability trends such as SDGs (Sustainable Development Goals) and ESG, as well as to consolidate local experiences in MICE developments. We hope to lessen the impact of MICE activities on the overall environment and to provide sustainable solutions. Together we can build Taiwan's MICE industry up as a successful model for the international community.

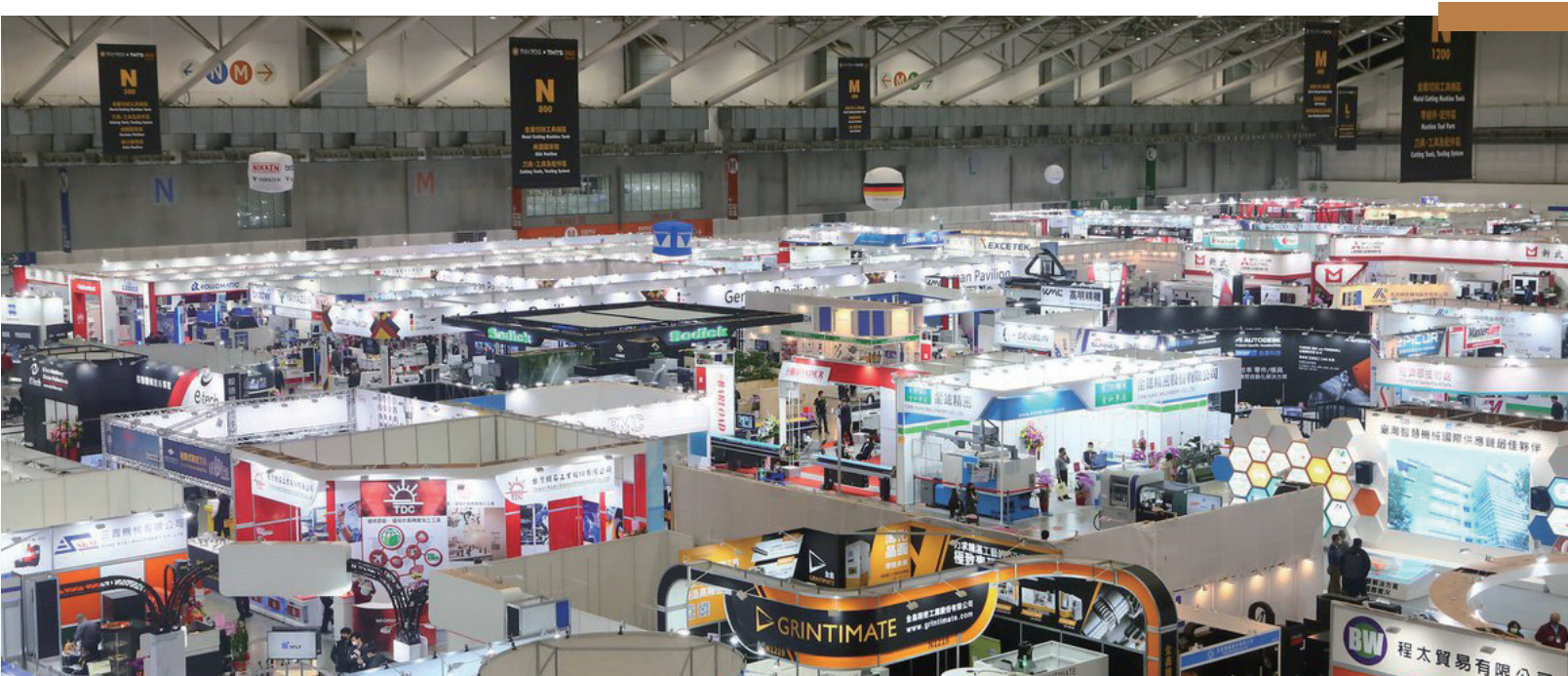


# 02

## Formulation process

The MICE industry enhances economic development, industrial upgrades, and national image. As a highly trade-dependent country, Taiwan can benefit significantly from the MICE industry. However, the MICE industry brings both positive economic effects and potential negative social impacts (e.g., harassment to the residents and influence on the local economic activities) and environmental impacts (e.g., trash and traffic jams) simultaneously. How to balance these outcomes is key to industrial sustainability.

Nowadays, different countries develop multiple acts in aim at sustainability, varied from cultural and economic factors. Therefore, this White Paper aims to assist Taiwan MICE industry in echoing international sustainability goals. This program will emphasize analyzing how to conform to the UN SDGs, following ESG concepts, uniting local and global recourses, and developing our MICE sustainability operative framework. Hope this White Paper can serve as an index to deepen the globalization of Taiwan MICE industry and to promote organizational communication. There are three significant goals as below:

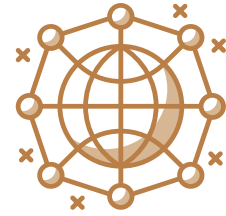


# Goals

## Goal I.

### Bridge the Taiwan MICE industry to the global sustainability trend

The global MICE industry has developed for hundred years, laden with abundant industrial experience and culture. Global and local MICE organizations also devote to sharing resources and connecting stakeholders to improve industrial competency. To bridge the Taiwanese MICE industry to the global sustainability trend and to learn from their experience, the program sorts out different development contexts and sustainability standards of other MICE organizations to echo the global trend.



## Goal II.

### Provide MICE industry feasible sustainability framework

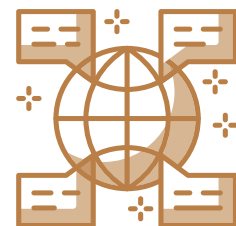
The sustainability of the MICE industry does not only lie in the current theme or the event but from the starting point of holistic planning; sustainable thinking needs to be incorporated. To achieve this goal, stakeholders must take stock of the issues that stakeholders value, identify materiality issues to respond to the industry, and develop specific actions that can respond to the environment, economy, and society. Therefore, this White Paper expected to examine the value chain of the MICE industry, construct a method framework for sustainable action in the MICE industry, and cover the necessary elements of sustainable MICE in four aspects. From this effort, we provide the MICE industry with ranging from essential mission positioning, governance planning, and execution management to influential results. The program anticipates that the MICE industry can follow the sustainable standard throughout the process.



## Goal III.

### Share Taiwan sustainability experience and practice

Taiwan had sustainability-theme events before, and the related agent also had various sustainable actions. “MEET TAIWAN – Green MICE Project” had received Sustainable Development Award by UFI in 2016, demonstrating Taiwan’s strong sustainability action. In the trend of sustainability and ESG indicators, we can be the solution providers. This White Paper hopes to integrate the sustainable experience and practices with the international trend by sorting out the domestic experience, conducting in-depth interviews with representative MICE industry players in Taiwan, bridging and showing Taiwan examples to the global.

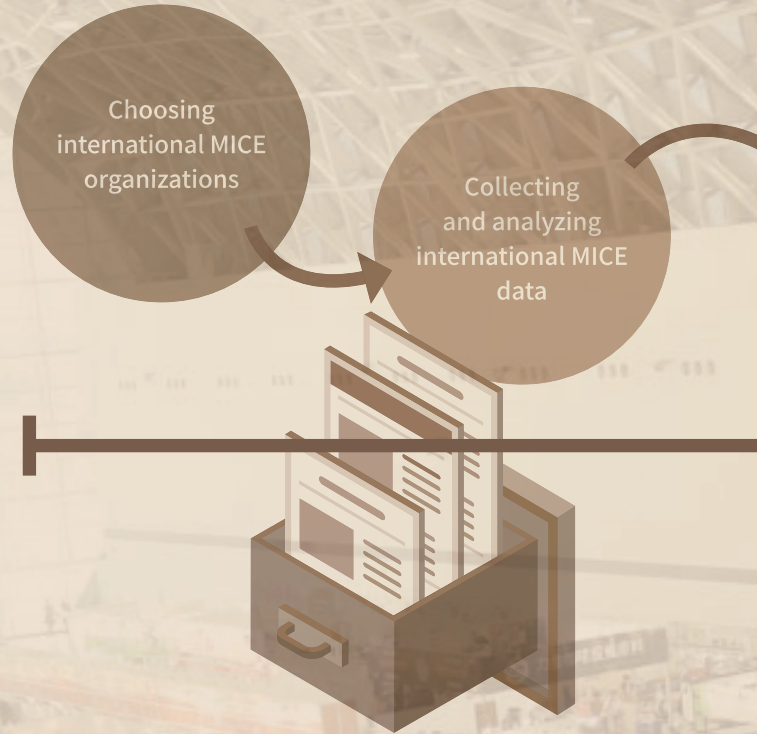




# Methods

## Sort out the developmental contexts of international sustainable MICE industry

Extensively collect and select representative international organizations with sustainability-related actions. List and analysis of sustainable actions through literature review, discuss the current operating conditions and sustainable planning of international organizations, etc. Integrate the development and trends based on the public reports, questionnaire survey results, and action guidelines produced by sustainable actions in the past three years, serving as the suggestion and reference for Taiwan's MICE industry.



## Formulate the sustainable MICE industry operative framework

Integrate the industry's value chain analysis principles, the methodology of stakeholders, and the corporate sustainability report to design an operational framework that integrates the four aspects of mission, governance, execution, and influence and implements each step. There will be individual follow-up indicators to provide follow-up operations.



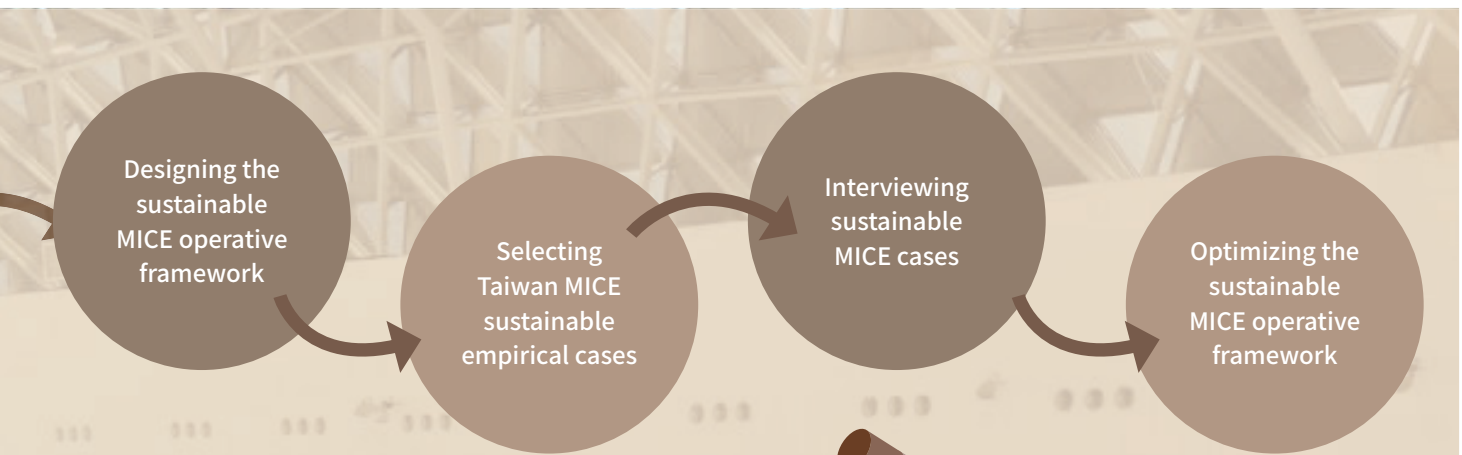
## Analyze Taiwan's MICE sustainability experience and practice

Study and analyze the sustainable experience and practice of representative cases in Taiwan; obtain qualitative data through in-depth interviews; and integrate them into demonstration cases of sustainable development.

**Human-based**  
Responding to various perspectives from stakeholders as much as possible, such as event hosts, contractors, or providers.

**Cycle-based**  
Following the PDCA management cycle, including Plan, Do, Check, Action.

**Within five years**  
Considering the practicality of the market, the cases we interviewed held the exhibition from 2018 to 2022.



## producing the MICE Sustainability White Paper



### Procedure-based

Presenting the procedure in steps and checklists, assisting the users in following the preparation phase guideline.

### Entry-level and Flexibility

This operative framework is entry-level for the MICE industry and can expand or connect with relevant standards, documents, or resources, such as *Green Meeting Guide* and Social Innovation Platform.

### Compliance

Based on the feedback from the significant case, White Paper designs this inclusive and sustainable MICE operative framework.

### Taiwan-based

The interviewees are sampling from Taiwan's exhibition, including international organization holding events in Taiwan.



# 03

## Review on the development of MICE sustainability

There's an ongoing discussion on sustainability in the MICE industry. International organizations, including the Global Association of the Exhibition Industry (UFI), International Association of Exhibitions and Events (IAEE), and International Congress and Convention Association (ICCA), all published relevant statements, studies and guidelines on sustainability. On the state and government level, we also see regional associations, such as Joint Meetings Industry Council (JMIC), Society of Independent Show Organizers (SISO) and the Association of Southeast Asian Nations (ASEAN), publishing documents and statements on how to reach sustainable goals in the industry.

Other than the international data, the White Paper also consolidated local guidelines, such as Green MICE Guidelines, Sustainable MICE Guidelines and Taiwan's Pathway to Net-Zero Emissions in 2050 from the Bureau of Foreign Trade and MICE Project Office, in order to create locally applicable action guidelines in response to global sustainability trends.

To make the White Paper more locally relevant, the program interviewed multiple stakeholders who have long been working in Taiwan MICE industry, including PEOs (professional exhibition organizers), PCOs (professional conference organizers), MICE associations, venue decoration service providers, etc., to collect insights on sustainable trends, practical experiences, needs and pain points, as well as to provide feedbacks and suggestions for the action guidelines proposed in the White Paper. Aim to provide practical guidance for MICE stakeholders to reach sustainable goals.







2013

Promoted meeting and exhibition special office under the support of Bureau of Foreign Trade, Ministry of Economic Affairs, starting to launch *Green MICE project*, referencing the global and local data to produce *Green MICE Guidelines*

2014

Integrated ISO20121 sustainable management system concepts into *Green MICE Guidelines*; added incentives

2015

Integrated PAS2060:2014 carbon neutrality norm into *Green MICE Guidelines*

2016

Received Sustainable Development Award from UFI

2017

Promoted Corporate Social Responsibility from *Green MICE Guidelines*; Established *Green MICE Related Providers and Friend Material Sharing Database*

2019

Issued simplified guideline and echoed UN SDGs goals

2022

Issued Sustainable MICE Guidelines; promoted Green Company plan



Through the sustainable action plans proposed by various international organizations in exhibition activities, four key points of sustainable actions of international MICE units can be summarized as the reference and direction to this White Paper:

### From industry theme to sustainable commitments



From organizing a sustainable vision and mission to raising relevant guidelines suggesting that the organizers put forward sustainable commitments to make everyone aware of sustainable issues, sustainable commitments are the only beginning. Little international literature focuses on the MICE industry activities due to the representativeness of the industry. For example, the computer exhibition's emphasis on the sustainable procedure of the product or the tourist industry's focus on the impact on local areas. Therefore, this White Paper will provide an action guide for the exhibition organizers on how to process significant issues from the industry's perspective.

### Manage the plan, execute the strategy, and share the result



The research on sustainable action of the international MICE industry found that PDCA process design manages most exhibitions. Therefore, this management method is also applied to integrate sustainability into the research agenda, implementing for the environment and society through the MICE action. Finally, encourage the sponsor to measure the results and share them with more people.

### Sustainable action creates both environment and social impact



The international sustainable action approaches are mainly from an environmental perspective, including environmental guidelines such as space, communication, accommodation, and trash management. Also, the action provides collaboration with environment-friendly providers. However, the action approaches little the "S"(social) perspective of ESG. Therefore, this White Paper will focus more on positive social impact through the operative framework, balancing environmental and societal aspects.

### Provide operation guidelines to lower the operation barriers to the MICE provider



Most guidelines list user action explanations or examples point by point. For example, *Green Meeting Guide* by ASEAN provides a checklist in the appendix to lower the operation barriers.



控制器、控制系統  
與工業機器人區  
Control Systems & Industrial Robots

量具、量儀  
軟體、設計工程區  
Measuring,  
Measuring Instrument  
Software, Design Engineering

TIMTOS \* TMTS 2022  
Hybrid

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控制器、控制系統  
與工業機器人區  
Control Systems & Industrial Robots  
量具、量儀  
軟體、設計工程區  
Measuring,  
Measuring Instrument  
Software, Design Engineering

西1 出口  
Exit

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女  
輪椅

# 04

## Taiwan MICE Sustainable SIRCO

Taiwan MICE Sustainability White Paper references international and domestic sustainable guidelines and introduces the Sustainable SIRCO. SIRCO includes five principles and four elements. There are five action guidelines in each element for stakeholders to follow and ensure sustainable developments in the MICE industry.



### Sustainability

Take social responsibility and create sustainable future.

### Impact

Assess impacts and create positive results.

### Resilience

Build resilience to risks.

### Collaboration

Create synergy among stakeholders.

### Ownership

Create a platform for sustainable solutions

## Sustainability

In recent years, a series of global events, including the financial crisis, covid pandemic, and climate emergency, have caused a severe financial loss and existential crisis for the international community. As a result, the global market has seen the rise of sustainability, as in CSR and ESG. Following this global trend, stakeholders in the MICE industry need to adopt necessary strategic and organizational changes and enhance innovation and transparency to prevent more negative impacts on the environment and society.

## Impact

Sustainability is about improving the overall environment rather than mitigating the negative impact. Therefore, collecting, measuring, and evaluating the effects of MICE events is crucial. Collecting data about sustainable actions and setting up key indicators are how MICE activities can demonstrate their commercial and social values.

## Resilience

MICE is an international industry, and it often involves multiple stakeholders. Any slight change can therefore lead to a significant impact. The industry needs to remain flexible and resilient to function as expected in the face of various risks and take preventative actions when necessary. The resilience demonstrated by the MICE industry can serve as a model for the world in the future.

## Collaboration

Many stakeholders in the MICE industry include organizers, venue providers, exhibitors, participants, etc. All the stakeholders need to participate in any MICE activity to succeed. Therefore, the only way to achieve sustainability is for all parties to collaborate in building a stable and long-lasting ecosystem.

## Ownership

Each stakeholder in the MICE industry has its mission and objectives. MICE activities help consolidate resources in various sectors and pass down knowledge about transformation and sustainability. MICE events should be where people from all walks of life gather to develop sustainable solutions. Sustainability in the MICE industry itself is, therefore, even more critical.

# SIRCO Sustainable Circle: Four Elements

The Sustainable SIRCO has four actionable elements composed of the five principles. There are three significant categories of action guidelines in each aspect.



## Purpose-led

MICE organizers should commit to sustainability, propose their vision and mission, and set up goals and strategies. Vision is the anchor for any sustainable actions. A sustainable MICE event should be led by its core mission instead of simply reacting to external requests.



## Governance

The leadership of a MICE event should announce sustainable actions for the event. Stakeholders should collaborate to reach a consensus on the event's value proposition, ensuring the event follows global and local trends. Materiality issues should be covered in preparation for the MICE activity. Other than general topics such as occupational safety, waste reduction, carbon reduction, energy saving, etc., sustainable issues in the promoted industry should be included, too, such as zero hunger (SDG 2) for culinary exhibition and life below water (SDG 14) for travel exhibition.



## Implementation

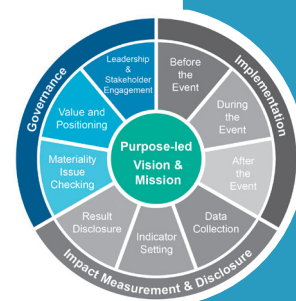
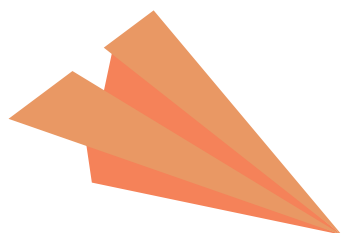
Implementation covers the whole process of a MICE event. Pre-activity preparation should include evaluating sustainable choices in venues, transportation, accommodations, etc., designing action plans on net zero emissions, decorating/promotional material reduction, etc., and selecting sustainable partners and suppliers. During the event, stakeholders should be provided with guidance on sustainable actions. The event's promotion, process, and experience should all incorporate sustainability. Post-activity implementation includes waste management, recycling, pollution monitoring, performance review, and record retention.



## Impact Measurement & Disclosure

After a MICE activity, the organizer must assess the impact and disclose the results. The organizer should consolidate the data from the aspects of governance and implementation, establish the assessment indicators and reveal the impact for future improvement and reference. During data collection, the organizer should ensure that the data collected is reliable, timely, and can be mapped to SIRCO. The organizer should clearly describe and document the data collection process, decide on indicators for each sustainable action during the implementation of the MICE activity, and set the goals and methods according to the indicators. Results from the sustainable efforts should follow the indicators. The organizer should ensure the results are accurate, transparent, balanced, and comparable, and find the most appropriate way to disclose the results. The disclosure should include whether sustainable goals are achieved, and what social impact the sustainable actions have to maintain transparency for future improvements and impact assessments internally and externally.





Taiwan MICE Sustainability White Paper provides clear action guidelines for stakeholders in the industry so that they can build their vision and act on governance before the activity, manage implementation during the activity and carry out impact assessment and disclosure after the activity, in accordance with the five principles and four elements in the Sustainable SIRCO.

A.Sustainability		
No.	Action	Details
A.1	Establish vision and mission	Establish the vision and mission for the MICE event.
A.2	Set up a sustainability work group	Set up internal sustainability work groups or relevant job titles.
A.3	Convene a consensus meeting	Convene an internal meeting on sustainability.
A.4	Set specific goals	Decide on the goals for sustainable actions.
A.5	Build the strategy	Build the strategy for sustainable actions.

B.Governance			
Category	No.	Action	Details
<b>B.1 Leadership and stakeholder engagement</b>	B1.1	Show commitment	The leadership should clearly state the commitment to sustainability and direct relevant actions accordingly.
	B1.2	List out stakeholders	List out all the stakeholders involved or potentially affected by the MICE event based on the principle of inclusivity.
	B1.3	Reach consensus	Communicate with all stakeholders to reach a consensus on sustainability.
	B1.4	Plan for data collection	Find a consistent way to collect feedback on the MICE event; for example, design a survey.
	B1.5	Syn up	Make a relevant announcement and document the communications to ensure all parties are on the same page.
<b>B.2 Value and positioning</b>	B2.1	Decide on the core value	Sustainability should be part of the core value of the MICE activity.
	B2.2	Build consensus	The organizer should have a clear consensus on sustainability internally.
	B2.3	Present the consensus	The sustainability consensus should be clear and can be presented in both qualitative and quantitative ways.
	B2.4	Communicate the consensus	The sustainability consensus should be understood and acknowledged by all the stakeholders.
	B2.5	Tap into international needs	The sustainability consensus should address the needs of the international market.

‡Stakeholder consensus: Through systematic identification, analysis, plan, and execution to influence the stakeholder's action.



B. Governance			
Category	No.	Action	Details
B.3 Major issue checking	B3.1	List out materiality issues	List all the materiality issues for the MICE event after comparison and discussion with competitors, scholars, and stakeholders.
	B3.2	Evaluate the issues	Evaluate how the issues impact the stakeholders.
	B3.3	List out goals for sustainable development	Focus on what SDGs the MICE event is addressing.
	B3.4	List out value chain sustainability goals	Focus on the value chain and service cycle of the MICE event, as well as relevant SDGs.
	B3.5	Respond to materiality issues	The organizer's operation strategy and core function should contribute to resolving materiality issues in the industry.

C. Implementation			
Category	No.	Action	Details
C.1 Before the event	C1.1	Evaluate plans and options	Find energy-saving and carbon-reduction options. Evaluate and select an appropriate venue, accommodation, transportation, etc.
	C1.2	Build a net zero strategy	Come up with strategies to achieve the goal of net zero following Taiwan's Pathway to Net-Zero Emissions in 2050 and global trends.
	C1.3	Simplify the preparation	Simplify and reduce the materials used to prepare the event, venue, and promotional activities.
	C1.4	Select partners	Choose exhibitors and stakeholders who value sustainability.
	C1.5	Select suppliers	Choose suppliers who value sustainability.
	C1.6	Select tracking indicators	Select appropriate tracking indicators for actions in 3.1.1 to 3.1.5 to perform actions in 4.2. Indicator setting.
C.2 During the event	C2.1	Provide guidance	Provide participants with easy-to-follow guidance such as public transportation introduction, recommended green hotels, etc.
	C2.2	Design the procedure and promotion	Use digital and innovative methods to design environmentally friendly procedures and promotional activities. For example, digital registration, digital billboard, etc.
	C2.3	Design the experience	Incorporate sustainability into the MICE experience and raise awareness among the participants. For example, encourage people to bring their utensils, direct them to recycle, do not provide single-use products, etc.
	C2.4	Create a positive impact on the local community	Create a positive impact on the MICE activity's local stakeholders. For example, promote local culture, use local produce, provide sustainable food choices, etc.
	C2.5	Promote human rights among stakeholders	Create a safe, diverse, inclusive and fair environment. For example, focus on occupational safety, and labor rights, provide accessibility services, etc.



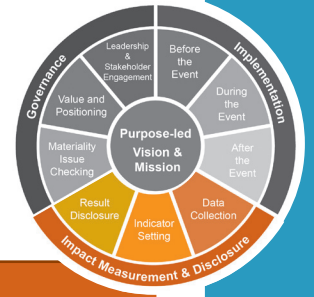


C.Implementation				
Category	No.	Action	Details	
C.2	During the even	C2.6	Select tracking indicators	Select appropriate tracking indicators for actions in 3.2.1 to 3.2.5, in order to perform actions in 4.2. Indicator setting.
C.3	After the event	C3.1	Manage wastes	Reduce the amount of waste through recycling and manage the trash properly after the MICE activity.
		C3.2	Recycle	Set up a recycling system, such as recycling the decorating materials and food waste.
		C3.3	Monitor pollution	Help exhibitors monitor their pollution. For example, provide a service to calculate carbon emissions.
		C3.4	Review	Review the sustainable actions, results, and feedback. Propose suggestions for improvement.
		C3.5	Retain the record	Compose a project report for future reference.

D.Impact Assessment & Disclosure				
Category	No.	Action	Details	
D.1	Data collection	D1.1	Set up a team to collect data	The MICE event plan must include clear steps for data collection and the responsible team.
		D1.2	Ensure data reliability	The source of the data should be reliable. <sup>2</sup>
		D1.3	Ensure timeliness	The collection of the data should be timely. <sup>3</sup>
		D1.4	Select appropriate data	The data collected should correspond to the structure in SIRCO.
		D1.5	Describe the data collection process	The organizer should clearly describe the data collection process and data selection.
D.2	Indicator setting	D2.1	Select tracking indicators	Select what to assess, such as carbon emissions, carbon footprint, SDGs, etc.
		D2.2	Collect information about the indicators	Collect information about the indicators, such as ISO20121, SDG indicators, etc.
		D2.3	Set up goals for the indicators	Decide on the goals to achieve for the selected indicators.
		D2.4	Map the data to indicators	Map the data collected to the indicators in question
		D2.5	Consolidate the results	Measure the gap between the actual numbers and the indicators, and consolidate the results.

<sup>2</sup>Reliability: The organization should collect, record, compile and analyze information to establish quality.

<sup>3</sup>Timeliness: Organizations should regularly report information and promptly provide it to inform users to make decisions.



D. Impact Assessment & Disclosure			
Category	No.	Action	Details
D.3 Result disclosure	D3.1	Ensure accuracy	Make sure that the results are accurate and comprehensive. <sup>4</sup>
	D3.2	Ensure clarity	Make sure that the results are clear and easy to digest for stakeholders. <sup>5</sup>
	D3.3	Ensure balance	Make sure that the results are balanced, including both the positive and negative performances, to allow for a fair overall assessment of the MICE activity. <sup>6</sup>
	D3.4	Ensure comparability	Make sure that the results are arranged in a way that is easy for the stakeholders to perform long-term analysis and easy to compare. <sup>7</sup>
	D3.5	List channels for announcing the results	List platforms where the sustainability impact can be presented, such as official websites, digital/paper reports, social media, etc.

<sup>4</sup> Accuracy: Organizations should report information that is correct and in sufficient detail to assess organizational impact.

<sup>5</sup> Clarity: Organizations present information in an accessible and understandable manner.

<sup>6</sup> Balance: Organizations should report information unbiasedly and fairly, reflecting both negative and positive impacts on the organization.

<sup>7</sup> Comparability: Organizations should filter, collate and report information with consistent criteria, enabling organizations to analyze shocks over time and compare those shocks with other organizations.



# 05

## A Sustainable Future for Taiwan's MICE Industry



Sustainability has long been the focus of Taiwan's MICE industry. Many efforts have provided MICE organizations guidance and assistance in making sustainable changes, getting international green certificates, and consulting with sustainability experts. Through these efforts, organizers learned about international trends and actions in sustainability, and worked to mitigate the impact on our environment. As a result, the industry is gaining momentum regarding global exposure, technological improvement, and environmental awareness.

However, with the global attention on sustainability and the rise of ESG, the industry noticed the need for more measures on society and governance to move from green to sustainable. The MICE industry aims to lead other sectors in this sustainable transformation.

Taiwan MICE Sustainability White Paper provides practical guidelines for the industry to gear towards international trends and establish sustainable practices locally. We aim to put Taiwan under the international spotlight through sustainable progress in our MICE industry.

## Appendix one Interview method explanation

Organization	Description	Observations on sustainability trends	MICE sustainable actions	Suggestions
Exhibition organizer A	International electronics exhibition organizer, which has more than ten years of experience. They put forth sustainable measures every year. They had obtained carbon footprint certification and were selected as a green MICE example.	<p>1.Sustainability is key: Organizers and exhibitors need to be consistent in handling sustainable issues. The clients and government also require them to act sustainably.</p> <p>2.More incentives for sustainable actions: The industry needs more incentives to inspire organizers, venue providers, and participants to act sustainability.</p>	<p>1. Responded to sustainable topics in the promoted industry: We used green technologies in the MICE event to lead the industry toward a more environmentally friendly, low-carbon, and sustainable direction.</p> <p>2. Banned single-use products: We replaced foamboards with more sustainable but more expensive paperboards.</p> <p>3. Found energy-saving and low-carbon solutions: We bought green power from Taiwan Power Company to offset carbon emissions during the MICE event.</p>	Based on our experience, it is more difficult to monitor the post-event management. Usually, exhibitors work with their partners to clear the venue, and the organizer finds it hard to intervene. It is especially difficult to encourage exhibitors to implement more costly measures.
Exhibition organizer B	International renewable energy exhibition organizer. In 2021, more than 16,000 attendees and renewable energy providers participated in the three-day exhibition.	<p>1.ustainability: Despite the impact of the pandemic, we have seen a 30% growth in the number of participants and exhibitors in the past three years, showing the growing need for renewable energies.</p> <p>2. Socially sustainable actions are promoted: Many organizers have enforced social measures in ESG recently; for example, they donate their profit to rural education, invite minority groups to join MICE events, etc.</p>	<p>1. Responded to sustainable topics in the promoted industry: We provided a net-zero sustainability section for participants to come up with net-zero transformation strategies</p> <p>2. Organized sustainability awards to provide incentives: We gave exhibitors more incentives to participate in sustainable actions.</p>	SIRCO is comprehensive in its principles, elements, and categories and remains flexible in its guidelines. It provides good references for sustainable actions. But we want to see more practical advice on how implementing the action guidelines.
Exhibition organizer C	One of the three major bicycle exhibitions in the world, the 2022 exhibition attracted more than 15,000 visitors and facilitated 82 negotiations between buyers from 20 countries and Taiwanese industry buyers.	<p>1. From CSR to ESG: From the CSR that providers talked about in the past, to the industry has heard much news about ESG now, and we have also seen many well-known brands doing related activities and promotions.</p> <p>2. The new concept of ESG requires experience sharing: ESG is a topic that has only emerged in recent years. Many industry players want to do it but cannot get in. Therefore, the MICE can lead the industry to get started, inviting experienced people and exhibitors to share and communicate.</p>	<p>1. Collaborate with stakeholders to practice sustainability: Exhibition activities invite practitioners of sustainability in the same industry and across exhibition industries to share experiences and gather stakeholders to organize sustainability alliances to lead the industry towards sustainability.</p> <p>2. "Green Sustainability" Innovative Design Award: The Sustainability Award will encourage manufacturers to develop related products and enhance their future rise in the market.</p>	<p>The SIRCO principles and framework can become a communication medium for stakeholders in the industry, providing common communication materials and promoting ESG communication between industries.</p> <p>Due to the extremely high diversity of the exhibition industry, it takes work to converge on such an all-in-one framework. The current framework has a specific direction, and it takes time for the industry to digest.</p>

This project team obtained qualitative data through in-depth interviews, sampling significant cases in five years held in Taiwan. We induct and analyze the data following the principle of compliance, designing sustainable MICE industry operative framework based on case feedback.

Based on these principles, this project samples and interviews six cases, including three meeting hosts, two exhibition hosts, and one event décor company. The interview contents and suggestion list are in the appendix anonymously.

Organization	Description	Observations on sustainability trends	MICE sustainable actions	Suggestions
Conference organizer D	A long-established NGO. The organization hosted an international conference in 2019 with around 1200 participants from all over the world. It participated in the MICE sustainability project by the Taiwan External Trade Development Council and received several international awards for conference organization.	<ol style="list-style-type: none"> <li>1. Diversity in sustainability: The international discussion on sustainability has become more diverse.</li> <li>2. Cost considerations: We must consider costs when pushing for sustainable measures. The adoption of new technologies means a higher price.</li> </ol>	<ol style="list-style-type: none"> <li>1. Responded to sustainability issues in the promoted industry: The MICE event focused on the major social issues in the promoted industry and therefore created a positive social impact.</li> <li>2. Environmentally and socially sustainable measures: We adopted a paperless digital process, and reduced single-use products. We worked with local farmers and artists to create a sustainable experience for the participants.</li> </ol>	<ol style="list-style-type: none"> <li>1. SIRCO can serve as a checklist for organizers to review their sustainable actions. Data collection and impact assessment are all important.</li> <li>2. Our suggestion is to provide more clearly defined categories for the guidelines so that they are easier to follow.</li> </ol>
Conference organizer E	A local organization. They took over an international organizer in hosting an annual member conference. They created a new conference experience during the covid pandemic. They hold the record for the number of participants in the said conference, with 1500 participants online and offline.	<ol style="list-style-type: none"> <li>1. Socially sustainable actions: There are more measures of social sustainability during the pandemic, including online conferences showing inclusivity in participation.</li> <li>2. Sustainability in human resources: The MICE industry lost many talents during the pandemic due to the suspension of MICE activities. Figure out how to attract people back to the industry is crucial for MICE sustainability.</li> </ol>	<ol style="list-style-type: none"> <li>1. Follow the sustainable guidelines from global headquarters: We followed the headquarters' requirements for sustainability in our conference; for example, do not print extra documents, do not use single-use materials for decoration.</li> <li>2. Select sustainable partners: Work with local providers for meals and prioritize hotels and restaurants with sustainable measures.</li> </ol>	International organizations usually provide a checklist for organizers to follow when implementing sustainable actions. A checklist is easier for organizers to follow.
Conference organizer F	Local event décor company. The company received ISO20121 certificate the with help from Meet Taiwan project, and was included in 2021's Corporate Sustainability Report.	<ol style="list-style-type: none"> <li>1. Gradual progression towards sustainability: Most PEOs/PCOs are aware of sustainability, but they need enough time and incentives to perform relevant changes.</li> <li>2. Cost and sustainability: Stakeholders all acknowledge the value of sustainability, but their main concern is still costs. People need to be more aware of the value behind sustainable actions.</li> </ol>	<ol style="list-style-type: none"> <li>1. Environmental actions: We promoted green and innovative products and services. We also encouraged the use of sustainable and energy-saving materials. After an event, we followed relevant laws and regulations in managing wastes.</li> <li>2. Social actions: We promoted human rights, improved labor relation, increased occupational safety, and monitored work environment.</li> </ol>	The principles in SIRCO correspond to current MICE sustainability guidelines and provide more details on actionable steps. We'd suggest to include more details on occupational safety and human right to cover the social aspect in ESG.

## Appendix II References

No.	Organization	Title
1	The Global Association of the Exhibition Industry (2021)	Report on Sustainability
2	The Global Association of the Exhibition Industry (2021)	Reimagining Business Events White Paper
3	The Global Association of the Exhibition Industry (2020)	Waste Management
4	The Global Association of the Exhibition Industry (2019)	The Exhibition Industry and UN SDGs
5	The Global Association of the Exhibition Industry (2017)	Best Practices In Sustainability Report
6	International Congress and Convention Association (2022)	Association Meeting Needs- ICCA 2022 Association Survey
7	International Congress and Convention Association (2021)	Association Meetings Outlook
8	International Congress and Convention Association (2019)	Self Sustainability Checklist
9	International Congress and Convention Association (2019)	ICCA Sustainability Report
10	IAEE	Creating Sustainable Exhibitions
11	ISO	ISO20121 Event Sustainability Management Systems
12	ISO	Sustainable events with ISO20121
13	Events Industry Council	Principles for Sustainable Events Handout
14	ASEAN	ASEAN Guideline on Green Meetings
15	Joint Meetings Industry Council	Net Zero Carbon Events
16	Joint Meetings Industry Council	A Net Zero Roadmap for the Events Industry
17	SISO (Society of Independent Show Organizers)	Finding the future, together: Towards a more sustainable B2B trade show industry in the U.S. and Canada
18	BCD Meetings & Events	The Green White Paper: Sustainability in Meetings and Events
19	Singapore Tourism Board	Sustainability Guidelines for The Singapore MICE Industry
20	EXPO 2020 DUBAI (Expo 2020 Dubai Higher Committee)	EXPO 2020 Dubai- Sustainability Report 2020 Connecting Minds, Creating The Future
21	Taiwan MICE Project Office	Sustainable MICE Guidelines
22	Taiwan MICE Project Office	Green MICE Guidelines
23	Taiwan's National Development Council	Taiwan's Pathway to Net-Zero Emissions in 2050





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