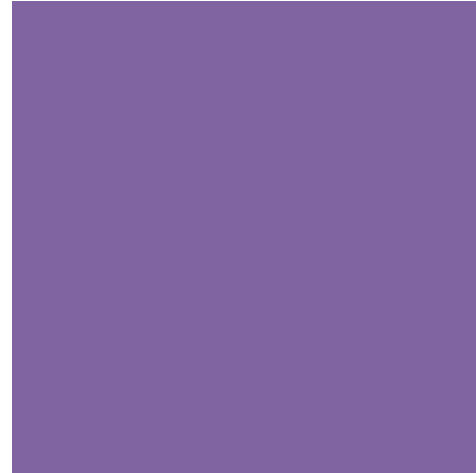




Monique Chen
Chairlady
Sustainable Travel Taiwan



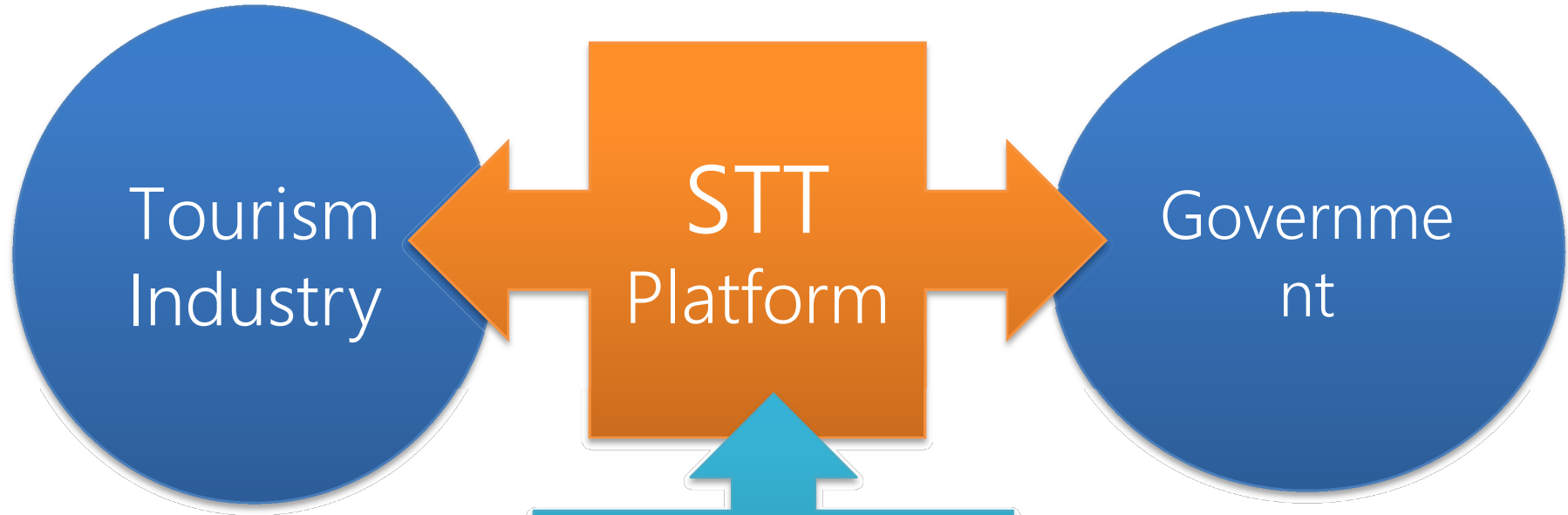
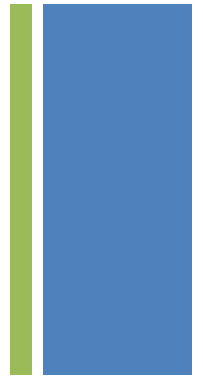
The Localization of Global Sustainable Certification in Taiwan



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INTERNATIONAL™**
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台灣永續旅行協會

+

Sustainable Travel Taiwan





Part 1, Briefing of Taiwan's Green Labels



+ Taiwan Local Green Labels

- Environmental Protection Administration

- Mainly focus on green products

- Importing C2C certification

- There are tow of labels

related to tourism industry

- Hotel (starts from 2008)

- Agents (starts from 2013)

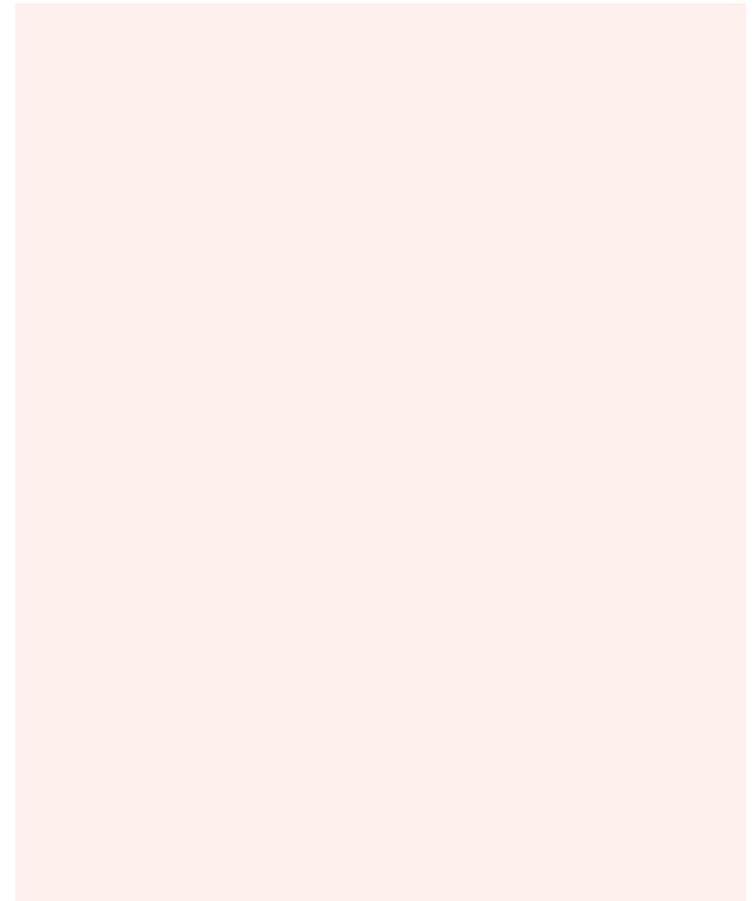
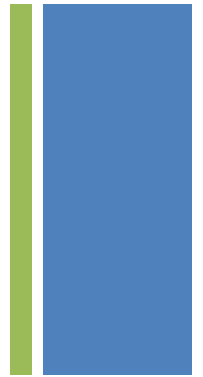
- The system is more like a check list.

- Focus on Environment criteria,

- low pollution

- energy saving

- Waste recycling



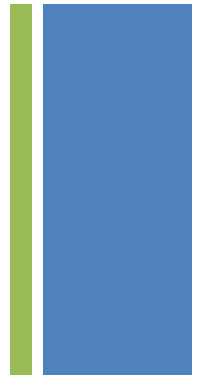
+ Green Action Label

- 25 criteria for Green Hotel **Bronze-Level** Certification
- There are only 13 hotels certificated. (0.13%)
- Initiate another label for accommodations (5%)
 - without providing disposable brush and towel actively.
 - And providing options for guests staying over night in not change the towels



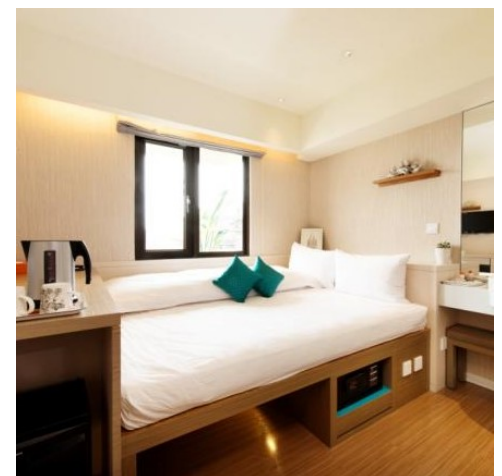
+ Issues of Green Labels in Taiwan

1. Too much focus on Label other than the process to implement the sustainable management system.
2. Only focus on environmental protection other than human rights, cultural, community benefit.
3. Criteria only focus on specific issues which can be counted or measured.
4. Green tourism market is not popular in Asia tourists, green labels couldn't bring benefits in money.



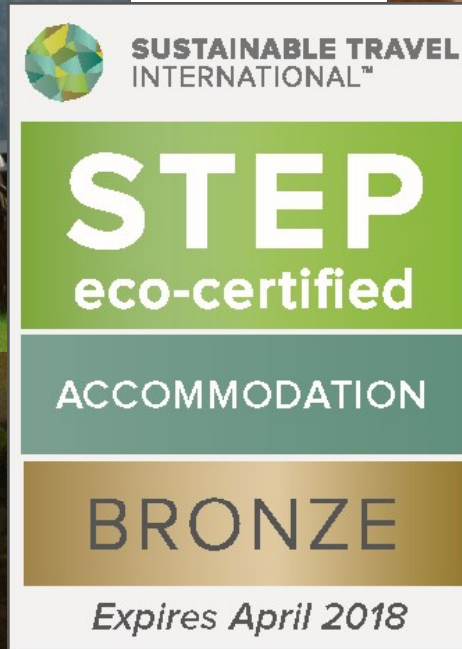


Part 2,
**Global Green
Accommodation
Tools**



+

Each hotel took 2 years to finish certification



Case , Village Taroko Hotel

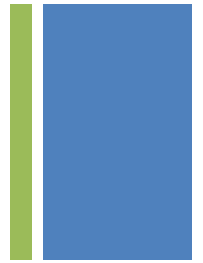
Google Maps



+

Village Taroko

Community Impacts 社區影響力



Last year, 2011, the leader of Taroko Village, Mr Cheng, kicked off an event of recording Taroko tribe's face tattoo culture. Mr Cheng invited all the indigenous elders from whole Taiwan with face tattoo to Taroko Village. It's a culture in danger.



8.2.4 Local artists support

Taroko Village helps local artists selling their art works and also encourage local people to create their own art crafts. More than 50% of the souvenirs are from the community people.



8.2.1 90% Local employees

Taroko Village has 30 employees, only 2 of them are not local indigenous people.



Ecosystem Conservation 生態環境的維護

7.1.13 Natural Conservation

1. Original Species Breeding

Taroko Village helps to breed Formosa Lily, which is the original taiwan original species. They put bamboo stick on where the lilies are plant because it's baby looks like grass and easy to be cut when they were baby.



2. Garden Light

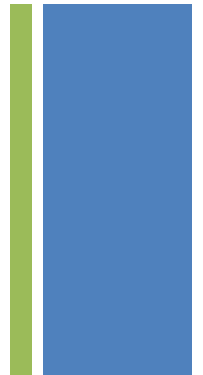
In Taroko Village, the hotel use limited light at night time outdoor to reduce their impact to the natural environment surrounded.





Operations 營運管理

Waste Management 廢棄物處理



2.The hotel has it's compost system.



Dealing with the kitchen waste to small pieces.



Separating oil out of the waste.

6.Bin/ Trash Can



7.News paper and tissue

Taroko Village offer news paper in the lobby and don't offer tissues in each table.

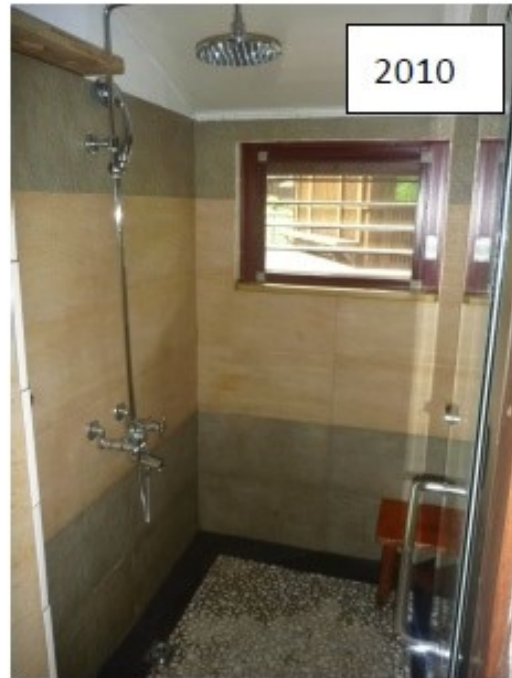




4.Reducing the disposal unit they use

From 2010-2012, Taroko Village Changed their Shampoo and Shower gel from disposable package to the bottle one.

Waste Reduction



In 2010, there is no shower gel and shampoo in big container in the shower room.

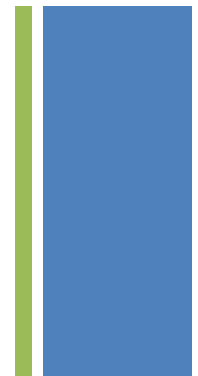


3.Reduce towel washing



2010	2011
	

In 2010, Taroko Village hasn't encouraged customers staying more than two nights to reuse the towel. In 2011 Taroko Village started to put the sign to encourage customers to reuse the towel. Later in 2012, the hotel also explain their customers orally on their way to the cottage.





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Eco-certification Award

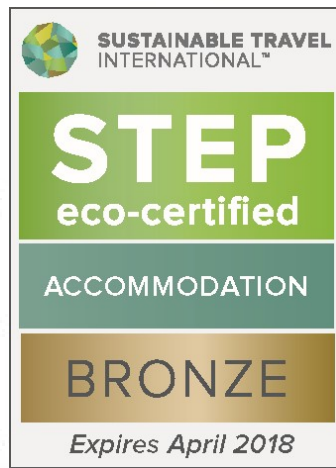
This is to certify that

Leader Taroko Village

has successfully completed the
Sustainable Tourism Eco-Certification Program
and has been

Assessed and Awarded
Bronze 2nd Party Certified

Brian T. Mullis
President & CEO



Robert L. Chappell
Director of Standards
Development



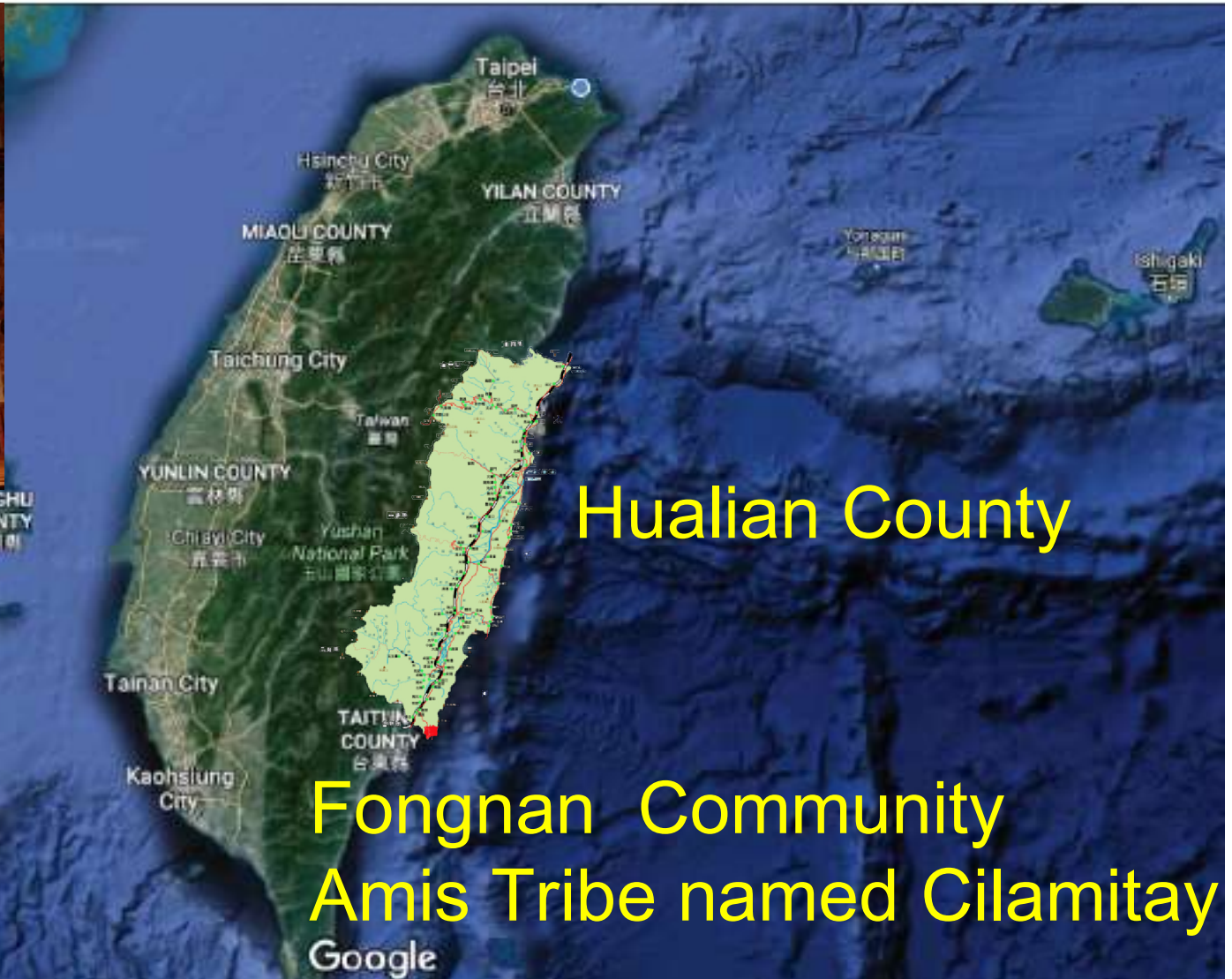


Part 3, Global Sustainable Destination Tools



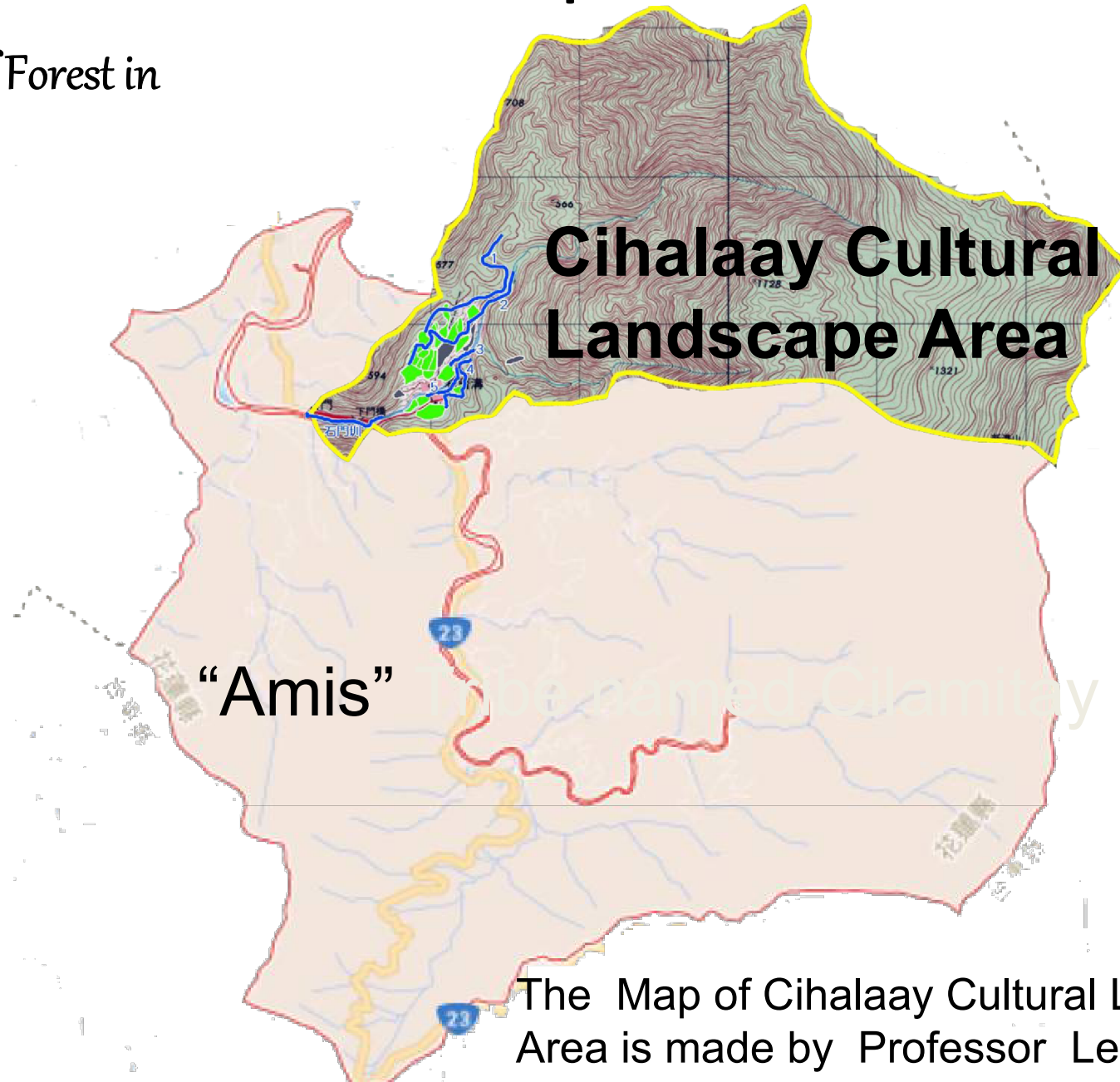
The Home Town of Hala Rice Cihalaay Cultural Landscape Area

Google Maps



Hala Rice was born in Cihalaay Cultural Landscape Area

There are 95% of Forest in the Area.



The Map of Cihalaay Cultural Landscape Area is made by Professor Lee, Kwang Chong

What is Hala ?

- Hala is the name of a fish in Amis tribe language.
- The historical study shows that Cihalaay probably named by the fish. (scientific name - Taitung Intermediate Stream Loach)
- Hala lives in clean streams and it's also a indicator of the clean water.



The picture is provided by Lameru

The Land Connecting to Hala

**The rice farming area are 13 hectares,
and 11.5 hectares are with organic certification,
0.7 hectares are in organic transition stage.**



More than organic to protect Hala



綠色保育

--Farmers in Cihalaay area
100% don't use pesticide and
herbicide.

-- But they may use "Organic tea
meal" to kill snails, and it is also
harmful to Hala and earth worm.

--In order to protect Hala, there are
20% of organic certified farms
don't use organic tea meals to
minimize the impact to hala.

--They Aim to reach 50%
certificated by Eco Conservation
Badge in 3 years.

The Organic Hala Rice



H
A
R
A

哈拉米

當期新米

品名	哈拉米
產地	花蓮縣富里鄉豐南村
重量	1公斤±1.5%

監製者 古柏結實文化發展管理委員會
總山人企業社

訂購專線 服務熱線8928095252
傳真8975720026

保存期限 花蓮第二屆合作社五週年紀念(210)
戶名：總山人企業社 劉慧英
帳號：16000100004847

良心倡議
古柏結實文化發展區位於花蓮縣富里鄉豐南村，有著海岸山脈的歷史梯田和百年水圳，結製著人類與自然相互共生的軌跡。

綠色保育標章
「哈拉米」的名稱是取自保育動物台東閃亮岩鵲的阿美語「哈拉Hala」。是當地阿美族人用心經營的共同產案，農民的取捨與努力使哈拉米不僅是有機米，更是以友善環境農法培育溫地生長的稻米，是獲得地心有機農家發展基金會「綠色保育標章」的綠色保育產品！

養石泉水的慢熟好米
哈拉米生長在灌溉水源引自秀姑巒溪源頭經多級石過濾的慢水梯田，低溫山泉讓哈拉的成熟時間較一般稻米多2週以上，米粒的口感也因此更加Q彈飽滿。

我們喜愛這山林生機的心意，孕育出粒粒飽滿與芬芳，也期待您來探訪哈拉的故鄉，與我們一同延續古柏結實文化發展區這座自然生態特性的在地智慧。

營養標示

每100公定白米
熱量 350大卡
蛋白質 5.6公克
脂肪 0.8公克
醣類 80.4公克
膳食纖維 0.8公克

每包哈拉米標章10元公益金用於古柏結實文化發展區之維護

關於金標章
請認準金標章
並認準「綠標章」
庶民大眾的標章

保存期限：請認準日期

5% of the income goes to committee fund.



Chen, Molly
Hualian County Cultural
Affairs Bureau



Lee, K.C.
Professor of
National Dong Hwa University



Lameru kacaw
The Coordinator /
Director General
Cihalaay

**Thanks for the hard works they
have been done for years.**

Yakoing no Cihalaay (Committee)

- People in Cihalaay hold a committee meeting every 2 months time.
- In 2012, "Cihalaay Cultural Landscape Convention" was formally published.
- In 2013, Cihalaay passed Satoyama Initiative.



Tourism Program in Cihalaay



Through the tour, tourists learn how Hala Rice was cultivated. And how they sustain the eco system for Hala





Through the tours, Cihalaay committee will receive certain percentage of fund which goes cultural heritage conservation, terraces and irrigation canal maintaining work.

Local Food



The tours in Cihalaay use more than 90% of local food.

Including Hala Rice.

The Issues of Localization

- **Language**
- Recording and measurement take much work time which stops the willing of keep on recording.
- **Sustainable system (mind) implementation takes time, but government wants to see instant benefit.**
- Paper work is not interesting / inspiring to local.
- **Need more attracting and easy understanding programs / actions to staffs and customers.**



Part 4, Our Solution



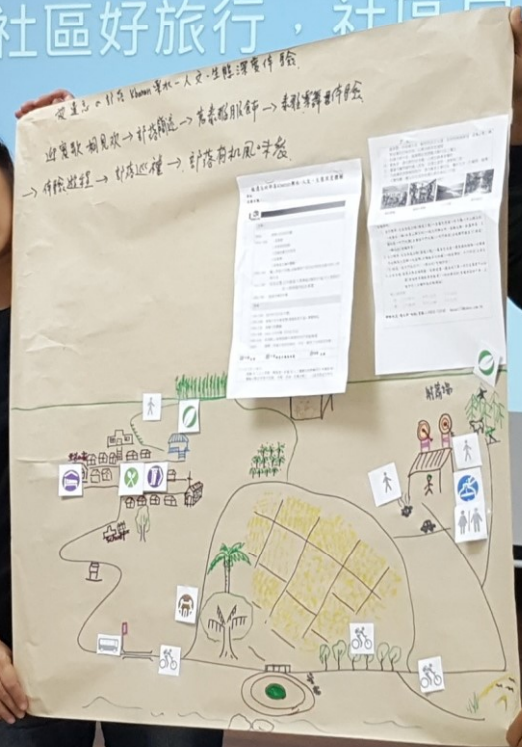
Community and Accommodation Owner





社區好旅行，社區自己做



陳盈潔

交通：計有 10min 車程 - 大眾運輸 20min 步行
出發時間：計有 10min 車程 - 大眾運輸 20min 步行
→ 行程過程 → 社區巡禮 → 社區特色介紹 → 社區資源介紹



山里好巷   獨立書店及守護環境的協力平台。自然生態文學圖鑑、永續城鎮與建築、反核、無毒生活、農業及食安等相關主題書籍，都可在這裡找到。


電話：049-2982696 地址：埔里鎮中山路二段 412 號 (巷內)
開放時間：周二~周五：13:30~21:00, 周六 10:00~21:00
周日 10:00~17:00

籃城書房   像是社區平台，可以用七本書換一公斤的無毒米或共耕米！共耕米由在地大學生與內埔、牛尾社區共耕籃城自產的米。書房餐廳的食材亦多由社區自種自製。

電話：049-2913258 地址：南投縣埔里鎮籃城 5 巷 4 號
開放時間：平日 10:00~19:00, 週末 10:00~21:00

恆吉宮媽祖廟   清道光年間，廈門來的移民自湄州天后宮恭迎媽祖供奉，為埔里鎮民眾的信仰中心。




電話：049-2982920
地址：埔里鎮清新里南興街 367 號

埔里第三市場  埔里在地早市，阿君姊健康蔬菜也在第三市場有攤位販售。

電話：0937552982 營業時間：07:45~14:30
地址：南昌街附近一大圈




B 埔里後花園—桃米生態村： 桃米坑

您可透過友善環境的電動自行車，依循低碳旅行路線，享受慢走好遊慢食的樂趣。也可以在專業解說員的帶領下探尋生態秘境，展開生態、技藝、飲食、文化等見學旅程，一起感受在地的魅力。

可認明以下標誌，支持好店家： 在地文化  在地關懷  生態環保
好旅人請自備水壺、餐具與盥洗用具，減少資源浪費。

 提供非一次性餐具  提供住宿  提供飲用水  提供在地食材  提供素食  無冷氣

埔里好民宿

青蛙丫婆    青蛙丫婆是桃米社區專業解說員，民宿位於茅埔坑溪旁，寧靜且生態豐富，有三分之一的土地用作生態復育，不對外開放。戶外空間種植了許多蜜源植物與食草植物，提供毛毛蟲需要的棲所，以及蝴蝶所需的花蜜。青蛙更是阿婆園子裡的常客。

電話：049-2918862, 0912431655
地址：南投縣埔里鎮桃米里桃米巷 11 之 3 號
★提供沐浴用品包，毛巾與牙刷可帶回家繼續使用
★設有停車場、冷氣、wifi、吹風機 ★支持在地文化推廣
台灣好行：桃米坑站下車，步行到青蛙丫婆。
可預約：夜間螢火蟲、青蛙導覽

埔里湖邊趣

日月潭 日月潭環湖道路約有 33km，從向山遊客中心往北水社碼頭的方向是最好騎的路段。可以在水社、向山遊客中心租腳踏車，水社碼頭亦提供電動汽車出租。

· 日月潭水社遊客服務中心 

開放時間：09:00~17:00 (假日延長半小時)

· 日月潭電動車出租水社站

營業時間：08:30~20:30 電話：049-2855096

聖愛營地     隸屬台中教區南投縣天主教互愛傳播協進會，提供無動力水上活動。

電話：0936480202 (08:00~17:00)
出發前需事先預約，由管理者開船去水社碼頭接駁。

Thank you for your Attention



Welcome to Taiwan
smallj3000@hotmail.com



– Tour Operators and Travel Agents



Your road towards sustainability

