



校園談
永續



LIB@NKUHT

餐旅專業期刊的階梯

階梯是讓人登高的工具，館員在階梯立面加入餐旅類專業期刊的書脊，塑造踏著知識往上走的意象，希望校內師生能透過認識、使用這些資源，一步一步成為餐旅產業頂尖人才，同時也彰顯圖書館對於自身專業館藏的掌握度，以及館員對於圖書館核心意象的灌注。

The ladder of hospitality and tourism professional journals serves as a tool for advancement.

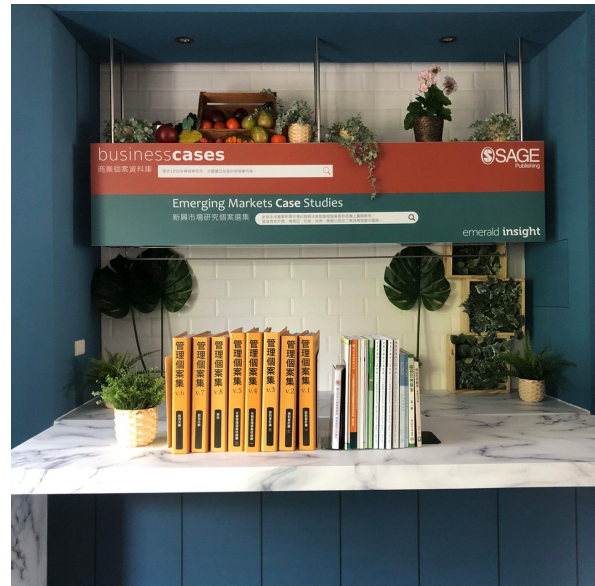
Librarians add the spines of hospitality and tourism professional journals to the sides of the ladder, creating an image of ascending knowledge. The aim is for faculty and students to become top talents in the hospitality and tourism industry through familiarity with and utilization of these resources. This also highlights the library's mastery of its professional collection and underscores librarians' commitment to the library's core identity.





大廚房

The large kitchen area



多功能工作區+個案展覽區

Multifunctional Workspace + Case Exhibition Area

**2F Collaborative Space:
Multifunctional Area +
Immersive Exhibition + ...**

翻雜誌

"Revitalize outdated leisure magazines."

透過空間設計，再次活化過期的休閒性期刊，提升其能見度，使資訊能被再次活用。部分過刊所提供的資訊依舊豐富，也尚未過時，但缺少曝光的機會，進行空間的討論時，找出循環可用資訊的方式，讓雜誌跟著空間一起華麗變身，翻轉過期休閒性期刊隱沒在期刊架內的命運。



Revitalizing outdated leisure magazines through spatial design to enhance their visibility and ensure that the information they contain can be utilized once again. While some back issues still offer rich and relevant content, they often lack exposure opportunities. By discussing ways to incorporate these timeless resources into the spatial layout, we can transform the magazines along with the space, thereby overturning the fate of outdated leisure magazines being buried in magazine racks.

餐酒館

The restaurant and bar area

餐酒館區分沙發區和大工作桌區，沙發區可用於小組討論，工作桌區則是順應站著工作的潮流，為刺激師生創意發想，在高桌邊除了高腳椅之外，桌子高度適宜人體站立工作時書寫、打字、討論之用。



The restaurant area is divided into a lounge area and a large working table area. The lounge area is suitable for small group discussions, while the working table area caters to the trend of standing work. To stimulate creativity, the tables are designed for standing work, with high chairs available for use. The table height is suitable for standing work such as writing, typing, and discussions.

大書房

The grand library zone



- 討論、做作業的獨立空間
- 漂書區
- Discussion and study area
- Floating study area

VR語言學習區

VR Language Learning Zone

空中英語教室作為在國內影響甚鉅的語言學習媒體，融合VR技術，將其口說、聽力等課程融入新形態的載體中，讓學生可以透過科技，體驗口說的臨場反應、熟練基本句型、校正發音，進而提升語言能力。



The "Sky English Classroom," a significant language learning medium domestically, integrates VR technology to incorporate speaking and listening courses into a new form of platform. This allows students to experience real-time responses, master basic sentence structures, correct pronunciation, and enhance language proficiency through technology.



包裝舊家具，讓新舊空間沒有違和感

二樓並不是全面改造，為了讓既有的書架、期刊架和新設的空間可以結合，不因空間改造而充滿強烈衝突感，因此針對舊家具重新包裝設計，併按其分區打造不同的風景與視野。

Repurposing Old Furniture to Blend Seamlessly with New Space

On the second floor, instead of a complete overhaul, the aim is to integrate existing bookshelves, magazine racks, and newly designed spaces seamlessly. To avoid a strong sense of conflict due to space renovation, the strategy involves re-packaging and designing the old furniture. Additionally, different landscapes and perspectives are created by dividing the space into distinct zones.

During our interview for "The Establishment History of National Kaohsiung University of Hospitality and Tourism," Principal Li shared with us a little story about how the culinary school almost became a commercial institute. In the initial planning stages, the school was proposed to be named "National Kaohsiung Commercial and Catering Hotel Vocational School." However, Principal Li recognized Kaohsiung's strategic geographical location, convenient transportation, abundant tourism resources, and the strong support for the developing Nansing Project at that time. He believed that Kaohsiung had the potential to become a hub for the future development of the tourism industry. Understanding the importance of nurturing talent for this industry, Principal Li actively lobbied with the council to remove the word "commercial" from the original name, resulting in the final name being "National Kaohsiung Hospitality College."

In the past 20 years, Kaohsiung's hospitality and tourism industries, along with its tourist attractions, have undergone significant changes. According to the vision of the Kaohsiung Tourism Bureau, Kaohsiung is transitioning from an industrial city to a livable city. It boasts advantages such as mountains, sea, rivers, and ports, as well as rich cultural and natural resources. Currently, the city is focusing on the theme of "Distinctive Tourism, Enjoying Kaohsiung," branding its tourist attractions, activities, and tour products to establish the Kaohsiung tourism brand.

In recent years, Kaohsiung has benefited from the convenience of transportation, with the completion and operation of the Circular Light Rail connecting to the MRT system. Public transportation systems such as buses and bus-like taxis have been developed to enhance the overall public transportation network, attracting more domestic and international tourists to participate in various activities.

After years of construction, the Kaohsiung Port Passenger Center was inaugurated in 2023. The center can simultaneously accommodate two luxury cruise ships with a displacement of up to 225,000 tons. It serves as the most important maritime gateway in southern Taiwan and is the final piece of the puzzle in the Kaohsiung "Asian New Bay Area" urban plan. Linked by the light rail system, it connects major constructions such as the Pier-2 Art Center, the Kaohsiung Pop Music Center, the Kaohsiung Port Passenger Center, the Kaohsiung Exhibition Center, and the Kaohsiung Main Public Library, shaping a new skyline along the Kaohsiung waterfront.

Following the Executive Yuan's approval of the "Taiwan Civil Airport 2040 Overall Plan" in 2021, the Kaohsiung International Airport is planned to undergo significant development. Aligned with the New Southbound Policy, the Asian New Bay Area initiative, and the development of the Southern Semiconductor S-Corridor, a centralized terminal with a capacity of 16.5 million passengers per year is scheduled for construction, with groundbreaking expected in the second half of 2023.

What is regional revitalization?

地方創生
是什麼？



The core of regional revitalization lies in "economy". Kino Shigeru, a Japanese expert on regional revitalization, firmly believes that through investment and the establishment of sustainable businesses, local residents can live and work in peace.

Therefore, the significance and value of regional revitalization also lie in this aspect: local residents themselves create local economies, collaborate through private sector leadership and government participation to establish and operate regional revitalization projects, allowing local residents to build a better future for themselves.

Why is local revitalization necessary?

The total population in our country is decreasing, with a trend towards aging and declining birth rates. Many young people are flocking to urban areas for work, while rural populations are aging and shrinking, leading to the weakening of local communities. Recognizing this issue, the government designated 2019 as the first year of local revitalization. The National Development Council hopes that by promoting local revitalization, it can stimulate local economic vitality and address the problem of population decline.

Local revitalization requires the participation of all citizens. With cooperation between the government and private sector, more young people are expected to contribute their efforts in their hometowns. It is also hoped that industry, government, academia, research institutions, and various sectors of society can participate together to form a nationwide movement that extends to every corner of Taiwan. This aims at rediscovering the unique resources and advantages in each area in order to enhance local innovative growth momentum and achieve a new face for Taiwan's prosperous development in both urban and rural areas.

The core principles of local revitalization in Taiwan involve three key ideas.

Firstly, it emphasizes a people-centric approach, aiming to encourage population retention and prevent out-migration. The government does not force youth to return to their hometowns nor solely focus on attracting young people for local revitalization. Instead, any initiatives that promote internal migration within the island, including encouraging working-age individuals to return to rural areas, are supported. Secondly, it emphasizes the identification of each locality's unique industrial DNA. By leveraging local advantages and strengths, industries can be revitalized, job opportunities created, and employment increased, thereby stabilizing livelihoods and encouraging people to stay or return to their hometowns. Lastly, it advocates for the integration of technology into local revitalization efforts, promoting digital transformation in local industries and lifestyles through the effective use of digital technology.



Our "Embrace Taiwan" Initiative

The library continues to prioritize Sustainable Development Goals (SDGs) and promote Environmental, Social, and Governance (ESG) principles. By integrating concepts related to corporate responsibility and ethics, the "Embrace Taiwan" series is linked to local revitalization issues. Through thematic planning, the idea of environmental protection, social responsibility, and corporate governance can take root in the minds of faculty and students. This enables the practical implementation of SDGs-related goals in daily life, contributing to the creation of a better and sustainable future.



Issues Facing Local Revitalization

Lack of Understanding about "Local Revitalization" and Its Impact
Many people do not grasp the significance of "local revitalization." Even with the introduction of the "Local Revitalization Vouchers" in September 2021, some recipients feel confused. For instance, a colleague's mother who received the voucher chose to give it up, indicating limited awareness among the public about local revitalization and its relevance to them.

Challenges in Promoting Local Revitalization
Limited familiarity with local revitalization hampers efforts to promote related concepts or projects. Difficulty in obtaining support and assistance from the government or relevant organizations exacerbates the situation.

Difficulty in Replicating Successful Local Revitalization Cases
Experiences of rural development across Taiwan vary due to different issues or geographical characteristics. As a result, successful cases of local revitalization are challenging to replicate elsewhere. The uniqueness of each locality requires the development of individual experiences based on their distinctive features.

Need for Sustainable Business Thinking
Many local teams rely heavily on government subsidies for their operation, leading to survival challenges once the funding ends. While implementing projects, teams should consider the United Nations' 17 Sustainable Development Goals (SDGs) and think sustainably about economics, culture, and the environment. Developing market-needed business models that deepen the connection between people and land can ensure long-term operation for localities or brands.

5. Vulnerability to Setbacks in the Revitalization Process
Young people returning to their hometowns or arriving with ideals often encounter challenges such as limited job opportunities, clashes with previous generations or neighbors, and skepticism from traditional perspectives. Facing setbacks without discussion or support from peers and confronting unrealistic expectations about returning to start a business can be significant challenges in the revitalization journey.



The Executive Yuan declared the year 2019 as Taiwan's Local Revitalization Year, positioning local revitalization as a national policy at the level of national security strategy. It prioritizes a people-centric approach, combining local revitalization with entrepreneurship to revive local industries, create job opportunities, and promote population inflow. The vision is to maintain a future total population of no less than 20 million people, gradually promoting internal migration, and relieving pressure on the capital region, aiming to achieve the goal of "Balanced Taiwan."



Since the National Development Council declared 2019 as the Year of Local Revitalization, local revitalization has been flourishing in Taiwan, with some individuals dedicating years to the cause while others are still on the journey. While one person may walk faster, a group can go further. Smiling Taiwan has been deeply engaged in local stories, focusing on local revitalization. In 2021, we hosted the inaugural Asia Rural-Urban Revitalization Salon, facilitating dialogue and consensus-building. Through fundamental understanding, expert perspectives, and practical cases from various regions, we've provided insights into the multifaceted nature of local revitalization.

We are committed to conveying local strengths, bridging connections for local teams, businesses, and travelers, inviting everyone to co-create a deeper form of travel and local living. Let's journey together towards a better Taiwan.

TESAS | 地方創生資料庫



The National Development Council has established the Local Revitalization Database (TESAS), which consolidates statistical data from various government agencies. The data is categorized into 12 major themes.



Local revitalization is not synonymous with tourism, but local experiences can add value to industries, creating sustainable value for Taiwan.

From the perspective of sustainable tourism, how can a township chart its own course? Post-pandemic, what can Taiwan offer to attract international travelers from afar? According to Chen Mei-ling, Chairperson of the Taiwan Local Revitalization Fund, it seems that the answer lies within "local revitalization."

陳美伶

Chen Mei-Ling



A Ph.D. in law from National Chengchi University, currently serving as the Chairperson of the Taiwan Local Revitalization Fund and the Chief Convener of the Taiwan Blockchain Alliance. Previously held positions such as Chairperson of the National Development Council, Secretary-General of the Executive Yuan, and Secretary-General of the Tainan City Government. During tenure as Chairperson of the National Development Council, focused on fostering startups, promoting local revitalization in Taiwan, and encouraging population retention, earning the title of "Mother of Local Revitalization" in Taiwan.

On a fall evening in 2018, I sat among a group of young people from Matsu, squeezed into the front row of "Riguang Chunhe," listening to the sound of waves crashing while hearing their grievances.

Matsu, constrained by weather conditions, experiences fluctuations in tourism, leading to focused discussions among locals. At that time, before the Covid-19 pandemic, the absence of mainland tourists left Taiwan's tourism industry in the central and southern regions struggling. The government responded with a series of seasonal domestic travel subsidies. With elections approaching, it seemed like policy subsidies were not going to end anytime soon.

For businesses, this trend of potential ongoing subsidies seemed like a blessing or a curse?

A second-generation inheritor from Matsu raised her hand to speak. She mentioned that their family-run accommodation business chose not to participate in subsidy programs. Their reasoning was that once the subsidies ended, guests' perception of prices would make it difficult for businesses to set pricing, hindering the improvement of service quality and sustainable tourism. When I asked if their performance was affected, she replied that aside from the decrease in mainland tourists, their performance remained stable and even showed slight growth. Other operators hesitantly mentioned that the reimbursement procedures for subsidies were too cumbersome and unable to provide immediate cash flow assistance. However, uttering the words "no subsidies" still seemed difficult.

"What does Taiwan use to attract international tourists?"

In a professional capacity, I often interact with representatives from European and American countries stationed in Taiwan and engage in private discussions with them.



During one dinner event, a representative from a major European tourism country asked me, "What do you think are the reasons why Europeans and Americans travel all the way to Taiwan, enduring flights of over ten hours?" They further inquired, "Do you think advertising Taiwan's scenery and image on CNN would attract tourists from Europe and America?"

Without waiting for my response, he said, "We aren't here to see Taiwan's mountains and oceans, nor are we seeking grand historical landmarks. We want to experience the life of the Taiwanese people and witness the vitality and energy here. Because we are curious about how this small island has nurtured so many wonderful things and people."

It turns out that travelers from afar seek the emotional connection and curiosity satisfaction that come from experiencing local life.

In 2019, Taiwan embarked on its journey of local revitalization. After three years of turbulence and effort, not only has the public sector been actively proposing plans and budgets to promote local revitalization, but the flames of local teams have also been ignited. From north to south, from the main island to the outlying islands, all counties and cities are getting involved.

Even amidst the challenges brought by the pandemic, local teams have demonstrated strong resilience. Through transformation, adjustment, or reassessment, they have achieved commendable results.

Even traditional industries and major corporations have begun to focus on how to collaborate with local revitalization efforts to create a new milestone in ESG (Environmental, Social, and Governance) development.

"Local revitalization" has become a prominent agenda in Taiwan. The country's first nationwide local revitalization foundation was officially established last year, aiming to leverage the power of civil society platforms to implement actions on the ground, ensuring that Taiwan's rural areas are no longer neglected and promoting balanced development across the entire nation.

Taiwan's population has experienced two consecutive years of negative growth, exacerbating the extremes of low birth rates and an aging population. "Dying faster than giving birth" has become a keyword in population structure development. Moreover, the concentration of population in a few metropolitan areas in the north, along with the outflow of people to these areas, has resulted in an imbalance in overall development—a reality that must be addressed.

The core of Taiwan's original version of local revitalization initiatives lies in uncovering the DNA of local industries, assessing the strengths and weaknesses of resources, maximizing strengths while minimizing weaknesses, and integrating digital technology to establish new business models, with the goal of attracting population inflow and preventing outflow.

Post-pandemic Taiwan tourism

The landscape of tourism is expected to undergo significant changes post-pandemic. The revitalization of local industries aims to provide employment opportunities, create jobs, and enable those who stay, return, or migrate to find livelihoods and vitality.

Industry DNA represents unique brands and characteristics tailored to local conditions. We not only need registered residents but also permanent and related populations to create business opportunities and provide opportunities for local prosperity and development. One-time or short-term visits and consumption by transient populations are not the essence of local revitalization. Tourism, as a smokeless industry, is one of the solutions to creating related populations and revitalizing local economies. Tourism should not be about creating one-time consumption, especially domestic tourism. Visitors should be encouraged to visit ten times a year rather than once every ten years.



微笑季刊2022春季號《有任務的旅行》

"Smile Quarterly Spring 2022 Issue: Travel with a Purpose"



Furthermore, festive or artificially created events, like fireworks, often result in transient excitement and fail to integrate with local culture and life. Without combining with "people, culture, land, products, and scenery," such events can become disasters. For local residents, these activities only bring traffic congestion, difficulty in commuting, and leave behind a large amount of waste, none of which are desired by the local community. How can local revitalization enhance tourism? Take, for example, the "Guantian 171 with Ling in Harmony" tour developed by the Guantian Ling Shell Charcoal Industry in Tainan. This tour combines experiences of charcoal production with the understanding of the life cycle of ling shells and the value of circular economy, offering visitors a unique and educational experience. Similarly, the fish education program developed by the Hualien Seven Star Beach Drift Bar and the Set Fishing Ground Third Generation integrates sustainable fishing methods with the enjoyment of fresh and delicious "catch-and-cook" hotpot, accompanied by healing ocean views. Additionally, the "Jinshan Goodies Collection" organized by the Jinshan Roaming Team on the North Coast combines culture with local agriculture, offering a variety of local specialties including food, accommodation, activities, shopping, transportation, and hot spring baths, providing a comprehensive and distinctive local experience. These are excellent examples of how local revitalization can enhance tourism by creating unique and authentic experiences for visitors. How does local revitalization create sustainable tourism value? Local revitalization is an ongoing and sustainable initiative that requires collaborative efforts across all age groups and continuous evaluation. It revolves around the elements of "people, culture, land, products, and scenery," essentially offering immersive experiences rooted in local culture. These experiences not only add value to local tourism but also contribute to its longevity. We anticipate that post-pandemic, Taiwan will adopt new perspectives and approaches to both domestic and international tourism, thereby fostering Taiwan's sustainable values.



Mobility, Settlement, Return, Transformation

With the opening of the high-speed rail in Taiwan's western region, daily commuting across counties and districts has become commonplace. The cost of mobility has decreased, particularly with the prevalence of remote work during the pandemic, erasing geographical barriers through internet connectivity. Many freelancers now seek settlements in areas offering lower living costs and enhanced quality of life. It can be said that due to the pandemic, population mobility is no longer restricted by industrial limitations.

These internal migrations have impacted various industries. Some unique local businesses, previously thought unviable, have thrived due to changes in mobility patterns and tools. For example, the Blue Skyline Joyride train has transformed from a commuter service to a tourist attraction, revitalizing struggling areas. Additionally, the widespread establishment of Ubike stations in cities has altered urban commuting habits, leading to the emergence of city-wide cycling tours planned around Ubike stations. This has provided opportunities for revival in neglected urban areas.

In-migrants settling in new areas generate new consumption patterns, while others, beyond mere consumption, stimulate local industries professionally. Like the core of local revitalization, they create livelihoods rather than tourism. Young people relocating or returning home participate in local public affairs, build local social networks, and assist in local industrial development, improving the lives of local residents.

However, can local revitalization truly solve all problems? In reality, local issues persist, and solutions depend on human actions rather than theoretical approaches.

Speed slows down, and you can see more

In Taiwan, the western cities and towns are where the majority of the population resides. With people come commuting needs, but in densely populated areas, finding parking in big cities is challenging. Hence, motorcycles, which are more convenient for maneuvering through alleys and lanes compared to cars, have become the primary commuting mode for Taiwanese people. This reliance on motorcycles has earned Taiwan the title of "Kingdom of Motorcycles", not only in cities but also in rural areas where public transportation is not as prevalent.



In contrast, in Japan, whether in cities or rural areas, there is a high reliance on public transportation. Recognizing the shortcomings in the overall road network, it seems that we are missing only the last segment of public transportation: the transition from home to large-scale public transportation. This gap is gradually being filled by public rental bikes.

In Taiwan, Ubike, invested by the Giant Group, has become the mainstream public rental system in each county and city by setting up stations widely and replenishing bikes frequently in popular areas. As early as 2014, Taipei became the city with the highest turnover rate of public rental bikes globally. Kaohsiung also introduced Ubike 2.0 in 2019, which became the most noticeable achievement for citizens, overturning the impression that Kaohsiung is the city of motorcycles. Due to the high degree of mixed residential and commercial areas in Kaohsiung's urban areas, riding distances are short, and with the coordination of various metro stations, there is a chance that Kaohsiung's urban areas could develop towards the concept of an "15-minute city": where citizens can meet all their needs within fifteen minutes through walking or cycling. This not only enhances the quality of life for people but also promotes low-carbon and environmental protection. Through YouBike 2.0 stations, various lifestyle needs can be easily met.



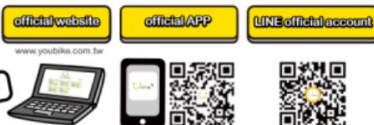
\\ Login before ride to covered be insurance /

YouBike member login information to gain free public bicycle injury insurance

Free
insurance
for members

1

There are 3 different ways to login , insurance will be covered after login.



Registered members still need to log in to the insurance platform

2

The actual user of EasyCard / iPASS and the insured must be "the same person"!

Please note that you need to provide your ID card / residence permit / passport number (choose one of the three above) for health insurance



Join Us

3

You will only need to log in once to be covered by insurance when renting a YouBike in various counties and cities!



Note: Only available in YouBike operating cities.

Local governments also encourage modal shift by subsidizing free transfers for limited time usage of Ubike after taking any segment of transportation such as trains, subways, or buses. This subsidy promotes carbon reduction among citizens and cultivates usage habits. Additionally, starting in 2023, the government has also initiated subsidies for commuting monthly tickets, encouraging more commuters to use the public transportation network, making public rental bikes a more convenient, affordable, and healthy mode of transportation in cities.

Apart from commuting, public rental bikes can also serve as a means of transportation for short trips. Searching for "Ubike travel" on the internet reveals many bicycle trips planned by public or private entities in different cities, towns, and routes. Because bicycles can reach farther places than walking and are slower than motorcycles, interesting sights won't be missed in passing, allowing for spontaneous stops to explore local scenes and discover the charm of the area more deeply.

This process also applies to local revitalization. By encouraging people to stay, it's possible to get to know local culture, industries, and characteristics, thereby promoting the local economy through consumption. Public rental bikes, as an energy-saving and carbon-reducing mode of transportation, can be further promoted in areas where they are not yet prevalent.

地方兼業：

地方青年大冒險的第一步

Local side gigs: the first step in the adventure of local youth

Returning to hometown doesn't just refer to the city or town of one's native family, but also includes places where one has relocated and now identifies with both mentally and physically. These young people in these places believe in one thing: what can be done in the city can also be done in their hometowns, and they can do these things better for their community. Each return-to-hometown story is like a flower blooming in local revitalization, but it requires connection to be seen, giving it a chance to become a garden.

While youth returning to hometowns may seem ideal and is encouraged by the government, the journey is never smooth. Challenges include inconsistent government policies, lack of clear and equitable information channels, local interests prioritizing short-term gains over long-term local development, rising land prices, and so on. All these factors add significant difficulties to the journey of returning home.

Some young people, before truly settling down in their hometowns, choose to engage in "local side gigs," moving between urban and rural areas.

Why is it called "side gigs" rather than just "part-time jobs" if they're working in the countryside on holidays? Because "part-time jobs" typically imply working solely for additional income, while "side gigs" encompass involvement in local public affairs and the cultivation of local networks through professional engagement. Income isn't the primary focus. They bring in outsiders through their expertise and marketing efforts, revitalizing local industries. By establishing relationships through their professional contributions and local involvement, they gradually integrate into the community.

In the model of local side gigs, stable operational patterns have already emerged, such as "Yuanli Lifting the Sea Breeze" in Yuanli. Starting from social movements, they discovered that they could join the local community from the beginning, rather than opposing wrong policies through social movements later on. Therefore, they established a studio in Yuanli to promote locally friendly agricultural products and wickerwork products. Through field investigations to deeply understand the local area, they planned small travel routes connecting local people and things. Subsequently, they organized markets, wrote government plans, sold peripheral products, opened bookstores, and served as lecturers in various activities. Their team consists of both full-time staff stationed in Yuanli and part-time employees and volunteers commuting between urban and rural areas. These part-time employees may learn about their philosophy through events or lectures and inject more manpower and resources into local revitalization activities through practical actions.

"Di Taitung," founded by our alumni Liu Gaoyang, also attracts and nurtures local revitalization talents through diverse approaches. This includes recruiting full-time residents who have moved to the area, part-time employees managing online communities remotely, project collaborators residing in different locations, and weekend activity support personnel, all of which contribute to the advancement of local industries.

In the process of cultivating local communities, they also conduct educational training and promotion activities for "local revitalization industries," training more young people who wish to enter the local revitalization industry. They provide insights into local industries, culture, online marketing skills, government subsidy channels, and numerous entrepreneurial skills and information channels, supplementing talent for the local area. This also enables some young people who want to leave the city but don't know how to enter the local area to migrate through learning entrepreneurial skills.

Turning my hometown trendy: a few things those returning young folks are up to

In Kaohsiung's Zikuan, Oyster Lo is usually a quiet little fishing village. But when it's time for "Oyster Lo Fishing Village Rock", the village is flooded with many self-proclaimed band listeners, young people who love independent bands. These music fans have accumulated to tens of thousands over the years, and whenever the rock event takes place, the crowd packs the southern beach of Oyster Lo.

The "Oyster Lo Fishing Village Rock" music festival is the passionate result of a group of Oyster Lo residents who love their hometown and are dedicated to revitalizing the village through rock music. Unlike other music festivals, "Oyster Lo Fishing Village Rock" does not seek government subsidies or corporate sponsorships. The organizers are local residents of Oyster Lo, and the concerts during the music season are free of charge, funded entirely by donations from fellow villagers, resembling a community gathering of the Oyster Lo residents.

The inception of "Oyster Lo Fishing Village Rock," with no background or funds, originated from a dinner conversation between Cai Dengcai, president of the Oyster Lo Junior High School Parents' Association, and Zeng Zhiling, a young person preparing to return to their hometown to establish a bed and breakfast. They discussed the surplus funds available at Oyster Lo Junior High School and the desire to organize an event but were unsure how to plan it. Eventually, they stumbled upon the idea of a music concert:

"What if we could have lively music by the sea, where people could eat, drink, and enjoy music, and let more people know about the beauty of Oyster Lo!"

Upon hearing this, Zeng Zhiling, who knew independent bands, approached the band Paishi Boys. The band enthusiastically agreed to perform if there was alcohol. Thus, the bands were connected, and the first "Oyster Lo Fishing Village Rock" was held, attracting thousands of people to Oyster Lo that year. Subsequently, more and more bands were invited, and the event grew in scale, attracting numerous vendors eager to set up booths. However, the increasing costs of the free rock festival became a challenge. In 2022, they had to find additional revenue streams from previous concert-related activities to break even.

After the festivities, the small fishing village returned to tranquility, but ripples continued to spread. As the crowd dispersed, the team behind the rock festival delved deeper into the local community. On days when there were no concerts, they explored the history of Oyster Lo, published a local publication called "Dachao Bao," organized cultural exhibitions featuring stories from the elderly, and established the Gangzai Gate Studio to renovate century-old houses.

As they immersed themselves in the local community, they discovered many of Oyster Lo's old stories and the problems faced by high-risk youth that could still be addressed. Consequently, they established a school to support children from high-risk families. Thanks to the rock festival team, these children received physical and emotional care. The team also opened a restaurant in Oyster Lo and provided space for cultural events, rooting themselves back in their hometown. The rock festival fostered a sense of local identity, attracting young people from outside to visit and making the local children realize, "Our hometown is so beautiful."





The Great Transformation After Retirement: BREEZYBLUE

BREEZYBLUE was a regular diesel-powered vehicle. It used to be the most affordable mode of transportation, lacking air conditioning and emitting a distinct diesel scent due to its diesel-powered generator. Many people relied on it for commuting and traveling. With the increasing electrification of railways and the introduction of faster trains, it gradually became obsolete. Until the last section of the South Link Line was electrified in 2020, the diesel-powered Blue Skin Train retired from commuter service.

However, the Lion Group saw the tourism potential in this old train. After collaborating with the Taiwan Railways Administration, the ordinary train reappeared in October 2021 as the BREEZYBLUE.

To maintain the train's vintage charm, meticulous attention was paid to the color scheme and cabin equipment. It retained its lack of air conditioning, ability to open windows, antique electric fans, and the unmistakable diesel scent. Now, with the old train carrying modern and comfortable services, many tourists flock to experience it. Amidst the beautiful scenery of the South Link Line, it evokes nostalgic memories of the lifestyles of parents and grandparents in their younger days.

The poetic new name of BREEZYBLUE is associated with the writer Liu Kexiang. A few years ago, he was invited by Pingtung writer Guo Hanchen to serve as a guide writer for the route. Liu Kexiang described the experience of opening the windows of the Blue Skin Train and being greeted by magnificent landscapes. When the train is in motion, people can forget their worries in the gentle breeze, hence the name BREEZYBLUE.

The old train not only experiences its own rebirth but also brings additional tourism resources to the stations it stops at. Through packaged travel experiences that showcase culture and taste, passengers are transformed into travelers, promoting deep tourism. This in turn boosts the economy of many small stations that have already experienced population loss, encouraging more young people to return to their hometowns. Jinlun is a prime example of how BREEZYBLUE has improved the local area.

Jinlun was once famous for its saline hot springs, serving as a rest stop along the South Link Highway. Many travelers from Kaohsiung and Pingtung came here to soak in the hot springs. However, with the opening of the Jinlun Bridge, the direct route reduced the number of visitors and drivers entering Jinlun, significantly impacting this small village, primarily reliant on tourism and agriculture.

As part of BREEZYBLUE itinerary, Jinlun Station is a designated stop where passengers can spend an extended period. Here, they can listen to tribal leaders guide them through indigenous culture. Some passengers, on their way to Taitung, choose to alight at Jinlun, soak in the hot springs, take a short break, and then await the return train to Pingtung. Huang Xinchuan, the general manager of Lion Travel, pointed out the key to Jinlun's revival: "Jinlun combines indigenous tribal life with local creative development in tourism, forming a symbiotic and shared tourism ecosystem."

The Potential of Coffee as a Sustainable Industry

"Rather than saying the whole city is your café, it's more accurate to say the entire Taiwan is your café."

Taiwan boasts the highest density of coffee shops globally, ranking among the top fifteen importers of coffee worldwide and second only to Japan and South Korea in Asia. Moreover, the per capita consumption of coffee has been steadily increasing, indicating a growing fondness for coffee among Taiwanese people.

Convenience stores, chain cafés, restaurants, and independent coffee shops are common and diverse types of coffee establishments in Taiwan, each catering to different consumer demographics.

In recent years, Taiwan has been actively participating in many international coffee competitions, producing numerous world champions. Many baristas have gained widespread recognition, becoming ambassadors for specialty coffee, such as Wang Ce, who collaborates with chain convenience stores.

While Taiwan is a major importer of coffee, it also produces its own coffee. However, the development of coffee cultivation in Taiwan has faced challenges such as limited cultivation areas and high labor costs, resulting in high production costs.

In recent years, with advancements in agricultural and roasting technologies, specialty coffee has become the main market for Taiwanese coffee beans. Many coffee plantation owners also serve as coffee farmers, roasters, and baristas. Through Taiwan's unique coffee flavors and the sustainable concept of directly delivering coffee from the origin farm to consumers, more and more specialty coffee enthusiasts are willing to pay a premium for high-quality coffee beans, leading to increased attention to related issues in the coffee industry.

TYPICA

A Direct Coffee Trading Platform

TYPICA is a direct trading platform that allows coffee producers and roasters from around the world to purchase rare and uniquely flavorful coffee beans in units of one sack (60 kilograms). By eliminating the need for intermediaries, coffee farmers can directly list their products on the platform, significantly lowering the barriers to entry for coffee bean trading. This enables them to set their own prices independently of market intermediaries, thereby obtaining better income. Additionally, it helps reduce the purchasing pressure on small and medium-sized roasters.

TYPICA platform emphasizes four key features: Personality, Freshness, Transparency, and Storytelling.

Personality: TYPICA values the unique personality of each coffee. Consumers can taste and experience the climate of the coffee origin and the passion of the producers.

Freshness: TYPICA utilizes technology to create an environment where freshly harvested and processed coffee beans can be quickly provided by the producers.

Transparency: All batches circulated through TYPICA are meticulously documented with detailed supply chain and pricing information. Ensuring transparency helps increase the income of producers and all stakeholders in the coffee industry, promoting the sustainable development of high-quality coffee.

Storytelling: Every coffee origin and producer has a story. TYPICA is dedicated to capturing and conveying these stories along with the coffee beans, by creating and providing rich content such as photos, videos, and text documentation.

What's TYPICA?

More about TYPICA, more about coffee.



KoKe: Mutual Assistance between Defective Coffee Beans and Underprivileged Women

KoKe is a coffee bean-centered startup, but they don't treat coffee beans as beverages; instead, they use them to create accessories and fragrances. Why did the founder initially choose coffee beans as the basis for their business idea? It all began with a colleague's stomach ulcer.

Prasetyo was originally a regular office worker who discovered during a conversation with a colleague that some people love the aroma of coffee but can't drink it due to stomach issues. Additionally, she knew someone in the coffee farming industry who had complained to her about crop damage and excessive defective beans due to natural disasters, rendering them unsuitable for brewing and resulting in complete disposal.

Connecting these experiences, she founded KoKe. Initially, they created coffee bracelets and marketed them on social media. Through this initiative, they gradually raised awareness of the issue and employed many local disadvantaged women to make the bracelets. However, due to the low technical barriers, their designs were quickly counterfeited, leading to a rapid decline in revenue. Coupled with the unemployment surge caused by COVID-19, the company's revenue plummeted. Instead of resorting to price cuts, Prasetyo developed other related products, such as coffee-scented perfumes, dry hand washes, and car air fresheners. They also provided training for the employed women, diversified their product lines, and successfully revitalized the company's performance, thereby widening the gap between themselves and counterfeit competitors once again.

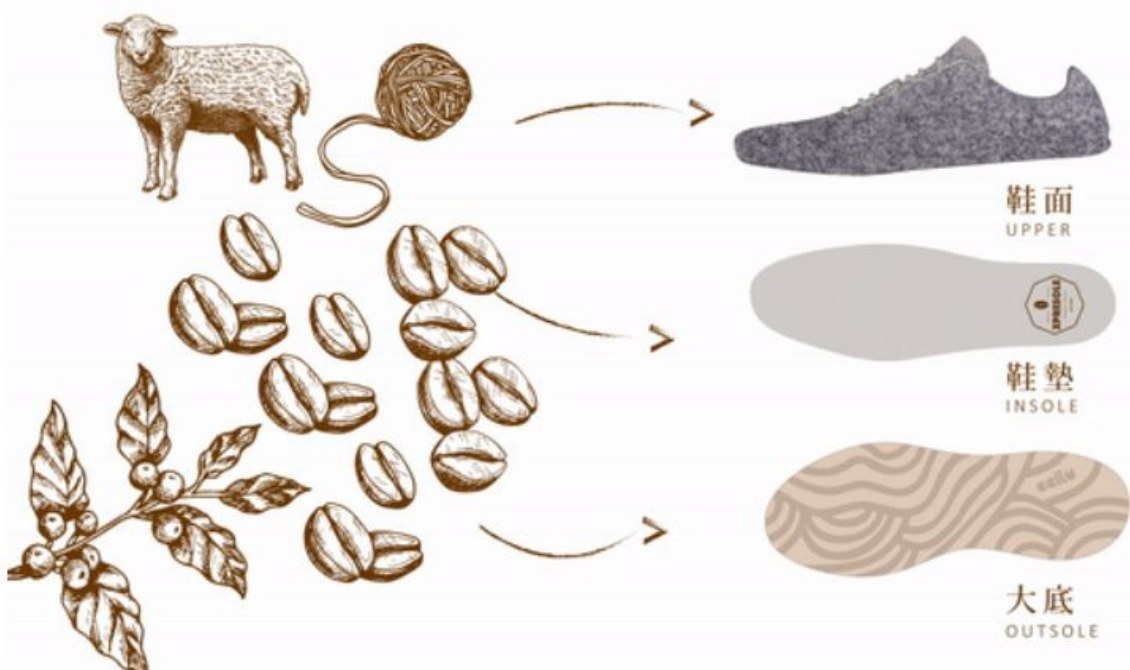


Turning coffee grounds into waterproof boots, flipping the traditional manufacturing process

Using coffee grounds to make coffee yarn for clothing has become quite common, but currently, only one company can turn the grounds into shoe uppers, soles, insoles, and other components, achieving full recycling.

The founder of Chilai originally comes from the second generation of a shoe factory. After taking over the family business, he believed that sustainability would become the key concept for many upcoming products. He discontinued the old product lines, replaced petrochemical materials with recycled materials, and focused funds, ideas, and technology on recycling and circular economy. Eventually, they created the "Fully Recycled Coffee Grounds Shoes". They meticulously recorded the materials, production, and even carbon footprint of each product, and marketed them through social media. They also expanded their influence through crowdfunding.

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Tainung No.1: Specialty Coffee Cultivated on Flat Land

The history of coffee cultivation in Taiwan dates back to the Japanese colonial period when tree species were introduced. However, due to poor growth and inconsistent quality of coffee trees at mid to low altitudes, the emergence of local specialty coffee regions over the past decade has mostly occurred in high-altitude mountainous areas, such as the award-winning Ali Mountain region, which hosts numerous specialty coffee plantations.

After more than a decade of breeding efforts, the Chiayi Agricultural Experimentation Station has successfully developed Tainung No.1," which is best suited to Taiwan's climate. It can thrive in various altitudes and environments across Taiwan. Through cupping tests, coffee beans grown in flatland areas have achieved a score of over 80 on the Specialty Coffee Association of America's cupping scale, indicating their "specialty coffee" grade. Additionally, the yield of coffee cherries from Taiwan No. 1 is higher than that of other varieties.



Furthermore, Tainung No.1 coffee leaves contain twice the amount of chlorogenic acid compared to other varieties. Chlorogenic acid has antioxidant properties, and many coffee plantations also produce coffee leaf tea to increase revenue. The emergence of Taiwan No. 1 has eliminated the need to plant coffee trees in high-altitude areas, thus balancing environmental concerns with economic benefits in Taiwan's coffee cultivation industry.



Starbucks Corporation: Fighting Unionization in Coffee Houses

The United States is a country with strong labor unions, and many industries have unions to protect workers' rights. Once there are issues regarding labor rights, unions will speak out and mediate between the employers and employees.

However, the restaurant industry is one of the few where unions are not well-developed. This is due to its high turnover rate, and the fact that parent companies of franchises like Starbucks are not directly responsible for their employees. Additionally, labor laws vary from state to state in the U.S., affecting the influence of unions. This is also one of the reasons why it's difficult for Starbucks employees to organize a union.

The COVID-19 pandemic has exacerbated issues like rapid turnover and high absenteeism, common problems in the fast-food industry. Workers protesting have mentioned that they have fallen ill but were still forced to work the next morning.

Furthermore, because Starbucks did not fully enforce an indoor mask-wearing policy during the pandemic, it put employees' safety at risk. After receiving no response to their concerns internally, employees from three Starbucks stores in Buffalo, New York informed the company that they intend to form a union to protect their rights.



TM

E-Commerce V.S. Physical Retail

After the pandemic, has e-commerce truly surpassed physical retail channels? Or are traditional retail channels still leading the way?

From 2020 to 2023, due to the COVID-19 pandemic, many people's consumption habits have changed. The rise of home economy has led many people to prefer purchasing daily necessities, including various fresh products, on e-commerce platforms. In order to cope with reduced foot traffic in physical stores, channel groups have also collaborated with delivery platforms and entered the e-commerce battlefield, providing comprehensive online and offline services. Will these changes in consumer habits directly alter the business models of retailers?

How can "Love Fresh" surpass other competitors?

Due to consumers reducing their outings during the epidemic and an increase in self-cooking, online orders for fresh groceries have also surged. After Taiwan's Level 3 alert in 2021, "Love Fresh" saw a daily order volume skyrocket to ten thousand, which is three to four times higher than usual. It became Taiwan's first fresh e-commerce platform with revenue exceeding one billion.

As fresh products require cold chain transportation and have a short shelf life, "Love Fresh" directly sources from local farmers and fishing boats to reduce costs while prioritizing quality over brand. They also develop exclusive products to increase profits. Through promotions, group purchases, advertising exposure, and other marketing activities, they enhance platform visibility. By improving shipping speed and reducing labor costs through the development of picking systems. In order to increase uniqueness, Love Fresh has successfully transformed its experience into a second curve by expanding from selling products to providing services such as drop-shipping and operating e-commerce platforms for domestic and international customers. This service contributed two hundred million in revenue last year.

Physical retail integrates online and offline, offering faster delivery!

Compared to bulk ordering in group purchases as the main focus of fresh e-commerce, strong players in physical channels such as PX Mart and Carrefour operate both physical stores and online services through a front-store-back-warehouse model to meet consumers' time-sensitive daily purchasing needs.

Physical retail possesses advantages that traditional e-commerce struggles to match. For example, the fresh produce in stores comes from a complete supply chain. Coupled with short-distance logistics through delivery platforms, there's no need for cold chain transportation. This allows stores to offer customers lower free shipping thresholds. Additionally, a diverse range of products enables customers to buy all their daily essentials in one store, effectively increasing the average transaction value.

Most stores, after launching online services, adopt a front-store-back-warehouse model. They not only expedite the circulation of store products through online orders but also promote their online platforms through store promotions. This not only encourages in-store customers to shop in the physical supermarket but also makes them potential customers for the online platform.

The front-store-back-warehouse model may seem ideal, but it also comes with challenges such as increased staffing costs and inefficiency. When online customers place orders, store staff have to assist with picking items. If the number of orders becomes too large for the store staff to handle, it can affect the efficiency of delivery. Additionally, there may be issues with missing items in orders, meaning customers receive incomplete orders, leading to complaints and a decrease in repurchase rates, among other negative effects. Balancing physical and online services is a crucial issue that such hybrid e-commerce models currently carefully consider when planning their operations.

Turbulence's Survivor: Unveil The Story of Fisherman Family Sdn. Bhd

During the pandemic, pivoting or diversifying into other businesses became a necessary choice for many in the travel industry. One successful case not only capitalized on the influence of social media during the pandemic but also addressed certain issues in the transportation of fresh produce, setting them apart from competitors.

Khor Weng Kiang, formerly the owner of a travel agency in Malaysia before the pandemic hit in 2020, faced a halt in his main business when the Malaysian government imposed a nationwide travel ban. To keep his company running, he founded Fisherman Family Sdn. to diversify the business. Through Facebook live streams, he reached a broader customer base by starting to sell seafood live.

Before running a travel agency, Weng Kiang was a fishmonger. Unlike other e-commerce platforms, Fisherman Family sources fresh seafood daily from local fishermen. Through live streaming, customers can appreciate the scenery of fishing villages and ports, and the seafood is frozen and vacuum-packed before delivery to simplify handling for customers. Strict quality control on products has earned the company a good reputation and customer trust.

Weng Kiang combined seafood sales with the travel industry through live streaming. He believes that as the pandemic subsides and the travel industry recovers, he can operate both businesses simultaneously, knowing the habit of tourists buying seafood to take home.

How to achieve carbon neutrality in a life where logistics is indispensable

Whether it's e-commerce or Physical retail both emphasize direct sourcing from producers and consuming locally seasonal foods to reduce carbon emissions in traditional supply chains. However, it's undeniable that the environmental costs of transportation and packaging are factored into the products when they reach consumers.

If this is an unavoidable aspect of modern life, what methods can we employ to reduce these environmental burdens? Let's take a look at the approach of the Australian company Hello Fresh, which emphasizes that their products are carbon-neutral!

As modern life becomes increasingly busy, and populations in developed countries age, going out to buy ingredients and cooking from scratch has become burdensome for many. Consequently, the market for meal kits, which provide semi-prepared food ingredients via logistics delivery, has matured.

In Australia, companies offering these meal kits not only emphasize convenience, fresh ingredients, and simple recipes on their official websites but also highlight their efforts in achieving carbon neutrality through technological improvements, shortening supply chains, and eco-friendly packaging, thus reducing their environmental impact.

On Hello Fresh's website, they detail their carbon-neutral approach, including using 100% renewable wind energy for their operations since 2021. They prioritize domestic suppliers for sourcing to further reduce emissions at the source.

Moreover, the company has achieved carbon neutrality for its operational emissions since 2020 through carbon offsetting, balancing all emissions generated from internal operations, business travel, and courier deliveries. In 2021, Hello Fresh offset 62,000 tons of carbon emissions. They are also exploring ways to reduce electricity consumption, such as installing LED lighting and rooftop solar panels. These environmentally responsive changes reflect the company's efforts towards eco-friendliness and its responsibility to the environment.

National security crisis or carbon reduction opportunity?

Research shows that the lifetime carbon footprint of raising a child to the age of 80 is nearly 400 metric tons. What does this mean? Should we refrain from having children to prevent the Earth from getting hotter? Or should we overlook the environment to prevent a national security crisis due to a shortage of manpower?

The research isn't suggesting that humans should stop having children to reduce carbon emissions. From the Earth's perspective, the existence of living beings on it is negligible. Even if the weather continues to heat up, the Earth remains the Earth. The efforts of humans to reduce carbon emissions are not so much about saving the Earth as they are about self-preservation for future generations.

Having a child is just the beginning of the conversation. Instead of debating whether to have children or not, the focus should be on how to raise them. It's not just the responsibility of parents; the societal values and consumption habits also deeply influence the next generation. We can raise children in a way that exhausts natural resources, molding them into adults who do the same. Alternatively, we can instill in them the concept of sustainable consumption and production from a young age, gradually reducing their carbon footprint from birth. By making a little more effort, we can achieve 'carbon neutrality' through daily life choices. This is the concept that the library wanted to share with everyone after reflecting on this case.



Travel and Transportation

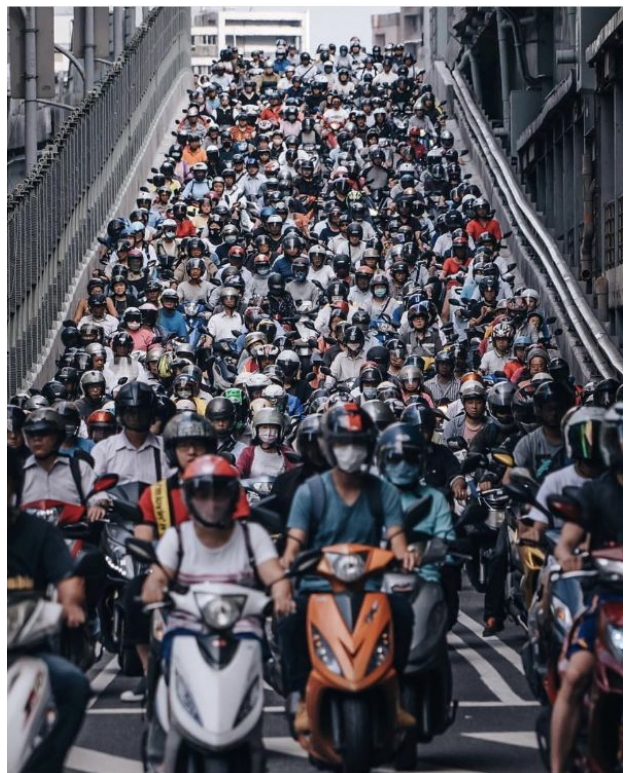
With an increasing variety of transportation options available today, the ways we travel have also changed. However, the carbon emissions generated during transportation are unavoidable. So, how can we reduce carbon emissions?

Case A : The Transformation Road of the 'Scooter Island': How to Switch from Oil to Electricity?

Taiwan is renowned as the Scooter Island. Many people feel like they are 'without legs' without a scooter. Even in Taipei, the capital city with the most comprehensive MRT (Mass Rapid Transit) and bus networks, scenes of a 'scooter waterfall' on the Taipei Bridge during commuting hours are a daily spectacle.

The densely populated and mixed residential and commercial living patterns in Taiwan have made scooters the primary means of transportation for Taiwanese people. Changing this habit for carbon reduction isn't practical. Providing better alternatives is the direction the government is currently promoting. Initially, subsidies were provided to replace old scooters. Both fuel-powered and electric scooters were included in the subsidy program, aiming to reduce the proportion of carbon-intensive 'polluting vehicles.'

By 2023, the Ministry of Economic Affairs introduced a program to switch from fuel-powered to electric scooters. Through this program, people can replace their old scooters with electric ones and sell the carbon credits generated from the benefits of carbon reduction and air pollution reduction to the Industrial Bureau through a matching platform. This allows them to receive subsidies and reduce the financial burden of purchasing a new vehicle."



Case B : Using public transportation to save energy and reduce carbon emissions is common knowledge, but... you can actually save space too?

It's well-known that traffic congestion is frequent during peak hours in urban areas due to high residential density and the abundance of private cars with insufficient parking spaces. For example, putting 40 people on a bus versus having 40 people each driving a car results in significantly different total carbon emissions and road usage areas. More private cars require more roads, and expanding roads can encroach upon existing usage areas. Therefore, using public transportation not only aims to reduce carbon emissions but also allows for more urban space.

Taking Da'an District in Taipei as an example, more than one-fifth of the entire urban area consists of roads. This calculation doesn't even include parking lots. If residents living in the city could use public transportation more often, it would free up more usable space."

Myths About Carbon Reduction in Daily Life

When we emphasize sustainability and carbon reduction today, many people immediately think of "reducing single-use plastic utensils," "using eco bag and so on. However, we often overlook the fact that some carbon reduction methods are actually misconceptions.

One of the most common examples is single-use plastic bags. The carbon emissions produced during the production of a plastic bag are much lower than those of a paper bag. When we reuse a plastic bag just once, the carbon emissions from producing it can already be offset.

So why do we still advocate for "reducing plastic"? Because plastic bags are hard to biodegrade. Whether they are incinerated or buried, they persist in the environment for too long. Incineration produces toxic gases that harm the environment. If plastic bags become trash, shredded into plastic particles, and enter the ocean, they can pollute marine life. Through the food chain, they can re-enter our food system, which is the main reason for environmental degradation after promoting plastic reduction.

Whether using plastic bags or paper bags, reusing them as much as possible is the key to truly effective carbon reduction. When paper bags can no longer be reused, remember to recycle them because even when paper bags are discarded in landfills, they still produce greenhouse gases during decomposition. The best approach is to avoid using single-use bags altogether, regardless of the material. Try to extend the lifespan of the bags you use. If they are made of recyclable materials, replace them with recycled ones after they are damaged instead of discarding them.