



Institute of Transportation,  
Ministry of Transportation  
and Communications, R.O.C.

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## **2024 SDGs Asia**

### **The Ministry of Transportation and Communications Leads Net-Zero Green Living, Sustainable Progress**

With Environmental sustainability and net-zero emissions being important issues domestically and internationally, relevant policies have been actively promoted in conjunction with the 2050 national net-zero transformation policy of the Ministry of Transportation and Communications (MOTC) and sustainability policy of the National Council for Sustainable Development, Executive Yuan. In addition, public engagement through exhibitions closes the gap with the broader public. This year, focusing on SDG 3 and building on the momentum and outcomes of the turnout at last year's exhibition, the MOTC will expand the scale of the exhibition to showcase sustainability in transportation and outcomes of promoting green journeys.

The MOTC decided on the theme of "Net-Zero Green Living,

Sustainable Progress” for this year’s exhibition. Whether the green journeys we undertake are for daily “work commutes” or recreational “journey,” it is intended that everyone can check the “weather” at the destination before deciding whether to use the “TPASS” to take low-carbon public transportation or cycle for a blissful, sustainable journey. This concept underpins the rich and vast content exhibited which includes the Highway Public Transportation Plan that has been promoted since 2010, TPASS Monthly Commuter Pass for unlimited rides, Taiwan PASS transportation e-tickets which are essential for both domestic and international tourists when traveling, the Happy Bus which improves public transportation in remote towns, the six national scenic areas in Taiwan that have been recognized as Green Destinations Top 100 Stories Award winners, a variety of bicycle routes offered by Taiwanbike, the weather assistant LOHAS weather APP, and a digital inventory of employees’ commutes that showcase amazing and varied contents!

During the exhibition period from August 8 (Thursday) to August 10 (Saturday), a range of carefully crafted activities have been planned at the MOTC’s exhibition pavilion in addition to the static exhibitions. There were bike riding experiences and challenge competitions, fill-in-the-blank quizzes, photo taking and story sharing, DIY experiences, an online 360-degree panoramic scenery view, and other activities in addition to numerous green sharing activities conducted by celebrities at the exhibition pavilion’s stage area, story-telling by experts, and Q&A sessions. Specialty snacks with limited supplies can also be redeemed, and visitors can fill their own reusable tumblers to support Black Tea from Sun Moon Lake whilst enjoying the beautiful surroundings and delectable food and fun!



Figure 1 The MOTC exhibition pavilion's primary visual design "Net-Zero Green Living, Sustainable Progress"

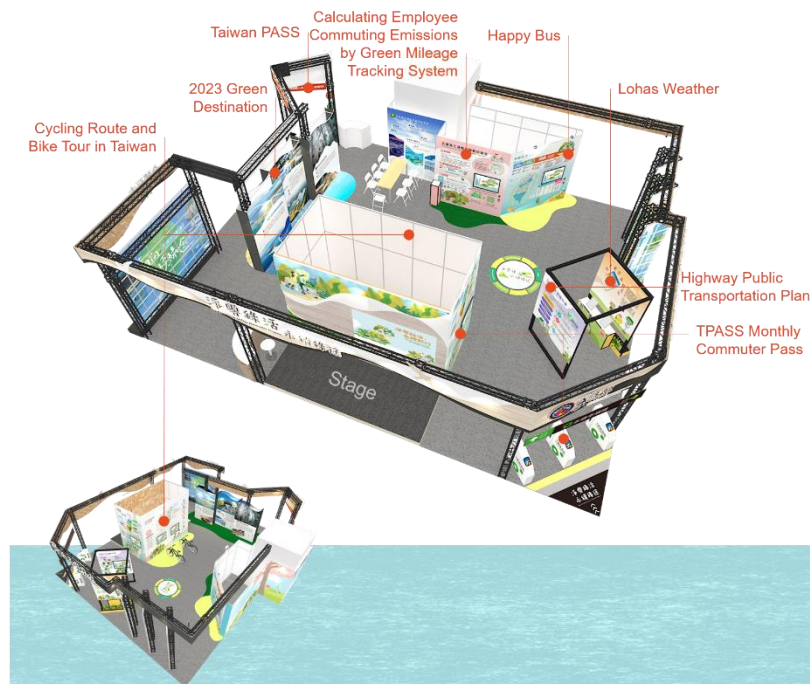


Figure 2 Content exhibited at the MOTC's exhibition pavilion

政策區 B13	時間	8/8(四)	8/9(五)	8/10(六)
舞臺 活動	11:00-11:30	展館 開幕儀式	QA大哉問	交通部 淨零舞臺
	11:45-12:00		風景與永續	
	12:30-13:00	永續故事 頒獎		
	13:10-13:30	QA大哉問	QA大哉問	綠意分享
	13:30-14:00	觀光署 永續沙龍	風景與永續	風景與永續
	14:30-15:00	綠意分享	QA大哉問	綠意分享
	15:30-16:00	綠旅達人說	綠旅達人說	綠旅達人說
館內 活動	🍃 綠行·動此動 Rouvy自行車騎行體驗		🍃 趣無限填空 全館知識填空	
	🍃 綠色交通歡樂集 館內拍照發限動		🍃 暢通無阻 與TPASS合照打卡	
	🍃 續護家園 DIY手作體驗		🍃 續說風景的故事 風管處說故事	
	🍃 綠視角玩臺灣 360度環景影像		🍃 續品茶香 填問卷送日月潭紅茶	

Figure 3 Activities planned within the MOTC exhibition pavilion

Policy area B13	Time	8/8(Thursday)	8/9(Friday)	8/10(Saturday)
Stage activity	11:00-11:30	Exhibition Pavilion Opening Ceremony	Q&A Session	MOTC Net-zero Stage
	11:45-12:00		Scenery and Sustainability	
	12:30-13:00	Sustainability Story Awarding		
	13:10-13:30	Q&A Session	Q&A Session	Green Sharing
	13:30-14:00	The Tourism Administration: ESG Salon	Scenery and Sustainability	Scenery and sustainability
	14:30-15:00	Green Sharing	Q&A Session	Green Sharing
	15:30-16:00	From the Green Travel Expert	From the Green Travel Expert	From the Green Travel Expert

Pavilion activities	Green Travel in Action Rouvy Bike Riding Experience	Unlimited fill-in-the-blanks fun Fill-in-the-Blanks Quizzes
	Green Transport Collection Pavilion Photo Taking and Story Sharing	Unlimited Travel TPASS Photo Taking and Check-In
	Preserving Home DIY Experience	Scenery story-telling Story-telling by Service Areas of Scenic Areas
	Around Taiwan, a Green Perspective 360-degree panoramic view of scenes	Experiencing Tea Aroma Completing the questionnaire to redeem black tea from Sun Moon Lake.