



PingLing Low Carbon Eco Tour:

1st Low Carbon Eco Tour in Taiwan

Judy Chen

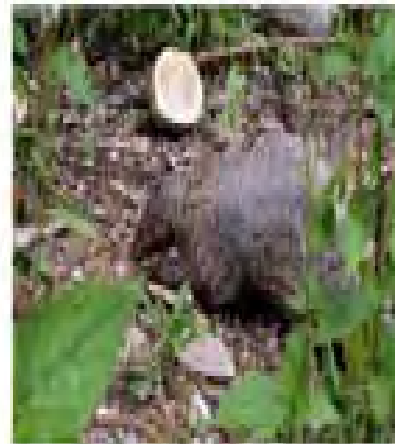
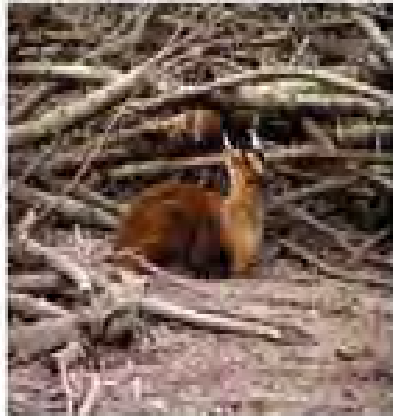
Green Design and the City

11/12/09

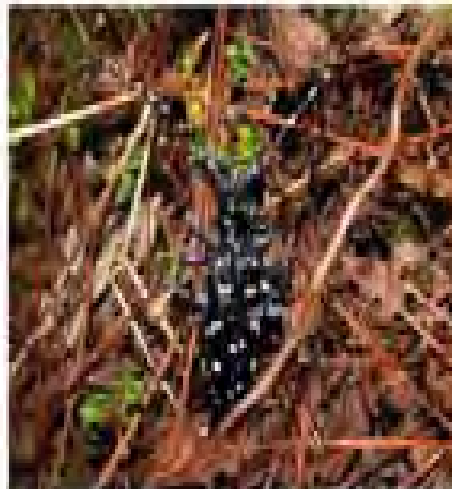
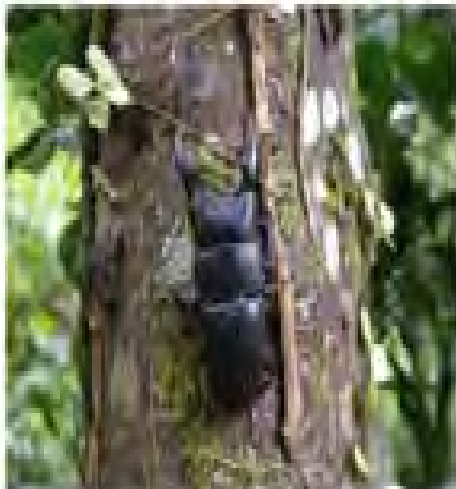
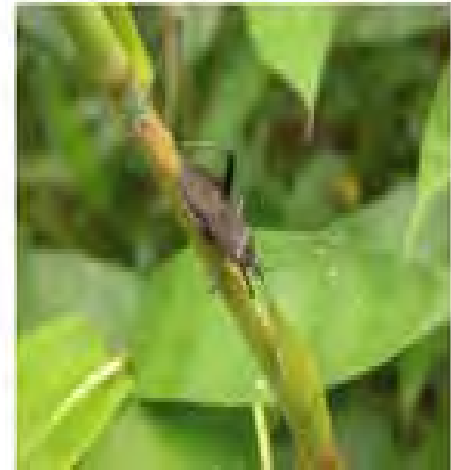
PingLing Township



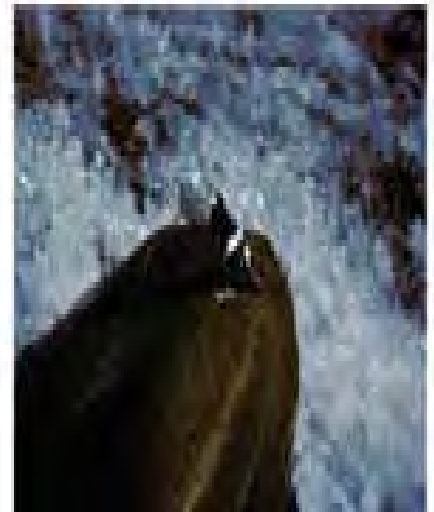
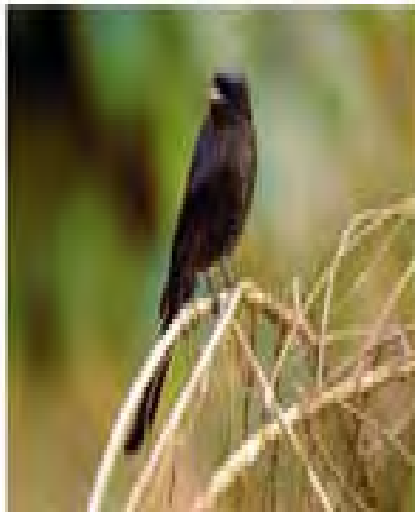
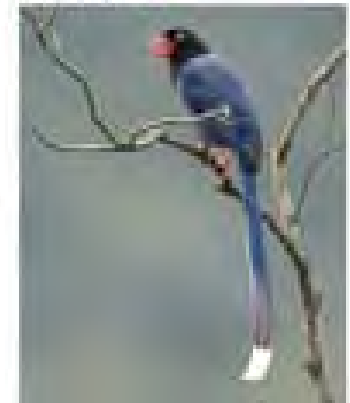
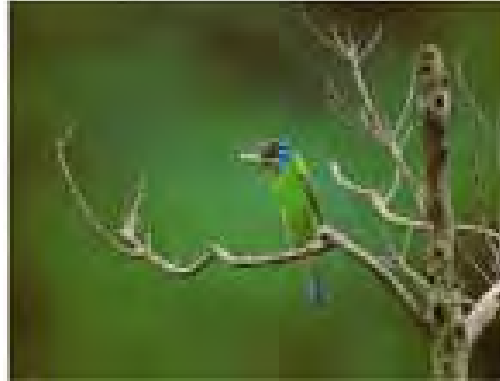
PingLing: Natural Resources



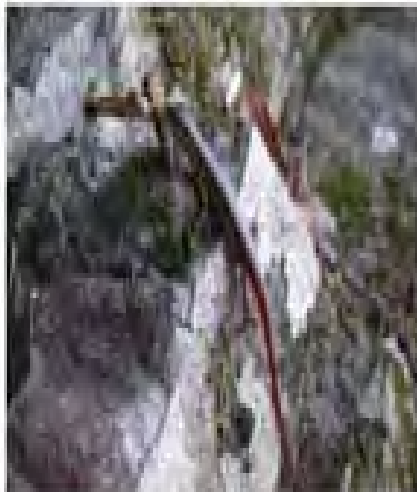
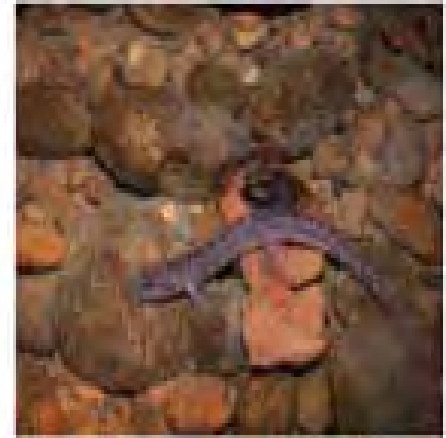
PingLing: Natural Resources



PingLing: Natural Resources



PingLing: Natural Resources



PingLing: Landscape



PingLing: Landscape



PingLing: Cultural Resources



PingLing: Tea Industry



PingLing: Advantages in Location

- The Taipei-Ilan Freeway



PingLing: Challenge

- The SyueShan Tunnel, 2006



PingLing: What to do?

- Taipei County Government
- PinLing Township local council
- “the need to initiate new and innovative strategies in the hope of bringing back visitors”
- Mayor Wang saw an opportunity in integrating PingLing’s natural landscape and resources with a powerful issue—environmental sustainability

Low Carbon Eco Tour: Preface

- Promote industrial transformation of PingLing while at the same time educating the public of the importance of natural environment and sustainability
- Change in attitude: local residents & the public

PingLing Low Carbon Eco Tour 2008

- Low Carbon Center of Taipei County Government & PingLing local council
- October 18, 2008 ~ March 14, 2009
- Every Wednesdays and Saturdays
- Online registration
- For Free!

PingLing Low Carbon Eco Tour 2008

Content of the Tour and its Contribution to Greening

I. Green Transportation:

- shared transportation
- car access restrictions
- low carbon touring buses
- bikes
- on foot

Content of the Tour and its Contribution to Greening

2. Green Act:

- litter bag
- chopsticks
- meal

3. Green Declaration:

- PingLing low carbon eco tour tourist center
- green stores

Content of the Tour and its Contribution to Greening

4. Natural Environment & Eco Features:

- on land

- in water

- guided eco tour

5. Green Reward:

- carbon emission counter

- green certificate

2009 → Low Carbon to Zero Carbon

- October 28, 2009~June 11, 2010
- Every Wednesdays and Fridays
- *The Introduction of New & Innovative Carbon Exchange Coupon*

Carbon Exchange Coupon

- 16 participating green stores
- Equivalent purchase
- 10% of every transaction
- Tree-Planting Funds
- Carbon producing touring activities vs. carbon absorbing tree planting
- Zero carbon emission

Benefits:

- Related Statistics from 2008 Low Carbon Eco Tour:
 - a more than 25,460 increase in visitors to PingLing
 - carbon footprints per person: 4.55 kg
 - economic benefits—the event created about 25,943,740 NTD economic benefits (about 786,173USD) to PingLing area
 - job Creation—39 people.
 - carbon reduced—more than 48,726 kg.

Benefits:

- Other Benefits:
 - revitalize PingLing's sightseeing industry
 - create jobs for local
 - successfully conveyed the concept of low carbon and educate the public of the importance of protecting the environment while enjoying it
 - no age limits
 - extension—tourists at PingLing who were not participating in the tour also voluntarily performed green act such as biking, walking, choosing local meal, and shopping at green stores.

Drawbacks:

- Green Certificates
- Physical Activities

Possible Improvements:

- Alternative for green certificates
- Increase partnerships with schools, communities, organizations, or other entities
- Design different types of low carbon eco tour

Future Outlook: Lessons and Implications

- Taiwan
- Nanjing City, China



Thank you!

- Q & A