

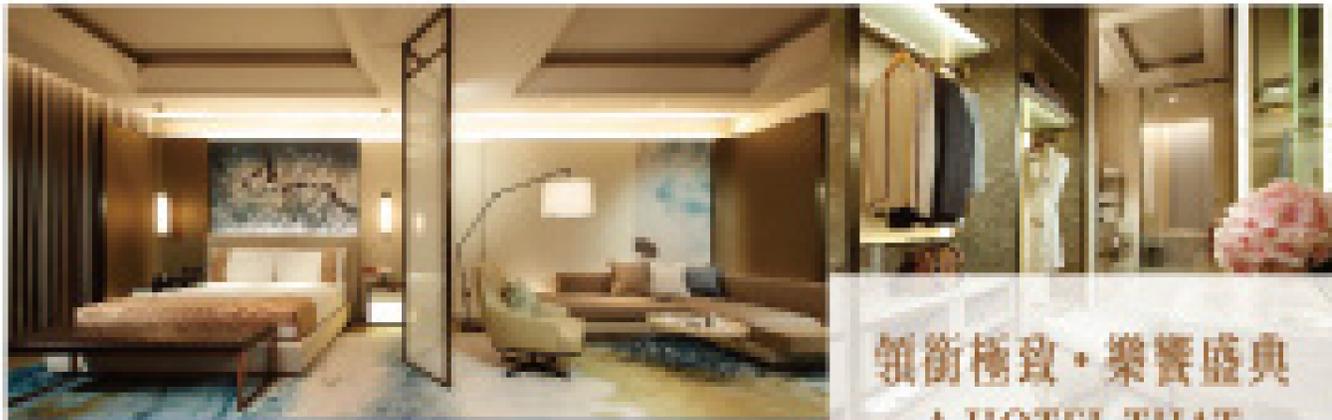


**International Conference on
Achieving Sustainability in
Asia-Pacific (ASAP)**

**地球倒數・媒體發聲
亞太永續發展國際論壇**

Conference

27 September 2018



領銜極致·樂饗盛典
A HOTEL THAT
REDEFINES LUXURY

Grand Mayfull Hotel Taipei is located in Daan district, which has a unique environment setting with mountains and cityside views. The hotel offers 146 deluxe rooms, five exquisite restaurants, a poolside bar and a bakery, which devotes to offering guest a most rewarding and relaxing stay as well as a unique dining experience.

2016 World Luxury Hotel Awards -
NEW LUXURY HOTEL REGIONAL
WINNER

2017 World Travel Awards -
TAIWAN'S LEADING HOTEL

2017 World Luxury Hotel Awards -
LUXURY HOTEL WINNER

2018 Michelin Guide Hotel - Top 3
Luxurious Hotels in Taipei

OVERVIEW OF THE ASAP90 EVENT

The Sustainable Development Goals represent one of the most significant initiatives in contemporary human history. With a target of achieving all 17 goals by 2030, the clock is ticking to ensure that the most pressing issues of today are addressed. The media has a major and central role to play in helping humankind succeed in securing its future on this planet.

ASAP90 is a major and ambitious invitation-only conference that will bring together over 250 media practitioners, specialists in sustainability, journalists, editors and politicians. The conference will kick-start conversations among the media industry and develop a collaborative approach to engaging the public in discussion and debate about how the SDGs can be achieved.

The conference intends to put in place an accord between media companies to establish ways to work together on this vital project.

ASAP90 is the centrepiece of the 90th anniversary of Taiwan's international broadcaster, Radio Taiwan International. RTI has a rich heritage in bringing award-winning stories from and about Taiwan to audiences throughout the world. Now, as it begins its tenth decade, RTI is positioning itself at the centre of initiatives around sustainability and other major issues of our age.

The Association for International Broadcasting, the global trade association, is working with RTI on this ambitious and important event. The AIB and RTI are committed to ensuring that the conversations started at the conference continue over the coming months and years, broadening the discussion to include other major media companies throughout the world.

To ensure that ASAP90 addresses the concerns of citizens in the Asia-Pacific region, there will be vox-pops screened at different points during the day. Gathered from key locations around the region by the AFP news agency, these vox-pops will help to inform the debate and demonstrate the level of understanding that exists about sustainability in different territories.

關於論壇

永續發展目標(SDGs)是當代人類史上最重要的倡議之一。為了在2030年以前達成聯合國全部共17項永續發展目標，我們看到從環境到人權、從教育到消除極端貧窮，許多亞太地區國家正面臨相對的困境。中央廣播電臺為臺灣的國家電臺，在邁入90周年之際，我們規劃以「永續」為主軸，辦理「地球倒數·媒體發聲」亞太永續發展國際論壇，英文活動名稱則以ASAP 90 (Achieving Sustainability in Asia-Pacific)自我期許即刻行動，並鼓勵媒體關注地球永續議題，邀請國內外優秀媒體同業齊聚一堂，驅動各國媒體及有關各方應刻不容緩採取行動，持續關注報導全球永續發展議題。

ASAP90是一場極具企圖心的大型研討會，屆時將有超過250位媒體工作者、永續發展議題專家、新聞記者、編輯與政治人物共聚一堂。這場會議將啟動媒體產業間對話，並研擬出讓公眾參與討論和辯論如何達成永續發展目標的合作途徑。這次的研討會旨在讓各媒體機構達成協定，一同建立方法，齊力進行這項重要計劃。

ASAP90是中央廣播電臺(RTI)創台90週年的核心慶祝活動。央廣擁有豐富歷史傳承，製作眾多得獎作品，讓全球聽眾可以聽見台灣的聲音與台灣人的故事。現在，在第十個十年開始之際，央廣要把自己定位成永續發展與本世代其他重要議題的倡議中心。

國際廣播協會(Association for International Broadcasting, AIB)正與中央廣播電臺攜手合作，推動這個富含前瞻性的重要活動。AIB與央廣將致力確保研討會啟動的對話，在未來數月、數年都能延續，同時擴大討論，兼納全球其他重要媒體與機構。

為確保ASAP90因應亞太地區公民關切的議題，會議當天將在不同時間播放訪問短片。這些短片是法新社(AFP)赴亞太區內重要地點蒐集而來，除將有助論壇進行，並可展現出不同地域對於永續性的既有瞭解程度。



THE SUSTAINABLE DEVELOPMENT GOALS

Successors to the Millennium Development Goals, the idea of creating universal Sustainable Development Goals was decided upon at the 2012 United Nations Conference on Sustainable Development in Rio de Janeiro. It was at the COP21 Paris Climate Conference in 2015 that the 17 goals were set, to be achieved by 2030. Together, they represent 169 interconnected targets, each intended to combat the most pressing and prevalent problems of this era. Although the goals were agreed upon by political leaders, they are also the responsibility of businesses, civil society groups and the public across the globe. By attempting to work together, towards the Sustainable Development Goals, we are committing to develop a better, more sustainable world for everyone.

Below are the goals, as described by the United Nations' Development Programme:

1 NO POVERTY



End poverty in all its forms, everywhere.

目標1：無貧窮 – 終結各個地方所有形式的貧窮

2 ZERO HUNGER



End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

目標2：零饑餓 – 消除饑餓，實現糧食安全，改善營養狀況和促進永續農業

3 GOOD HEALTH AND WELL-BEING



Ensure healthy lives and promote well-being for all at all ages.

目標3：良好健康與福祉 – 確保健康的生活方式，促進各年齡層人群的福祉

4 QUALITY EDUCATION



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

目標4：優質教育 – 確保具包容性和公平的優質教育，讓全民享有終身學習機會

5 GENDER EQUALITY



Achieve gender equality and empower all women and girls.

目標5：性別平等 – 實現性別平等，賦予婦女與女孩權力

6 CLEAN WATER AND SANITATION



Ensure availability and sustainable management of water and sanitation for all.

目標6：清潔飲水和衛生設施 – 為所有人提供飲水和環境衛生並進行永續管理

7 AFFORDABLE AND CLEAN ENERGY



Ensure access to affordable, reliable, sustainable and modern energy for all.

目標7：經濟實惠的清潔能源 – 確保人人獲得可負擔、可靠和可永續的現代能源

8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

目標8：就業與經濟成長 – 促進持久、包容和永續的經濟成長，促進充分的生產性就業以及人人獲得合宜工作

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.

目標9：產業、創新和基礎設施 – 建造具備抵禦災害能力的基礎設施，促進具有包容性與永續的工業化，推動創新

10 REDUCED INEQUALITIES



Reduced inequality within and among countries.

目標10：減少不平等 – 減少國家內部與國家之間的不平等

在聯合國提出千禧年發展目標(Millennium Development Goals, MDGs)後，2012年在里約熱內盧(Rio de Janeiro)舉辦的聯合國永續發展會議啟動了制定全球永續發展目標的計畫。2015年巴黎氣候變遷會議，即「聯合國氣候變化綱要公約」第21次締約方會議(簡稱COP21)上，確定出2030年前需達成的17項永續發展目標，以及169項子目標，以對抗這個世代最緊迫且普遍的問題。雖然這些目標是由政治領袖們提出，但它們也是全球企業、公民團體以及社會大眾的責任。我們承諾將共同努力，朝向永續發展目標前進，為全人類創造一個更好、更永續的世界。

以下為聯合國制定的17項永續發展目標：

11 SUSTAINABLE CITIES AND COMMUNITIES



Make cities and human settlements more inclusive, safe, resilient and sustainable.

目標11：永續城市和社區 – 建設更具包容性、安全、韌性與永續性的城市與人類住區

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns.

目標12：負責任的消費和生產 – 確保永續消費和生產模式

13 CLIMATE ACTION



Take urgent action to combat climate change and its impacts.

目標13：氣候行動 – 採取緊急行動以因應氣候變遷及其影響

14 LIFE BELOW WATER



Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

目標14：水域生態 – 保護並永續利用海洋和海洋資源以促進永續發展

15 LIFE ON LAND



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and biodiversity loss.

目標15：陸地生態 – 保護、恢復並促進永續使用陸地生態系統，永續地管理森林，防治荒漠化，並制止和扭轉土地退化，遏制生物多樣性的喪失

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

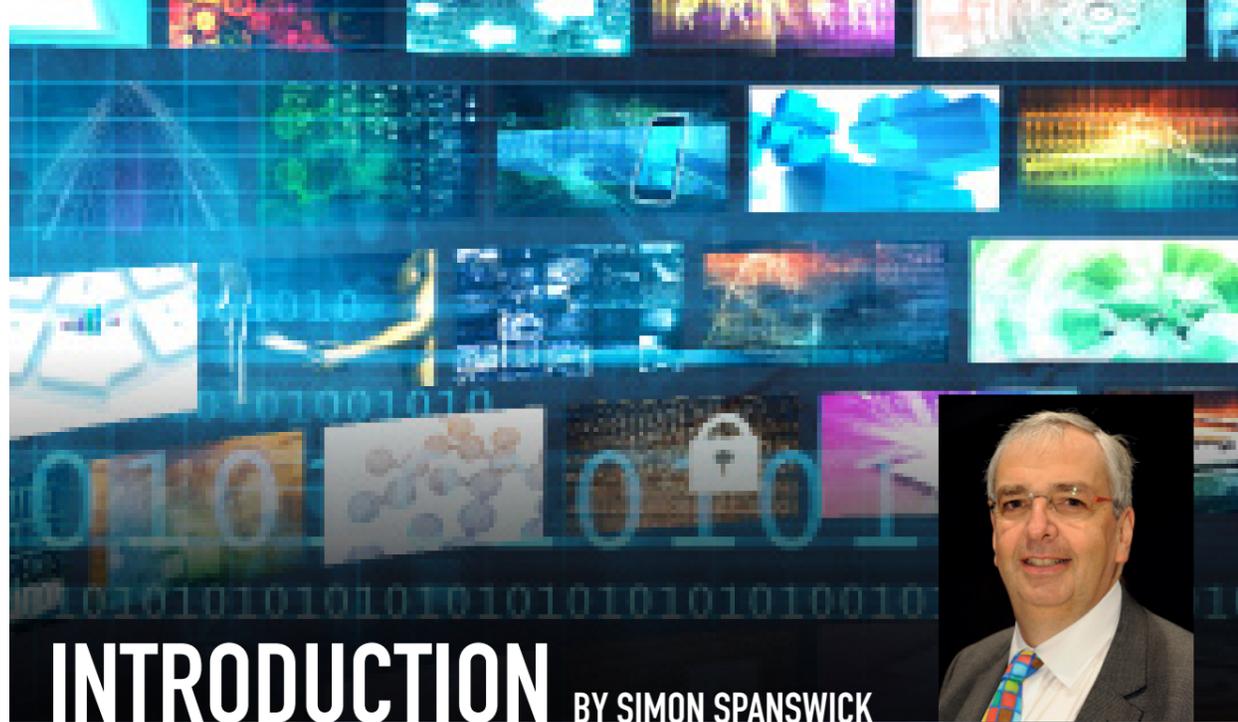
目標16：和平與正義的有力制度 – 創建和平、包容的社會以促進永續發展，讓所有人都能訴諸司法，在各層級建立有效、負責和具包容性的制度

17 PARTNERSHIPS FOR THE GOALS



Strengthen the means of implementation and revitalise the global partnership for sustainable development.

目標17：實現目標的夥伴關係 – 強化執行力，重振永續發展的全球夥伴關係



On behalf of the Association for International Broadcasting, I am delighted to welcome you to ASAP90.

My colleagues and I at the AIB were honoured to be asked by Radio Taiwan International to play a central role in the media company's 90th anniversary celebrations by helping to organise ASAP90. This conference is, I believe, important as it not only marks a landmark in international broadcasting but in addition looks forward to how RTI - and other media organisations - can lead conversations around issues of sustainability over the coming decades.

ASAP90 is taking place exactly three years after the adoption of the Sustainable Development Goals. The SDGs are the roadmap for a 15-year global journey, a journey that provides this generation with the opportunity to achieve extraordinary things for humanity.

Today at ASAP90 we seek to explain the SDGs and to explore how media companies can play a central and vital role in explaining the Goals and encouraging discussion and debate among their audiences. This is essential: by making the Goals more widely known, much more can be achieved. Only when everyone recognises and understands the Goals can they be truly effective.

The Association for International Broadcasting has been working with its members around the world to develop strategies for making media companies more sustainable organisations, and for engaging audiences. This is work that will continue for the coming decades - it's essential for the foundation of an extraordinary time of progress for humankind. Media plays such an important part in the lives of a majority of the world's population - let's work together to harness this global reach to ensure that it is our generation that tackles the most pressing issues of our age, from ending extreme poverty to tackling climate change.

Thank you for joining us at ASAP90. I hope that you will find the discussion and debate both challenging and useful.

Simon Spanswick
Chief Executive

謹代表國際廣播協會(AIB)歡迎您蒞臨ASAP90論壇。

協會同仁與我很榮幸獲臺灣中央廣播電臺(RTI)之邀，協助辦理 ASAP90，扮演電臺90周年慶的核心角色。我深信這場會議極其重要，因為它不單標誌了國際廣播的里程碑，我們也期待看見RTI與其他媒體機構，繼續在未來數十年就永續議題領導對話。

ASAP90登場之際，適逢永續發展目標(SDGs)施行正好滿3年，永續發展目標是一份15年旅程的全球路線圖，而這段旅程將提供這個世代為人類達成不凡成果的機會。

今天在ASAP90會議上，我們將嘗試解釋永續發展目標，並探索媒體公司該如何扮演核心而重要的角色，來向閱聽眾解釋永續發展目標，繼而鼓勵他們討論與辯論。這項任務至關重要，讓永續發展目標更廣為人知，成果將更加豐碩。唯有每個人都認識、瞭解永續發展目標，才能讓目標真正發揮效用。

國際廣播協會正持續與全球會員攜手研擬策略，促使媒體機構更能永續發展，並提升閱聽眾參與。這項任務在未來數十載都將持續。面對當前人類進展的非常時刻，持續這項未竟之功是重要基礎。媒體在全球多數人的生命中，角色舉足輕重。且讓我們聯手駕馭這種全球影響力，確保由我們的世代處理當代最緊迫的議題，把終結極端貧窮、對抗氣候變遷問題一網打盡。

誠摯感謝您與我們共同參與ASAP90論壇，期盼這次的討論與辯論對您助益良多。

AIB執行長
賽門•思班斯維克



Radio Taiwan International, which turns 90 this year, is reinventing itself. On the one hand, it is working on brand new websites for its foreign language services; on the other hand, it is strengthening cooperation with other global media. One celebratory activity is an international conference on "Achieving Sustainability in Asia-Pacific", which is co-sponsored with the Association for International Broadcasting (AIB). This is the first time that AIB has jointly held an international event with an Asian media outlet. AIB will also be setting up an Asia-Pacific Sustainability Award. Tonight there will be an award ceremony. On behalf of RTI, I would like to express my appreciation to the AIB.

In the face of polluted oceans and the worsening global environment, Taiwan, an island country, must help protect the earth at this critical juncture. It is our hope that the two-day event will enable and encourage the media to do some new thinking about sustainable development.

Lu Ping
Chairperson

欣逢中央廣播電臺九十誕辰，我們這悠長歷史的機構正在轉骨新生，一面拓展各國語種的嶄新介面，一面加強與國際媒體的合作。此刻生日獻禮之一是與AIB合辦【地球倒數：媒體發聲】亞太永續發展國際論壇，極具意義的在於，這是AIB首度與亞洲媒體合辦國際性活動，其中並包括創設AIB「亞太永續發展報導獎」，今晚將有盛大的頒獎典禮。在此，代表央廣，先向我們的活動夥伴AIB致上謝忱。

臺灣身為島國，在地球倒數的關鍵時刻，面對污染的海洋與荒廢的未來環境，本當為地球村的永續藍圖盡份心力。藉今明兩日的國際盛會，希望激盪出媒體在永續議題上的新思維。

ASAP90 – AGENDA

Thursday 27 September 2018

The Ballroom, Grand Mayfull Hotel, Taipei

0900 Registration at Ballroom

0945 Opening Remarks

Welcome Speeches and President of Taiwan

1015 ASAP90, Defining success?

1030 Regional Issues, Global Impact

A scene-setting opening session that will discuss the key challenges affecting Asia Pacific nations in the areas of climate change, poverty reduction, education, pollution and equality - key topics which, tackled together, can help the human race develop in a sustainable way. It will highlight the role that media companies have in defining and leading debate on sustainability as the 2030 SDG deadlines move inexorably nearer.

1200 The Media Challenge

Mr. Lee, Ying-Yuan, Minister, Environmental Protection Administration in discussion about sustainability that leads to a challenge for the media that sets up the afternoon discussions

1230 Lunch and networking

Move to Glory Meeting Room

1330 Making Media Sustainable

As media companies seek to encourage debate and discussion of issues of sustainability, it is vital that they take the lead in becoming sustainable themselves. In the UK, the "We Are Albert" project is helping reduce the impact of TV, film and radio productions on the environment. We'll hear examples of how broadcasters and production companies have reduced their carbon footprint and cut the use of plastic to benefit the environment.

1430 Leading the Conversation, Sustainability for everyone.

What are successful routes to engaging the audience on issues of sustainability? How can we encourage discussion and involvement in the debate, without shouting at viewers and listeners? The session will explore the need for clever programming that delivers impactful messages and encourages the audience to continue the conversation among themselves, multiplying the effect of sustainability programming.

1545 A City View

The influential Mayor of Taoyuan City highlights what challenges politicians face with sustainability and what they are doing to make Taiwan a more sustainable nation.

1600 Tea & Networking

1630 Looking Ahead: Collaboration for Good

It's all very well coming together for conferences that discuss the issue of sustainability and the media, but how can we capitalise on what we've debated and learnt at this event? What actions do we need to take to deliver real, tangible benefits to our audiences - and by extension the planet - in a time of climate change, political uncertainty and increased access to information? This session will draw together the threads of the conversations that have taken place and explore the ways media can collaborate for the good of mankind.

We will use a well known sustainability journalist from the region to watch the day and then capture the main themes to play back to the session.

9/27 2018

臺北美福大飯店 2樓大宴會廳

0900 大宴會廳報到

0945 開幕致詞

致歡迎詞與總統演講

1015 論壇策劃理念與期望

1030 區域議題 全球衝擊

此為論壇首場會議，將討論影響亞太區域國家發展的重大挑戰，包括氣候變遷、降低貧窮、教育、空污和平等議題。若能共同解決這些問題，將有助實現人類的永續發展。此項開場會議將著重探討，在聯合國2030永續發展目標(SDG's)愈趨接近之際，媒體在界定和領導永續發展討論中可以扮演的角色。

1200 媒體的挑戰

環保署長李應元將參與對談，討論永續發展議題所面臨的挑戰。

1230 午餐

至美廳報到

1330 促進媒體永續

當媒體鼓勵就永續發展議題進行討論與辯證之際，重要的是，媒體自身應該在永續發展議題擔任領頭羊的角色。在英國，一項名為「我們是Albert (We Are Albert)」的計劃，就是在協助降低廣播電視產業對環境帶來的衝擊。我們預期在本場會議中，會聽到廣播和其他影視產業，分享他們如何降低他們的碳足跡以及減少塑膠的使用，以使我們的環境受益。

1430 領導對話 人人永續

協助大眾參與以實現永續發展目標的成功路線是什麼？我們要如何鼓勵大眾主動參與討論和辯論，而不需聲嘶竭的對他們大聲呼求？本場會議將探索，我們要如何聰明的規劃並傳遞具有影響力的訊息，並鼓勵大眾彼此持續對話，讓永續發展規劃的效果得以倍增。

1545 城市觀點

桃園市長鄭文燦將進行演講，說明政治領袖們在永續發展議題上面臨的挑戰，以及他們該如何幫助台灣成為一個更加永續發展的國家。

1600 茶敘

1630 展望未來 永續合作

我們歡迎進行各種會議來討論永續發展議題，但是，我們媒體要如何協助落實在此次會議中所討論與學習到的事物？在面臨氣候變遷、政治不確定以及愈來愈多管道獲取資訊的現今時代中，我們又該採取哪些行動將真實、具體的益處傳遞給閱聽大眾？本場會議將整合所有對話中的觀點，並探討媒體可以如何合作來增進人類的益處。



SPEAKER LU PING 路平

Writing under the pen name “Lu Ping” (Chinese pen name: 平路), Lu has spent over 30 years in her career in the media as editor-in-chief, correspondent, managing director of supplement news, and columnist, for which she has been widely recognized. She has also taught at the Graduate Institute of Journalism at National Taiwan University. Lu’s writings have been well-known in the Chinese world.

Some of her works include “The Story of Teresa” (Chinese title: 何日君再來; 2002), a novel about Taiwan’s famous pop diva Teresa Teng and “Love and Revolution” (Chinese title: 行道天涯; 1995, English version published by Columbia University Press; 2006), an unconventional historical novel in which Lu re-imagines the struggles and love between Song Qingling and Sun Yat-Sen. In 2015, Lu published her latest novel “The River Darkens” (Chinese title: 黑水; 2016, Korean version published by Hyundae Munhak; 2016), which she took inspiration from a Taiwan’s local case. Lu’s novels have been translated into numerous languages around the world.

In 2001, Lu was honored with the title of Ambassador-at-Large of Taiwan and, in 2003, she was appointed director of the Kwang Hwa Information and Culture Center, Taiwan’s only official cultural entity within the domain of the PRC. In her seven-year tenure as one of Taiwan’s top representatives in Hong Kong, she started the “Taiwan Cultural Festival” series event, which has become an annual event in Hong Kong.

路平女士（筆名：平路），媒體生涯超過30年，曾做過報社主筆、國外特派員、副刊主任，以專欄評論文章名世，並曾在台大新聞研究所任教，而她的小說更在華文世界享有盛名，著作如：何日君再來（描述台灣知名巨星鄧麗君）、行道天涯（一部非傳統的歷史小說，描寫宋慶齡與孫中山的革命與愛情），2015年更推出以台灣社會新聞為體裁的小說「黑水」，多年以來，路平女士的著作已被翻譯成各種外文譯本。

路平女士於2001年擔任台灣無任所大使，2003年出任香港光華新聞文化中心主任，該中心也是台灣在中華人民共和國境內唯一的官方文化單位。任職香港光華新聞文化中心主任的七年期間，籌辦「台灣月」系列活動，在香港紮下根基，現已成為香港每年一度的城中盛事。



SPEAKER SIMON SPANSWICK 賽門•思班斯維克

Simon Spanswick is a founder director and Chief Executive of the Association for International Broadcasting, the industry association for cross-border electronic media - TV, radio, online and mobile. His career spans both public and commercial sectors, and he was involved in the earliest developments of digital broadcasting in the UK.

Simon joined the BBC in 1986, having contributed as a freelance journalist to World Service English for some years. In 1991, he moved to BBC World Service where he presented the network’s weekly media programme. Simon has managed the establishment and launch of major DAB Digital Radio multiplexes in the UK and has worked as a consultant to other digital broadcasting platforms.

As Chief Executive of the AIB, Simon leads the Association’s work on a day to day basis. The AIB is active in the areas of regulatory affairs, cyber security, audience research and sustainability, among other subjects. Simon is a regular speaker at industry and consumer conferences about varied aspects of broadcasting and contributes to trade publications about international and digital broadcasting. Simon lives in rural Kent in south-east England and when not behind his desk or flying to an AIB event around the world, he relaxes in his elderly Land Rover, trying out new off-road trails and exploring the countryside.

塞門•思班斯維克 (Simon Spanswick) 是國際廣播協會 (Association for International Broadcasting, AIB) 主席與執行長。國際廣播協會是一跨越各電子媒體領域的產業協會，涵蓋電視、廣播、線上與行動服務。塞門•思班斯維克的職業生涯橫跨公共與商業部門，並曾參與英國數位廣播的早期發展過程。

塞門•思班斯維克在1986年加入英國廣播公司 (BBC)，並為國際頻道英語服務 (World Service English) 部門擔任獨立記者多年。他在1991年任職BBC國際頻道 (BBC World Service) 負責該頻道的每週節目。

塞門•思班斯維克曾負責管理英國DAB數位廣播多路傳輸系統的建立與開發，同時也為其他數位廣播平台提供諮詢顧問。

身為AIB執行長，塞門•思班斯維克負責領導該協會的日常運作。AIB並積極參與各領域議題探討，包括監管法規、網路安全、受眾研究與永續發展，以及其他重要議題。

他常在媒體與消費者大會上擔任演講人，探討各類廣播議題，並出版與國際和數位廣播相關的刊物。塞門•思班斯維克目前住在英國東南方的肯特 (Kent) 郊區，在不工作或不需全球旅行奔忙時，他喜歡開著他的老休旅車 Land Rover，馳騁於鄉間探索新的驚奇。



SPEAKER LARISSA BALDWIN 賴瑞莎·鮑德溫

Senior Campaigner Aboriginal and Torres Strait Islanders Rights at Getup

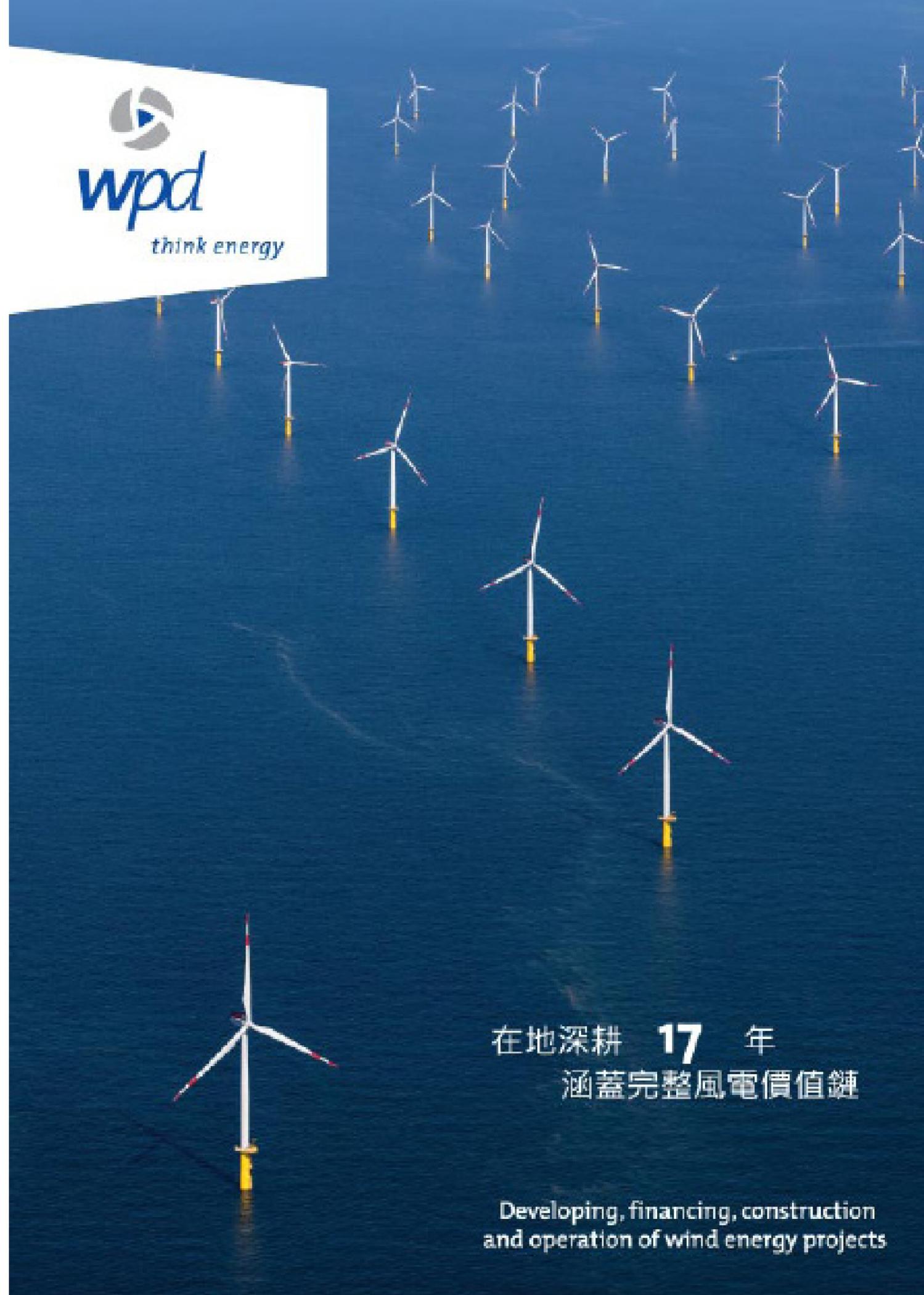
Larissa is from the Widjabul clan of the Bundjalung nation. She currently leads GetUp's Aboriginal and Torres Strait Islander campaigns and strategy nationally ensuring partnerships with frontline communities and empowerment of First Nations People to create change.

Larissa was also the Co-Founder of Seed - Australia's first Indigenous youth climate network work and was previously the National Director of Seed. She has 14 years experience working in Aboriginal controlled organizations across the social justice and environmental sectors. Larissa is passionate about many issues facing Aboriginal and Torres Strait Islander people and believes in seeking change through self-determination and grassroots leadership.

賴瑞莎·鮑德溫(Larissa Baldwin) 目前為GetUp原住民與托勒斯海峽(Aboriginal and Torres Strait)島民人權活動項目資深活動家

賴瑞莎·鮑德溫來自澳洲邦加隆(Bundjalung)原住民族Widjabul一族。她目前領導澳洲維權組織GetUp的原住民與托勒斯海峽島民人權活動項目與策略規劃，促進與第一線社區合作，並致力協助原住民族自主改變。

賴瑞莎·鮑德溫同時也是澳洲第一個原住民青年氣候網絡Seed的共同創辦人。她先前擔任Seed的全國主任。賴瑞莎·鮑德溫擁有14年原住民組織工作經驗，領域橫跨社會公義與環保部門。她對原住民與托勒斯海峽島民所面臨的諸多議題極富熱情，並相信透過自決與草根領導可帶來改變。



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SPEAKER YUNI WANG 王雲怡

- Chairperson of wpd Taiwan Energy Co., Ltd
- graduated from East Asian Studies at National Chengchi University
- worked for "The Journalist" weekly magazine, TVBS News Dept., and "Yazhou Zhoukan" weekly magazine as a Journalist for many years.
- Since 2000, she had been Vice President of infraVest wind power group, dedicated in wind energy development in Taiwan.
- After infraVest was merged by Germany-based wpd in 2016, she is now the Chairperson of wpd Taiwan Energy Co., Ltd.

- 現任：達德能源股份有限公司董事長
- 國立政治大學東亞研究所碩士
- 曾任職於【新新聞】週刊、【TVBS】新聞部、【亞洲週刊】等媒體，擔任政治要聞組記者多年。
- 2000年投身台灣再生能源產業，擔任英華威風力發電集團副總經理，管理台灣風場開發團隊。
- 自2016年德商wpd併購英華威，成立達德能源股份有限公司後，擔任董事長。



SPEAKER LIN NIEN TZU 林念慈

I began traveling to Nepal since 2009, and it was in Nepal that I first learned about the taboo surrounding menstruation and menstrual practices that marginalize women. In 2010, I bought my first reusable menstrual pad in Auroville, an eco village in South India. It was this simple pad and a simple idea that had changed my life since then. I began to lead volunteers to teach Nepali women about menstrual health, and the idea of reusable menstrual pads. At age 30, I decided to leave my 7-year-long career in the NGO sector and established the social enterprise named "Dharti Mata Sustainable Workshop". The workshop employs rural Nepali women and produces reusable pads that are affordable to rural Nepali women. We are dedicated to empower women, and to develop sustainable products that are friendly to both women and the environment.

The founder of Dharti mata sustainable workshop
 The Co-founder of Ananda tree house (Eco shop & Café)
 The Co-founder of Earthy Goodies Ltd.
 2017 BBC 100 Women

行旅於世界之中的女人，一年有五個月在尼泊爾喜馬拉雅山腳下工作與生活，因為創立布衛生棉社會事業而翻轉了自身的身心狀態，致力於女性賦權及環保工作。

關於棉樂悅事工坊：使用自然的原料，透過尼泊爾村落婦女的手作，創造對環境、女性及家庭友善的永續商品，讓消費者有機會在消費的同時，支持尼泊爾村落婦女就業及響應永續生活方式、創造環境、女性與家庭，三環節共善的美好未來。

經歷：

- 棉樂悅事(Dharti mata sustainable workshop)創辦人
- 本立自然良品(Earthy goodies) 共同創辦人
- 我的子宮·我的大地母親藝術計劃(my womb my mother earth art project) 合作單位
- 滿月音樂祭X野女人市集(Full moon festival) 發起與製作人
- 岡市女性電子報專欄作家
- 2010 Keep walking 夢想計畫得主
- 2017 入選 BBC 100 Women



SPEAKER LEE, YING-YUAN 李應元

Minister Lee was born in Yunlin Country, Taiwan. He has a Ph.D. degree from the University of North Carolina. He also has an MPH degree from National Taiwan University and an MS degree from Harvard University. Currently, he is the minister of the Environmental Protection Administration (EPA) of Taiwan. He has served as Legislator, Secretary-General of the Democratic Progressive Party, Minister of the Council of Labor Affairs, Secretary-General of the Executive Yuan, and Deputy Representative of the Taipei Economic and Cultural Representative Office (TECRO) in the U.S.

As the head of the Taiwan EPA, Minister Lee has been promoting many important environmental policies, including accelerating the reduction of greenhouse gas emissions to mitigate climate change; enhancing air pollution control to safeguard the health of the public; restricting the use of single-use plastic tableware, plastic bags and microbeads to pursue a plastic-free ocean and protect the marine ecosystem; and promoting sustainable materials management and a circular economy to maximize material efficiency and minimize environmental impacts.

李署長生於雲林縣崙背鄉，為國立臺灣大學公共衛生碩士、美國哈佛大學公衛學院醫管碩士、美國北卡羅萊納大學醫療經濟學博士。現任行政院環境保護署署長，曾任第8、9屆立法委員、雲林縣副縣長、行政院秘書長、民主進步黨秘書長、行政院勞委會主委及民進黨執政後首任駐美副代表等職位。

李署長於環保署致力推動多項政策，以改善臺灣、區域及全球環境。重要政策包括推動溫室氣體減量以減緩氣候變遷；強化空氣污染防制以改善空氣品質確保民眾健康；限用塑膠袋、塑膠吸管及塑膠微粒，推動無塑海洋以保護海洋環境；以及推動永續物料管理及循環經濟，以達成資源利用效率極大化及環境衝擊影響極小化。



SPEAKER JANE WORTHINGTON 珍·沃辛頓

Jane Worthington is the Director - Program & Development for the IFJ Asia Pacific and a former print and broadcast journalist who has worked in Australian and international media for more than 20 years. She was previously Deputy Director for the Walkley Foundation for Journalism.

Since joining the IFJ AP in 2013 Jane has led the IFJ's press freedom and trade union development work in affiliate countries in the region.

She has been pivotal in driving the IFJ's gender mainstreaming agenda and campaigns on issues such as online harassment of women journalists and is currently working in developing the IFJ's strategy around the impacts of the digital economy on journalism and trade union organising.

Jane has represented the IFJ on international media missions to Indonesia, Korea, Nepal and the Philippines and trained journalists across Asia as well as Africa.

珍·沃辛頓目前為國際記者聯盟(IFJ)亞太區節目開發部主任。她過去是一名報紙與廣播記者，曾在澳洲以及國際媒體工作超過20年。她先前是沃克利新聞基金會(Walkley Foundation for Journalism)的副主任。

珍·沃辛頓自2013年加入國際記者聯盟亞太辦公室以來，一直領導該聯盟在此區域的媒體自由與工會發展工作。

她在推動國際記者聯盟在女性記者遭網路騷擾等與性別主流化有關的議題活動上，一直扮演重要核心人物。她目前正就數位經濟對新聞和工會組織帶來的影響擬定國際記者聯盟的相關策略。

珍·沃辛頓曾代表國際記者聯盟前往印尼、韓國、尼泊爾和菲律賓等地執行國際媒體任務，並協助培訓亞洲與非洲的新聞從業人員。



SPEAKER ROSER CANELA-MAS 羅莎·卡那拉-馬斯

Roser Canela-Mas started her media career 12 years ago. She has worked in production and direction within the most known Spanish and English programmes, across different genres such as drama, comedy and factual-entertainment. Having also completed a BSc in Sustainability and Environmental Management (2013-2016) has given Roser the knowledge and expertise to advice media productions on how to calculate and reduce its environmental impact.

Roser Canela-Mas joined albert two years ago as a Sustainability Industry Manager. She manages both the carbon footprint calculator and the albert sustainable production certification and is the main adviser to productions willing to lessen its carbon footprint and environmental impact overall. Her role also consists on delivering training courses to media professionals in order to give the industry the relevant knowledge on climate change and present the main impacts and also opportunities for TV and film makers. Her trainings and advice also focus on the editorial site of productions, to enable the industry to tell accessible, realistic, urgent, solutions-based and optimistic climate stories.

羅莎·卡那拉-馬斯自12年前開始她於媒體的工作。她曾經在知名的西班牙語和英語節目擔任製作人與導演，作品包括戲劇、喜劇與實境娛樂節目。羅莎·卡那拉-馬斯之後取得永續發展與環境管理(2013-2016)學士學位，擁有更強的專業訓練與知識，提供媒體業在如何計算碳足跡以及降低產業對環境衝擊上的相關諮詢。

羅莎·卡那拉-馬斯於2年前加入Albert計劃，擔任永續發展產業經理人(Sustainability Industry Manager)。她負責管理碳足跡計算以及Albert計劃的永續生產認證，同時也是協助產業降低碳足跡與環境衝擊的重要顧問。她的任務包括為媒體人員提供訓練課程，以協助媒體業與影視製作人員取得氣候變遷相關知識。她的訓練與諮詢著重在製作編輯現場，並協助媒體報導真實、迫切、以解決問題為導向、以及積極樂觀的氣候變遷議題。



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與其一味等待末日英雄的奇蹟拯救，
倒不如從現在起，隨手關燈、節能省電，
早點為地球降降溫，為世界的未來種下一點希望。



VIDEO/VIDEO LIVE

Alibaba's Jack Ma to step down in 2019, pledges smooth transition

TEXT



PHOTO



GRAPHICS



VIDEOGRAPHICS



SPORT



NEWS



POLITICS



LIFESTYLE



Josh is the Diversity and Inclusion Lead at the Special Broadcasting Service (SBS). SBS is Australia's multi-cultural and multi-lingual broadcast network offering services across Television, Radio, Online, Streaming and Emerging Platforms that aim to inspire all Australians to explore, respect and celebrate our diverse world and in doing so contribute to a cohesive society. Josh firmly believes that diversity is only part of the equation and that many businesses are missing out by not placing equal focus on building inclusive team cultures, incorporating universal design principles and developing sustainable practices which are value centric.

約書亞·葛里芬是澳洲特殊廣播服務多元與包容項目負責人。特殊廣播服務是澳洲一個多文化、多語言廣播網，提供跨電視、廣播、網路、串流和新興平台服務，希望啟發全澳洲人探索、尊重並頌揚多元化的世界，並藉此為凝聚社會做出貢獻。

約書亞·葛里芬堅信多元性只是其中一項重要元素，許多企業未同等關注建立具包容力的團隊文化、整合共通設計原則、發展以價值為中心的永續措施。

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SPEAKER JOHN MAGUIRE 約翰·馬奎爾

John Maguire was named Director of International Relations and Cooperation of France Medias Monde in September 2013. Prior to that, from March 2012 to September 2013, he was Director of International Development, Audiovisuel Exterieur de la France; from May 2010 to March 2012 he served as Director of International Affairs, Radio France Internationale and from 2004 to 2010 he was head of RFI's International Training Department. Before that he spent six years as Managing Editor of RFI's English Service.

約翰·馬奎爾於2013年9月獲提名為法國世界媒體集團國際關係與合作處處長。在此之前他於2012年3月至2013年9月間，擔任法國對外視聽公司(Audiovisuel Exterieur de la France)的國際發展部門主任。

另外，約翰·馬奎爾亦曾於2010年5月至2012年3月任職法國國際廣播電台(RFI)國際事務主任2004至2010年，他則是負責領導國際訓練部。於RFI英語服務擔任總編輯6年。



SPEAKER SUSAN BAUTISTA-AFAN 蘇珊·阿凡

Ms. Susan Bautista-Afan currently serves as the Managing Director and member of the Board of Trustees of the ABS-CBN Lingkod Kapamilya Foundation (ALKFI), the socio civic arm of Asia's most trusted media company, ABS-CBN Broadcasting Network.

As Managing Director, Susan leads the organization in the promotion of its advocacies for children, the environment and communities. She ensures the sustainability of projects, efficiency of services and the implementation of a strong donor management system for the organization. She also oversees Fundraising, General Services and Advocacy Program Operations.

Susan has held a variety of leadership positions in the field of recruitment for 30 years including District President of Robert Half International in Southern California.

Susan was honored in 2015 by the Filipina Women's Network in the United States as among the most influential Filipinas around the globe. She is likewise a consultant for Robert Half Leadership Academy's Global Mentor Program where she provides content, structure, matching of mentor/mentee tandems and monitoring of program objectives worldwide.

She also serves as co-anchor of ALKFI's family oriented radio program, Kapamilya Konek, a platform used to re connect families and provide them with information on financial literacy, parenting and livelihood opportunities among others.

蘇珊·阿凡目前為菲律賓ABS-CBN Lingkod Kapamilya 基金會(ALKFI)的總經理與董事會成員。ALKFI隸屬亞洲最受信賴的媒體公司ABS-CBN 廣播網絡公司的社會公民部門。

做為ALKFI總經理，蘇珊·阿凡領導公司在兒童、環境與社區工作的服務推廣。她並致力確保公司計劃的永續性、服務效率並為公司執行有效的捐助管理系統。蘇珊·阿凡並負責監督募款、一般服務與促進權益計劃項目的運作。

蘇珊·阿凡曾在人力招募領域擔任領導職務30年的時間，包括曾任加州羅伯特哈夫公司(Robert Half International, RHI)區域總裁。2015年，蘇珊·阿凡被美國菲律賓女性網絡(Filipina Women's Network)評為全球最具影響力的菲律賓人之一。她同時擔任羅伯特哈夫領導學院(Robert Half Leadership Academy)全球導師計劃(Global Mentor Program)顧問，負責提供計劃內容、制定架構、進行導師/導師媒合，並督導全球計劃目標執行。

蘇珊·阿凡同時擔任ALKFI家庭類廣播節目Kapamilya Konek共同主持人。Kapamilya Konek為一促進家庭連繫的節目平台，提供金融知識、親子教育與謀生機會等各項資訊。



SPEAKER MASATO KAJIMOTO 鍛治本正人

Dr. Masato Kajimoto is an assistant professor at the Journalism and Media Studies Centre (JMSC), the University of Hong Kong. He specializes in news literacy education, multimedia storytelling, and social media in journalism. As a founder of the Asia Pacific Digital Citizens Network at JMSC, he has been leading international collaboration and initiatives among media educators in Asia to develop pedagogical methods in news literacy that take into account the culture, media landscapes, and political climates in different countries. Before beginning a career in teaching and research, he worked as an online reporter and web producer for CNN International. Dr. Kajimoto is also an affiliate professor at the Center for News Literacy, School of Journalism, Stony Brook University.

鍛治本正人博士(Dr. Masato Kajimoto)現為香港大學(University of Hong Kong)新聞及傳媒研究中心(JMSC)助理教授，專長新聞素養教育、多媒體敘事，以及社群媒體與新聞等領域。他在香港大學新聞及傳媒研究中心創辦亞太數位公民網絡(Asia Pacific Digital Citizens Network)，持續領導亞洲媒體教育者進行國際合作與倡議，以發展出把不同國家文化、媒體環境與政治氛圍都納入考量的媒體素養教學法。

鍛治本博士在展開教學與研究生涯之前，曾在美國有線電視新聞網國際新聞網絡(CNN International)擔任網路記者與製作人。此外，鍛治本博士目前也是美國石溪大學(Stony Brook University)新聞學院(School of Journalism)新聞素養中心(Center for News Literacy)兼職教授。

華航秉持「相信自己能做得更好」的價值觀，致力於滿足利害關係人期待，讓華航成為友善環境與促進社會經濟發展的永續企業，將屬於你我的華航打造台灣首選的航空公司。



中華航空 永續實績

3 度入選

MEMBER OF
**Dow Jones
Sustainability Indices**
In Collaboration with RobecoSAM

2016-2018
道瓊永續
新興市場指數

3 度入選



FTSE4Good
2016-2018
富時社會責任
新興市場指數

4 度獲選



2014-2017
台灣企業永續獎

註：2018 TCSA於
11月公布。



Mayyi Lee is VP of Regional Production & Development for National Geographic Channels Asia, based in Taiwan. With over 19 years of experience in the television and film industry, Mayyi is currently responsible for overseeing factual production and development for Asia Pacific and the Middle East.

Mayyi originally joined National Geographic Television & Film in 1998, where she worked in production operations. A year later, she joined National Geographic Television and Film's Natural History Unit, where she was involved in the pre-production, production, and post-production of over 10 wildlife films. She later moved on to join the National Geographic Channel's Third Party Programming group and worked as an associate producer on the "Snake Wranglers" and "Taboo" series. Mayyi developed, produced, and post produced shows in the U.S., Australia, Africa, and Asia, i.e. Taiwan, Mainland China, Korea, and Malaysia.

Fifteen years ago, Mayyi moved to Taiwan as Regional Producer to spearhead "Taiwan to the World," a skills exchange collaboration with the Government Information Office to nurture and groom local production talents. Since then, "Taiwan to the World" has won numerous domestic and international awards including the coveted Golden Bell Awards for Best Director and Best Editing.

李美儀現任國家地理頻道(National Geographic Channels Asia)亞洲區節目製作副總裁。她具有19年影視製作經驗，目前負責監製亞太與中東地區的紀實節目製作與開發。

李美儀於1998年加入國家地理影視公司從事製片，一年後她加入該公司的自然歷史部門，參與超過10部野生動物、植物電影的前、中、後期製作。她後來加入國家地理頻道的第三方製作團隊，擔任《與蛇共舞(Snake Wranglers)》和《禁忌異域(Taboo)》系列的助理製作人，並負責在美國、澳洲、非洲和亞洲，包括台灣、中國、韓國與馬來西亞等地的節目開發與後期製作。

李美儀於15年前移居臺灣，擔任區域製作人，曾與行政院新聞局合作，領導製作《綻放真臺灣(Taiwan to the World)》系列節目，以促進技術交流並培植本地製作人才。《綻放真臺灣》系列節目並獲得無數國內外重要獎項，包括榮獲金鐘獎最佳導演與最佳剪輯獎。



Current position
Chairman, Environmental Quality Protection Foundation (EQPF)
President, Taiwanese Society of International Law (TSIL)
Legal Consultant, The Red Cross Society of The Republic of China (Taiwan)

Work Experience
Journalist, United Evening News (Taiwan)
Chairman, Ying-Shih Hsieh Attorneys-at-Law
Volunteer Attorney, Association Of Taiwan Journalists(Atj)
Senior Attorney, Lee and Li Attorneys-at-Law

Education
Tunghai University (Bachelors of Laws)
National Chung Cheng University (Master of Laws)
Peking University (Ph.D)

Remarkable Experience
Served as volunteer attorney in Changhua dioxin pollution case in 1996
Served as environmental and climate change law instructor in National Chengchi University and Soochow University (Taiwan)

現職
環境品質文教基金會董事長
台灣國際法學會理事長
中華民國紅十字會總會法律顧問

經歷
聯合晚報黨政記者
謝英士律師事務所
記者協會義務律師
理律法律事務所 資深律師

學歷
台灣東海大學學士
中正大學法學碩士
北京大學法學博士

個人事蹟
2005年彰化戴奧辛鴨農案義務律師
先後於政大、東吳大學擔任環境法'與氣候法兼任教師



SPEAKER WEN-TSAN CHENG 鄭文燦

CHENG, Wen-Tsan
Mayor of Taoyuan City

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MA, Graduate Institute of National Development, National Taiwan University
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Chairman, Taoyuan Branch of Democratic Progressive Party, Taiwan
Deputy Secretary General, Straits Exchange Foundation, Taiwan
Spokesperson, Executive Yuan, Taiwan
Director-General, Government Information Office, Executive Yuan, Taiwan
Director, Department of Culture and Information, Democratic Progressive Party, Taiwan
Councilor, Taoyuan County Council, Taiwan

鄭文燦
桃園市長

學歷
台灣大學國家發展研究所碩士
台灣大學社會系

經歷
民主進步黨桃園縣黨部主任委員
海基會副秘書長
行政院發言人
行政院新聞局長
民主進步黨文宣部主任
桃園縣議員

永續桃園 綠色城市

10大領先 10項績優

- 空污多重源頭管制**
空污減量、空氣盒子最多
- 推廣綠色運輸**
電動機車最多、YouBike車站月租借量最高
- 推動綠色能源**
首座光電埤塘、首處100%光電屋頂工業廠
- 清滌生命之川**
污水下水道接管戶數成長率六都第一
- 守護海岸資產**
首創海岸管理處、設置許厝港濕地生態解說教室
- 保護桃園大地**
污染農地改善面積全國第一、首創土壤堆填管制
- 落實資源回收**
資源回收率、回收量的成長六都第一
- 強化社會參與**
環保志工、水環境巡守隊人數最多
- 力推綠色採購**
年度綠色採購超過24億元，全國特優
- 環境教育扎根**
農博首創區域型農事智慧電網





SPEAKER PHILIPPA TOLLEY 菲莉帕·托雷

Philippa is currently the executive producer of RNZ National's award-winning weekly current affairs documentary Insight, where she both makes documentaries herself and commissions and oversees the work of others.

Before taking on that role, she worked at Radio New Zealand International covering events and stories in the Pacific region from regional politics and international relations, to coups in Fiji and struggles in PNG with HIV. Prior to that, Philippa worked in London for more than a decade for the BBC as a senior producer on national news programmes in both radio and television. She started out at RNZ straight out of university spending time working in the regions before heading overseas.

菲莉帕·托雷目前是紐西蘭國家廣播電台(RNZ) Insight節目的監製。Insight為每週播出的紀實性節目，屢獲獎項肯定。菲莉帕·托雷除了自己製作節目外，也負責監製其他作品。

在此之前，菲莉帕·托雷曾於紐西蘭國際廣播電台(RNZI)負責太平洋地區事務報導，內容包括從區域政治、國際關係、到斐濟政變與巴布亞紐幾內亞(PNG)對抗HIV愛滋病毒等。此外，菲莉帕·托雷也曾於倫敦的英國國家廣播公司(BBC)工作逾10年，擔任廣播與電視部門的新聞節目資深製作人。她大學一畢業即進入紐西蘭國家廣播電台工作，之後赴海外工作。



影音 影音直播

阿里巴巴馬雲2019年交棒，承諾順利傳承

文字



照片



圖表



影音圖表



運動



新聞



政治



生活

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SUSTAINABILITY IN BROADCASTING

The global media industry reaches almost every person on the planet through radio, television and online broadcasting. With such reach and influence, there is both an implicit and an explicit need for the media industry to demonstrate leadership in the area of sustainability across all areas of their businesses.

There are two elements. Firstly, how we manage our businesses in a sustainable manner and secondly, how we help to educate and inform our audiences about the issues of sustainability.

Over recent years, it has become clear that consumer-facing brands that demonstrate commitment to sustainability outperform those that do not. There is no reason to believe that the same will not apply to media companies.

With the launch of the Sustainable Development Goals in 2015, there is now additional pressure on businesses to operate in more sustainable ways and to reduce the impact of their activities on the environment and the planet.

The Association for International Broadcasting recognises that this subject is of importance to its Members and the wider industry. Accordingly, has established a Sustainability Working Group to allow Members to share information, expertise and best practice. As part of its work to champion sustainable production the AIB will work to develop tools and guidance to help broadcasters reduce their impact on the environment. The AIB's work also build on the immense educational ability that the mass media has to communicate the fundamentally important issues of sustainability to global audiences.

It is estimated that the information, communication and technology (ICT) sector produces around 2% of total global emissions, broadly similar to the much-maligned aviation industry.

This demonstrates a need for the media industry to play its part in reducing its environmental impact.

There are a number of initiatives that have been started to help media companies – particularly in the area of production – to

透過廣播、電視與線上平台讓全球媒體產業可觸及地球上的每一個人。擁有這樣的觸及率與影響力，媒體產業無疑地需要在各層面的永續發展領域展示其領頭羊的角色。

在此有兩項重點工作。第一，我們如何以永續方式管理我們的企業；第二，我們如何協助教育並讓閱聽眾認識永續發展議題。

近幾年來，很明顯地，那些對永續發展做出承諾的消費品牌表現優於未提承諾的品牌。媒體企業沒有理由認為同樣的情形不會發生在自己身上。

自2015年聯合國制定永續發展目標後，各產業更緊迫的需要以更永續的方式經營，以降低企業活動對環境與地球可能帶來的衝擊。

AIB認此議題對其會員與媒體產業的重要性。因此，AIB成立了永續發展工作小組，讓會員分享資訊、專業與最佳實務。而為了支持永續發展工作，AIB也將發展工具並引導協助廣播產業降低他們對環境的衝擊。AIB並致力發揮重要教育功能，要求大眾傳播媒體必須向全球閱聽眾傳遞永續發展議題的重要性。

根據估計，資訊、傳播與科技(ICT)產業大約佔全球排放量的2%，與備受批評的航空產業數據接近。這也顯示，媒體產業也需要在降低對環境衝擊工作上分擔責任。

目前已開始採取一些措施協助媒體業，降低他們每日運作可能對環境帶來的衝擊，尤其是在產製領域。例如，英國的albert+ 即致力鼓勵並教育產製單位監督與促進永續發展。在美國，綠色影片攝製(Green Film Shooting)也提出了促進永續發展的運作方法。

不論大或小廣播公司和製片公司可實施低成本但高影響的措施，轉而採用高永續發展的運作模式，部份措施則視規模大小而定。

reduce the impact their day-to-day operations have on the environment.

For example, albert+ in the UK works to motivate and educate production teams to monitor and improve sustainability. In the USA, Green Film Shooting presents approaches to sustainable operating methods.

LARGE AND SMALL

Broadcasters and production companies can adopt a number of low-cost yet high impact initiatives to help migrate them to a highly sustainable model of working.

Some of these initiatives are inevitably large scale; others are on a far smaller scale.

Here the AIB presents some simple examples.

As a starting point, it is vital that the leadership within every media organisation champions sustainability. It is essential that there is board level 'buy-in' to sustainable practices that are communicated throughout the business.

At the team level, there should be leadership shown by producers, directors and team managers. In many cases, this can be as simple as an internal memo to staff working on productions reminding them of their shared goals to work in as sustainable way as possible.

All productions should calculate their carbon footprint. Every

以下為AIB提出的部份方法：

首先，每個媒體組織領導人對永續發展的支持非常重要。基本上，媒體組織應有從上到下都可接受並傳遞到全組織的永續發展政策與措施。

在工作小組層級，製作人、導演與小組管理人應展現領導力。許多時候，它可能只是簡單地給產製部門工作人員一份內部通告，提醒他們在工作時儘可能的以永續發展模式進行。

所有產製單位都應計算他們的碳足跡。企業中每個活動都會對環境帶來影響，所以工作小組瞭解相關影響很重要，如此他們才能制定策略以降低碳排放。

例如，製作人應提醒工作人員儘量降低影印紙數量，並儘量使用平板電腦工作，若不適合使用平板電腦時，請確定影印時採雙面列印。

在大規模產製工作中，儘量減少工作人員瓶裝水的使用，提供可重複使用的水瓶。

在科技領域，無線麥克風的電池請使用可充電電池，以取代一次性使用的鹼性電池。這可帶來重要且立即的好處，不論是在環境或成本方面。





SUSTAINABILITY IN BROADCASTING

activity within a business has an impact on the environment and it is important that teams are able to understand their impact so that they can develop strategies to reduce carbon emissions.

For example, producers should remind their teams to minimise the number of printed scripts and rely in their place on tablets or, when tablets are impractical or unavailable, ensuring that scripts and call sheets are printed on both sides of the paper.

On large-scale productions, there is an opportunity to cut out bottled water for the crew and instead provide reusable water bottles that can be filled from a central supply. This is likely to reduce the number of partially drunk bottles that are discarded, since users will have 'ownership' of their personal durable water bottle.

In the area of technology, wireless microphones can use rechargeable batteries in the place of single-use alkaline batteries. This can have a significant and immediate benefit both in terms of environmental impact as well as on cost.

Ever cheaper solar panels can be used to provide the power to recharge batteries outside studio bases, helping to reduce the need for generators.

The obsolescence of tapes has already delivered significant benefits, although in some parts of the world tape remains as the backbone of production both in studios and on location. However, there is still a need to provide access to rushes and wherever possible these should be supplied via online viewing platforms rather than shipping hard-drives or discs via courier or taxi. This reduces carbon emissions.

The widespread availability of LED lighting continues to grow and we see the use of LEDs in studios and at location shoots. LED lighting consumes far less power than incandescent lighting and produces virtually no heat. In turn this allows for air conditioning to be reduced or eliminated, further reducing a production's environmental impact.

When working away from base, broadcasters and production companies can hire local crews and equipment, instead of sending crews and kit hundreds or thousands of miles and creating significant carbon emissions as they travel.

In the future, IP-based production may allow remote live programmes to be produced without the need for Outside Broadcast trucks, with the programme mixed at a broadcaster's home base instead of on site. This will allow further reductions in carbon emissions.

DEVELOPING INTERNATIONAL STANDARDS

The AIB applauds the work undertaken in some markets to develop standards and processes that broadcasters can apply as they work to increase their sustainability. The AIB believes that there is a need for these standards and processes to be developed internationally, allowing more broadcasters and production companies to start the journey to reduce carbon emissions and increase their sustainability. There is no intention to duplicate work already undertaken. Instead, the goal is to build on existing

可在錄音室或攝影棚外使用目前價格已較低廉的太陽能板來提供電力，以減少發電機的使用。

磁帶的被取代已帶來極大好處，雖然世界上仍有部份地區的工作室使用磁帶做備份之用。不過，若有緊急需要時，儘可能以線上平台來傳遞影音內容，而不要使用快遞服務來傳送帶子。這可以降低碳排放。

目前LED照明已獲得廣泛使用，同時也正持續成長，而我們也看到許多錄音室與攝影棚內使用LED照明。LED照明耗電較少，同時不產生熱能。因此，可以減少空調使用，進一步降低產製工作對環境的衝擊。

在總部以外的工作，廣播或製作公司可以雇用當地工作人員並使用當地設備，以取代派遣人員到幾百或幾千英里外工作，以免他們的出差旅行製造出更多的碳排放。

未來，以IP為基礎的產製方式可用於遠距的即時影音製作，讓影音節目可在總部合成處理，而不需在當地使用廣播採訪車進行。這將可進一步降低碳排放。

發展國際標準

AIB歡迎有些市場已發展出廣播工作人員可使用的標準和方法來促進永續發展。AIB相信有需要發展出一項國際標準和模式，讓更多廣播業者與製作公司展開降低碳排放的工作，並促進他們的永續發展。在



work and to promote this in other markets, ensuring relevance to each territory.

DELIVERING COMPELLING CONTENT

The role of all broadcasters and production companies is to deliver well-told stories to their audiences. It's what this industry does, from the smallest radio producer to the largest global TV network.

As part of this global story-telling, it is essential that broadcasters and production companies support the SDGs, informing audiences and ensuring that the facts are presented in digestible and effective ways. The AIB has seen increasing amounts of work in this area, where the 'bad news' stories of rising ocean levels,



soil erosion and desertification have been told in a way that stops the viewer or listener from switching off.

Broadcasters need to tell stories about what climate change means, perhaps making it personal, so that audiences pay attention without sensationalising the issues. Best practice and good examples can be communicated. For example, how about telling the story of the Dutch company that has started cleaning the country's canals of plastic waste that is then recycled into boats?

Some AIB Members have found that their highest audience appreciation scores come from content that delivers practical tips on sustainability, and those that break down complex issues into bite-size chunks

NEXT STEPS

We have seen the collaborative way in which the highly competitive advertising industry is approaching the Sustainable Development Goals. Now it is the media industry's turn to work together.

The AIB is calling on its Members to collaborate and share ideas, both in ways their businesses can become more sustainable and in how their programming can tell the story of the SDGs and encourage their audiences to play their part in making the SDGs a global success.

此不需重覆已完成的工作。我們的目標是持續現有工作，並向其他市場進行推廣，以確保各領域使用相關標準。

提供具說服力內容

所有廣播業者與產製公司的任務是為閱聽大眾報導好的故事。這是這個產業要做的事，不論是小的廣播公司或大型的全球性電視網絡。

做為全球說故事的一份子，廣播業者和產製公司應支持聯合國永續發展目標，向閱聽大眾提供訊息，並確保以容易理解和有效的方式報導事實。在此方面，AIB已看到有愈來愈多「壞消息」的報導，包括

海平面持續上升、土壤侵蝕、以及荒漠化等問題，吸引閱聽大眾的關注。

廣播業者需要報導有關氣候變遷的意義是什麼，讓人們感到這些議題與他們個人息息相關，而不需用煽情方式引起注意。業者可以多報導國際上的優良範例。

部份AIB會員已發現，他們的閱聽眾給予最高評價的報導內容，通常是有關永續發展議題中的實際作法，以及將複雜議題以易瞭解的分段方式報導的內容。

接下來的步驟

我們已經看到高度競爭的廣告業正合作邁向永續發展目標。現在是媒體業共同合作的時候了。AIB呼籲會員們共同合作分享理念，讓彼此企業往永續發展上更加努力，也製作出更多與永續發展議題有關的內容，並鼓勵彼此的閱聽眾在達成全球永續發展目標上能共盡一份心力。



To some, the United Nations' 17 Sustainable Development Goals (SDGs) may be as vague as the average person's New Year's Resolutions. Each goal represents an idealistic good - from ending poverty and hunger to creating strong institutions for peace and justice - that the UN's members wish to achieve before 2030. Yet, without realistic strategies and deep-seated commitments, both personal and national promises inevitably fail to reach their full potential. This was the case for the SDGs' predecessors, the Millennium Development Goals (MDGs), which missed the majority of their benchmarks despite saving over a billion people from extreme poverty. The UN's goals, in both iterations, call on all people in all corners of the globe to contribute to the betterment of society and the protection of the environment. This is undoubtedly a noble aim, but is it fair to put equal onus on each individual?

Framing the goals as individual responsibilities disingenuously suggests that one person's choice to, for example, recycle can change the future of humankind. Even if every citizen of a given country recycled, then inefficient national litter-removal and government fossil fuel expenditure would still remain unaddressed. Likewise, blaming consumers for disposing of too much waste seems unfair and inefficient when juxtaposed with the private sector's extensive infrastructure and ample funding for research and development of goods and services, or governments' ability to dictate policy and regulation. Of course, individual choices do have impact. Mobilising communities to commit their time and



effort to combat poverty and hunger or to promote "peace, justice and strong institutions", for example by reminding people to vote, would make a difference through collective action. Still, progress will come slowly, unevenly, and is likely to simply maintain the status quo due to the barriers put up by external forces. Issues such as climate change, adult illiteracy, and inadequate healthcare are global and systemic. Big corporations and political bodies establish systems

that are inherently unequal in terms of opportunity, and the sustainable choices made by individuals have different costs and different outcomes. Without sustained and well-coordinated support to amplify the stories and advance the causes of marginalised and disadvantaged communities, claiming that these individuals have the power to change their fortune and the fate of the world is akin to falsely asserting that they have the capacity to do so on a par with the decision-makers for large institutions.

Placing the emphasis on individuals in this way has already resulted in a culture that celebrates corporations' superficially laudable activities. This manifests in the displacement of blame onto customers and employees, under the guise of concern for rising costs for both consumers and the organisations themselves. For example, Australia's recent 'Modern Anti-Slavery Bill' was received poorly by confectionery giant Nestlé, who claimed that the requirement for the country's highest earning businesses to publish annual statements on what they are doing to eradicate modern slavery from their operations is both insufficient and misguided. As the new bill calls for more detailed reporting than is mandatory in other countries, the chocolate company has asserted that the costs incurred by each business would need to be covered by customers and that the lack of punitive measures for noncompliance renders the bill frustratingly self-defeating. The issues of cost and impotence are largely unrelated and should not be grouped together to suggest that higher prices for chocolate are as detrimental to society as a dearth of penalties for institutional modern slavery.

Additionally, while engaging their employees in massive public recycling drives or advertising ethical hiring processes, businesses often do not implement frameworks that will enable these actions to create lasting positive



change. Social brownie points are swiftly negated when all products are swathed in layers of plastic and a diverse staff are denied the support and tools to progress in their careers. When sustainability efforts are weakened by these failings, the employees in question are scapegoated for their lack of success. The SDGs are the new focus of national and international development plans around the world, and each is open to interpretation about how best to achieve them. This opens loopholes not only for companies, but also for national governments, who in the past have reacted selfishly to international promises of this kind.

The UN was founded upon a set of principles that encourage collaboration with the idealistic aim of shared prosperity. As such, a moral universalist motif (the idea that all human beings should be subject to the same set of ethical rules and responsibilities) is apparent throughout all seventeen SDGs. There is a certain irony that the institution that has devoted so many resources to facilitating international equality still has a fundamentally unequal internal structure, where only five states hold the power to veto based on their own self-interest. Similarly, a 2018 report that assessed 156 countries according to how much progress they had made in terms of

ARE THE UN'S SUSTAINABLE DEVELOPMENT GOALS ON THE MONEY OR DO THEY PASS THE BUCK?

sustainable development revealed that eleven of the fifteen countries who account for the widest absolute performance gaps in achieving responsible consumption and production practices belong to the G20. The report argues that all the G20 countries "fall short on important dimensions of SDG implementation, including but not limited to government accountability mechanisms and public management practices, such as budgeting". When the most powerful countries in the world choose to neglect their promises to work towards the SDGs and yet cannot be held accountable the incentive for other countries to work toward the goals is severely weakened.

Where altruism is absent, an oft-suggested solution for achieving the SDGs is a binding legal agreement with stringent enforcement mechanisms. However, those methods would still rely on national governments to police each other, something from which the international system usually shies away. A notable instance occurred in 2011, when Canada withdrew from the Kyoto Protocol once it became clear that they were not going to meet their targets, citing a desire to avoid penalties. Neither the United States nor China ever ratified the protocol, adding to the sense that such treaties are simply a means to engage in virtue signalling and not a meaningful step towards a more sustainable future. This raises questions (and eyebrows) about the SDGs. Namely, are they equally doomed? Or does their deliberate ambiguity allow more wriggle room in creating partnerships that go outside the traditional forum of nations?

In this age of growing economic, food, and energy interdependence, the significance of geographical borders is waning, and Westphalian sovereignty is no longer the only potent authority that can be asserted. Corporate supply chains stretch across the globe, affecting every environment and its residents. Involving other actors directly in the delegation of tasks that align with specific SDG objectives would engender more civil investment in sustainable development. Today, there is scope for focusing on corporations as well as governments in reforming international structures, although this may require



creativity in designing incentives that would appeal to corporations of all sizes, rather than recycling those historically used to force government compliance. A side effect of progressive democratic societies is the rise in the influence of social movements that hold governments and businesses to account, particularly regarding abuse of the global commons. By creating multi-stakeholder relationships there can be increased transparency and frequency of justification of decision-making processes to treaty partners and the public.

Disseminating honest information is vital for empowering people, particularly by inspiring activism to dismantle the political and corporate obstacles to permanent systemic changes. Unless lasting progress is made more desirable to the gatekeepers of the current system, passing the buck to individuals means forcing them to swim, futilely, against the tide.

Taoyuan, the sustainable city
10 advancements, 10 highlights

- Multiple air pollution source control**
Reduce air pollution and install the most airboxes.
- Green transportation promotion**
Have the most airboxes and highest rate rate of a single four-lane station.
- Land preservation in Taoyuan**
Rank first among the cities in terms of protected farmland and increase the first-class road management.
- Green energy promotion**
Possess the first water energy plant and the first industrial park with 100% of the factories installing rooftop solar systems.
- Resources recycle**
Rank first among the six municipalities in growth of waste recycling rate and volume.
- River cleansing**
Rank top among the six municipalities regarding growth rate of water sewage system installation.
- Ocean resources protection**
Establish Office of Coast Administration and Keelung Harbor wetland education center.
- Social participation strengthening**
Own the largest team of environmental volunteers and water environment patrol.
- Green procurement promotion**
Top above the nation with green procurement over 2.4 billion NTD.
- Deep cultivation of environment education**
Initiate the first regional agricultural museum and during the Agriculture Expo.





ARE THE UN'S SUSTAINABLE DEVELOPMENT GOALS ON THE MONEY OR DO THEY PASS THE BUCK?

A true multi-stakeholder partnership involves a free and transparent media and democratically-elected institutional leadership who are prepared to prioritise long-term benefits over short-term profits. Key, too, is a public who are also willing to exercise their rights to vote, speak out and to protest. Recent decades have demonstrated the remarkable galvanising power of social media platforms, which can amass enough voices to give a movement the traction it needs to force the hand of big businesses and even governments. In certain parts of the world, taking a stand online is as easy as typing the relevant words. In others, however, defending a viewpoint is equivalent to burning one's metaphorical signature off the 'social contract' that enables us to live in relative safety. For those to whom stepping outside of the norms in this way is a matter of life and death, the choice to do so is made on the premise that their voice will be boosted and echoed by strangers around the globe. Paradoxically, it is when these strangers are least affected by the issues at hand that their awareness and action mean the most. For instance, making the decision not to buy one's favourite chocolate bar from a company that is loath to publish regular reports on labour practices may seem irritating to an individual, but can be devastating to a corporation's profit margins. When companies base their strategies on personal gain, rather than public interest, this is the only way to change private practices. This is perhaps the most apt interpretation of the UN's point about the power of collective action.

Ultimately, the SDGs' objective is to protect and uplift the most vulnerable members of society from an unsustainable global apparatus. To create systemic change in the spirit of the SDGs means risking our own security and comfort to stand against injustice. Power and responsibility may not be evenly distributed, but some of each does lie with everyone. It is time to put our money where our mouth is.



世代傳承 永續發展 Sustainable Development



THE ASSOCIATION FOR INTERNATIONAL BROADCASTING

The Association for International Broadcasting is the only global alliance of media companies that deliver, or support the delivery of, cross-border and multi-platform international broadcasting.

The AIB's mission is to support, sustain, promote and protect its Members, wherever they are in the world, via a range of specialist services.

The Association was formed to support organisations that face unique challenges by virtue of their remit to broadcast to and publish in multiple global jurisdictions and cultures. Today, thanks to the rapid developments in distribution and accessibility to content, this includes almost every domestic broadcaster since their services have become available to international audiences.

Our Members operate television, radio and online services in multiple languages that, every week, reach well in excess of one billion people in almost every country on the planet.

We help our Members to collaborate, and to innovate.

We help our Members to solve problems.

We help our Members to tell their stories.

We draw on 25 years of knowledge gathering, intelligence sharing and understanding in the international media market to deliver outstanding support to our Members.

The Association's work is entirely centred on, and devoted to, the needs of our Members.

This booklet is designed to explain the Association's work and how membership will benefit you and your organisation.

INFLUENCING POLICY

- The Association for International Broadcasting has helped Members on a wide range of issues over the past 25 years.
- Our work programme is active in areas as diverse as Pay-TV regulations, media freedom, spectrum, safety & security and funding in order to ensure that our Members' voices are heard by policy-makers across multiple geographies.
- We respond to our Members' needs on key issues that affect them individually or collectively. We help our Members to communicate with those who make major decisions and we assist in positively influencing outcomes.

國際廣播協會(Association for International Broadcasting, AIB)是唯一一個由媒體組成的全球聯盟，對跨國的多平台國際廣播提供支持與援助。

AIB的任務是希望透過一系列專業服務，支持、促進並保護來自全球各地的會員。

AIB成立宗旨為支持在全球廣播與出版上面臨獨特挑戰的媒體組織。今天，由於傳播平台的快速發展以及內容取得的便利性，相關支持已幾乎可觸及所有國內廣播與國際大眾。

AIB會員跨足領域包括電視、廣播和線上服務，涵蓋多種語言，每週可觸及幾乎全球各個國家，超過10億人口。

我們期待我們的會員們可以共同合作與創新。

我們協助我們的會員解決問題。

我們協助我們的會員報導他們的故事。

我們在國際媒體市場擁有25年經驗，透過知識收集、資訊分享與瞭解，向我們的會員提供絕佳支持。

AIB的工作完全集中並致力於會員的需求上。

這本手冊說明了AIB的工作內容以及加入會員對你和你的組織將帶來的益處。

影響政策

- 我們監督國際媒體市場，以確保會員在需關注的議題發生時做出適當回應，這些包括直接透過某個會員組織，或透過AIB協會。
- 身為一個深具影響力的國際組織，並擔任眾多媒體公司的代表，AIB的觀點與聲音備受全球決策者的重視。

- We monitor media markets internationally to ensure that our Members know when issues of concern arise so that the appropriate response can be formulated, either directly by a Member organisation, or through the Association.
- As an influential international organisation representing so many media companies, the voice and the views of the Association are respected by decision-makers globally. We talk to key influencers and policy makers - such as politicians and regulators - to ensure that our Members' views are respected and included in decision-making or legislative processes.

WORKING GROUPS

The Association for International Broadcasting uses Working Groups to help members address their key strategic business, managerial and operational issues.

These Groups allow our Members to take part in discussion and debate with colleagues from other organisations on a range of issues that are central to their businesses. The output of the Groups helps to build consensus among Members on key subjects and helps inform future strategies in Member organisations. Each Group has a chairman elected from the membership to direct its work.

- 我們與重要決策影響者與制定者對話，包括政治人物與制定規範者，以確保會員的觀點獲得重視，並納入決策或立法過程中。

工作小組

AIB利用工作小組協助會員解決在策略方向、行政與運作上的問題。這些工作小組讓我們的會員能與來自其他組織的同仁就與其企業有關的議題進行討論。工作小組協助會員在重要議題上建立共識，並協助會員組織形成未來策略。每個小組的主席由會員選出，並指導工作。

AIB工作小組包括：

- 網路安全
提供保密論壇，用以交流攸關威脅與策略性的知識，以保護企業不受網路攻擊影響。此小組也致力提高供應商之間對網路安全的認識。
- 永續性
提供論壇，交流與永續發展相關的資訊。此小組從企業社會責任的角度，以及從增進聽眾對永續發展議題認知的立場，來分享永續發展



Among the Association's Working Groups are:

Cyber Security

Providing a confidential forum to exchange knowledge about threats and about strategies to protect businesses from the effects of cyber-attack. The Group also works to raise awareness of the issue of cyber security among vendors and suppliers.

Sustainability

Providing a forum to exchange information on issues surrounding sustainability. This Group shares knowledge on sustainability from a corporate social responsibility angle and from the position of increasing audience awareness of issues around sustainability and the wider SDGs.

Audience Research

Providing a forum to exchange best practice in audience research within the international broadcasting industry, responding to the needs of publicly-funded and commercial companies. The Group continually examines the opportunities to develop membership buying groups to help reduce costs of audience measurement.

Regulatory and Legal

Providing a forum to exchange information on key regulatory issues as they arise, and to develop responses from the Association, supporting individual Members' efforts to influence policy decisions.

Our Members can take part in any or all of the Association's Working Groups.

的知識。

- 閱聽眾研究
提供論壇，交流在國際廣播產業中有關閱聽眾研究的最佳案例，對公共媒體與商業媒體的需要做出回應。

法律規範

提供論壇，交流重要法規資訊，研擬因應措施，支持會員影響決策制定者。

我們的會員可以參與協會任何一個或所有的工作小組。

知識中心

AIB在收集全球媒體資訊與監督全球媒體發展上有超過1/4世紀的經驗。

我們擁有絕佳的資料庫與人脈，可供會員取用。包括全球超過100個市場中的媒體主管、編輯、記者、通路商、監管者、以及國會議員。

我們已建立一個對全球媒體擁有強大資訊與知識能力的協會，讓會員可藉此發展策略或認識媒體市場。



KNOWLEDGE CENTRE

The Association for International Broadcasting has been gathering intelligence and monitoring developments in global media for more than a quarter of a century.

We have an unrivalled database of contacts that our Members are able to draw upon, covering media executives, editors, journalists, producers, distributors, regulators and parliamentarians in over 100 markets globally.

We have built an extensive body of information and knowledge about global media which Members can call on to develop strategies or to understand markets.

We are constantly adding to the intelligence that Members can access as part of their membership benefits.

PROMOTION

The Association for International Broadcasting has global reach through its publications and online presence.

More than 27,000 media leaders in over 150 territories receive our briefings that report on the activities of our Members and provide insight into developments across the wider media industry.

Our main website, www.aib.org.uk, is visited by people on every continent each week. Our Members have the opportunity to share their latest news with our global audience, and to publish profiles of their businesses on the website.

Our proactive promotional work supports Members and offers them a route to reach opinion-leaders in multiple markets.

我們持續增加資訊，供會員使用，以做為會員福利之一。

推廣

AIB透過出版與線上服務已可觸及全球各地。

全球有超過150個地區，逾27,000位媒體領導人收到有關我們會員活動的報導，並提供更多媒體產業發展的觀察與資訊。

全球各大洲每週都有人造訪我們的網址：www.aib.org.uk。我們的會員有機會對全球閱聽眾分享他們的最新訊息，並在此網站上報導有關他們產業的訊息。

我們積極主動支持會員並提供管道接觸多領域的意見領袖們。

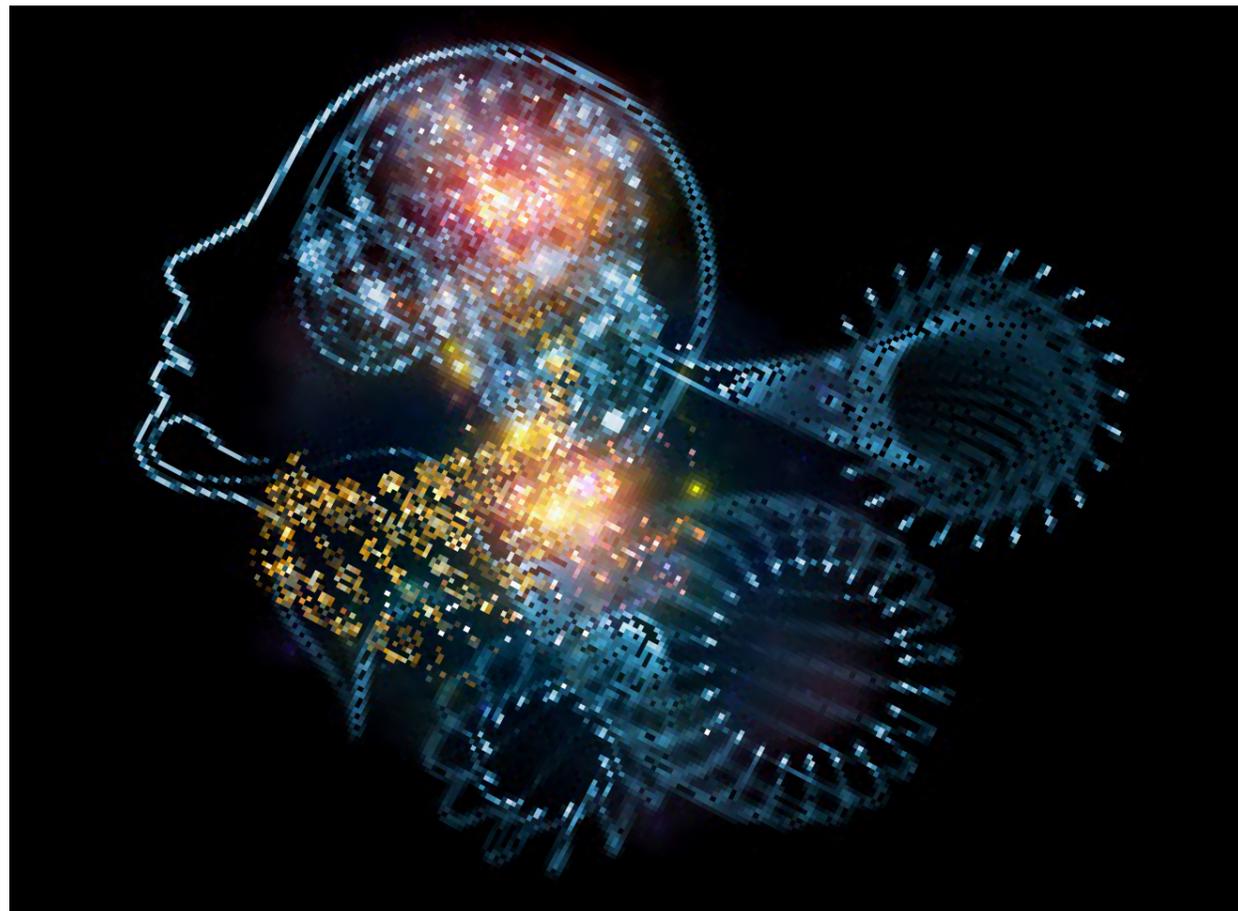
活動、會議或網絡

AIB努力結合媒體產業的工作者，與同業和各領域的觀察家、評論員、法規制定者以及國會議員們分享專業、知識與所關心之事。

我們提供攸關會員的重要產業議題討論平台，不論他們在世界何處。

我們依需要，協助會員組織大型會議與私人網路活動。

我們所有活動議題皆來自會員要求，並配合他們所需。



EVENTS, CONFERENCES AND NETWORKING

The Association for International Broadcasting works to bring people in the media industry together, and to share expertise, knowledge and concerns with colleagues and with a wide range of observers, commentators, regulators and parliamentarians.

We provide platforms for the discussion of key industry topics that are relevant to our Members wherever they may be in the world.

We organise large-scale conferences and private networking events, as occasion demands.

The agenda for all our events is driven by the Members, responding to their needs and requirements.

GOVERNANCE AND MANAGEMENT

The day-to-day work of the Association for International Broadcasting is carried out by a small Secretariat unit based in rural Kent, south-east of London in the UK and headed by the Chief Executive.

In addition to the permanent Secretariat, we have a part-time representative in New Delhi who supports us in South Asia.

Governance rests with our Executive Committee, consisting of six people elected by the Members for a two-year term of office. The Executive Committee meets formally four times a year and has ad hoc conversations at other times as occasion demands. The Executive Committee receives reports from the Secretariat and the chairmen of all Working Groups and helps to set out the Association's overall work programme and provide advice and guidance to the Secretariat.

Our governance structure forms an integral part of the way in which the Association delivers its objectives and its strategy.

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行政管理

AIB日常工作由位於英國倫敦郊區肯特(Kent)總部的秘書處負責，並由執行長負責領導。

除了常設秘書處外，我們在駐新德里的兼職代表，負責支持南亞事務。

協會管理由執行委員會負責，執委會由會員選出的6位委員組成，任期2年。執委會每年舉行4次正式會議，並在需要時舉行臨時會議。執委會定期收到來自秘書處和各工作小組主席的報告，並協助制定協會的整體工作計畫，同時對秘書處提供建議與指導。

我們的管理架構是為協助協會實現目標與策略而制定。

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RTI Radio Taiwan International

About Radio Taiwan International

Radio Taiwan International (RTI), Taiwan's national broadcaster, broadcasts to the world under the call sign "Radio Taiwan International." The station broadcasts to the world daily in 14 languages. These include Mandarin, Taiwanese, Hakka, Cantonese, English, German, French, Russian, Spanish, Japanese, Vietnamese, Thai, Indonesian and Korean. RTI reports on Taiwan's democratic achievements, arts and humanities, culture and social developments, traditional customs, and infrastructure projects. With its diverse and lively programming, RTI remains the international community's premier window on Taiwan.

Providing optimal services to its listeners has always been RTI's primary mission. Aside from refined and high-quality programming, RTI is committed to providing the public with objective, hard-hitting and wide-ranging news content. Over the years, RTI staff members in areas ranging from programming and news to production have won the Golden Bell Awards, Cross-strait Relations and Mainland News Reporting Awards, Excellent Journalism Awards and others in Taiwan. RTI has also received international awards from Association for International Broadcasting (AIB), the Commonwealth Broadcasting Association (CBA), and the New York Festivals Awards. (NYFA).

關於財團法人中央廣播電臺

央廣是臺灣的國家廣播電臺，目前以「臺灣之音」作為臺呼，每天以國語、閩南語、客家語、粵語、英語、德語、法語、俄語、西班牙語、日語、越南語、泰語、印尼語、韓語等14種語言對全球及大陸傳播，詳實報導臺灣的民主歷程、藝術人文、社會風貌、文化風俗及各項建設，精采多元的節目內容，將臺灣的影音傳揚到世界各地，是全球人士認識臺灣的最佳窗口。

中央廣播電臺以製作精緻、高品質節目為目標，新聞報導秉持客觀公正立場，即時提供深度與廣度兼具之內容，歷年來央廣製播的節目及培育出的新聞、節目製播人才，屢獲國內外大獎的肯定，包括廣播金鐘獎、兩岸新聞報導獎、社會光明面獎、卓越新聞獎、英國國際廣播協會(AIB)、大英國協廣播協會(CBA)及紐約廣播電影電視節廣播節目獎(NYFA)等。



RTI Chairperson Lu Ping 央廣董事長 路平



RTI President Shao Li-chung 央廣總臺長 邵立中



RTI key staff 央廣工作團隊



RTI Corporate Social and Environmental Responsibility Policy Pledge

ASAP90 marks a pivotal moment in Radio Taiwan International's history. Rather than simply reflecting our long-held commitment to social and environmental responsibility, ASAP90 is intended to maximise the impact of our future actions by instigating regional and local discussions that will inform our view of how best to tackle sustainability issues. RTI pledges to actively continue the conversations started at ASAP90 and to thereby gather information that will enable us to craft a logistical strategy for achieving sustainability within our own operations and to promote and inform about sustainability to our audiences.

To this end, RTI have arranged a workshop for mass media students on the morning of the 28th September 2018 (the day after the ASAP90 conference), which will be comprised of two sessions, entitled 'Challenges Telling Stories' and 'Telling Challenging Stories'. Our objective is threefold: Firstly, to inspire the next generation of journalists to automatically consider and address sustainability concerns during broadcasting processes - from initial planning meetings to final transmission. Secondly, to instil in them a sense of social responsibility so that they feel compelled to report on the complex and urgent problems affecting vulnerable communities and fragile ecosystems. Thirdly, to demonstrate to them the dangers of dedication to this progressive outlook, as the threats to journalists are manifold. Ultimately, we hope to raise awareness of the difficulties of deviating from traditional programme-making and to prove that this just strengthens our resolve to show how the media industry can blaze a trail to the fruition of the United Nations' Sustainable Development Goals.

The final ASAP90 conference session on the 27th September 2018 is called 'Looking Ahead: Collaboration for Good', summarising the idea that the time for thinking in terms of abstract concepts is over; now concerted action must begin to ensure that sustainable values are practically embedded throughout the production supply chain and that a widespread, diverse audience is reached for the betterment of society and the planet. From annual sponsored events and appeals for charity to the development of inclusive and accessible content and production methods, RTI is determined to create programming in the years to come that will be ethical, responsible and have impact without compromising its exemplary programme editorial and production quality.



台灣電力公司

