



地方創生

REGIONAL REVITALIZATION

國家戰略計畫

National Strategic Plan for Regional Revitalization

January 3, 2019

# Outline

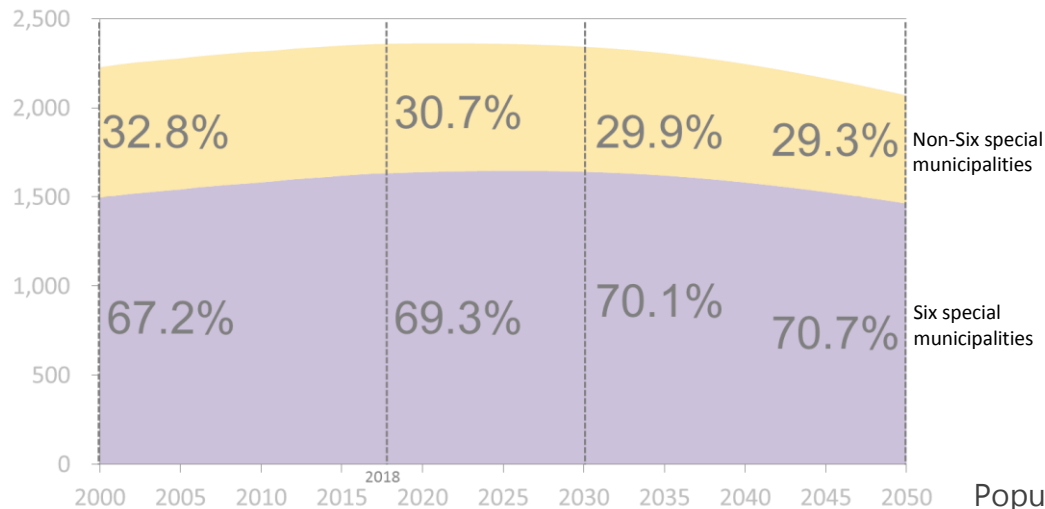
1. Foreword
2. Why is regional revitalization needed?
3. Priority regions for regional revitalization
4. Objectives of regional revitalization
5. Regional revitalization: vision and strategy
6. Regional revitalization promotion strategy
7. Policy framework
8. Action programs

# 1. Foreword



- At the year-end press conference in December 2017, the Executive Yuan announced three main policy themes; with respect to one, "**Balanced development throughout Taiwan,**" the Regional Revitalization Policy aims to develop regional industry in line with regional characteristics to attract population inflow back, allow youth to return home, and solve the problem of shrinking population in rural areas.
- On May 21 2018 and November 30 2018 respectively, chairing the 1st and 2nd meetings of the Executive Yuan Regional Revitalization Board (RRB,) Premier Lai designated **2019 as Taiwan Regional Revitalization Year** and positioned regional revitalization as a **national-level security policy**, requesting the cooperation of all agencies.
- The **National Strategic Plan for Regional Revitalization** was approved by the Executive Yuan on March 1, 2019.

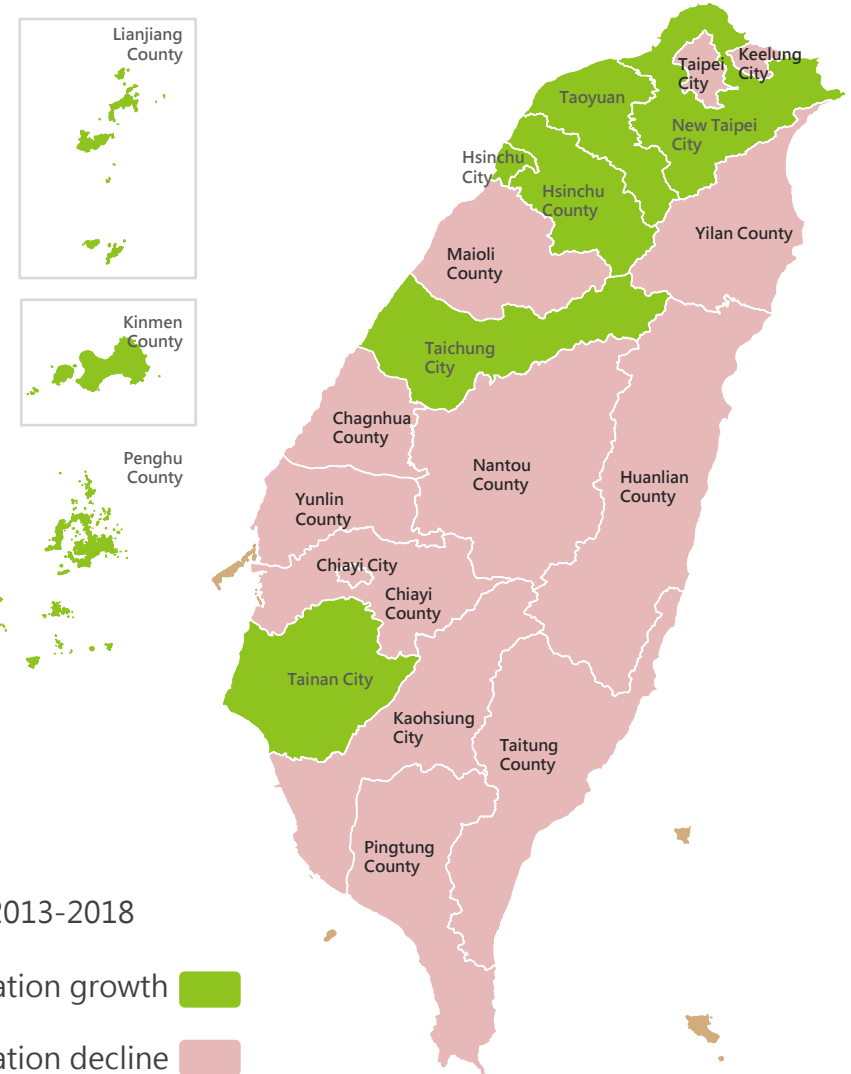
## 2. Why is regional revitalization needed?

- Reduction in total population
- Excessive concentration of population in metropolitan areas
- The cities and countries where pollution falling greatly outnumber those where it is increasing

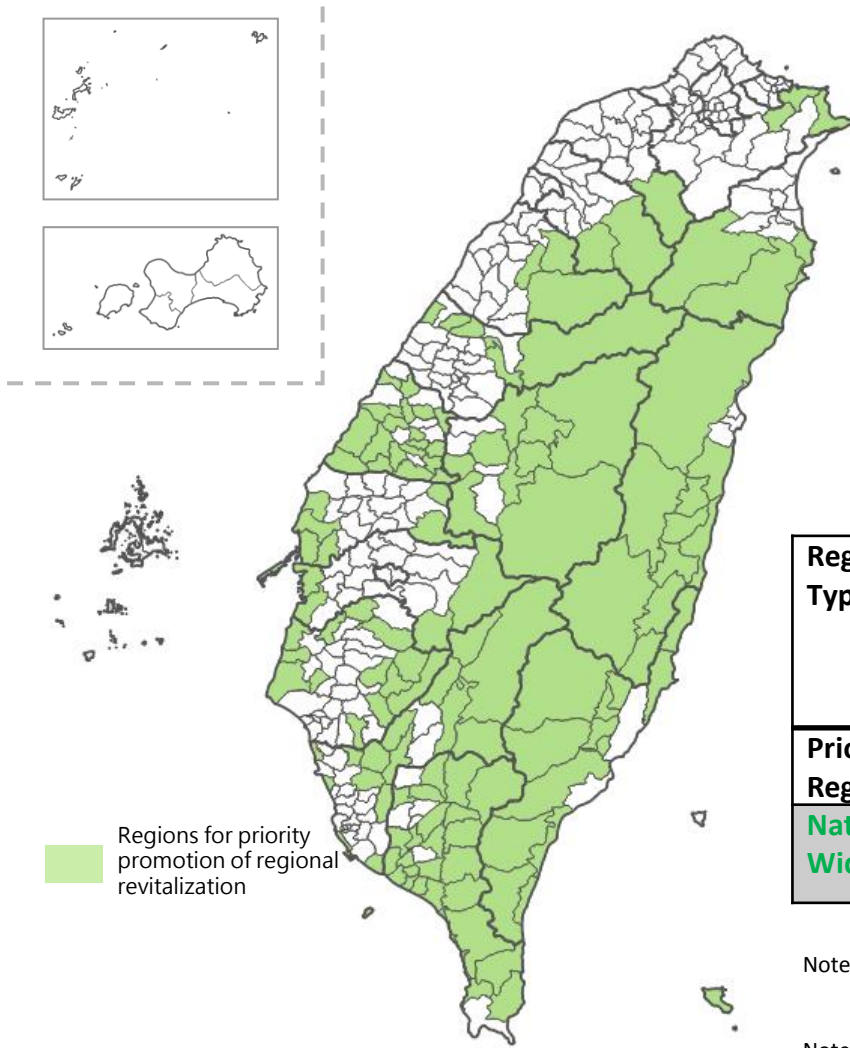


2013-2018

Population growth   
Population decline 



# 3. Priority regions for regional revitalization



- Analyzing demographic change rate, population scale, residents' income and other factors, 134 townships/urban areas that have suffered serious population loss and where residents are relatively economically disadvantaged were listed as regions for priority promotion of regional revitalization.
- The regions for priority promotion of regional revitalization are mainly in central, southern and eastern Taiwan, not in the six special municipalities; their land area accounts for 66.5% of national land area, however, their population accounts for just 11.6% of the national population. Maintaining essential facilities and services is comparatively difficult.

Regional Type	Number of townships and urban areas	2017 population	Total Proportion of Nation		The proportion of low-income households and low-middle income households <sup>note 1</sup>
			Population	Area	
Priority Regions	134	2.72 million	11.6%	66.5%	6.6%
National Wide	368	23.57 million	100.0%	100.0%	3.5% <sup>note2</sup>

Note 1: Number of Low-income households and low-middle income households in Ministry of Health and Welfare data for 2017 divided by the number of households in each Township/Urban Area announced by the Department of Household Registration of the Ministry of the Interior

Note 2: The median of the proportion of Township/Urban Area low-income households and low-middle income households

# 4. Objectives of regional revitalization

Drive **population** growth

Introduce **technology**

Develop **industry**



According to  
**regional** characteristics

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Promote internal migration to achieve “balanced development throughout Taiwan”

# 5. Regional revitalization: vision and strategy

## Vision and objectives

2030

2022

### I. Promote balanced population growth

- Maintain total national population of 20 million
- Ease the concentration of population in the capital metropolitan area

### II. Stable population to ensure inclusive growth

- Coordinate with the sustainable development goals of the National Sustainable Development Network

Regional  
population  
Flowback

Regional  
population  
Moving in  
||  
Moving out

## Strategy

KPI

2019~2022

Create a healthy  
work and people  
cycle

- Optimize regional industry, consolidate employment opportunities

- ① Increase regional productivity
- ② Develop distinctive products
- ③ Nurture regional talent
- ④ Encourage entrepreneurship

Creation of  
regional  
employment  
opportunities

Support healthy-cycle urban  
and rural activation

- Construct townships, illuminate remote townships

- ① Activate blocks
- ② Enhance urban and rural functions
- ③ Promote stable moving

Number of  
people  
moving into  
region

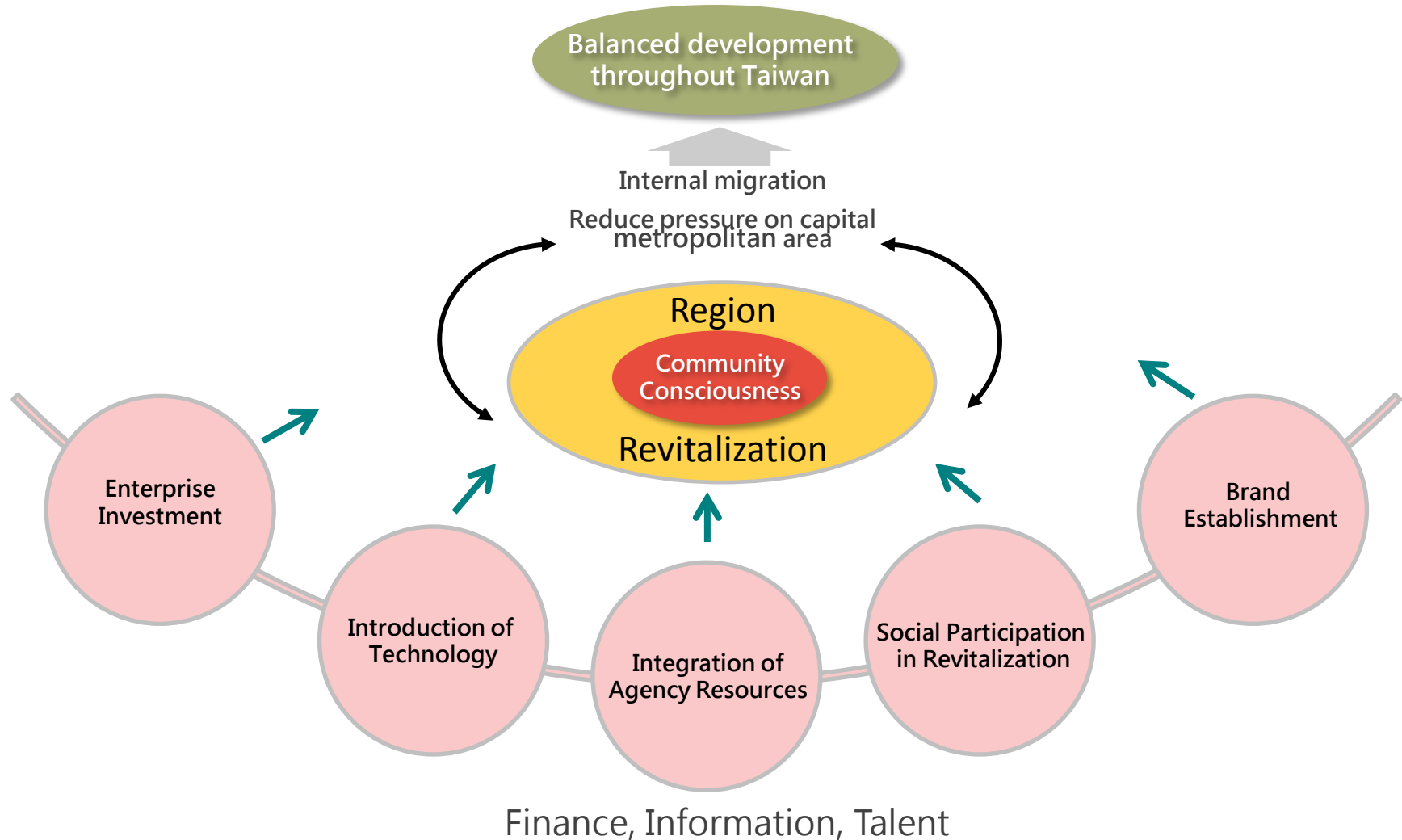
- Promote the Taiwan brand, expand international links

- ① Establish regional exclusive brands
- ② Market local products
- ③ Renovate tourist highlights

Number of  
regional  
brands  
established

Balanced development  
throughout Taiwan

# 6. Regional revitalization promotion strategy





# Arrow 1

## Enterprise investment in hometown-adopt a revitalization project

Adopt a revitalization project

- Assist regional projects develop
- Donate funds to a regional revitalization special account

Revitalization project proposal

Enterprise

Affection for hometown  
Corporate Social Responsibility (CSR)

Executive Yuan RBB work meeting  
(matching platform)

Assist with regional revitalization project proposals

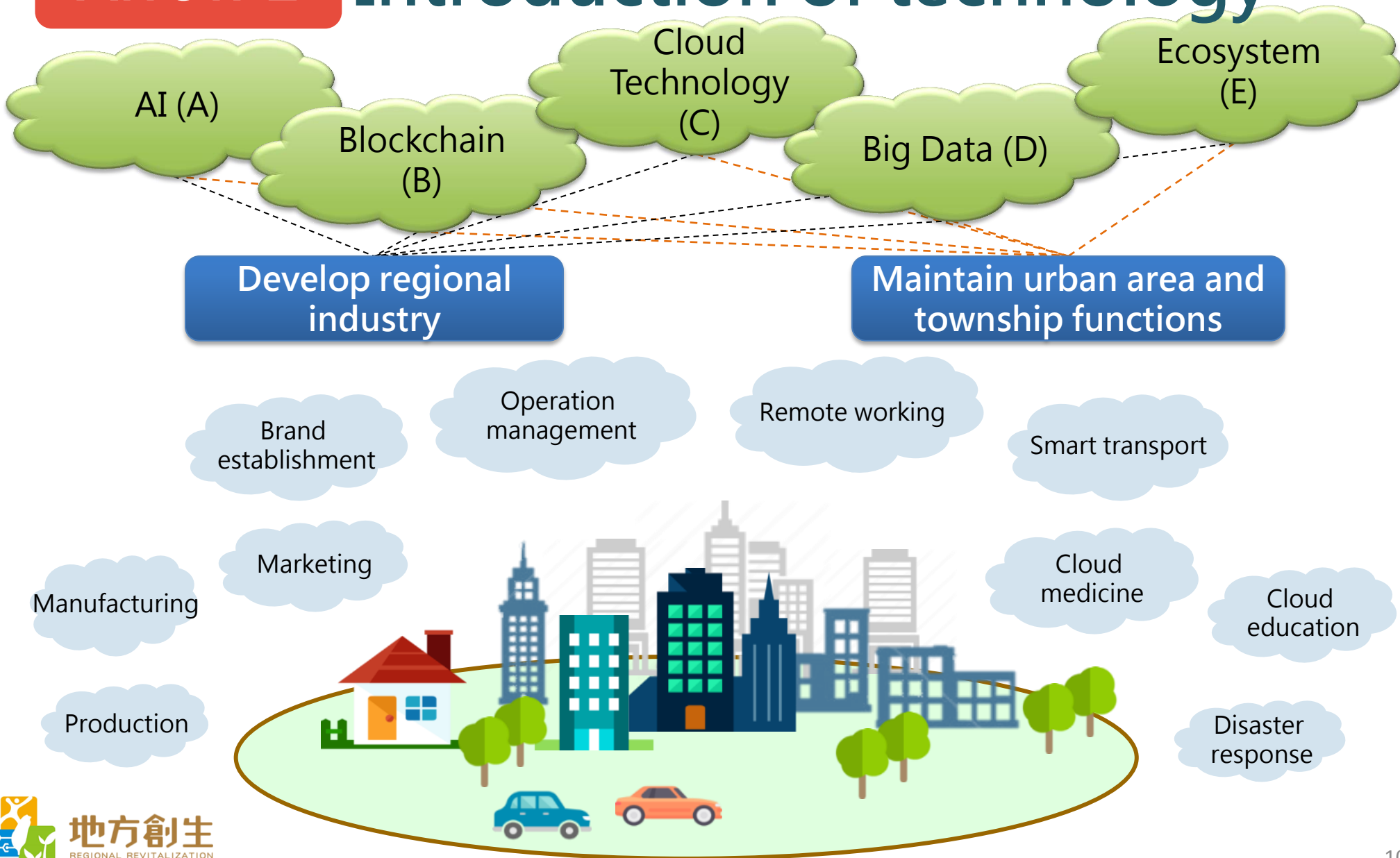
Government  
(NDC and related agencies)

Incentives

- Providing tax and rental incentives
- Increase land use flexibility
- Adjust tourism regulations

- Match enterprise adoption
- Overall planning of special account investment
- Allocation of agency resources

# Arrow 2 Introduction of technology



# Build infrastructure

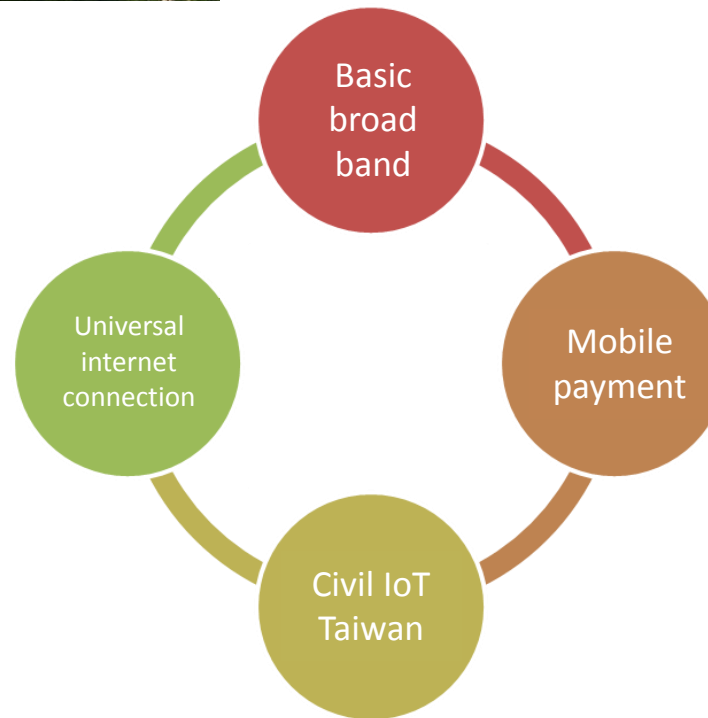


**Basic broadband network - Remote Township Broadband Access Infrastructure Plan (NCC):**  
Construct Gbps in every remote area; construct 100Mbps in every village and expand Wi-Fi hot spots

**National broadband Internet connection**

**(MOE, MOEA, MOI) :**

Implement remote area digital human rights and upgrade remote area SME digital application capability to provide fair digital use opportunity for all.



**SME Mobile Payment Popularization and Upgrading Program (MOEA) :**

Assist remote area SMEs develop mobile payment application to mold a mobile payment experience environment in remote areas.



**Civil IoT Taiwan Construction Program (EPA, MOTC, MOST, MOEA, MOI, COA) :**

Through the building of Civil IoT Taiwan, provide the most up to date environmental information and convenient services to mold a safe and convenient environment in remote areas



Photos : accéo 、 istock 、 google 、 GVM

# Arrow 3

# Integrate agency revitalization resources

- Stock take and select 37 programs that can be involved in regional revitalization, with investment in place of subsidy assisting revitalization projects

## 1. Main programs (17) -directly driving regional industry or employment

MOEA	MOTC	NCC	MOE/MOL	MOC, Hakka Affairs Council	COA/Council of Indigenous People	NDC
<ul style="list-style-type: none"> <li>• Small Business Innovation and Research Management and Promotion Program</li> <li>• Project of Enhancing SMEs' Cross-domain Innovation and Value-added Capability.</li> <li>• Development of local industrial parks</li> <li>• Creative Life Industrial Development Program</li> <li>• Universal Smart Township Life Application Program</li> </ul>	<ul style="list-style-type: none"> <li>• Intelligent Transportation System Development Program</li> <li>• Public Highway Transportation Diverse Promotion program</li> <li>• Tourism 2020</li> </ul>	<ul style="list-style-type: none"> <li>• Universal Remote Township Broad Infrastructure Construction Program</li> </ul>	<ul style="list-style-type: none"> <li>• University Social Responsibility Practice Program</li> <li>• Diverse Empowerment Employment Program</li> </ul>	<ul style="list-style-type: none"> <li>• Cultural Living Sphere Construction Program</li> <li>• Promoting the cultural and creative industries</li> <li>• Hakka Romantic Avenue Program</li> </ul>	<ul style="list-style-type: none"> <li>• Indigenous village building (including indigenous Village Heart Demonstration Location Establishment Subsidy Program and Service Location and Peripheral and Indigenous Village Public Facility Improvement Program)</li> <li>• Program for Improving Distinctive Roads in Indigenous Villages</li> <li>• Indigenous Economic and Industrial Development 4-year Program</li> </ul>	<ul style="list-style-type: none"> <li>• National Development Fund-Regional Revitalization Venture Capital Fund</li> <li>• Huadong Fund</li> </ul>

## 2.Supporting programs (20)- upgrading urban area and township functions

MOEA MOTC	MOHW	MOI/MOL	MOC	MOE	Hakka Affairs Council, Council of Indigenous People
<ul style="list-style-type: none"> <li>• National Water Environment Improvement Program</li> <li>• Taiwan Design Industry Take-off Program</li> <li>• Living Sphere Road Transportation System Construction Program (highway system)</li> </ul>	<ul style="list-style-type: none"> <li>• Public Service Location Preparation Long-term Care Health and Welfare Location Renovation Program</li> <li>• Program for Building 0-2-year-old Child Community Public Day Care</li> <li>• Program for Nurturing Indigenous and Outlying Island Medical Professionals</li> <li>• Program for Building Community Care locations</li> <li>• Program for Indigenous Village and Community Health Building</li> <li>• Program for Building Community Health</li> <li>• 10-year Long-term Care Program 2.0</li> <li>• Program for Community Health Building</li> </ul>	<ul style="list-style-type: none"> <li>• Township Heart Engineering Plan</li> <li>• Micro-enterprise Phoenix Loan Interest Subsidy and Business Startup Assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Community Building phase 3 and village culture development program</li> <li>• Historic and cultural Heritage Conservation Development Program-phase 3</li> <li>• National Cultural Memory Bank Program</li> </ul>	<ul style="list-style-type: none"> <li>• Program for Building a Leisure and Sport Environment</li> </ul>	<ul style="list-style-type: none"> <li>• Hakka Culture Living Environment Building Program</li> <li>• Program for Upgrading Hakka Culture</li> <li>• Program for Improving Distinctive Roads in Indigenous Villages</li> <li>• Indigenous village building</li> </ul>

# Provide Revitalization plan information

## ❑ Establish Taiwan Economic Society Analysis System (TESAS)

- Integrate various government statistical information in support of regional revitalization planning and effectiveness assessment

### TESAS website framework

#### Regional revitalization policy



#### Local economic analysis



Policy planning  
Agency  
Revitalization  
resources

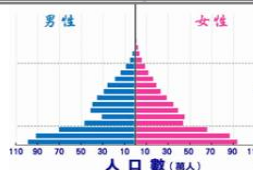


Regional  
revitalization  
Sustainable  
development  
indicators



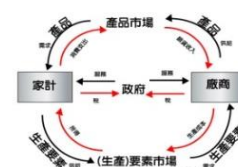
Revitalization plan  
Demonstration  
cases

#### Population map



Analysis of population structure, increase/decrease, change in number of people in employment or at school

#### Local economic cycle map



Analysis of regional production, expenditure, income allocation and labor productivity etc.

#### Regional financial map



Analysis of regional financial revenue and expenditure, regional transportation and important regional construction etc.

#### Medical care and welfare map



Analysis of medical care supply and demand etc.

#### Diversity map



Analysis of cultural and natural ecological diversity

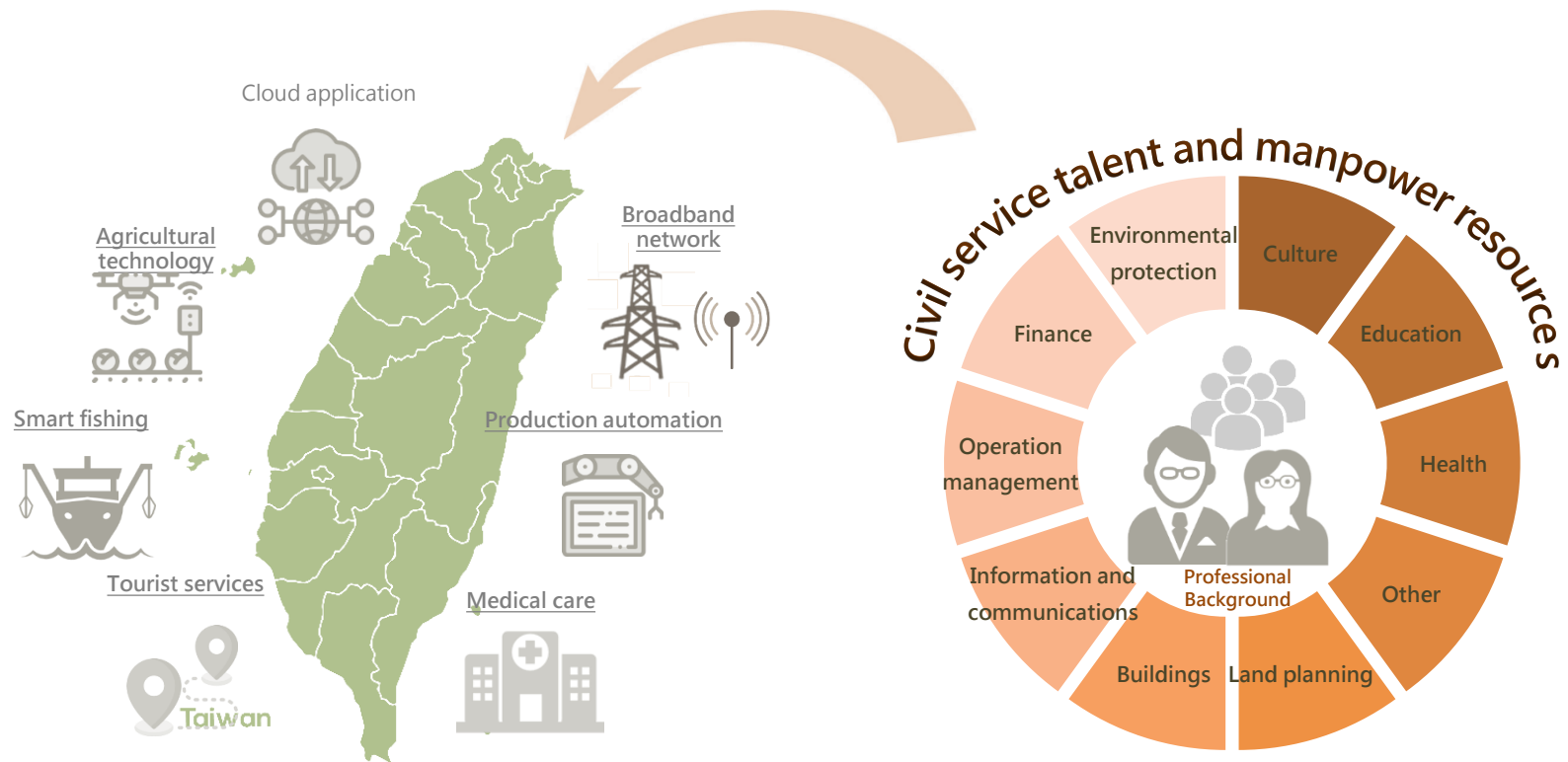
#### Tourism map



Analysis of number of tourists, movement path, place of origin, consumption structure etc.

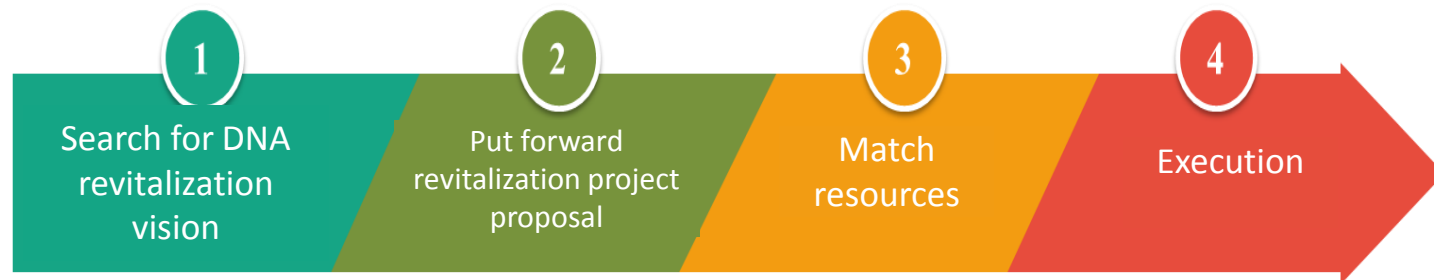
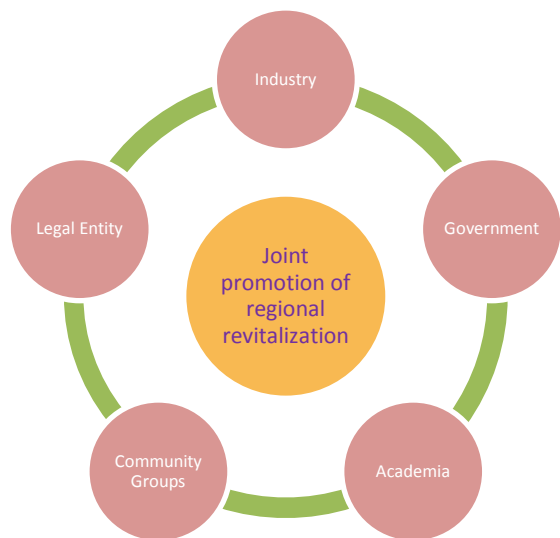
# Talent and manpower support- Civil servants on-site service

- Promotion of regional revitalization involves many fields. Township offices lack talent and manpower; secondment can be used to allow central government agency civil servants to serve in the priority regions since 1st July, 2019.



# Arrow 4

## Social participation in regional revitalization



- Assist townships find DNA
- Form consensus
- Form vision
- Formulate revitalization project concept

- Search for input of professional resources
- Assist townships enhance project financial, technical, innovation and marketing contents

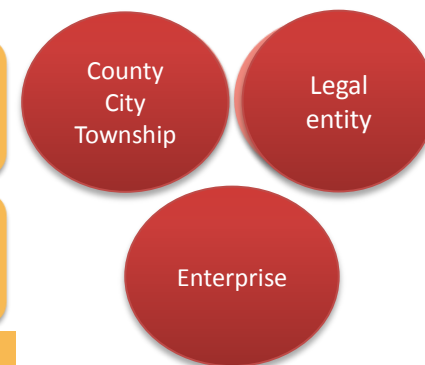
- Integrate input of agency resources according to the nature of the case

- Confirm revitalization projects content
- Invite enterprises to invest

SOCIAL PARTICIPATION



### EXAMPLE:





## Arrow 5

# Brand establishment

## □ Establish regional brand image

### Establish brand identity

- Stock take regional DNA
- Target market and industrial development positioning
- Establish brand design elements, establish brand identity system

### Regional distinctive products Creative design development

- Creative design to add value to existing products/services
- Product (service) development innovation
- Professional manpower training

### Tourism and recreation added value

- Promote regional in-depth experiential travel and improve regional landscape
- Build township appeal

## □ Regional brand marketing operation

### Media promotion

- Effectively use new media, virtual **shopping** malls and other platforms to increase exposure



### Local marketing/promotion of “exclusive” products or experiential services

- Hold regional cultural festivals; Attract a large number of tourists



### Internet\ Physical Marketing strategy

- Use e-commerce to expand marketing channel
- Take part in exhibitions in target markets

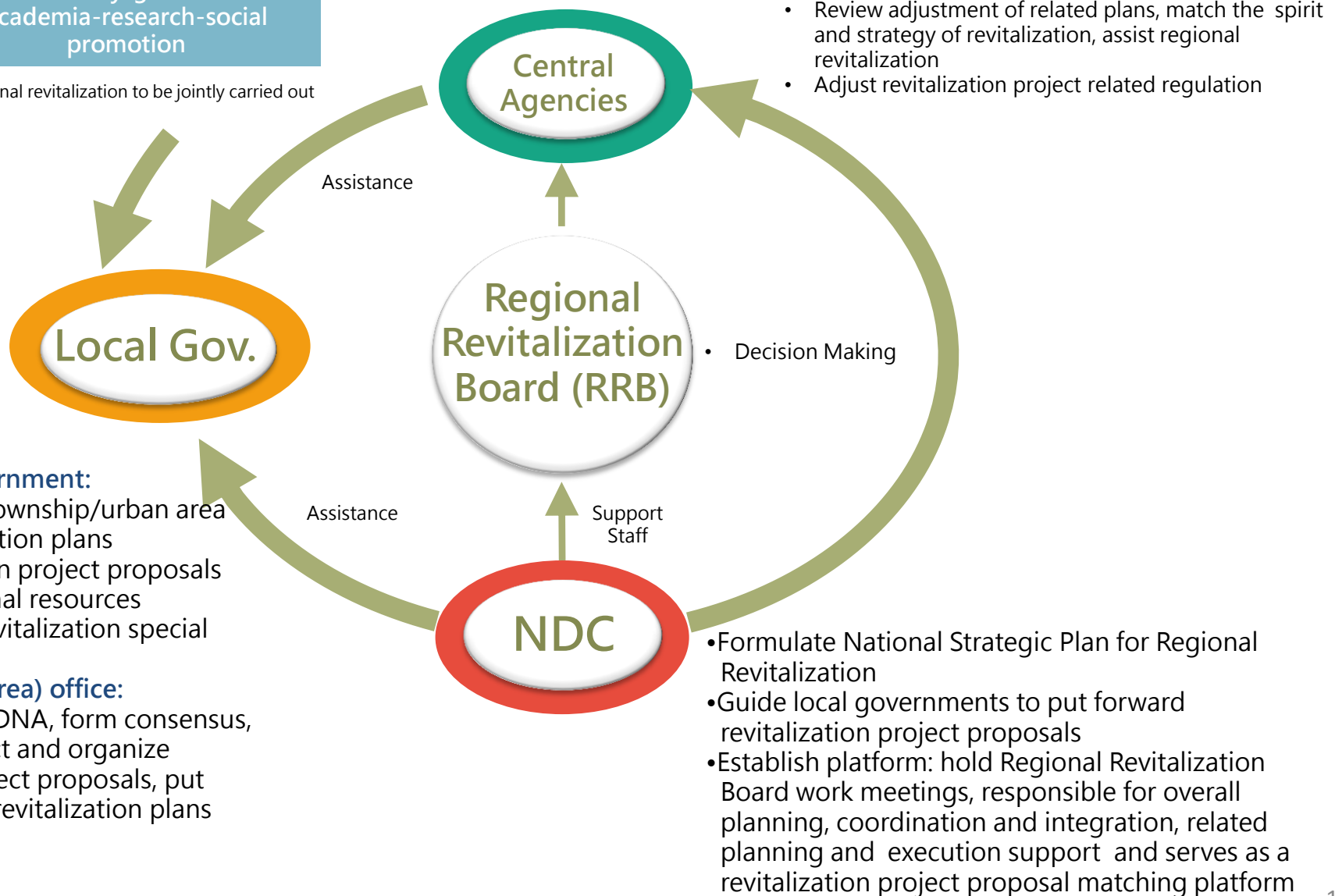




# 7. Promotion framework

Joint industry-government-academia-research-social promotion

regional revitalization to be jointly carried out



## County (city) government:

- Formulate inter- township/urban area regional revitalization plans
- Assist revitalization project proposals match with regional resources
- Set up regional revitalization special fund account

## Township (urban area) office:

- Unearth regional DNA, form consensus, form vision, collect and organize revitalization project proposals, put forward regional revitalization plans

## 8. Action program

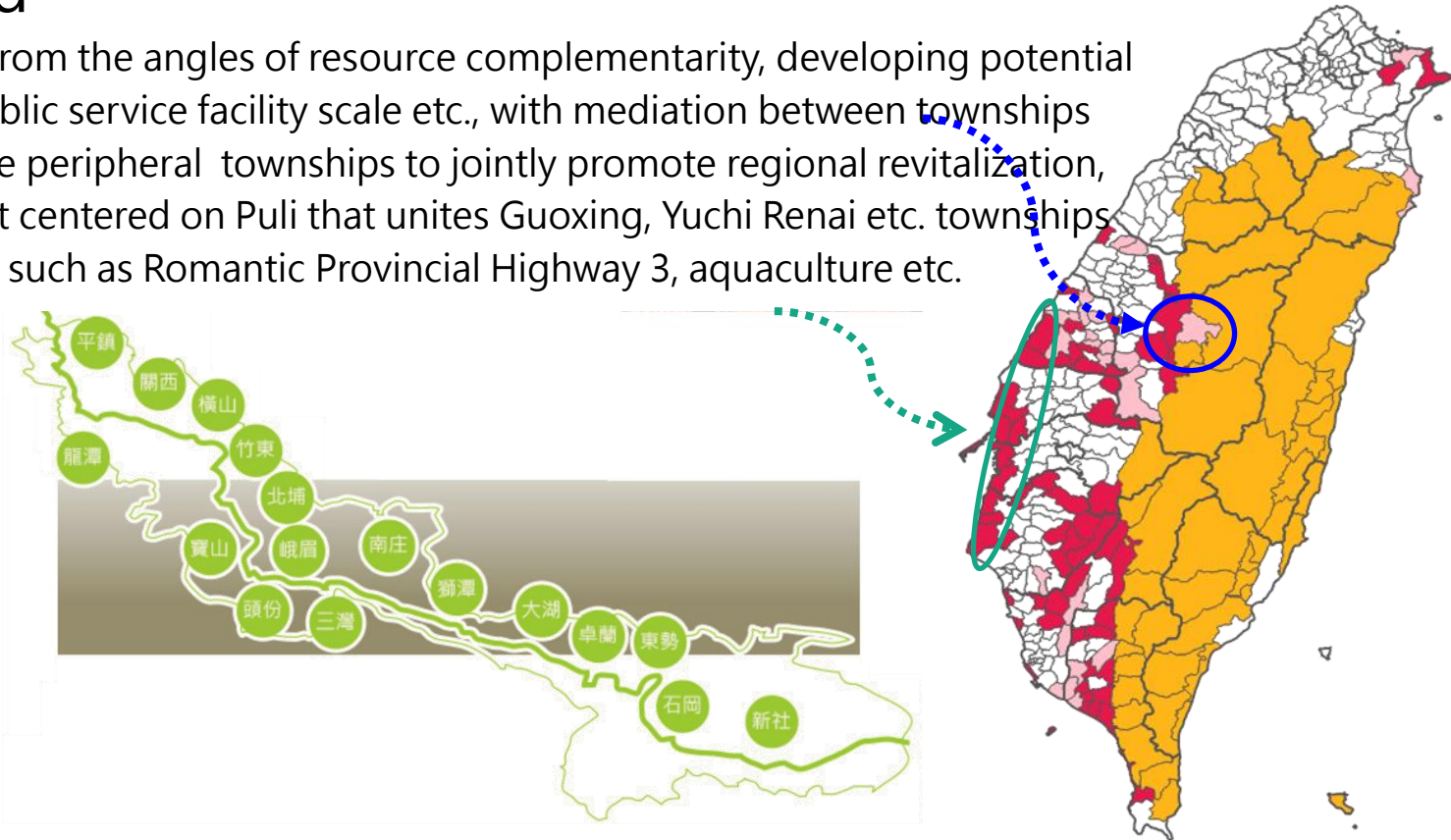
- ❑ Form and implement regional revitalization plans
- ❑ Project proposal key point and selection principles
- ❑ Capability establishment
- ❑ Promotion schedule
- ❑ Agency cooperation

# Form and implement regional revitalization plans<sub>(1/2)</sub>

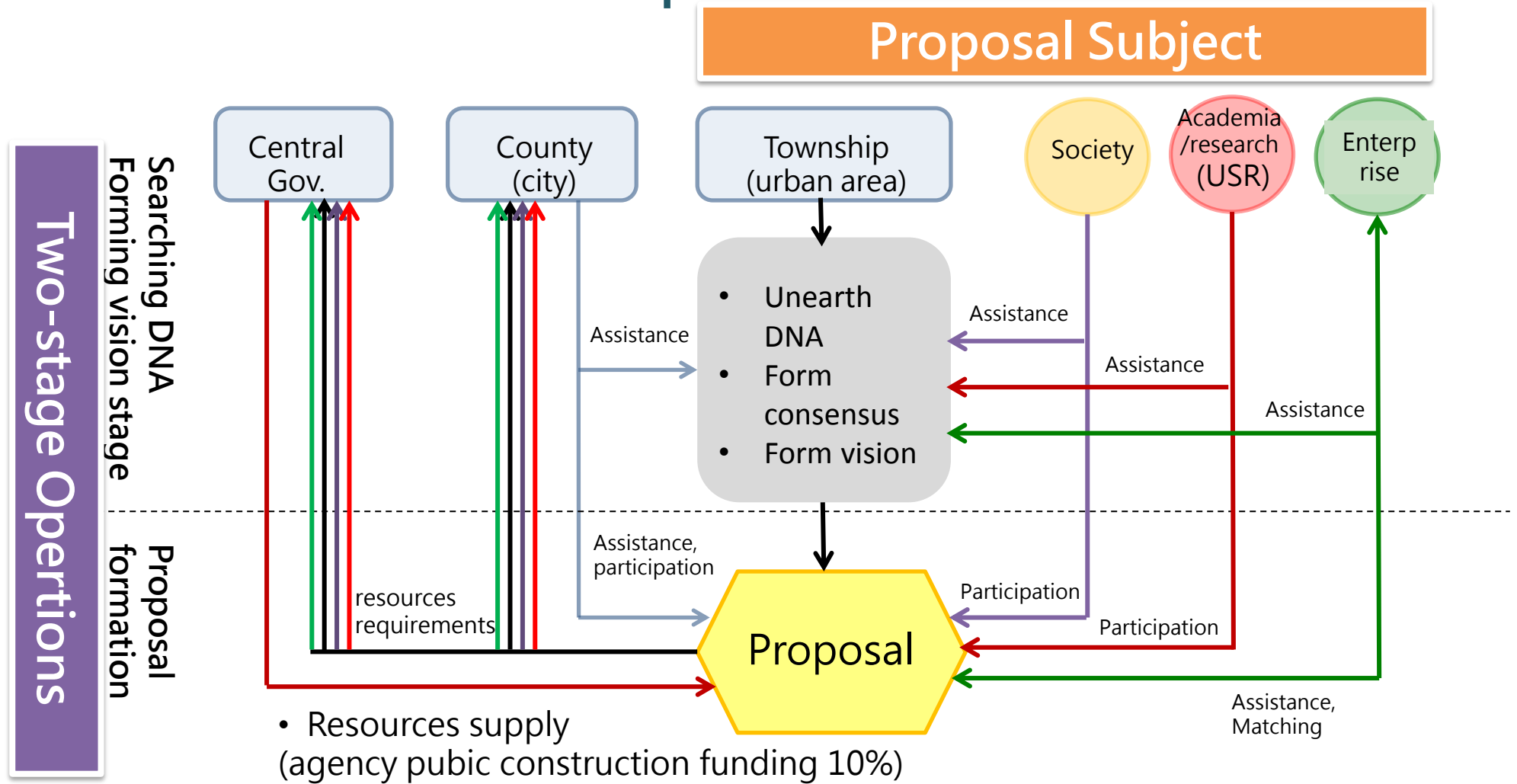
- ❑ Townships as unit: bottom-up forming and implementing
- ❑ Inter-township scope: top-down policy guidance method

1. Region type: from the angles of resource complementarity, developing potential cooperation, public service facility scale etc., with mediation between townships as the core, unite peripheral townships to jointly promote regional revitalization, such as a project centered on Puli that unites Guoxing, Yuchi Renai etc. townships.

2. Themed type: such as Romantic Provincial Highway 3, aquaculture etc.



# Form and implement regional revitalization plans<sup>(2/2)</sup>



- Proposal window: township/urban area office
- Resources assistance: 1.County/city designates a unit as the receiving window; 2. Central government uses the NDC as the receiving window

# Project proposal key points

## Proposal presentation

My DNA

Stakeholders

Process of forming consensus  
and vision

Revitalization project concept  
(schedule, location, method etc.)

Resources requirements and  
assistance

KPI



- **Simple format:** does not require complex explanation and analysis
- **Clear bull's eye:** proposal just has to clearly paint the target (consensus and vision) and set bull's eye(KPI)
- **Choose bows and arrows:** List all the bows and arrows need (resources requirements and assistance)
- **Hit the bullseye:** revitalization project promotion method

## Screening principles

Proposal has the following features ➡ carry out follow up matching

- ✓ Project concept highly feasible and creative with good spillover effect
- ✓ Project concept is inter-area or inter agency



# Capability establishment - regional revitalization guidance teams

- Spirit of service for all cases
- Different team members and guidance intensity depending on process of proposal formation and promotion

## 1. Before proposal formation

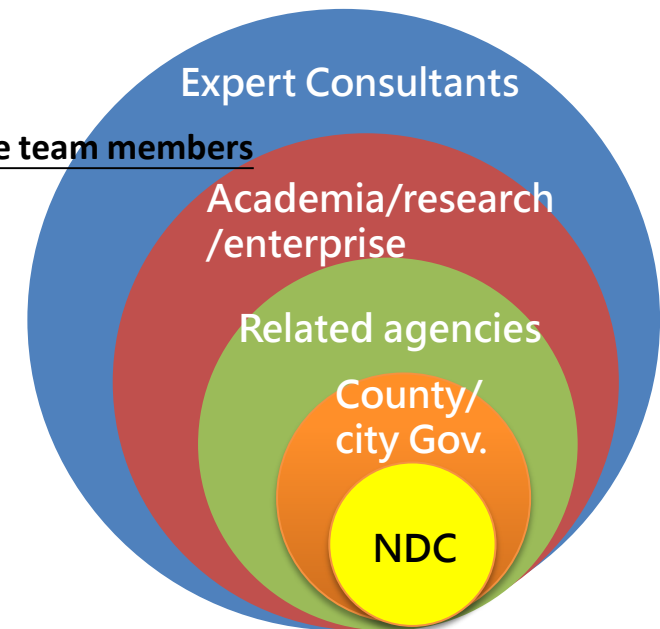
With township/urban area as the unit, the NDC provides initial guidance

## 2. Promotion process

(1) With case as unit, team members increased according to proposal attributes and requirements

(2) Work contents

- ✓ Accompany the execution of the proposal, add team members as required, meet proposal requirements
- ✓ Regular on-site inspection, initiatively keeping up to date with the project promotion situation and reporting back for handling immediately if difficulties are encountered
- ✓ End-of-year examination



# Capability establishment - training, promotion

## □ Training

- Objective: Deepen the idea of regional revitalization, form promotion consensus
- Subjects:
  1. **Guidance team members:** including county/city government, related agencies, academia and research, experts and consultants
  2. **Local promoters:** including township offices, potential revitalization project proposers
- Method: online learning, workshops, physical classroom courses

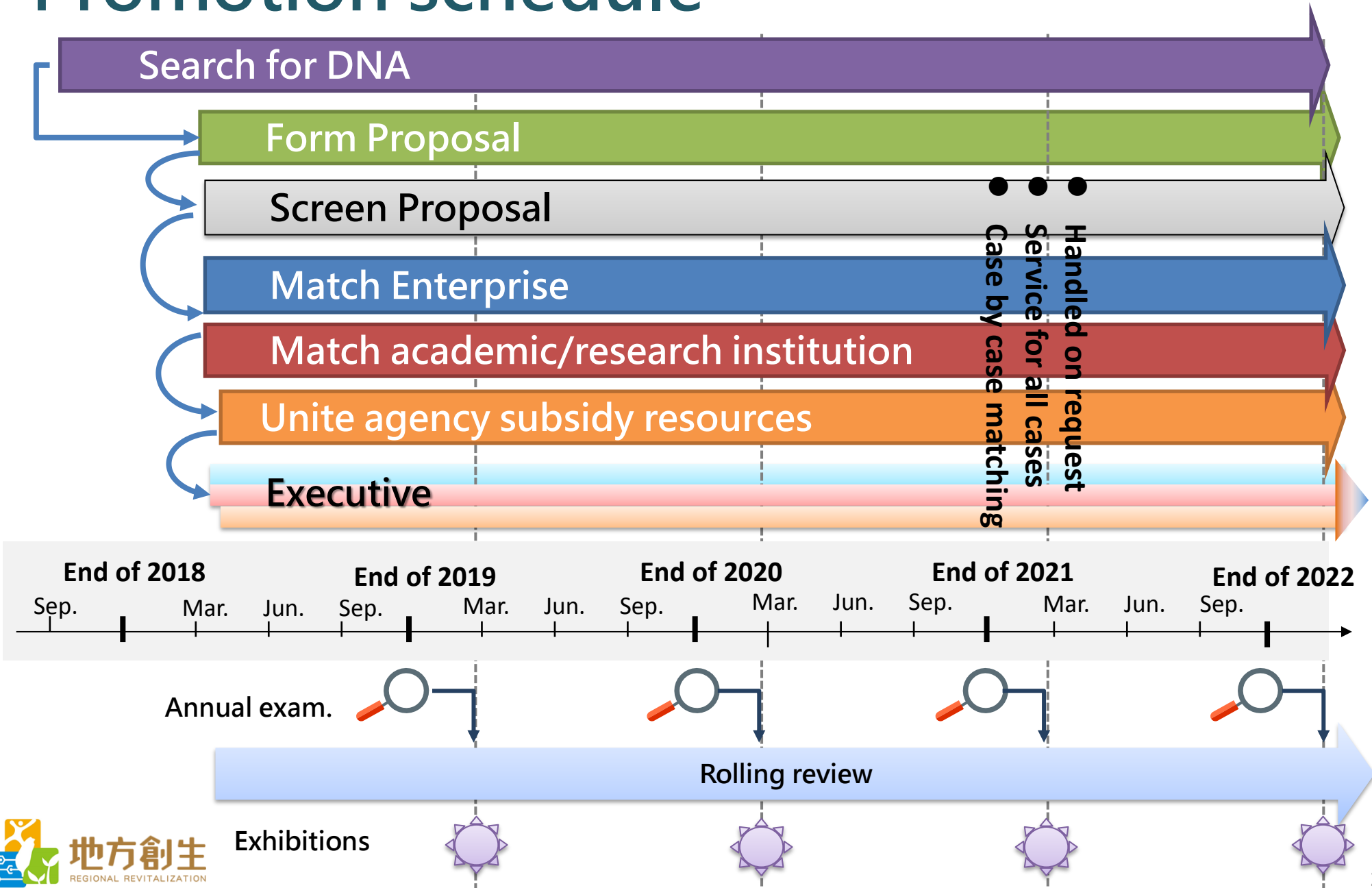


## □ Promotion

- Objective: display results, demonstration for learning
- Subject: Successful revitalization projects or those that have achieved stage results
- Method: conferences, online promotion (such as TESAS, related industry information websites etc.)



# Promotion schedule





# Agency cooperation

	Work item	Responsible agency
Overall strategic planning	National Strategic Plan for Regional Revitalization	NDC
Business investment in hometown	Discussing additional recognition of enterprise donation expenditure and investment tax credit startups in remote townships	Ministry of Finance (MOF), Ministry of Economic Affairs (MOEA)
	Providing national land rental incentives	NDC
	Discussing increase of land or facility use flexibility	Council of Agriculture, Executive Yuan (COA), Ministry of the Interior (MOI), Ministry of Transportation and Communications (MOTC), MOF
Introduction of technology	Basic broadband network — Remote Township Broadband Access Infrastructure Plan	National Communications Commission (NCC)
	Mobile payment — SME Mobile Payment Popularization and Promotion Plan	MOEA
	Popular Internet use — National Broadband Internet Program	MOE, MOEA, MOI
	Civil IoT Taiwan — Civil IoT Taiwan Building Plan	Environmental Protection Administration, Executive Yuan (EPA,) MOTC, Ministry of Science and Technology (MOST), MOEA, MOI, COA
Integration of agency revitalization resources	Allocating budget for related regional revitalization subsidy plans in preliminary work for the annual budgets of government infrastructure projects	NDC
	Amending the subsidy regulations of related regional revitalization subsidy plans	Related agencies
	Establishing a Taiwan regional economic analysis databank	NDC
	Establishing a platform to let civil servants adopt their hometown	Directorate General of Personnel Administration, Executive Yuan (DGPA)
Social participation in revitalization	Use USR to assist regional revitalization	MOE
Brand establishment	Assisting with establishment and marketing of regional brands	Related agencies
General operations	Providing Executive Yuan Regional Revitalization Board support staff	NDC
	Establishing regional revitalization service teams	NDC and 11 agencies
	Carrying out annual examination	NDC and related agencies
	Carrying out training	NDC and DGPA
	Handling promotion and international exchange activities	NDC
	Commissioning project guidance consulting team	NDC

# Thank you

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