

The practice regional revitalization and sustainable development in Yong-An fishing community: A miraculous journey of young women-returning

簡歷

- 美商永利澳門中國市場部 經理2年
- 美商金沙集團環球市場部 資深經理 3年
- 新加坡濱海灣集團環球市場部 資深經理 2年
- 有限責任高雄市永安區新港社區合作社 經理 5年
- 2020年 榮獲 農業部百大青農

Resume

- Manager of the China Market Department at Wynn Macau, USA - 2 years
- Senior Manager of the Global Marketing Department at Sands Group, USA - 3 years
- Senior Manager of the Global Marketing Department at Marina Bay Group, Singapore - 2 years
- Manager of the Limited Liability Cooperative in the Yong'an District, Kaohsiung City - 5 years
- Awarded the Top 100 Young Farmers by the Ministry of Agriculture in 2020

蘇郁暄

本次演講將介紹臺灣高雄市永安漁村於2016年寒害災後，由返鄉青年帶動地方創生與永續發展的實踐歷程。講者蘇郁暄正是其中一員，亦是積極推動社區與國際接軌的重要推手。本研究個案展現了一個典型沿海漁業聚落如何在災後轉型為具備創新力與韌性的永續社區。

永安漁村長期面臨高齡化、產業衰退及青年外流等挑戰。2016年寒害造成漁業重大損失，成為社區重新思考未來發展與產業重建的契機。在返鄉青年的號召下，社區集結地方居民與跨領域專業資源，展開涵蓋生產、文化與社會三大面向的重建與轉型行動，實踐以社區為核心的永續發展模式。

在產業重建方面，社區導入無毒養殖、低密度酵素養殖及循環經濟理念，強調環境友善與生態共生；並整合加工、包裝、物流與銷售資源，成立「新港社區合作社」，推出「尻海風」、「塭底撈」、「蘇班長安心石斑」等在地品牌系列產品，涵蓋加工品、伴手禮與文創商品，提升產業附加價值與品牌識別度。社區同時發展以漁村文化為核心的食農教育課程與深度旅遊體驗，並舉辦「尻海風漁夫生活節」，成功將地方知識轉譯為具參與感與共享性的公共價值。

在人才與社會面向，團隊推動「安青班」、設計在地青培模組，並與多所大學合作開設跨域課程與行動研究機制，鼓勵青年回流與深度參與社區營造。此外，透過品牌策略與數位行銷，永安產品成功拓展至新加坡、加拿大、澳門等國際市場，實現「根留在地、眼向國際」的發展路徑。

此由青年女性主導、社區共創的實踐歷程，已獲多項肯定，包括國家人才發展獎、食農教育貢獻獎，並受邀於聯合國相關論壇發表，展現臺灣地方創生的國際能見度。永安以「Make Yong An Great Again」為口號，持續追求淨零轉型、社會創新與全球連結。此案例不僅彰顯青年返鄉行動者的領導力與創造力，也為面臨氣候變遷與人口變動挑戰的沿海社區提供具啟發性的永續發展路徑。

The practice regional revitalization and sustainable development in Yong-An fishing community: A miraculous journey of young women-returning

Mia Su

Abstract

This presentation will introduce the process of place-based revitalization and sustainable development in Yongan Fishing Village, Kaohsiung, Taiwan, following a cold snap disaster in 2016. The movement was led by young returnees to their hometown, including the speaker, Yu-Hsuan Su, who has been a key force in promoting both community development and international engagement. This case study highlights how a typical coastal fishing village transformed into an innovative and resilient sustainable community in the aftermath of disaster.

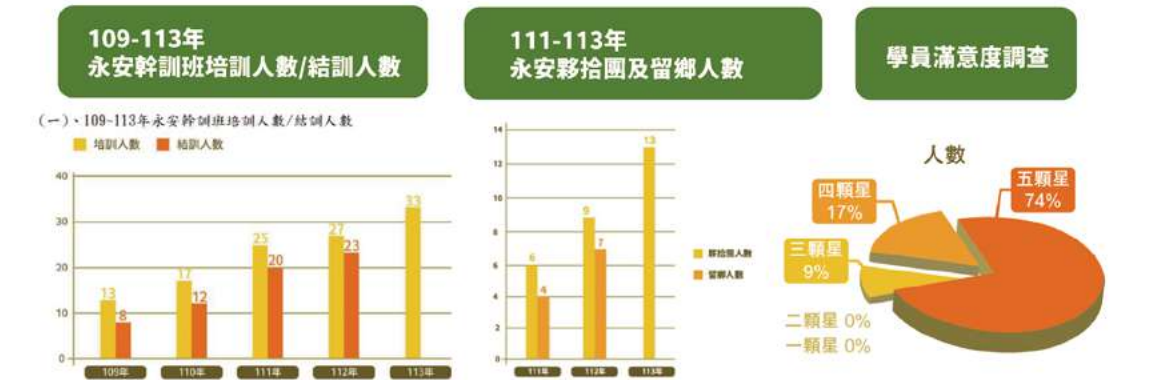
Yongan Fishing Village has long faced challenges such as population aging, industrial decline, and youth outmigration. The severe cold snap in 2016 caused significant losses to the local fishing industry, prompting the community to rethink its future and rebuild its economy. In response to the call of young returnees, the village mobilized local residents and cross-disciplinary resources to launch a series of reconstruction and transformation initiatives spanning three key dimensions: production, culture, and social cohesion. These efforts embody a community-centered model of sustainable development.

In terms of industrial reconstruction, the community introduced eco-friendly practices such as toxin-free aquaculture, low-density enzyme farming, and circular economy concepts, emphasizing environmental sustainability and ecological coexistence. By integrating resources for processing, packaging, logistics, and marketing, the community established the "Xingang Community Cooperative" and launched a series of local brands—including Kaohai Feng, Wendi Lao, and Captain Su's Safe Grouper—featuring processed foods, souvenirs, and cultural-creative products. These efforts have enhanced both the value-added potential and brand recognition of local industries. The community has also developed fishery culture-based food and agriculture education programs and immersive tourism experiences. Events such as the Kaohai Feng Fishermen's Life Festival have successfully transformed local knowledge into public value, fostering participation and a sense of shared identity.

In terms of talent development and social engagement, the team initiated the "An-Ching Program" and designed localized youth training modules. They also collaborated with multiple universities to establish interdisciplinary courses and action research mechanisms, encouraging young people to return and take an active role in community building. Furthermore, through effective branding strategies and digital marketing, Yongan's products have successfully expanded into international markets such as Singapore, Canada, and Macau—demonstrating a development path that is rooted locally while reaching globally.

This youth-led, community co-creation initiative—spearheaded by a young woman—has received widespread recognition, including the National Talent Development Award and the Food and Agriculture Education Contribution Award. It has also been featured at United Nations-related forums, showcasing Taiwan's place-based revitalization efforts on the international stage. Under the slogan "Make Yong An Great Again," the community continues to pursue net-zero transformation, social innovation, and global connectivity. This case not only highlights the leadership and creativity of young returnees but also offers an inspiring model of sustainable development for coastal communities facing the dual challenges of climate change and demographic shifts.





Make Yong An Great Again 帶領永安航向五大目標

品牌國際化

我出去打拼!

加拿大國華超市

澳門威尼斯酒店

新加坡濱海灣酒店

Make Yong An Great Again 帶領永安航向五大目標

ESG

產業碳盤查

魚苗 → 成魚 → 加工 → 餐桌

"石斑魚每公斤 碳排放量11.7kg"

Make Yong An Great Again 帶領永安航向五大目標

品牌國際化

我出去打拼!

其他國家 30%

臺灣 60%

中國 10%

■ 臺灣 ■ 中國 ■ 其他國家

Make Yong An Great Again 帶領永安航向五大目標

ESG

全台唯一 藍碳基地

超前部署淨零碳及SDGS永續目標

Make Yong An Great Again 帶領永安航向五大目標

ESG

無用藥養殖
蔬果酵素、光合菌、低密度養殖

循環經濟
LNG鑽石水

33°C Warm Seawater

15°C Cold Seawater

Make Yong An Great Again 帶領永安航向五大目標

食農教育 六大方針

四所國中小 食農教育合作

100場/年 食農遊程

7間ESG 企業合作 食農家庭日

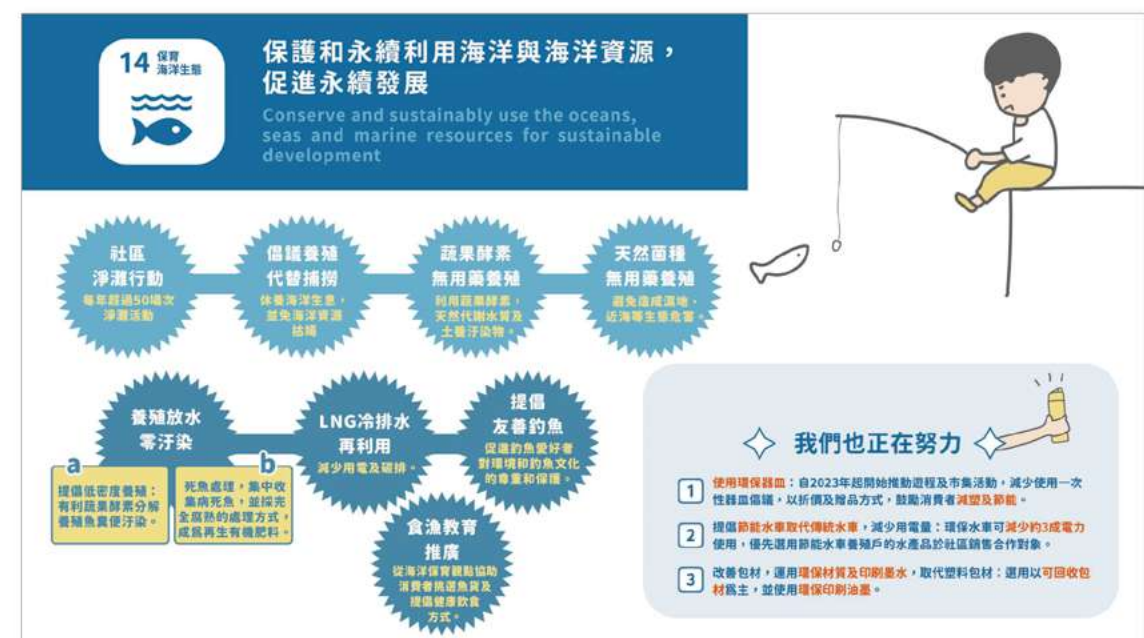
50場/年 食農教育 展會活動

30場/年 6間大專院校 食農教育合作

40人/年 投入 食農生力軍

01 淨零低碳
02 青年參與
03 文化保存
04 產銷鏈
05 社區發展
06 社區參與
07 淨零低碳
08 淨零低碳
09 淨零低碳
10 淨零低碳
11 淨零低碳
12 淨零低碳





15
保育
陸域生態

保育、恢復和永續利用陸域生態系，永續管理森林，抑制沙漠化，防止土地劣化，遏止生物多樣性的喪失並加以恢復

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



濕地生態保育

永安濕地是台灣濕地類型的代表，總面積130公頃，在1984年以前是農田及魚塭，後來因為農業的開發，在1985年停耕後，便形成目前的自然生態，孕育了豐富的紅樹林生態系統及鳥類。該濕地是台灣唯一的紅樹林，也是台灣唯一的紅樹林，也是台灣唯一的紅樹林，也是台灣唯一的紅樹林。

紅樹林保育

自1985年開始保育紅樹林，其中永安濕地是台灣唯一的紅樹林，也是台灣唯一的紅樹林，也是台灣唯一的紅樹林，也是台灣唯一的紅樹林。

綠美化

永安濕地是台灣濕地類型的代表，總面積130公頃，在1984年以前是農田及魚塭，後來因為農業的開發，在1985年停耕後，便形成目前的自然生態，孕育了豐富的紅樹林生態系統及鳥類。

我們也正在努力

1. 建立永安濕地生態系，系統性紀錄物種及數量，並加強監測與管理。

2. 加強濕地保育及永續利用，並加強與當地社區合作，建立永安濕地生態系。

17
促進目標實現
的夥伴關係

為了實現永續發展，加強執行手段和促進全球夥伴關係

Strengthen the means of implementation and revitalize the global partnership for sustainable development

每個人的關心，
都能夠拯救世界！

ESG投資

環境
Environment

社會
Social

企業
Governance

1. 與在地弱勢團體、機構合作，彼此學習、相互成長。

2. 培養消費者的良好消費能力，將環境和社會問題納入消費時的考量。

3. 減少在地企業所造成的碳排放量、減低碳足跡的形成。

帶領漁村
與女力航向國際

Thanks for listening

