



EUROPEAN CHAMBER OF COMMERCE TAIWAN  
歐洲在臺商務協會



# Family Friendly Alliance (FFA)



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## The FFA's Purpose

- The ECCT Family Friendly Alliance (FFA) was established in 2022 as a collaborative platform uniting diverse stakeholders to tackle the challenges posed by Taiwan's low birth rate and ageing population.
- Recognizing that Taiwan has one of the world's lowest birth rates and a rapidly aging demographic, the alliance seeks to foster partnerships between key private and public sector organisations to develop effective and sustainable solutions.
- The alliance calls on employers to build Diverse, Equitable, and Inclusive (DEI) organisations and family-friendly workplaces that support a work-life balance. This helps attract talent, boost corporate image, and ensure sustainability. Suggested actions include flexible work arrangements, fertility and childcare subsidies, family care, IVF leave, and other supportive policies.



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## Family Friendly Alliance

### Challenges

#### Population Sustainability

- Low Birth Rate
- Labour Shortage
- Super-aged Society

### The FFA'S Focus

#### Talent & Workplace

- Policies & Regulations
- Financial Incentives
- DEI
- Adaptation to an Ageing Workforce

#### Healthcare

- Policies & Regulations
- Financial Incentives
- Fertility & IVF Education
- Workforce & Elderly Care

Raise awareness, shape policy, and share best practices for a sustainable society.



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H Henry Chang  
ECCT Chairman



Freddie Höglund  
ECCT CEO



Ivy Lin  
FFA Supervisor



Jill Fong  
FFA Officer

## ECCT FFA Co-chairs



Cindy Chen  
Regional Head  
The Adecco Group  
Taiwan & S. Korea



Saxon Chen  
CEO  
H2U Corporation



Hideko Ikeda  
General Manager  
Merck Healthcare Taiwan

## ECCT FFA Members





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## Challenges

The FFA addresses Taiwan's declining birth rate & ageing population through cross-sector collaboration.

## DEI

Promoting Diversity, Equity, and Inclusion (DEI) in the workplace by encouraging flexible working hours, fertility and childcare subsidies, family care support, and leave for in-vitro fertilization (IVF) treatments.



## Alignment with SDGs

Initiatives aligned with the United Nations' Sustainable Development Goals (SDGs) by highlighting key demographic challenges.

Advocates for family-friendly workplaces and policies to support low fertility and ageing-related issues.

## Sustainability & Talent

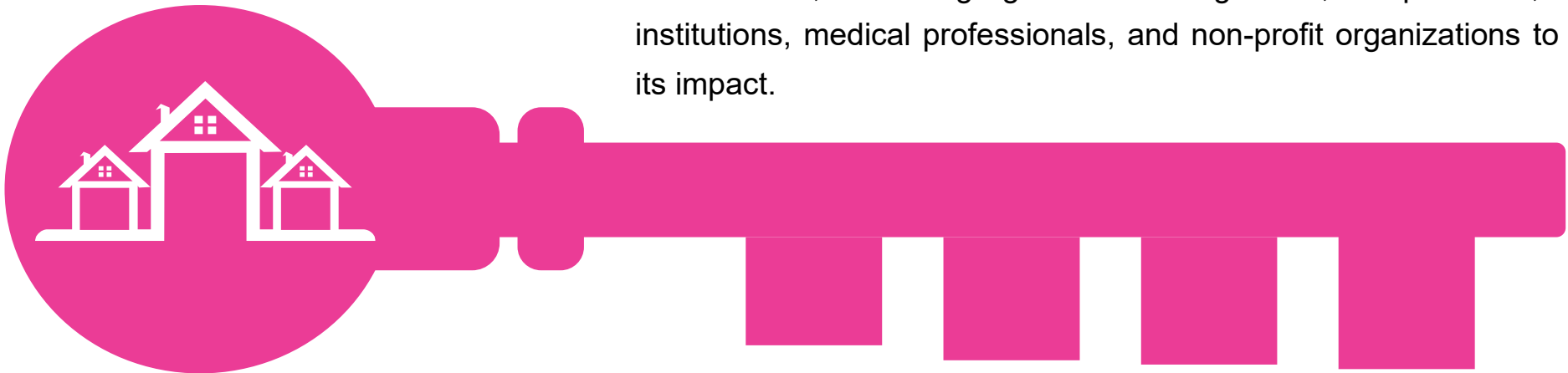
Aims to contribute to the long-term sustainability of Taiwan's population, talent pool, businesses and economy.



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The ECCT's Family Friendly Alliance partners with a diverse range of stakeholders, including government agencies, corporations, academic institutions, medical professionals, and non-profit organizations to maximize its impact.



### **Elevating Population Sustainability as a National Priority**

Promoting policies that support population growth.

### **Policy & REG Development**

Encouraging corporate and governmental initiatives to enhance talent retention and family support.

### **Healthcare Innovation**

Advancing solutions to address the healthcare needs of an aging population.



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## The FFA Journey Since 2022



- The FAA is founded in 2022 with 12 founding members from various industries.
- The FFA's first summit *The "S" in ESG: Sustainable Populations, Sustainable Economy – How employers can make an impact and serve as role models* is held in 2023.
- The first FFA publication *The ECCT 2023 Taiwan Family Friendly Workplace Survey Report*.
- A FFA webinar series was held in 2023.
- In 2024 the FFA hosted several lunch events on the topics of talent shortage & DEI.
- The FFA's second summit *Population & Talent Sustainability Best Practice Summit* was held in 2024.
- In collaboration with the Taipei City Government the FFA launches *The Parenting Friendly Enterprise Awards* in 2025





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## 2023 ECCT FFA Summit

# ECCT FAMILY FRIENDLY ALLIANCE SUMMIT 2023

The “S” in ESG : Sustainable Population, Sustainable Economy-  
How employers can make an impact and serve as role models

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ZUELLIG  
PHARMA  
making healthcare more accessible



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## ECCT FFA Summit & Survey Report



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# ECCT 2023 TAIWAN FAMILY FRIENDLY WORKPLACE SURVEY REPORT

歐洲商會友善家庭照顧趨勢調查報告



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SURVEY BY

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## 2024 ECCT FFA Summit on Population, Talent & Sustainability Best Practices

# 2024 ECCT Family Friendly Alliance Population & Talent Sustainability Best Practice Summit

## 人口與人才永續最佳實踐高峰會



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## ECCT FFA Cooperation with the Taipei City Government (TCG) 2025 Parenting Friendly Enterprise Awards

### Introduction

The award encourages employers to implement workplace-friendly childcare measures, enabling their employees to achieve a work-life balance while fostering a childcare-friendly workplace culture among enterprises.

### Organiser

Taipei City Government, Department of Labour

### Co-organiser

ECCT Family Friendly Alliance (FFA)



### Cooperation Highlights:

- Taipei Mayor Chiang Wan-an produced & featured in a related ECCT promotional video
- The ECCT pushed members to register & provided a member to serve on the award selection committee
- TCG support, promotion and engagement with the general public
- Various events, including award briefings & an award ceremony on 8 August 2025



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## ECCK Family Friendly Future Forum

- The **ECCK Forums** are cross-industry advocacy platform designed to facilitate discussions on thematic topics among members, non-members and partners in Korea.
- The **ECCK Family Friendly Future Forum (FFFF)** was launched in November 2024 as a platform to share global family-friendly practices and promote family-oriented corporate cultures, with the goal of building a sustainable and inclusive society.







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## ECCK FFFF Focus & Actions

### Forums, Campaigns

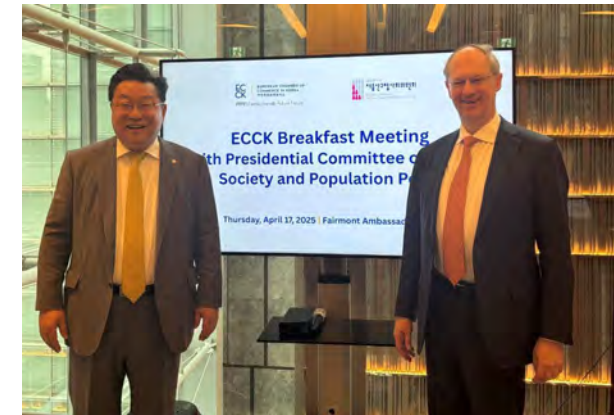
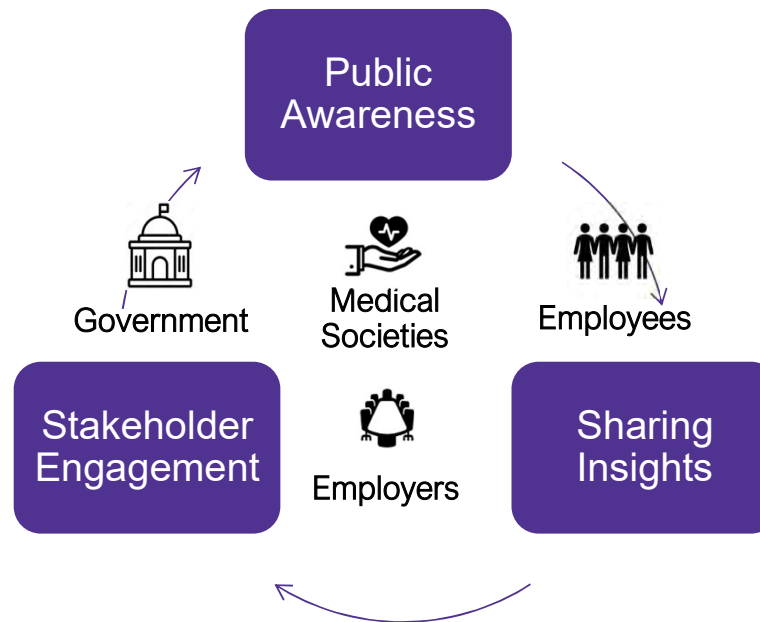
Public engagement platforms for experts, policymakers, and corporate leaders to raise awareness and drive action.

### Regulatory Roundtables

Discussions with government, policymakers, and agencies to address challenges, align goals, and explore regulatory solutions.

### Case-sharing Seminars

Company-led sessions to showcase family-friendly practices and resources foster collaborative impact.





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## ECCK FFFF Structure



**Philippe Van Hoof**  
ECCK Chairperson



**Stefan Ernst**  
ECCK President



**Jeong-Hyun Lee**  
ECCK FFFF Coordinator

## ECCK FFFF Members



**Siemens Logistics**

## ECCK FFFF Co-chairs



**Bryan Luro**  
Country Manager,  
Adecco Korea



**Christoph Hamann**  
General Manager,  
Merck Biopharma Korea







## ECCK FFFF Progress and Plans

### Since Launch

- **FFFF Launch** ('24 Nov)
- **Meeting with Presidential Committee on Ageing Society & Population Policy** ('25 April)
- **ECCK Family Friendly Future Workplace Survey Lunch** ('25 June)

### Upcoming

- **APEC Women and the Economy Forum (WEF) Satellite symposium** ('25 Aug) with Korean Women's Development Institute(KWDI)
- **ECCK x ECCT FFA Seminar** (TBD)
- **[European Fertility Week] Family Walking Challenge with Charitable Donation** (TBD)



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# Thank you!

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