

Discover Porsche's good causes in the Far East

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16/12/2021 The Asia-Pacific market is one of huge importance to Porsche, but so too is the wider society that supports it. And for this reason, Porsche is investing in numerous international schemes aimed at promoting environmental, social and cultural causes around the region.

In Taiwan, Porsche has teamed up with the Society of Wilderness, extending its outreach to marine ecology conservation for the first time. Besides supporting SOW's marine waste research and public awareness programmes, Porsche Taiwan has also extended its 'Porsche Dream Together' campaign with a beach cleaning event involving hundreds of employees, volunteers and partners, in Shimen, New Taipei City.

The Dream Together programme was initiated in 2019 with the aim of offering continuous, practical support for the sustainability and education sectors, and has been collaborating with BOYO Social

Welfare Foundation to support Taiwan's educationally disadvantaged.

In Korea, meanwhile, three new 'Porsche Dream Playgrounds' have recently opened in Seoul, Cheongju-si and Naju-si. This initiative supports the development of indoor activity areas that allow children to express themselves in a playful environment. Porsche Korea has now built a total of seven indoor gyms in two regular and five special schools, featuring recreational equipment including a ball-pool for sensory development, trampoline for flexibility and growth plate stimulation, and playground stairs for muscle development.

'Porsche Dream Circle' introduced by Porsche Korea

Porsche Korea has also provided scholarships for children talented in arts and sports and to help young people who are no longer subject to social care to become self-reliant. Last year, the 'Porsche Dream Circle' was introduced to create forests in schools and install solar panels. In total, Porsche Korea provided 2.639 billion KRW in donations.

In parallel with its work in education, Porsche Korea has also launched a public art project aimed at promoting sustainable mobility. 'Porsche Dream Art Ttareungi' saw 365 Seoul City bikes or 'Ttareungi' made publicly available from last month, making it theoretically possible to ride a different art bike every day for a year. The project aims to helps Seoul's citizens enjoy more art in their daily lives while contributing to the development of a more eco-friendly city.

'Porsche Dream Art Ttareungi' with artist Kippeum Park

Each bike was finished in a traditional patchwork design by artist Kippeum Park, with advice from Roland Heiler, chief designer of the Porsche Design Studio. "It is an honour to have the pattern I personally designed directly reflected in 'Ttareungi', a public bicycle that everyone enjoys," said Park. "Focusing on the value of 'Ttareungi' as the bicycle representing Seoul, I tried my best to capture the traditional beauty of Korea and portray it onto the design."

Porsche Korea provided a total of 300 million KRW in donations through the 'Dream Art Ttareungi' public art project and a further 200 million KRW to support the creative activities of performing arts organisations and artists directly affected by COVID-19.

'Porsche. Dream Together' in Japan

In neighbouring Japan, under the name 'Porsche. Dream Together', Porsche is working towards a more sustainable society with a similar focus on the environment and its country's youngsters.

When the Porsche Experience Centre Tokyo was announced in 2020, Porsche Japan signed the Natural

Environment Preservation Agreement to protect the local environment and establish designated wetland preservation areas. In 2021, it signed an agreement with its host city of Kisarazu to provide community support in the form of personnel, vehicles, and supplies in case of disasters such as earthquakes, tsunamis, wind and water damage, or major accidents.

Porsche Japan also supports initiatives ensuring organic food is provided in nearby schools, helps promote healthy living via local fun runs at the PEC Tokyo and offers 'Learn with Porsche' scholarship programmes that encourage students to pursue their dreams. In partnership with NPO Katariba, a development service for teenagers, Porsche hosted a special online lecture with Japanese exterior designer Shuichi Yamashita, discussing his path to achieving his own dream of becoming a Porsche designer.

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