



## Society Coexistence



Social investment  
NT\$ **1.7** billion



Provide data  
communications services to  
**80,000** households  
in remote area



Preferential subsidies  
benefited  
**10,757**



Help **45**  
visually impaired to  
enter job market



## S Digital Inclusion



Chunghwa Telecom expects to create an environment without technology and information boundary through telecom technology, so that inheritance of culture, extension of education, promotion of industry and upgrade of arts and intellectual can be connected in the universe of internet, and everyone can be benefited from digital technology despite their age, social standing, geographical location and education, creating infinite hope.

Based on the characteristics of ICT industry and the spirit of “value is where the responsibility lies”, Chunghwa Telecom penetrates into the communities in Taiwan; with the objective of “shorten digital difference and create digital opportunity”, Chunghwa observes the trend of digital difference and put forward solutions to facilitate society innovation and digital inclusion.

### Chunghwa Telecom Digital Inclusion Strategy

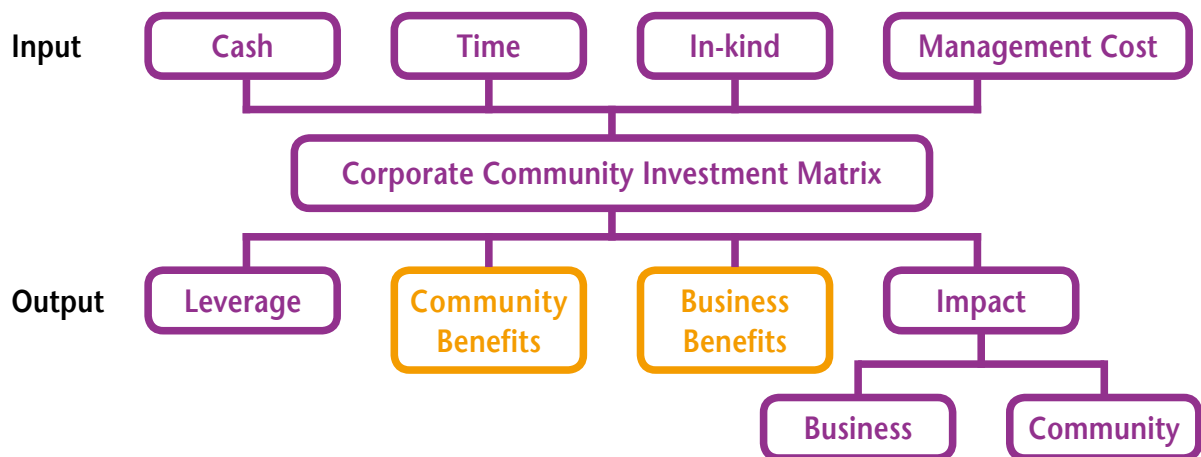
<b>Disabilities</b>	Help disabilities and economically disadvantaged persons to use telecom services through ICT technology and favorable rates; develop ICT equipment and provide the same to the disabilities thereby improve their life quality, education and job opportunities. In addition, with the development of ICT services, we also assist to improve the life quality of people with chronicle disease and aged people who need special care.
<b>Low Income Earners</b>	In addition to providing favorable rates to disadvantaged groups, we also install ICT equipment for remote and disadvantaged communities.
<b>Remote Area</b>	Be it geographical location, distance or outlying islands, ICT service shall not have any boundary. Chunghwa Telecom never ceases to ensure the connectivity of communication. In addition to establishing dual-route in remote areas, we also use satellite to improve the communication quality in mountain area and outlying islands.
<b>General Public</b>	Provide learning opportunities through sufficient and comprehensive educational programs. We help users to utilize ICT services, smart communication equipment and value-added service through mobile equipment, our network and branch office.

## M Social Investment Management

Chunghwa Telecom believes “Taking from the society and contributing back to the society”. Being the largest telecom carrier in Taiwan, our network and services provided throughout Taiwan and remote islands shapes our self-demanding of contributing to the society. Over the years, by exerting our core competence, we continue to create values for society and help society overall to improve quality of life.

### Quantify the Contribution of Social Investment

By referencing community investment evaluation mechanism of LBG (London Benchmark Group), Chunghwa Telecom conducts evaluation on the possible Community benefits and Business benefits before social investment is made. The quantification of contribution of social investment allows us to make reasonable resources allocation, while avoiding repetition. It helps our future decision-making and promotion of charity or sponsor activities.



### Example of LBG Evaluation - Long Distance Tutoring for Students in Remote Areas

Input	Resource	<ul style="list-style-type: none"> <li>Combine academic resources and manpower with our expertise and core-competence of communication network, industry work with academic to solve long distance tutoring for students in remote area.</li> <li>From end of December 2009 to end of January 2014, a total of NT\$ 2.152 and 41,697 tutoring hours.</li> </ul>
	Impacts	<ul style="list-style-type: none"> <li>The first company in ICT industry to establish collaboration relationship with university, the combination of industry and academic resources to solve long distance tutoring in remote areas.</li> <li>Exerting the core competence of communication and corporate advantage of the “Big neighbor” of the society, to help remote schools solving computer maintenance and communication issues.</li> </ul>
Output	Community Benefit	<ul style="list-style-type: none"> <li>Exerting corporate core competence, implement the corporate social commitment of “shorten digital difference” and “create digital learning opportunity”.</li> <li>Fulfill “Big neighbor” duty to shorten the distance between urban and rural areas through communication technology, and convey warmth between people.</li> </ul>
	Business Benefit	<ul style="list-style-type: none"> <li>The deepening care helps to open up the dialogue with stakeholders, and establish corporate image in welfare project.</li> <li>Combine social resources and minimize the gap of manpower in corporate social welfare.</li> </ul>

## Comprehensive Inclusion Action Plan

We define four aspect of telecom performance assessment according to different groups and priorities:

1. For disadvantaged groups: trouble-free communication use, life quality improvement, disadvantaged group employment, social change in the community, and enhance image.
2. For low-income groups: easy to use, affordable rates, life quality improvement, social change inside community, equipment utilization, revenue, and enhance image.
3. Public education by telecom equipment and services: course integrity, service course for attentive to customer, course utilization, revenue, social changes in community, and enhance image.
4. Infrastructure improvement in remote areas and outlying islands: basic communications coverage, high-speed wireless broadband coverage, guarantee of smooth communication, improvement of user life, equipment utilization, revenue, enhance image, social change in the community and community environment.

### Digital Gap

- Geographical gap: a gap that results from people being in urban and remote areas.
- Economic gap: a gap that results from people having different levels of income.
- Knowledge gap: a gap that results from different levels of knowledge between different groups of people.
- Disability gap: a gap that results from the general public and disabled persons.
- Health gap: a gap that results from people of different age groups or health conditions.
- Gender gap: middle aged and senior women suffer from significant significant disparities when using information and communications services as a result of traditional notions of family care.

### Digital Opportunity

- "Hardware infrastructure" is the foundation for modern people's communication.
- "Product or service donation" allows communication technologies to properly utilize their values.
- "Research, development, and innovation" focuses on assisting disabled persons with sharing convenient communication.
- "Corporate volunteerism" allow our employees to directly utilize their capabilities and participate in community building. Meanwhile.
- "Chunghwa Telecom Foundation" is the pioneer in our endeavor to create digital opportunities.

## Social Investment

unit: NT\$ thousand

Type of Social Investment	2011	2012	2013
Cash Donations	260,934	231,202	173,560
Product or Service Donations	1,324,955	1,150,656	1,466,125
Management Expenditures	14,110	88,687	35,512
Volunteer Expenditures	4,863	22,365	22,032
<b>Total</b>	<b>1,604,862</b>	<b>1,492,910</b>	<b>1,697,228</b>
Percentage of Business Revenues (%)	0.83%	0.68%	0.74%
Hours of Corporate Volunteer Services (hour)	28,360	89,460	88,128

## A Digital Good Neighbors, New Cloud Vision

With the philosophies of "Responsibility is where value lies" and the objective of "shorten digital difference", "develop local industry", "improve community life" and "record local story", we established Chunghwa Telecom Foundation to facilitate the development of local cultural industry and improvement of community life while combining caring and accompanying concept with Chunghwa Telecom's core competence from the perspective of culture, industry, life and education.

### Connect External Resources

In 2006, Chunghwa Telecom combined its core competence and established the first local learning center "Digital Good Neighbor" in Jingliao Village, Houbi District, where locals communicate and exchange information as well as connecting with the external resources, thereby helping the communities and tribes to grow and gradually developing into an independent community and creating the unique local happiness that cannot be found anywhere else.

As of 2013, we have completed the establishment of 67 locations, which is, 67 communities, tribes and 67 different local conditions and needs. While continuing to move forward, we remember to slow down to exchange our experiences and bring along our partners.

### Nurturing and Giving Back

In October 2013, with the help of students trained and learned in Jingliao Village's digital good neighbor to provide professional test and evaluation, some ready to be thrown into trash but recycled computers are given 2<sup>nd</sup> life and donated, by Institute for Information Industry, to Min Sheng Elementary School of Namaxia District, Kaohsiung City.



The expertise of the participated students is the result of computer program they attended at Digital Good Neighbor where their expertise and professional knowledge was cultivated since elementary school, hence established their ambition of developing career in the field of information engineering. The philosophy of "Taking from the society and contributing back to the society" helps people to understand that helping others is to benefit oneself. However, Rome was not built in one day. To come this far, the Foundation has played the role as information exchange platform and the support of Digital Good Neighbor for 6~7 years.

## Create New Momentum at Work Place

Pingtung's Laiyi Tribe and Wulaluzi Tribe were migrated down to the village below after Morakot typhoon. By collaborating with local Red Cross and utilizing the expertise of both parties, we have established a Digital Good Neighbor where tutoring program of Microsoft Office Specialist (MOS) Certification is offered to help the communities gaining life skills. The students who attended the program have turned years of study into career momentum and move forward to advanced certification to develop more opportunities and possibilities.

## Nurture Arts and Culture Talents in Remote Areas

During the course of interacting with Digital Good Neighbor, we discovered that there is a shortage of resources among remote areas or disadvantaged groups. To facilitate the availability of resources to the communities and help them to make way for the resources, Chunghwa Telecom Foundation has established a platform and bridge to meet the demand; "Starting from where needed" facilitates resources to be used in an effective manner. This year, we have cooperated with a few other external institutions to introduce reading, arts & culture, digital reading, universities and other NGO groups to the communities, in hope to help the communities to receive professional services and open more possibilities.

### Making Arts and Culture Possible in Remote Areas – Children Theater

As most of the Digital Good Neighbors are inconveniently located which makes musical and theatrical play difficult to reach; the Foundation has planned, since 2010, to invite quality theatrical/musical groups to performance at remote areas. The plan was put into practice in 2013, we invited Paperwindmill Theatre and If Kids Theatre to perform edutainment shows at 8 communities in September when school started. The show was a hit and more performances were held in December. One student from Songpu Elementary School decided to practice script writing on "How to become a responsible student" after he watched the show. We know the seeds we planted are sprouting.

## The Fun of Reading – Introduce Mobile Library

Though cities are never short of libraries, cultural centers and bookstores, children and residents in rural area do not have such privilege. In this regard, by cooperating with Eslite Foundation for Culture and Arts, the mobile library is wheeled into Digital Good Neighbor along with selections of books as well as imagination and fun to satisfy the desires of the book lovers. The addition of other NGO groups also diversified the functions of mobile library. As the world is overwhelmed by the digital trend, we encourage communities adopting new digital equipment to infuse life into words. The addition of Hyper Convergence Foundation in 2013 made both digital reading and traditional reading available to readers, and deliver correct concept to confront a typhoon of digital trends.

### The 3<sup>rd</sup> Fang, Xian Qi Scholarship

In order to appreciate Mr. Fang, Xian Qi's contribution to Taiwan's telecommunication development and encourage students to participate in social services, charity events and local caring initiatives, while shorten digital differences and attract more volunteers, we have established Fang, Xian Qi Scholarship on the date of his centenary birth.

In 2013, NT\$ 1.95 million scholarship to 135 students has been distributed.

## R Contribute to the Society with Core Competence

### Ubiquitous Telecommunications Service

To safeguard the basic communications rights of citizens and to allow all citizens to enjoy ubiquitous telecommunications service fairly is a policy goal that the government is promoting for the long term. We have disregarded cost to provide more than 21 households in 81 remote villages and underdeveloped areas nationally with telephone service and over 80,000 households with data communications services, over 74,000 public telephones in 22 counties and cities, and data communication access services to 3,700 elementary schools and libraries. The total net cost of Chunghwa Telecom ubiquitous service construction in 2013 amounted to NT\$ 850 million.

In addition, to implement the digital convergence project initiated by the Executive Yuan and provide superior services to customers in remote areas, we have provided broadband service of 12Mbps (original base rate was 2Mbps) to meet the demand of NCC to. In order to reach the coverage rate of more than 75%, Chunghwa Telecom has established 190 locations and contributed NT\$ 400 million in 2013, however, the geographical locations of the remote areas deepen the maintenance difficulty, besides, the maintenance expense is no lower than construction fee since damage possibility is extremely high when natural disaster struck.

### Read with You “Community Network Tutoring”

After Morakot typhoon in 2009, by cooperating with universities to extend caring to the disaster shelter center and emerging communities, we provided tutoring program through network video technology to deliver educational resources to the remote and disadvantaged group, and avoid the risk of having traffic accident when the tutors traveling back and forth.

To facilitate the interaction between tutors and students, the tutors are called “Instructors” and the tutored junior high and elementary school students are called “Students”. In addition to helping the students with schoolwork, instructors and students also share their ambition, future and dreams; together, they walk hand in hand toward their unknown future.

Currently, the participating institution of the tutoring program includes Taitung Jinlun Hot Spring, Taitung Jialan Community, Pintung Sunshine Afterschool Tutoring Program, Pingtung Maplewood Church, Pingtung Chaozhou Boystown, Kaohsiung Liugui Catholic Church, Kaohsiung Shanlin Daai Park, Jiayi Fu Jen High School and Touyuan Yeheng Tribe. To plant the seeds of love, we hosted Summer School and Getting Together in summer and winter to create multi-learning activities for the students, as well as the humbleness and commitment one must have when helping others. Best of all, getting together allow the warming care to develop among Instructors and Students.

In consideration of students’ learning needs shall be catered based on their aptitude, we classified the tutoring program into “Outstanding”, “Improving” and “Accompanying” in September 2013 to create rooms for outstanding students to develop and opportunities for the less outstanding students to learn, while showing love and caring to those in need of parents’ company and help them to gain learning momentum. Out of our expectation, this program opened the door for adaptive education program, hopefully, this will facilitate our goal of providing a learning environment of “Security, Dignity and Hope” to the new generation children.

Participated Students	Participated Instructors	Tutoring Hours	Participants of Getting Together	Participants of Summer and Winter School	Total Cost (NT\$)
1,035	1,604	41,697	1,848	925	21,524,016

Note: Recorded from December 1, 2009 ~ January 31, 2014.

## Bridge to Love -“Click Taiwan”

Aiming at “Shorten digital difference”, we established “Digital Good Neighbor” at more than 40 remote communities island-wide, offering computer and broadband network as well selection of free computer programs to help the locals with educational and industry development opportunities.

Together with National Chengchi University, Chunghwa Telecom held the first Click Taiwan in July 2009, which encourages students to participate in Click Taiwan program including shooting documentaries, participating in community volunteer service, and serving as a teaching assistant or lecturer in computer courses during summer vacation.

By means of this opportunity, we hope to walk the university students to see the love and spirit hidden under the land they grow up with. In addition, we also encourage the participants to combine what they learn from school with “helping is learning” concept, creating connection between helpers and helped and responding to the needs of the communities.

As of 2013, with 208 students from 30 universities serviced 54 villages and towns recorded 1500 minutes of images, Click Taiwan has planted the seeds of love throughout Taiwan for 5 years.

## Micro-Industry Lighten Economy

In 2006, CTF set up virtual and physical channels to help promote local industry, but consider the limited scale and human resource, since 2012, we have gradually turned into micro industry concept to provide solution for local communities.

“Clicktaiwan.com” was established in 2011, as a marketing platform for communities’ products. Through systematic plan and operation, we have built a complete database for local industry, and provide a chance for consumers to know the manufacturers’ background. In the same time, we also issue electric news paper to all our membership, about 30,000 members, to invite more people to support the idea of local industry.

## QR Code Charity Donation

We launched QR Code mobile payment in 2013, to allow donations to be made immediately by “Scanning QR Code”. To ease the donation process, we developed the technology of “scan and donate”, so that on top of convenience store, internet and gas station, more methods are available for donation. In addition, to lower the loading of donating institution, we added minimum donation restriction in APP so that donation is more convenient, smart and efficient. To open up the visibility of this program, we cooperated with Tzu Chi to place an ad at Taipei City Hall MRT Station to show to the world how Taiwan is making a difference with its power of love.





## T Technology Turns Hope into Reality

By utilizing Chunghwa Telecom's expertise in telecom technology, we hope to improve wellbeing of the society, in that, everyone shares the advantage of technology despite their wealth, social status or geographical location, thereby achieving the objective of shorten digital difference and creating digital opportunities. We also contributed resources in developing products and services to meet the needs of the disabled, so as to achieving their rights of enjoying the universe of digital technology.

### Personal Assistant APP for Visually Impaired and the Elderly

To enable the visually impaired and the elderly to use smartphones, thereby ensured that the disadvantaged groups receive the same rights of telecom services, we integrated various ICT technology to introduce "Personal assistant APP" that exclusively designed for Chinese. This application can be downloaded for free to allow the visually impaired and the elderly, with the help of the volunteers, to see the world in more diversified methods. The function covers speech recognition, image recognition, cloud reading and life helper.

The cloud recognition technology imported by Chunghwa Telecom has money bill recognition function that recognizes USD, EURO, JPY, NTD and RMB at ease; as for daily life recognition, the user will need to upload photo shoot of the object through APP, a remote volunteer will help to identify the object from the other end. Through voice recognition, the visually disabled and the elderly will be able to listen to radio, read newspaper and track stock performance by speaking to smartphone. In addition, the APP combines with GPS bus locator. Therefore, by inputting telephone numbers of emergency contacts, the visually impaired and elderly may send SOS SMS by pressing a button. As of end of 2013, the APP had been downloaded by more than 1000 users.

### EYE Society Innovative Call Center

Our long time cooperation relationship with Tamkang University Resources Center for the Blind (TKU RCB) prepared us to establish EYE Society Innovative Call Center, where blind and visually impaired students are trained to become voice operator, which covers part of Chunghwa Telecom customer service satisfaction survey, Taipei 1999 hotline, Taoyuan County 1999, Kaohsiung 1999 and Centers for Disease Control, while offering more job opportunities for the visually impaired.

After 3 years of conducting research and demonstration with TKU RCB, we published the first "Total Solution" in Taiwan that includes R&D, improvement and manpower training of barrier-free phone system to train visually impaired personnel with capability to become phone operator. As of end of 2013, "Total Solution" had trained 7 operators for Chunghwa Telecom customer service satisfaction survey and 12 operators for Taipei 1999 hotline that handle 10,097 calls, better yet, one of the operator performed so well that he/she was promoted to supervisor position. We have successfully helped 45 visually impaired to enter job market.

#### Open a Window for the Visually Impaired

People love to say, "Give visually impaired a chance", in fact, how many people are truly willing to offer THIS chance. I was regarded as an ordinary teacher when I was working as intern at a kindergarten. But after the headmaster heard about my visually impaired condition, I was sent to do administrative work. After graduated from school, I was confronted by frustration in job searching, but I believe "When God closes a door, he always opens a window", I can be as good as others or even better as long as I work hard.

I submitted my CV as soon as I heard about the recruitment of visually impaired operator by Taipei 1999 hotline. Fortunately, I was able to start taking phone calls after I was admitted and trained. No words can describe how happy I was to be able to serve people. Recently one event happened which really made my day. One morning, I received a call to enquire about Labor Standards Act and the conversation did not last long. That afternoon, she called in again to show her gratitude and told me that she even sent letter to the Mayor describing how I helped her. She told me: I know this is your job, but I am a 9-to-5er too, I understand how little encourage meant to you". Honestly, I was so touched to know that there are people out there who care about us and willing to give us opportunity; that phone call also motivated me to do my best.

*Huang Ya-Chi*

### Start from "Heart"





My name is Yang, Zhi-Mei. I suffered from Retinal Detachment when I was first year in graduate school. It was so painful to be surrounded by classmates who are doctorate candidates. I could not figure out how this has happened to me. Fortunately, Christian faith supported me to go on. God helped me to understand that every one of us has a mission in this world. I finally accepted myself and started to take computer program for disabled at Technology Development Association for the Disabled.

My friends encouraged me to work as phone operator. "You have a good voice"; that is what they said. But at the very beginning, I had difficulty adapting to the work due to the restriction of the operational system and time. Fortunately, Chunghwa Telecom offered job opportunities, they even collaborated with TKU RCB to develop interface suitable for visually impaired, I knew I was one step closer to my dream. Thanks to the help from Chunghwa Telecom, I learned a lot of professional knowledge and skills during the course of training. In the days to come, my goal is becoming a loving, patient and compassionate phone operator, so as to serve people and showing my gratitude to Chunghwa Telecom.

*Yang, Zhi-Mei*

## Preferential Subsidies for the Disadvantaged Groups

To make communication services available to the disadvantaged groups, Chunghwa Telecom offers them with preferential subsidies.

Preferential Plan	Preferential Plan	Total Benefited and Total Preferential Amount
<b>Broadband Preferential Plan for Low-income Households</b>	<ul style="list-style-type: none"> <li>• 50% off on HiNet 6M/2M, 20M/5M, 60M/15M monthly rate.</li> <li>• 50% off on ADSL 2M/64K and 5M/384K monthly rate.</li> </ul>	 15,833 NT\$ 3,927 thousand
<b>Broadband Preferential Plan for the Disabled</b>	<ul style="list-style-type: none"> <li>• 5% off on HiNet 20M/5M and 60M/15M monthly rate.</li> <li>• 15% off on ADS 5M/384K monthly rate.</li> <li>• 5% off for other rates.</li> </ul>	 1,311 NT\$ 1,674 thousand
<b>Public Phone Card Subsidy</b>	<ul style="list-style-type: none"> <li>• NT\$ 100 IC public phone card for the disadvantaged applicant.</li> </ul>	 24,802 NT\$ 4,992 thousand
<b>Caring Series Rate Plan</b>	<ul style="list-style-type: none"> <li>• Double communication hours at original rate plan.</li> <li>• 300 free SMS intra-network and 100 free SMD extra-network.</li> </ul>	NT\$ 22,800 thousand
<b>Mobile Rate Plan for the Disadvantaged Groups</b>	<ul style="list-style-type: none"> <li>• Preferential plan including free low monthly rate plan or credit to domestic communication fee, intra and extra-network SMS and visual phone.</li> </ul>	NT\$ 1,240 thousand
<b>Healthy Internet Plan</b>	<ul style="list-style-type: none"> <li>• For low-income households, providing free first year service to protect children from harmful websites such as pornography, violence, suicide, weapons, gambling, drugs.</li> </ul>	 164