

Chapter 4

Fulfilling Social Inclusion

To fulfill its corporate social responsibility, promote community development and implement the business philosophy of serving the society and giving back to the society, Chunghwa Post also functions as a friendly and reliable neighbor to community residents so that they can have emotional connection with the post through the public welfare activities, which also helps us create a high-quality corporate image. Based on the implementation of the local connection, postal popularization and social care business philosophy, the goal of providing “postal services for public welfare and taking root in local development” can be reached, improving Chunghwa Post’s competitiveness in terms of sustainable issues.

Material topics covering Fulfilling Social Inclusion

Indirect Economic Impact (GRI 203)

Local Community (GRI 413)

Universal Postal Service (Custom topic)

SDGs corresponding to Fulfilling Social Inclusion



Management Approach of Fulfilling Social Inclusion

Investment in Sustainable Management

Policies

- To actively promote various public welfare activities, and continue to organize Staying Young Activities (formerly the Anti-Aging Movement) and care for the elderly living alone to fulfill social responsibilities, and build a high-quality corporate image
- Postal services for public welfare and taking root in local development
- Strengthen asset management and application, actively activate real estate assets, and improve performance of asset operation

- To provide universal, cheap and secure mail communication service

Organizations in charge

- Board of Directors
- Department of Mail Business & Operation
- Department of Savings and Remittances
- Department of Life Insurance
- Department of Property Operation
- Department of Public Affairs

Management process

- Measures for caring for community activities
- Standards of delivery of universal service

Resources invested

- The total cost of the Blood Donation Activity was more than NT\$ 3.6 million
- The total scholarship fund for the children of postal life insurance policyholders amounted to NT\$ 5 million
- Chunghwa Post held 38 sessions of Staying Young Activities in 2022
- In 2022, a total of 26 agricultural products marketing activities were held
- Wildly set up postal establishment: 1,299 post offices and 769 contracted agencies

- Widely installed automation equipment: 3,197 ATMs and 1,695 passbook entry machines
- Maintain the basic requirement of at least 1 mailbox per village: 9,197 in total
- Established “Social Innovation Products” and “Joint Recommendation” sections

Preventive or remedial measures

- Customer suggestion box and 24-hour customer service hotline: 0800-700-365
- At each post office, there are “Customer Opinion Forms” with free return postage for customers to express their opinions

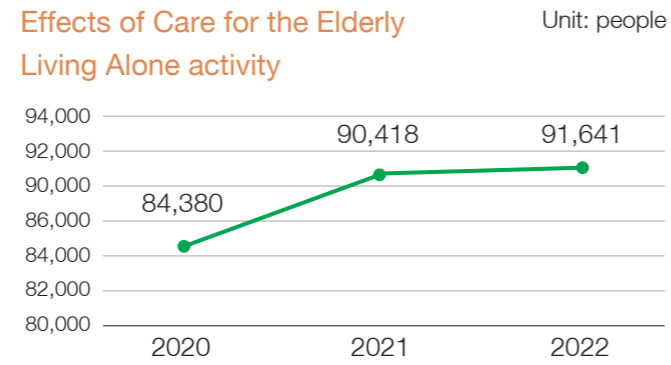
4.1

Social Care

Chunghwa Post strives to fulfill its corporate social responsibility, promote community development and implement the business philosophy of serving and giving back to society to reach the goal of providing “postal services for public welfare and taking root in local development”, so as to improve Chunghwa Post’s competitiveness in terms of sustainable issues.



Caring for seniors living alone



Chunghwa Post Rejuvenation Campaigns



Renovation of old houses for the elderly living alone



National Blood Donation Campaign “Donating Blood with Chunghwa Post”



Assisting the delivery of ingredients for school lunches in rural and remote areas



Scholarships for Dependents of Postal Life Insurance Policyholders



Caring for Agricultural Products Marketing



Organized the Stamp Issuing Ceremony of the 150th Anniversary of George Leslie Mackay's Arrival in Taiwan Commemorative Souvenir Sheet



Organized the 2022 National Stamp Exhibition and the Stamp Issuing Ceremony of the Treasure Island Style Stamps - Changhua County



Postal Museum's Engagement in Community Activities



The Peanuts X Chungghwa Post series event



Actively assisting the government to promote long-term care business

4.2

Promoting Postal Culture

The Postal Museum was founded on December 1, 1965, continuing the concept of the transmission of royal orders by stages and couriers. The emblem of the museum is centered on the swan geese, reflecting the meaning of "The swan goose carries a message" in China for thousands of years; the vibrant green represents the professional glory of the post and the authority entrusted by the country. The plum blossoms on the periphery symbolize the Republic of China. The name of the museum is the calligraphy of Mr. Sun Yat-sen. The Postal Museum is a professional postal museum. Based on the concept of resources sharing, in addition to the main branch on Chongqing South Road, Taipei, Chunghwa Post established the Postal Museum Taipei Beimen Branch on the 2nd floor of the Taipei Beimen Post Office on January 18, 2015. On December 2, 2021, the Postal Museum Kaohsiung Branch on the second floor of the Kaohsiung Station Front Building was established. Postal Museum has four major functions:

- 1. Guided tours of exhibitions
- 2. Collection of stamps and many subjects
- 3. Literature and history research
- 4. Social education and leisure



Philately seminar and lecture at Postal Museum



"Storytelling" activity



Chunghwa Post "Nice to Meet U" Exhibition



Special Exhibition- Her Stories on Postage Stamps