

Value & Trust

Chunghwa Telecom CSR Report 2008



Chunghwa Telecom

Ratings & Awards

Social Responsibilities/ Information Disclosure

CommonWealth Magazine	Won the 2008 CommonWealth award for "Corporate Citizens" Won the 2008 award for Taiwan's most trusted brand in the telecommunication services industry
Global Views Monthly Magazine	Won the 2008 award for Top 50 Companies in CSR performance
Taiwan Institute for Sustainable Energy	Won the "Distinction Award" for the 2008 Taiwan CSR Award

Financial/ Corporate Governance

Taiwan Stock Exchange Corporation, GreTai Securities Market and Taiwan Securities and Futures Institute	Awarded the highest ranking of A+ for the Institute's 5 th annual award for information transparency and disclosure
Standard and Poor's Ratings	Long-term issuer credit rating "AA"
Taiwan Ratings Corporation	Long-term issuer credit rating "twAAA" and short-term issuer credit rating "twA-1+"
2008 Frost & Sullivan Asia Pacific ICT Awards	Won the 2008 "NGN Service Provider of the Year Award", being the only award winning telecom company in the Asia Pacific region
The Asset Magazine Corporate Governance Index	Won the 2008 Best Corporate Governance Award in Taiwan
Finance Asia	Won the "Best Commitment to Strong Dividend Policy 2008" award
TM Forum Management World (TMF)	Won the annual award for "Best Innovation & Project Management"

Green Procurement

Taipei Municipal Government	Awarded the merit certificate for the 2008 "Green Procurement by Private-Sector Enterprises & Organizations"
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Corporate Image

Reader's Digest	Won the award for the "Trusted Brand in Telecommunication Services" for 4 consecutive years (2004-2008)
Next Magazine	Was the 1 st place in the Next Magazine's 5th annual award for Top Service in the "Mobile & Fixed Line Services" category and 3 rd place in the "Best Service Employees" category
Business Today	Was the 1 st place in the "2008 Survey for Business People's Ideal Brand" for telecommunication services providers
Management Magazine	Was the 1 st place in the "2008 Survey for Consumers' Ideal Brand" for mobile phone system and data network services
National Council on Physical Fitness and Sports, Executive Yuan	Received the presentation for "Corporate Sponsorship for Sports Organizations" for 2008

Comments

We welcome any comments about this report, and are very interested in receiving feedback from our readers. Please send comments to the following contact person.

Chunghwa Telecom Co., Ltd.

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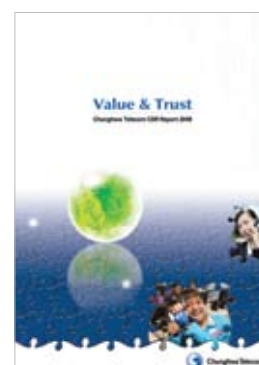
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Chunghwa Telecom CSR Report 2007
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Chunghwa Telecom CSR Report 2008
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Policy of the Report

This is Chunghwa Telecom’s second Corporate Social Responsibility Report. The Report informs the general public on our various CSR initiatives and results for 2008.

Reporting Period

Disclose the various CSR management policies, key issues, countermeasures and the results of initiatives for the period from January 1 to December 31, 2008; however, a part of the Report also included a description of the initiatives taken and the results for the periods falling outside the reporting period (before January 1, 2008 and after December 31, 2008) to ensure more comprehensive coverage.

Scope and Coverage of the Report

The report covers the Head Office of Chunghwa Telecom and subsidiaries (excluding investee companies) or “Chunghwa Telecom” for short. The reported data covered the corporation’s financial, environmental and social performance while the reported financial results included both those of the Chunghwa Telecom and joint-venture companies.

Assurance of Public Information

To improve the reliability of the Report, we have engaged the “Business Council for Sustainable Development- Taiwan” to review the contents of this Report and express a review opinion on the Report. We have also engaged the “SGS Taiwan” to collaborate the reported statistics and have obtained a Certificate of Collaboration.

The Report was rated “A+” application level according to the Global Reporting Initiatives (GRI) guidelines. Please refer the GRI G3 conformity table for details of the corresponding contents and information under the GRI G3 standards.



Report Application Levels

		2002 In Accordance					
		C	C+	B	B+	A	A+
Mandatory	Self Declared						
	Third Party Checked		Report Externally Assured		Report Externally Assured		Report Externally Assured
Optional	GRI Checked		Report Externally Assured		Report Externally Assured		Report Externally Assured

References





The Report was compiled with reference to the G3 Guidelines of the Global Reporting Initiatives and the GRI Telecommunications Sector Supplement. The structure of the Report has the following two major features:

Clearly Structured: Each Chapter Includes Four Dimensions

- Management Approach** We made a disclosure of our strategies and management approach and described the ways in which we address some specific issues.
- Key Issues** Identify our influence on the economy, society and environment. Determine the priority of our actions.
- Major Responses** Review the performance indicators of our various activities to offer accurate and more reliable statistics.
- Key Action Items** Consider the future prospects and plan the key action items. Be brave in making promises to create trust and value.

Comprehensive Report Contents: Full Coverage of Sustainability Subjects

- Operational Development** Incorporate the sustainability factors into risk and opportunity considerations. Our vision is to become “the most valuable” enterprise.
- Responsible Operation** Corporate responsibilities are essential in helping the recovery of market confidence. Our vision is to become “the most reliable” enterprise.
- Stakeholder Feedback** Match the reasonable expectations of stakeholders and create benefits for them. Our vision is to “care and share”.
- Social Contribution** Social Contribution: Bridge the digital divide with our core competency. Our vision is to “improve the quality of living”.
- Environmental Sustainability Management** Develop green Information and Communications Technology (“ICT” henceforth) to reduce environmental impact including measures to address climate change. Our vision is “to reduce adverse impacts on the environment”.

	Operational Development	Responsible Operation	Stakeholder Feedback		
 Management Approach	Sustainable Operation 07	Corporate Governance 17	CSR Organization 27		
	Products and Services 08	Risk Management Mechanism 19	Stakeholder Involvement 29		
			CSR Management 30		
 Key Issues	Operating Results and Economic Impact 11	Improvement in Information Transparency 22	Employee Assurance 32	Consumer Trust 40	Supplier Management 49
 Major Responses	Protection of Shareholders' Rights 12	Corporate Code of Ethics 23	Employee Diversity 33	Improvement of Service Quality 41	Environmental Principles 49
	Affiliated Enterprises 13	Rules of Conduct for Sales and Marketing Staff 23	Harmonious Labor Relations 34	Service Satisfaction Survey 42	Principles of Human Rights and Ethics 49
	Indirect Economic Impact 13		Employee Rights 35	Protection of Consumer Confidentiality 43	
	Promotion of Industrial Developments 13		Health and Safety 36	Opinion Feedbacks 44	
			Training and Development 38	Reduction of Adverse Service Impacts 46	
 Key Action Items			Promote Career Opportunities 39		
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Social Contribution

Environmental Sustainability Management

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