

Former CSR Reports

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Report Guide

This year, the Chunghwa Telecom CSR report is compiled based on G4 Guidelines of Global Report Initiative (GRI) to address the disclosure of G4 material issues (or aspects), in that, the disclosure of actions, performance, and results are conducted in terms of “material issues” identified.

In order to facilitate Chunghwa Telecom to strengthen the deepening of mobile content and improve the quality of disclosure, we are hoping to bring all stakeholders who pay close attention to the telecom sector and the sustainable development of Chunghwa Telecom to focus on the issues Chunghwa Telecom is interested in, actively involved in, and influential in the industry.

SMART Management Structure

We use capitals to mark on each paragraph’s headline, in order to category each paragraph’s content. The meaning of each capital: S refers to Strategy, M refers to management, A refers to action, R refers to response, and T refers to target. We hope to make this report friendlier and well-organize to read by this structure.

Identification of Material Issues

To identify, first of all, we have used the issues and principles recommended by various international sustainability standards and guidelines (Global Compact, GRI G4, and ISO 26000) and the surveys (such as Dow Jones Sustainability Indices and Carbon Disclosure Project) of the major international sustainability rating agencies as the foundation to identify issues, after that, core business operation of Chunghwa Telecom and recommendation by external stakeholders are taken into consideration and discussed in the sustainability reporting meeting.

Process for Determining Material Issues

Step 1

Collect Information

CSR Secretariat is responsible for collecting the materials to support the meeting of sustainability report including international guidelines, sustainability rating survey, international benchmark, and news events and mid to long term development strategy of Chunghwa Telecom in 2013.



Step 2

Find the Correlation between Material Issue and Corporate

Based on internal consideration, industry status, industry chain practice, and the recommendations of stakeholders, we asked CSR members to confirm the potential impact of the material issues within and outside the organization, in other words, the positive, negative, or potential impact on the economy, environment, and society, and later invite key parties within and outside the organization to conduct discussion and disclosure of the impact. The influence and impact of material issues of Chunghwa Telecom in 2013 within and outside the organization is summarized in the following table.

Material Issue	Material Aspect	Impact		Material Issue	Material Aspect	Impact	
		Within the Organization	Outside the Organization			Within the Organization	Outside the Organization
CSR Management Corporate Governance	Supplier Assessment for Labor Practices	A	D	Customer Service	Customer Relations	A	E
	Conflict Mineral	A	D		Compliance-Product Regulation	AC	D
	Economic Performance	ABC			Product and Service Labeling	A	DE
	Market Presence	ABC			Customer Complaint Process	ABC	DE
	Procurement Practices	A	D		Customer Privacy	A	E
	Anti-competitive Behavior	A	E		Customer Health and Safety	A	DE
	Content Management of Product and Service	A	E		Marketing and Communication Regulation	A	DE
Employee Care	Employment	AC	D	Green Enterprise	Emissions	A	D
	Labor/Management Relations	AC	D		Products and Services' Environmental Impact	A	D
	Occupational Health and Safety	AC	D		Compliance-Environmental Regulation	A	D
	Training and Education	A			Mobile Phone Recycling	A	E
Innovative Research	Resource Efficiency	A		Society Coexistence	Local Communities	A	E
	Training and Education	A	DE		Infrastructure Investment	A	E
					Social Investment	A	E
					Telecom Infrastructure	A	E
					Bridging the Digital Divide	A	E
					Health and Safety Protection	A	E
					Drive Public Works	A	E

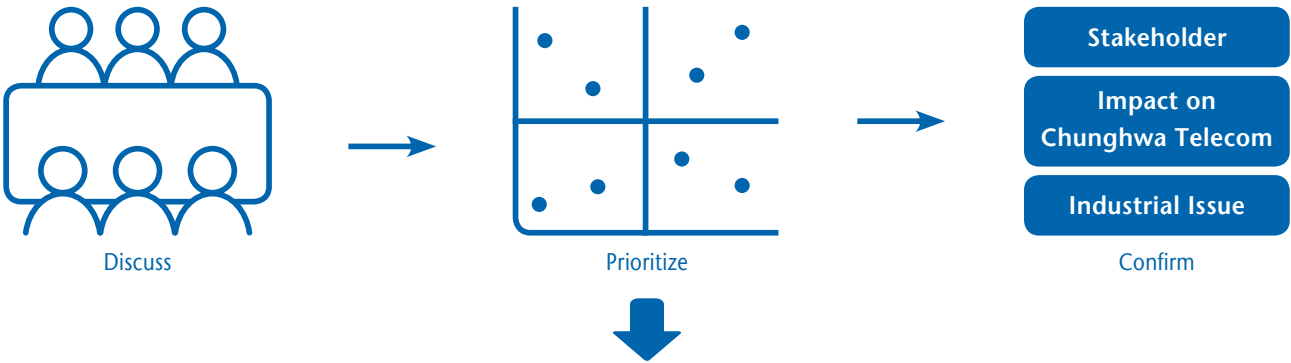
- A Chunghwa Telecom
- B Chunghwa Yellow Pages
- C Honghwa
- D Suppliers
- E Customers



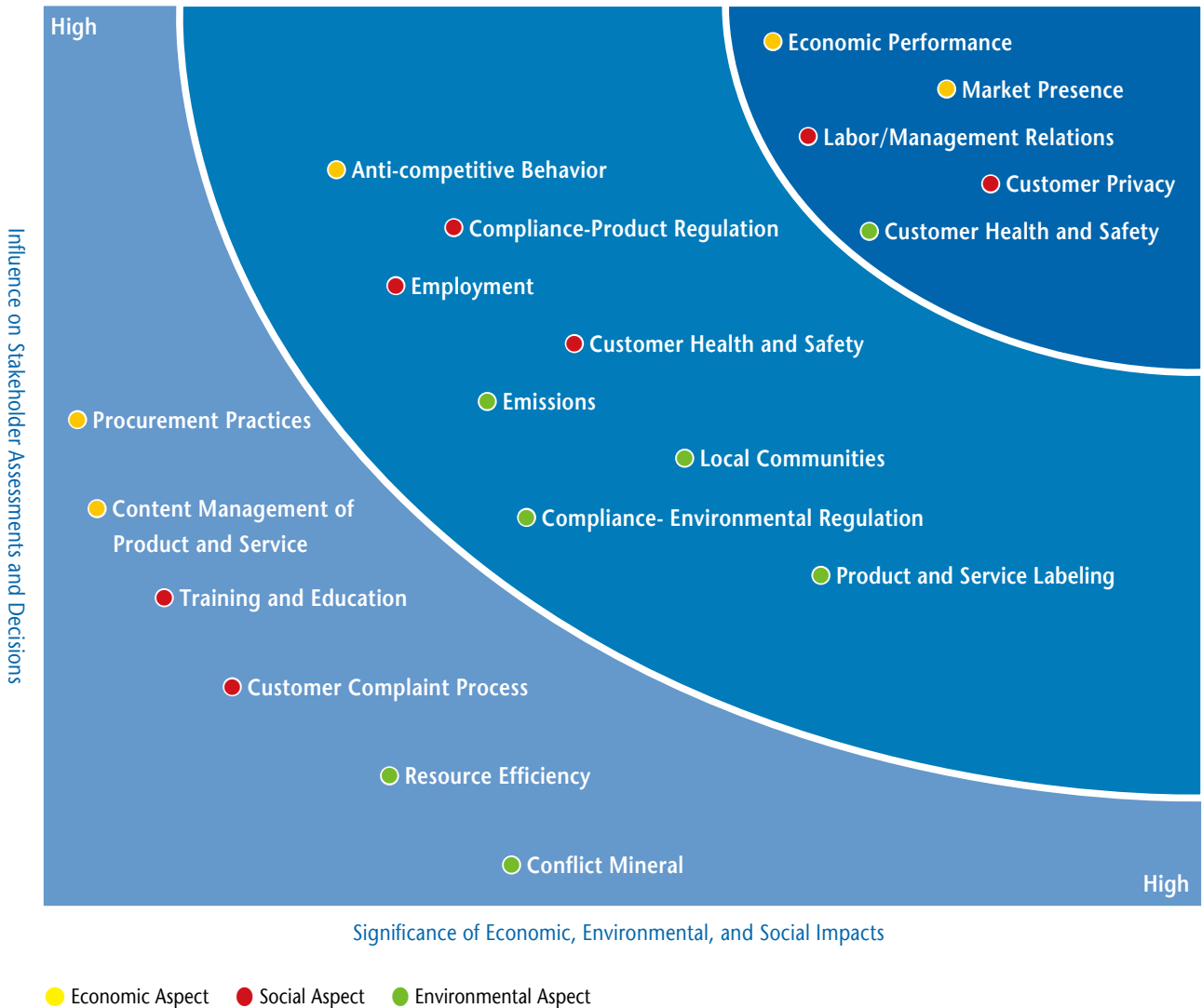
Step 3

Prioritize and Confirm Material Issues

Once the material aspect and scope of impact is ensured, we assemble an assessment team consisting of members from relative departments to identify the material issues matrix on the ground of internal and external information and the connection between the issues and Chunghwa Telecom, and come up with a critical issues matrix and 17 material issues.












Key Issue Matrix 2013



Disclosure on Management Approach

Disclosure on Management Approach (DMA) gives the organization an opportunity to explain how the economic, environmental and social impacts related to material aspects are managed. Here we provide an index of all DMA that will help readers easily to find the needing information.

Key Stakeholder	Material Aspect	Page Number of DMA
 Shareholder/ Investor	Economic Performance	p.13
	Market Presence	p.61
	Labor/ Management Relations	p.64
 Supervision Organization	Product and Service Labeling	p.36
	Economic Performance	p.13
 Employee	Employment Content Management of Product and Service	p.64
	Labor/ Management Relations	p.64
	Occupational Health and Safety	p.68
 Community/ NPOs	Emissions	p.79-80
	Overall Performance	p.77-78
	Local Communities	p.57,95
 Consumer	Customer Privacy	p.52
	Resource Efficiency	p.57,58
 Rating Agencies	Market Presence	p.61
	Economic Performance	p.13
	Customer Privacy	p.52
	Supply Chain Management	p.26
 Competitor	Economic Performance	p.13
	Compliance- Environmental Regulation	p.36
	Anti-competitive Behavior	p.36
	Market Presence	p.61
 Suppliers/ Contractor	Procurement Practices	p.24
	Supplier Assessment for Labor Practices	p.26
	Compliance- Environmental Regulation Customer Health and Safety	p.57,58
 Media	Market Presence	p.61
	Customer Privacy	p.52
	Product and Service Labeling	p.57

Organizational Boundaries - Subsidiaries' Basic Information

Item	Honghwa (International) Co., Ltd	Chunghwa Yellow Pages (International) Co., Ltd
Date of Establishment	2013/01/28	2007/01/02
Main Product and Service	Human resource management	Yellow page
Revenue in 2013	NT\$ 622 million	NT\$ 340 million
Operating Costs in 2013	NT\$ 585 million	NT\$ 585 million
Net Income in 2013	NT\$ 11 million	NT\$ 17 million

Subsidiaries' Human Resources Structure

