



包容 Inclusivity

In the rapidly changing times, CHT is committed to creating a digital inclusive society. There is no gap in this information society. The individual will have equal opportunities to access the information regardless education level, sex, age, race and residential areas.

CHT and CHT Foundation believes: "Make good use of computers, computer is good; make good use of the Internet, the Internet is good; make good use of the opportunity, the opportunity is good." In the process of addressing the digital divide and create digital opportunities, we emphasis on the importance of the integration of technology, software and volunteers. The same principle also applies to our reconstruction for post-Typhoon Morakot Disaster.

Digital Opportunities

S Local communities and civil groups
takeholder

Voices | The digital gap can be made up with the computer and the Internet, but is this enough?

Commitment | We continue to create assessable results of digital opportunities.

Index Category	2009 Commitment	2009 Performance	2010 Target	Page
 NCC's widely-accessible services policy	Compliance needed	Enforced ✓	Continued compliance	P62
 Offering computer courses in remote areas (hour)	To set up indexes	1,023 ✓	To continue to increase	P61
 People in remote areas acquiring the TQC certificate (people)	To set up indexes	100 ✓	To continue to increase	P61
 <ul style="list-style-type: none"> Telecom Universal Service Award - Best Volunteer Team by National Communications Commission (NCC) Telecom Universal Service Award - Best Construction Award by NCC Telecom Universal Service Award - Best Access Service Promotion Award by NCC Telecom Universal Service Award - Best Customer Care Award by NCC 				

Management Chunghwa Telecom Foundation

To fulfill the promise of creating digital opportunities, Chunghwa Telecom officially founded the Chunghwa Telecom Foundation in 2006 and passed the Foundation bylaw. The Digital Opportunities Group was established under the CSR Committee, committing itself to promoting projects on narrowing the digital gap.

Our Mission and Work

The Chunghwa Telecom Foundation combines the core ability of the telecommunications industry and various social resources, to assist communities with development of the culture industry, to narrow the digital gap, and to cultivate lives in local communities. Local culture is the motif of our work, and community participation is the starting point of our services. We hope to contribute our efforts to community development in Taiwan. Our major work includes:

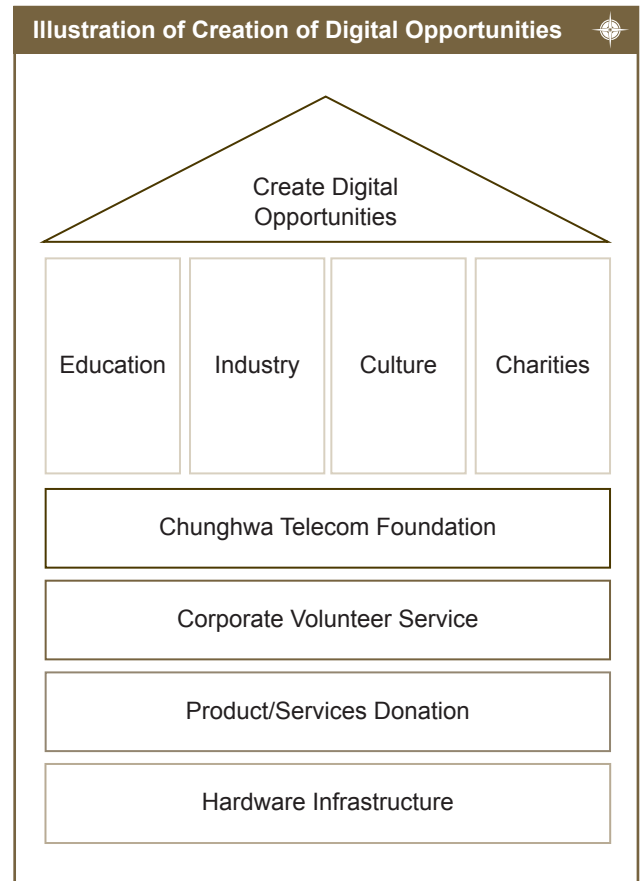
- To assist with the local culture industry: We construct the "Click Taiwan" website, offering the local community industry a platform for information exchange. We hope that through words, images and videos, we can keep a record of their efforts and stories in local communities together.
- To narrow the digital gap: We narrow the digital gap by establishing the Digital Good Neighbor project in remote areas and tribal villages. Besides installing facilities and the broadband Internet, we introduce social resources and corporate volunteers to improve the quality of life, education, and industry in the communities.
- To cultivate lives in local communities: We continue to care about and engage in the communities. Through providing various volunteer services, we help communities with their sustainable development.

🏠 The Chunghwa Telecom Foundation
<http://www.chtf.org.tw/>

🏠 Click Taiwan
<http://www.clicktaiwan.com.tw>

Approaches

The foundation of the digital opportunities was laid by Chunghwa Telecom's employees who went deep into remote areas and shouldered most of the broadband installation tasks. With the backup of hardware facilities, we further donate products or services or provided other special offers. The Foundation and corporate volunteers also have dedicated themselves to educating the remote population. Besides our attention to the next generation's growth, we also assist with development of the local culture industry, and we are concerned about the disadvantaged groups. With bottom-up and multi-faceted efforts, we hope to make Taiwan become a digital-inclusion society.



Responsible Management

Value Integration

Innovation

Environmental Sustainability

Employee Care

Inspiring Service

Digital Opportunities

Social Philanthropy

Address Digital Good Neighbor

We started the project “Digital Good Neighbor” in 2006. Together with 24,000 employees across the nation, we worked on fulfilling the corporate promise of creating digital opportunities. By the end of 2009, we have established 43 Digital Good Neighbors, and donated 658 computers and 355 sets of software equipment to remote areas and tribal villages. We introduced the service provided by our corporate volunteers and various resources to communities according to their specific needs.

Make Good Use and Do Good

The ideal of the Digital Good Neighbor is that letting everyone “make good use” of computers and “do good” through computers; everyone can “make good use” of the Internet, and “do good” through the Internet; the ultimate goal is to make everyone “make good use” of opportunities, and “do good” through the Internet.

This ideal came from reflection upon years of practices. We found that to narrow the digital gap is not to simply give away computers or deploy the Internet. If there is a lack in proper guidance from the surroundings, the next generation might use the Internet wrongly and cause more social problems.

In addition, the digital gap does not only exist between the urban and the rural. There are one million people in New Taipei City solely who are computer illiterate. The digital gap in the urban area is a miniature of that in Taiwan.

“Do not fail to do good even if it’s small; do not engage in evil even if it’s small.” The Chunghwa Telecom Foundation continues to deepen and cultivate the power of technology, making it well applied on creating social welfare.

TQC Computer Certificate Courses

“In order to tangibly evaluate the effects of promoting digital opportunities, and practice the idea of making good use of computers and making them do good,” we started to assist people in remote areas with acquiring the TQC computer certificate courses, and meanwhile, we could ensure their learning effects. There have been 135 people taking the test, and 100 have passed. The passing rate was 74%.

We also have provided computer-related courses for 1,023 hours, helping people in remote areas to make use of resources on the Internet. In 2010, we will introduce computer courses that reinforce the application on daily life, and will keep promoting the TQC certificate test.

Computer Courses for New Residents

The new resident mother in Jingliao Village in Tainan County takes computer courses under the Digital Good Neighbor Project on Tuesdays and Thursdays.



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Response Universal Telecom Services

We have worked on the long-term policy objective that citizens are guaranteed with their basic rights to telecommunications and that they have fair and wide access to telecom services. At present, the household penetration rate for fixed line telephone services in Taiwan is 96.8%. We have provided over 220,000 households with telephone services and more than 30,000 households with data communication services in over 81 remote and economically deprived areas; over 19,000 sets of public telephones in 25 administrative districts; more than 3,700 primary and high schools and public libraries with data communication services. In 2009, Chunghwa Telecom spent a total of NT\$978 million on the widely-accessible services.

Investment on the Infrastructure

Responding to the government's promotion of major public investments, we expect ourselves to facilitate development of the industries and generate the most economic benefits, by taking advantage of our core ICT ability. The government plans that the coverage rate of broadband (>30Mbps) will reach 80% by 2012. However, by the end of 2009, the broadband coverage rate already reached 73%, so that the policy objective will be achieved successfully. In 2009, Taiwan's FTTB penetration rate by households was ranked the fourth worldwide, only next to Korea, Hong Kong and Japan.

Due to rapid growth in the broadband internet in the Asia-Pacific region, we continue to expand the capacity of current undersea cables and engage ourselves in establishing new undersea cable systems, to satisfy the need of corporate customers for increasing bandwidth. In May 2009, we announced the cooperation with major telecom companies in the Asia-Pacific Region in constructing the new undersea cable in East Asia "Asia-Pacific Gateway" (APG), which is estimated to be completed and launched in 2011.

Taiwan Telecom Penetration Rate (%)			PA4
	2007	2008	2009
Mobile phones	105.9	110.3	116.6
Broadband Internet	63.8	65.6	64

Common Satellite Shared Discs Project

Commissioned by the Council of Indigenous Peoples, Executive Yuan, we have constructed a direct satellite broadcast system to improve the TV signal reception in tribal villages since 2004. By the end of 2009, we have installed the system in 71,228 households.

Broadband Access to Tribal Villages

We actively assisted the National Communications Commission (NCC) with the policy on the universal telecom services, so that we provided residents in remote areas with the broadband network and narrowed the digital gap between the urban and the rural. In 2007, we constructed broadband infrastructure in 43 villages among 46 (93.5%) under the project "Broadband for Villages." In 2008, we constructed broadband infrastructure in 42 villages among 50 (84%) under the project "Broadband for Tribes".

At the "Universal Services and Civic Participation" award ceremony for the third anniversary of NCC's foundation, we won four prizes in total: "Telecom Universal Service Award - Best Customer Care Award," "Telecom Universal Service Award - Best Construction Award," "Telecom Universal Service Award - Best Access Service Promotion Award," "Telecom Universal Service Award - Best Volunteer Award."

In 2009, NCC continued to promote construction of broadband infrastructure in 51 tribal villages. In order to well take corporate responsibility, we were responsible for more than 90% of them, which accounted for 48 villages in total, distributed across 12 counties.

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Target

Digital Character

We are aware that the key to creating digital opportunities is to cultivate the digital character of the next generation. Facing the virtual world that computers and the Internet create together, adults are not the only one that needs to tell the basic difference between “use them well” and “use them poorly;” it is the next generation that needs an opportunity to learn how to correctly use the Internet. This is what challenges the Chunghwa Telecom Foundation the most, as well as where the importance of corporate social responsibility lies.

Reading Companions for Disaster-Affected Children

To nurture children’s heart through reading, the Chunghwa Telecom Foundation picked and gave 300 psychological healing picture books to children in Jialutang Military Camp in Fangshan Township, Fongshan Military Academy, Fongshiung Military Camp and Jingling Military Camp in Yenchao Township, and Renmei Military Camp in Dashu Township, Dahsin Elementary School in Jiadong Township, and Hengchun Christian Hospital in Pingtung. During September and October, the Chunghwa Telecom Foundation also worked with the Hengchun Christian Hospital on a “Mobile Book Wagon” project: we went to the Jialutang Military Camp for two days, with one volunteer accompanying the children to read there.

From the Digital Opportunity to the Cloud Computing Services

After years of promoting digital opportunities, we have realized that the digital gap is not simply a gap in facilities, but a gap in abilities to make use of information. For individuals, the ability to read serves as the base of using various internet services. For the whole society, the general public’s ability to apply information is the base of developing new industries such as the cloud computing. So our long-term goal is to develop better social soil as the base and cultivate every digital opportunity. We hope to make Taiwan a genuine benchmark for information

Read First and You Can Surf the Internet



In the Digital Good Neighbor in Xidiyao in Nantou, children have to read first for 30 minutes before they use the computer. It is because we are convinced that a habit to read formed in the childhood will enable these children to better use the power of technology in the future.



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