

S Social Philanthropy

Employees, local communities, and disadvantaged groups

Voices | The point in giving a hand to people is to give the most needed the best.

Commitment | The amount of social contribution will rise and get closer to the standards of the international benchmark.

Responsible Management

Value Integration

Innovation




Environmental Sustainability

Employee Care

Inspiring Service

Digital Opportunities

Social Philanthropy

Index Category	2009 Commitment	2009 Performance	2010 Target	Page
 Service of corporate volunteers (hour)	To set up indexes	41,979 ✓	To continue to increase	P47
 Amount of Social Contribution (thousand NT\$)	To continue to increase	1,556,467 ✓	To continue to increase	P65
 Certificate of Appreciation by The 921 Earthquake Relief Foundation				

Employees, local communities, and disadvantaged groups

Management of social contribution

Reconstruction after Typhoon Morakot
E-tutoring Projects for School Children in the Devastated Areas

E-tutoring Projects for School Children in the Devastated Areas

Developing Products for Special Needs

Management Management of social contribution

It is estimated that Chunghwa Telecom's social contribution in 2008 amounted to NT\$247.51 million. In 2009, it was even increased to NT\$1,556.46 million. The three main reasons for the increase are: 1. the special offer and assistance for relief of the Typhoon Morakot aftermath; 2. Sponsorship for telecommunications facilities for the World Games in Kaohsiung and the Deflympics in Taipei; 3. Intensification of the accounting management of CSR information, with a detailed list of donation in terms of products and services.

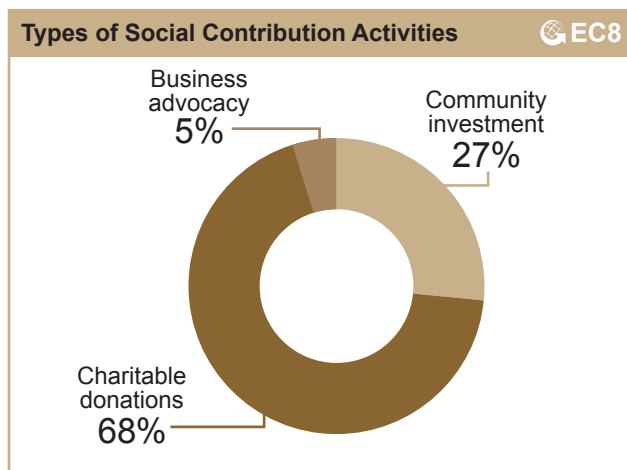
Social Contribution

Chunghwa Telecom considers that social contribution is not simply to give something away. How to reinforce quantification of the management and communication is even more important. In 2009, we divided social contribution into three categories: charitable donations, community investment, and business advocacy, in the hope that we can strengthen communication with internal and external stakeholders with transparency.

Donations for Typhoon Relief

After Typhoon Morakot stroke Taiwan, we immediately announced "a corporate donation of NT\$20 million for typhoon relief," and invited all of the employees to make donations. Donations from the employees amounted to NT\$45,725,973, which was already remitted to the relief account of the Ministry of the Interior.

Note: Employee donations do not account for the amount of social contribution.



The Total of Social Contribution (Thousand)		
Types	2008	2009
Cash	NT\$71,380	NT\$ 165,044
Products or Services	NT\$176,136	NT\$ 1,391,422
Total	NT\$247,516	NT\$ 1,556,467

Note: In the "2009 CSR Report," we calculated "social contribution as a percentage of the operating profit." In order to make comparison, modifications are therefore provided.

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Address Reconstruction after Typhoon Morakot

Typhoon Morakot devastated the eastern and southern areas in Taiwan. We by all means helped with the government's rescue, relief and settlement work and tried to figure out how to make most of the cooperation of the public and private sectors to accompany the victims on the road of reconstruction.

Free Communication Facilities and Corporate Volunteer Service

To assist the official settlement center and other civil groups with relief, we provided 90 mobile phone, 54 satellite phones, 253 telephones, 168 public phones, and 75 broadband Internet accesses, 22 dedicated lines and 16 MOD accesses.

To help villagers in the shelters in Nantou, Chiayi, Fongshan and Taidong to surf the Internet, 108 corporate volunteers provided the service. The accumulated service time was 633 hours.

Special Offers of Telecom Services for the Typhoon-Affected

To show our concerns for customers in the devastated area, we provided various special offers on telecom services fees, including a discount on the monthly cost and the calling fee free replacement of a new SIM card, the cable modems, and the set-top-box, and etc.

Increasing Job Opportunities

To ensure clear communications in the devastated area and meanwhile subsidize the victims, we provided more temporary jobs for them by hiring the aboriginal youth to support the work on saving base stations and transporting the necessities. Our work covered these areas: Laiji in Mt Ali, Lijia, Yuntan in Meishan, Changshu Lake, Liuguei in Kaohsiung, Taoyuan, Namasia, and Wutai in Pingtung. The total of the pay cheques was more than NT\$480,000, and more than 600 aboriginal youth were therefore benefited.

Assisting the Government with Reconstruction

We assisted the Morakot Post-Disaster Reconstruction Council with the construction of permanent houses, installation of telecommunications channels, the Internet, copper cables, optical cables, MSAN devices, to provide services of local calls, broadband, and MOD. We spent approximately NT\$16 million in Yuemei Farm in Shanlin Township, and about NT\$13 million in Majia Farm in Majia Township.

Marketing agricultural produces in disastrous areas

We continue to pay attention to the development of the industry in the devastated areas. In order to provide proper space for business, we started to convert the operation offices in Fongshan, Chiayi, Pingtung and Taitung into the Chunghwa Telecom Passing-the-Love Markets. Farmers in Mingzu Village in Namasia Township and Sialin Village in Jiasian Township in Kaohsiung, Jinfong Township in Taitung, which are the most severely damaged, were invited to sell their agricultural products here. Our employees and customers were therefore provided with an opportunity to show their concerns for the victims.

The Tribal Handcraft Classroom

The tribal handcraft teachers from the Minzu Village in the Namasia Township were busy collecting weaving materials after arriving in the shelter and taught tribal women to weave, to distract their attention from the disaster. They were encouraged to weave their love for the lost family and home into their works. Such works are also available in the Passing-the-love Market.



Address E-tutoring Projects for School Children in the Devastated Areas

In the process of company, we gradually figured out the approach to support the long-term reconstruction in the devastated areas. We think the key is to improve the education environment for children who are now doubly disadvantaged. We started to cooperate with the Fu Jen Catholic University in May 2008, working on the E-Tutoring Project for School Children in Remote Areas. Enough experiences have been accumulated ever since, and it is officially changed into the E-Tutoring Project for School Children in the Devastated Areas.

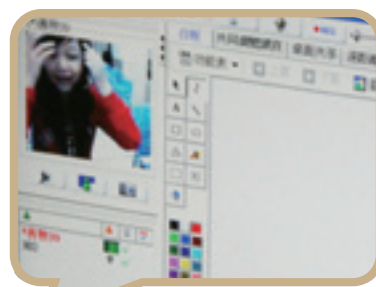
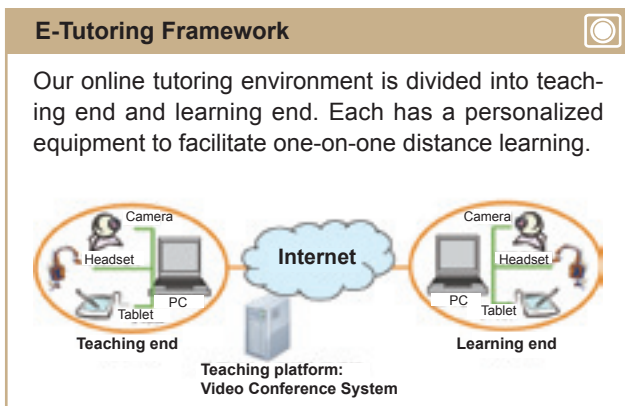
Continuous Projects

In December 2009, the Virtual Elementary School, the experiential project that the Chunghwa Telecom Foundation practiced in the Majia Township, Pingtung County, officially started the E-Tutoring for School Children in the Typhoon Morakot Devastated Areas Project. We will continue to look for proper locations and partners in the devastated areas, in order to help more affected school children. Funding of this project will be provided from the corporate donation of NT\$20 million for typhoon relief that we publicly announced.

Advantages of E-tutoring

Our idea about education is to provide the most needed with the best. Lesson designs that are one-on-one on-line and customized can better fit the needs of students. Therefore, it is more efficient than asking a teacher to come all the way here and teach quite a few students at one time. We solved problems like the unstable Internet and low transmission rate. The group from the Fu Jen Catholic University was responsible for selection of volunteer tutors.

Compared with traditional tutoring, what one-on-one e-tutoring requires are more than computers on both the teacher and the student sides. To facilitate on-line interaction between the teacher and student, software equipment and hardware equipment like a web camera, a pentop computer, and handwritten flashcards are also necessary. Thus, a set of facilities can cost as much as NT\$35,000. However, it is worth it to see children's serious attitudes towards learning and their facial expressions while interacting with the teachers.



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Response Charitable Telecom Services

With our core ability and expertise, Chunghwa Telecom provides various charitable telecom services with society. From as early as filial calls for the prisoners to the latest “The Public-Help-Search System,” we have aimed to improve social welfare and solve social problems.

The Public-Help-Search System

“The Public-Help-Search System” invented by the Telecommunications Laboratories was provided with one-year free trial for charities such as the Child Welfare League Foundation and the Seeks Association Center of the Federation for the Welfare of the Elderly. Through approaches such as MOD, HiNet, Hichannel, emome, Xuite, e-bills, greeting letters to customers, and mobile DM, we deliver messages of help-search volunteer recruitment. At the early stage we would recruit mobile phone users of Chunghwa Telecom to join this project, hoping to make use of MMS to expand the broadcast. It requires more attention for missing children, teenagers and seniors to find their way home.

 The Public-Help-Search System
<https://mfind.echt.com.tw>

Toll-Free Numbers and Public SMS Services

We provide various toll-free numbers (local telephone and mobile), such as 110 (police), 113 (children and women protection), 118 (coastline crime reporting), 119 (fire), 165 (antifraud inquiry), 1922 (national epidemic situation report), and 1957 (assistance), a total of eight numbers. Besides, we also send SMS messages to assist the government in promoting policies and orders. In 2009, the accumulated fees reached to almost NT\$99.44 million.

GMDSS

Our coastal radio stations, in coordination with the national policies as well as rules of the international organizations, are assigned by the Ministry of Transportation and Communications to deploy a communications service called “Global Maritime Distress and Safety System (GMDSS).” The service provides local and foreign vessels in our sea regions with free information on communications with the land in case of emergencies, navigation safety, rescue plan, and international news. The service is also responsible for the communication work in case of any dangers or accidents on the sea. The Ministry of Transportation and Communications allocated a NT\$ 38.95 million subsidy grant for this service. Our actual business expenditure was approximately NT\$100.491 million. In 2009, 136 emergency radio transmissions were deployed. Out of 136 emergency radio transmissions deployed, there were 51 shipwrecks in particular and 264 people were rescued. There were also 46,135 DSC safety calls and 165,378 times of navigation warning telex (NAVTEX) were issued.

Low-income households and Disadvantaged Groups

For low-income households and the disadvantaged groups like the physically and mentally challenged, we provide various discount plans on the broadband Internet and phone cards, to help them enjoy high-performance telecom services with low charge.

Special telecom offers for low-income households and disadvantaged groups

Offers	2008	2009
NT\$600 phone card discount for low-income households per year (household)	7,030	11,880
Discount on the broadband Internet for low-income households (household)	5,633	6,958
Discount on the broadband Internet for the physically and mentally challenged (household)	1,022	2,084
NT\$200 phone card discount for the visually impaired (person)	1,170	2,222
Special offer of the Care Plan 1 (person)	1,499	2,127
Special offer of the Care Plan 2 (person)	1,558	2,299

Note1: Visually impaired, hearing impaired or speech impaired person may select the “2G-88 type” or “3G-183 type” service plan, and will be offered the same amount of credit (free monthly credit of NT\$88 or NT\$183). That is, including the monthly fee, the impaired person can enjoy NT\$176 or NT\$366 of talk time per month.

Note2: Hearing impaired or speech impaired person may select the “2G-188 type” or “3G -183 type” service plan, and will receive the bonus offer of 300 free text messages (same network) or 100 free text messages (different network).

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Target Developing Products for Special Needs

A thoughtful communication design can strengthen communication between specific communities and society, and improving the quality of life is one of the corporate social responsibilities of the telecommunications industry; we sponsor great games with state-of-the-art technology, to broaden the horizons of the general public and stretch the imagination of future urban life.

Barrier-free Deaflympics

While Chunghwa Telecom helped with planning the “World Deaf Swimming Championships” and the “Taipei Invitational Games for the Deaf” in 2007 and 2008 respectively, we already started to consider telecom-relevant services that the hearing impaired would need. All of our efforts paid off while we sponsored the 2009 Deaflympics in Taipei.

The 2009 Deaflympics in Taipei was the first time for the Deaflympics to happen in an Asian city. We were well prepared for what could facilitate the information communication for the hearing impaired by taking care of aspects like services, technology and businesses. Besides, we had customized plans with special offers such as the video-phone.

In the outdoor MOD live broadcasting of the open ceremony, we added the service of instruction in sign language. Therefore, all of the hearing impaired could have a good grasp of the games and felt the stirring atmosphere.



Obstruction-free World Games

Responding to the M-Taiwan Project hosted by the Industrial Development Bureau, Ministry of Economic Affairs, we made investments of over NT\$300 million, completed 25 WiMAX base stations and provided WiMAX services during the time the World Games were held.

In addition to the wireless broadband Internet provided for citizens, we also provided wireless services such as the mobile remote monitor, the mobile navigator, the value-added broadband platform, and the ITS.

Because of the wireless services of Chunghwa Telecom, the World Games in Kaohsiung showed a different perspective to all: reporters could submit their coverage anytime; referees and athletes could check up the games anytime; taxi services were available through the information dispatch system; the audience could watch games on their mobile phone, computer, and the new media-MOD.

Dream without Limits, and Shine around the World

Chunghwa Telecom has sponsored the tennis player Yen-Hsun Lu since 2009 as a good companion for the top athletes who pursue their dreams around the world. Besides, we also sponsored cyclists Po-Hung Wu, Ting-Yin Huang and the Chunghwa Telecom Women's Basketball Team.



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Listen to Their Stories 1

Project: Digital Good Neighbor--Jingliao Village, Tainan County.
Storyteller: Pastor Chiu-An Wu

“One of my biggest dreams is that one day farmers in Jingliao will sell their agriculture produces online without being exploited by businessmen.”

The Chunghwa Telecom Foundation started to promote the Digital Good Neighbor Project four years ago. Directed by Pastor Chiu-An Wu from the Presbyterian Church, the computer lab in Jingliao, Houbi Township, has been rather outstanding. It is the power recharge station in the eyes of the new residents.

Because there were courses of webpage design and multimedia editing, students in the after school in Jingliao were accustomed to using their camera to keep a record of everything around them with their specific perspective. When Typhoon Morakot hit Taiwan, Bajang River overflowed the embankment and flooded the computer lab. The first thing these children did afterwards was to take pictures of the aftermath and uploaded them to the website of Click Taiwan of Chunghwa Telecom. “After these children grow up, my dream will not be far away,” said Pastor Wu.



Click Taiwan



In 2009 Chunghwa Telecom gave it a new try: We financially supported 20 students from the Chengchi University to engage 10 Digital Good Neighbors. They chose community industries or special communities that have a local character or full of cultural heritage. They kept a record of their stories with documentaries, expecting to put together a picture with local Taiwanese lives and the humanities. More stories on Click Taiwan:

 <http://www.clicktaiwan.com.tw/twspot/about.htm>

Listen to Their Stories 2

Project: Typhoon Morakot Online Disaster Report Center
Storyteller: Ting-Yao Hsu, Chair of the Association of Digital Culture

“When anything emergency happens in the future world, the Internet world will play a more and more important role. Our dream is to connect the Internet world and the actual world.”




Puncar Action



In 2008, three young men and a second-hand micro-bus together created the “Puncar Action.” They made known of the idea “delivering an Otaku person to a remote village to teach computer courses,” and was awarded the “Digital Community Award” at the Austrian Digital Arts Festival. Their first piece of sponsorship was from the Chunghwa Telecom Foundation.



 Puncar Action
<http://puncar.tw/>

A group of young people who built the relationships with Chunghwa Telecom in 2008 because of the “Puncar Action,” started to establish the Typhoon Morakot Online Disaster Report Center during the early hours of the morning on August 9th. They integrated disaster reports of all sources through Twitter and Plurk in the hope of filtering information for rescue assistance and relief.

Similarly, the Chunghwa Telecom Foundation actively provided assistance at the first possible time. Besides coordinating the Research, Development and Evaluation Commission to borrow 40 3.5G USB modems, it also provided the Center with unlimited bandwidth and facilities. The Center therefore had enough strength to become the emergency operations center on the Internet during the most difficult two weeks for rescue.

“We appreciate Chunghwa Telecom’s help, so that an Otaku person can become a rescue hero,” said Ting-Yao Hsu, Chair of the Association of Digital Culture.