



# 05

## Engaging In Social Welfare

### Sustainability Performance

<b>2</b> ZERO HUNGER	<b>3</b> GOOD HEALTH AND WELL-BEING
<b>4</b> QUALITY EDUCATION	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES

Good Neighbor Meal Delivery Team provided **37,990** meals to disadvantaged households, up 30% from last year and expanded the service to outlying islands.

Organized **6,517** Good Neighbor Funfests attracting estimated **147,000** participants. Organized **907** health-related events with an estimated **42,852** participants.

Good Neighbor O2O Funfest attracted a cumulative estimate of **42,000** families to participate.

Raised **NT\$208 million** in spare change and pledged donation of goods.

Supported **72** schools and reading classes and encouraged **4,000** children to develop reading habits.

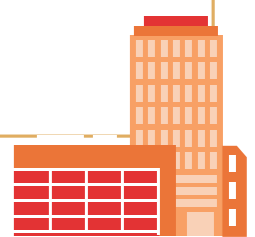
Corresponding Material Topic

Local Communities

Corresponding Stakeholders

Social Welfare Organizations

Good Health and Well-being	Zero Hunger	Sustainable Cities and Communities
<b>Action Plan</b> Promote events like Good Neighbor Health Funfest, and What Time Is It? Café to increase public awareness.	<b>Action Plan</b> Arranged stores to organize Good Neighbor Meal Delivery Teams to provide food to seniors living in remote areas, and raised funds for organizations that provide meals to disadvantaged seniors.	<b>Action Plan</b> The Youth Deep Roots Project helps youth returning to their hometowns to develop diversified local industries.
<b>2020 Goals</b> Hold 1,800 Good Neighbor Health Funfests.      Serve 900 elderly people for What Time Is It? Café project in 10 stores.	<b>2020 Goals</b> Expand service to an outlying island and make up for the gap in deliveries during weekends. 65 stores provide 26,000 meals.	<b>2020 Goals</b> 30 collaborative projects with groups of youths from 2018 to 2024.
<b>Achievement</b> A total of 907 Good Neighbor Health Funfests in 2020, with an estimated 42,852 participants.      Served a total of 510 elderly people in 2020.	<b>Achievement</b> 41 stores delivered 37,990 meals and expanded services to include outlying islands.	<b>Achievement</b> 3 collaborative projects for a cumulative total of 7 collaborations.
<b>Target Reached</b> Tracking      Tracking Under Development      Under Development Target Achieved      Target Achieved Target Exceeded      Target Exceeded	<b>Target Reached</b> Tracking Not for target number of stores Target Achieved Exceeded goal for target number of meals delivered	<b>Target Reached</b> Tracking Under Development Target Achieved Target Exceeded
<b>Future Goals</b> Hold 1,800 Good Neighbor Health Funfests every year from 2021 to 2024.      • Serve 1,000 elderly people in 14 stores in 2021.      • Serve 1,500 elderly people in 2024, and serve a cumulative total of 6,000 elderly people from 2020 to 2024.	<b>Future Goals</b> • Deliver 32,000 meals in 2021.      • By 2024, we will extend our services to have 90 stores deliver 39,000 meals each year in 12 counties, cities, and outlying islands.	<b>Future Goals</b> • 8 collaborative projects in 2021.      • 30 collaborative projects from 2018 to 2024.





## Local Communities

### Management Approach

<b>Management Objectives and Policies</b>	Our mission is to become the indispensable neighbor that spreads love and safety in the community. Starting with our core business and operating within the community allow us to better understand the needs of local residents and to earn their trust as well as good will. We use our resources to dedicate to goals like promoting health & well-being, eliminating hunger, developing sustainable communities, fostering education, protecting the environment, etc. - building a better, more sustainable future with our consumers and the 6,000+ stores across the country.
<b>Responsibility</b>	Both the PCSC Good Neighbor Foundation(Note), funded 100% by company donations, and the fundraising platform "Bring Back the Love Charity Donation Platform" continues to serve locally. The former collaborates with 7-ELEVEN to hold charitable activities or promote community services. The latter provides the public with an easy and transparent channel for small contributions (spare-change boxes, ibon machines) donated to non-profit and social welfare organizations, making 7-ELEVEN a reliable charity platform.
<b>Action Plan</b>	<ul style="list-style-type: none"> <li>Health &amp; Well-being: What Time is it? Café, Good Neighbor Health Classroom, Smart Health Stations &amp; Good Neighbor Health Funfest</li> <li>Eliminate Hunger: Good Neighbors Meal Delivery Team</li> <li>Sustainable Cities &amp; Communities: Youth Deep Roots Project</li> <li>Education Cultivation: Sustainable Funfests &amp; Reading Encouragement Program</li> <li>Environmental Protection: Beach cleanups</li> <li>Charity Fundraising: Monetary, points and goods donations.</li> </ul>
<b>Grievance Mechanism</b>	Established a Integrated Service Center to accept ideas and feedback regarding PCSC's charitable activities.

(Note) referred to hereafter as the "Good Neighbor Foundation"

## 5.1 Corporate Philanthropic Strategy

PCSC prioritizes on the promotion of health and well-being, nutritional and food needs, and sustainable cities & communities, which will achieve the SDG 2 Zero Hunger, SDG 3 Good Health and Well-being, and SDG 11 Sustainable Cities and Communities, respectively. Furthermore, we are also concerned with education and environmental protection, and therefore we continue to utilize our wide network of channels to create platforms for charity donations.

Childcare is increasingly focused on the importance of parent-child interaction these days, and parent-child interaction and child education has become more important. Along with the rise in sustainability awareness, we have integrated educational element with Good Neighbor Funfest and created easy-to-read teaching materials that share information on several core ideas of PCSC's sustainable operations - environmental protection, food education, health, and charity. We also partner with schools and implement reading encouragement programs to encourage children to develop reading habits.

PCSC noticed uneven development and resource distribution between urban and rural areas in recent years, in addition to an aging population, falling birth rates, and decline in local tourism and industries. PCSC Good Neighbor Foundation launched the Youth Deep Roots Project to support youths returning to their hometowns to develop local industries and worked with them to promote local marketing and procurement.

PCSC is concerned with public health and continues to focus on preventive medicine for common health problems. In response to the aging population, we promote activities such as What Time Is It? Café to help seniors improve their health. PCSC also set up Smart Health Stations to encourage people to monitor their health regularly. We held activities, such as Good Neighbor Health Funfest and Health Classrooms to raise public health awareness.

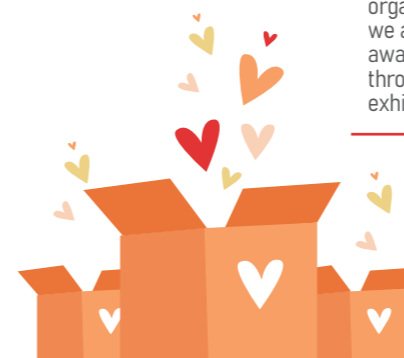


With the younger, working population leaving rural areas, seniors are left behind. We discovered that these seniors were skipping meals and suffering from malnutrition. Therefore, PCSC had our stores organize Good Neighbor Meal Delivery Teams to bring meals to seniors living in remote areas. PCSC also raises donations for social welfare organizations that provide meals to disadvantaged seniors and provides a platform where the public can donate money or food to these organizations, allowing us to help more vulnerable groups.

PCSC has utilized our vast, convenient network and influence to promote social awareness and enthusiasm for philanthropy. As thus, we have created several different platforms for charitable donations, including spare change donation, ibon machine donation, pledge donation of goods.

Environmental issues have been at the forefront in recent years, and PCSC has been dedicated to taking action and promoting awareness. Our Love Nature Society has continued to organize beach cleanups, and we also raise environmental awareness and attention through our photography exhibition.

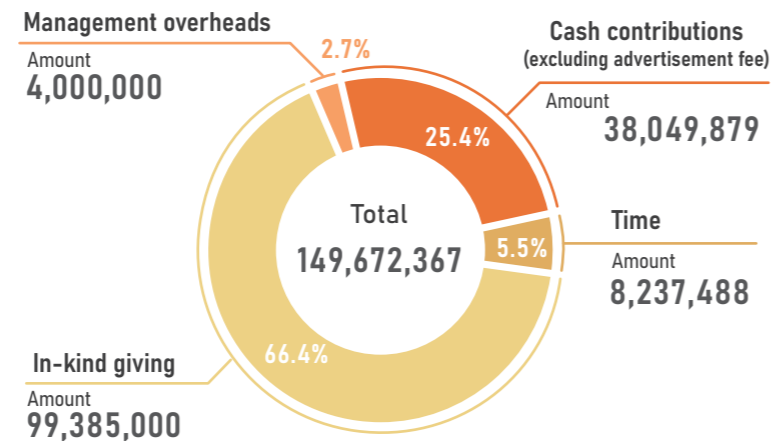
By engaging in community services and charitable fundraising such as donations of money, goods and points, we not only fulfill our goals for promoting public health, eliminating hunger, developing communities, fostering education and protecting the environment, but also better understand the needs of the community like nutrition and health or local economic development through our interactions with the public. These can then be transformed into future opportunities such as promoting sales of healthy, ready-to-eat food products, achieving sustainable development for both charity and economy.



## Annual Philanthropic Participation & Contribution

PCSC brought its corporate influence into full play in philanthropic events. The monetary equivalent of the amount of time and other contributions that PCSC invested in charity in 2020 are shown below. In 2020, all in-store events were cancelled between February and May because of the pandemic, therefore there was a decrease in the amount of time and in-kind giving compared to last year.

The monetary equivalent of time and other costs contributed by PCSC in charity events in 2020 (unit: NT\$)



(Note) Calculations are based on factors such as the number of hours individuals contributed, salary, and the number of events held in 2020. Cash contributions include charitable donations of NT\$36,940,279, including donations to the Millennium Health Foundation, Taiwan Delica Foods Development Association, and academic organizations as well as grants and scholarships.

## 5.2 Good Health & Well-being

### Community Outreach

#### Smart Health Stations & Good Neighbor Health Funfest

Since 2008, the Good Neighbor Foundation has collaborated with the Millennium Health Foundation to establish Millennium Health Stations at selected stores. People can measure their blood pressure and waistlines at these stations, and there is a yearly national health exam event, during which the public is encouraged to combat the "three highs" (high blood pressure, high blood sugar, and high cholesterol) and prevent metabolic syndrome.

Starting in 2015, we have employed cloud technology to create Smart Health Stations, allowing residents to routinely measure their blood pressure, heart rate, and blood oxygen levels, etc. at stores and communities, making it easier for the public to manage and track their health. The database also connects to 10 local medical facilities, allowing the public easy access to their data for doctors when making a diagnosis. Our Smart Health Stations were used a total of 109,314 times in 2020, up from last year.

In 2020, we held 907 Good Neighbor Health Funfest activities, covering blood donation, blood pressure measurement and other activities, with an estimated 42,852 participants. For the 12th annual National Health Day, PCSC



Good Neighbor Foundation partnered with the Millennium Health Foundation to assist the public with measuring their blood pressure and waistlines for free across all 671 stores in Taiwan with a Millennium Health Station. Games and activities to promote health awareness were also provided to inform the public about normal blood pressure levels and waistlines. The event saw over 30,000 participants, and we recruited 522 medical personnel and 217 volunteers to help.

#### Good Neighbor Health Classrooms

Studies show that the public is still unaware of the dangers of dementia. As such, PCSC hopes to increase awareness of dementia by providing information on prevention or delaying the degeneration, especially in rural areas that lack medical resources.



The Good Neighbor Health Classrooms started in 2015, and toured around Pingtung countryside in 2020. We partnered with Pingtung Christian Hospital to hold the Good Neighbor Health Classrooms in stores to teach and promote awareness and prevention of dementia, including courses like prescription consultations, nutritional diet, and identifying signs of early dementia. We held a total of 24 events with stores in 2020, with 1,957 participants.



#### Care for Children with Special Illnesses & Medical Personnel

We use our diverse locations to serve as a platform to communicate with customers and community stakeholders. We invited the OPEN family to visit the children in the pediatric ward and clinic at two hospitals, the Yunlin Christian Hospital and Wangfang Hospital. At Tungs' Taichung MetroHarbor Hospital we provided 100 cups of coffee for free to show our support for the nurses. We also held a magic performance in the lobby of Wangfang Hospital to give support and care to the community during the pandemic.

Partnering with Dr. Rednose, an NGO dedicated to child-friendly medical services, we provided "OPEN! CARES Health Promotion Stations" at the Mennonite Christian Hospital in Hualien and the Taitung Memorial MacKay Hospital Pediatric Ward to bring happiness and ensure learning continues during the pandemic.



## 5.3 Zero Hunger

### Caring for Seniors

#### ▪ Good Neighbor Meal Delivery Team

PCSC stores are located within every county and city, and through our meal delivery service we are able to provide meals to disadvantaged households or seniors. Starting from Hualien and Taitung in 2014, we have now expanded to include New Taipei City, Taipei City, Yilan County, Pingtung County, Chiayi, Green Island (outlying island) in 2020.

We call upon our store managers to deliver meals to seniors who are living alone or have limited mobility. In addition to delivering meals, they also care for these seniors and can report back to non-profit organizations if assistance is needed. Alternatively, financially disadvantaged seniors or households can pick up meals in-store. In addition to solving the meal problem, it also encourages seniors to walk out of their homes to interact with others. We partnered with 4 foundations in 2020, including the Sisters of Our Lady of China Catholic Charity Social Welfare Foundation, Mennonite Social Welfare Foundation, Hondao Senior Citizens Welfare Foundation, A Kernel of Wheat Foundation. A total of 37,990 meals were delivered, up 30% from last year.

#### Feedback from Stakeholders

Store Manager Ching-Tai is a franchise partner with over 20 years of service on Green Island. When she first joined the Good Neighbor Meal Delivery Team, she didn't understand why it was necessary for the seniors to pick up the meals in-store. She asked the volunteers from the foundation and they told her that this service was provided by PCSC and the foundation, and as most of the seniors were also low-income and had difficulty leaving the house, the volunteers usually delivered the food to them during the week. But the volunteers don't work on the weekends, and since the stores are still open, the seniors can come during the weekend and pick up meals themselves to save them the cost of an extra meal.

Store Manager Ching-Tai said she could never imagine how important it would be to provide someone with the option of picking up their meals, and she's happy that she is able to help others. She also expressed recognition for company's charitable endeavors, and acknowledges the impact.



## 5.4 Sustainable Cities & Communities

### Development of Local Industries

#### ▪ Youth Deep Roots Project

With 7-ELEVEN stores across Taiwan, we have witnessed the impact of aging populations, low birth rates, and declining local tourism and other industries. Yet some youths are moving to rural areas and starting their own businesses, gathering resources to revitalize local industries and rural communities. Therefore, the PCSC Good Neighbor Foundation has started the Youth Deep Roots Project in 2017. In addition to providing funds and resource matchmaking, we invite relevant experts to mentor and assist these young entrepreneurs.

PCSC Good Neighbor Foundation discovers that these young entrepreneurs did not lack the innovation or ability to grow their business, but rather a space for them to showcase their achievements and integrate into the market. Therefore, PCSC is collaborating with these young entrepreneurs to provide a platform for performances, exhibitions, and exchange of ideas. Our OPEN! Youth Funfest program brings together resources from the local community, making stores around Taiwan ideal partners in the drive to revitalize. There are currently two modes for operating the project. First, we provide the opportunity for young entrepreneurs to integrate their activities with existing PCSC community events (e.g. Mini Store Managers); second, we share in-store resources such as space and customers. There were three collaborative projects with youth groups in 2020, an increase from last year.

Accompanying more youths are returning to their rural hometowns to start businesses can help PCSC increase local procurement in the long term and benefit business, the environment, and society through local development, procurement, and marketing.

#### Details and Achievements of 2020 Projects

##### Hualien Fish Bar – Mini-Fishermen Event

Hualien Fish Bar has been collaborating with PCSC Good Neighbor Foundation since 2017 to promote seafood sustainability education and has since expanded to the Taipei metropolitan area in 2020 to spread the importance of seafood and ocean sustainability.



We are also furthering our collaboration to hold workshops for the promotion of sustainable fishing and seafood education. Families work together and complete scavenger hunts in-store to learn about the intimate relationship between seafood and our lives. Learning about the fish we commonly see can close the distance between us and the ocean. A total of 720 participants attended the 24 events held in 2020.

## 5.5 Education Cultivation

### Reading Encouragement

#### Reading Encouragement Program

Over 20% of Taiwan's rural elementary schools have no budget for purchasing books and 90% need external help to promote reading (Note). In alignment with SDG 4 "Quality Education", the Good Neighbor Foundation instituted a read-for-points system that allows children to exchange 50 points for a NT\$50 7-ELEVEN gift card. This motivates children to read and develop a reading habit.

(Note) According to the results of 2016 Survey of Reading Habits and Resources in Elementary Schools conducted by the Good Neighbor Foundation across the six major cities and in rural communities.



Since 2011, PCSC Good Neighbor Foundation has worked with the New Jiaxian store to promote students to read to collect points, which can then be exchanged for breakfast. This system saw the reading rate of four local middle and elementary schools increase fivefold with over 4,000 books borrowed over a semester. We have since introduced the system to elementary schools in areas like Tainan, Taitung, Chiayi, Hualien and Pingtung, etc., and also to reading classes in non-profit organizations such as the Chinese Christian Relief Association. Students can get points from teachers for reading books and then exchange them for rewards, which provides incentives to read on their own and present book reports. Reading and literacy has improved subsequently among these students. We worked with 72 schools and reading classes in 2020, encouraging over 4,000 students to read, and handing out points equivalent to 120,000 books read.

We also partnered with schools to introduce Good Neighbor Classrooms and bring students into 7-ELEVEN stores for field trips. Children are motivated to study by utilizing what they have learned in real-life situations, combining fun and education. We have held over a hundred events since we began in 2015.

#### Feedback from Stakeholders



**Teacher:**  
7-Eleven is the department store here in the mountains - we go almost every day - and the kids were ecstatic when they found out that they could get gift vouchers for reading books. The class has read 100 books already. The program is a great motivator.

#### Details and Achievements of 2020 Projects



#### The Miaoli Young Farmer's Union - Mini Farmer Workshop

The Miaoli Young Farmer's Union is intent on providing safe agricultural products, growing with young farmers, and connecting with consumers in order to foster sustainable development of Miaoli's young farmers who care local agriculture. PCSC has began working with the union to promote local agricultural products in 2019. In 2020, we focused on yams from Miaoli and held three Mini Store Manager events teaching children about food and agriculture (Mini Farmer Workshops). A total of 69 people participated in the events, during which we promoted safe local agricultural products to instill the importance of food education from a young age.



#### Details and Achievements of 2020 Projects

#### Sunny Rush in Miaoli

Starting from sharing the art of rush-weaving and fostering the career development of local artists, the Sunny Rush team works with 45 local rush-weavers to hold classes that promote rush-weaving and train new talent. They hope that by selling the products, they can preserve this traditional art and create a more robust industry.

We have been working with Sunny Rush since 2020 and held the "Summer of rush-weaving" event in stores to introduce rush-woven art and products. Rush-weaving workshops allowed the public and children to learn more about Taiwan's rush-weaving culture, and in-store promotions reintroduced this hundred-year-old Taiwanese tradition to the public. We held 5 events in total, and attracted 48 participants. Related products were sold for a total of NTD\$ 63,378 in-store and prompted customers to make 1,000 visits and purchases.



#### Feedback from Stakeholders



**Sunny Rush:**  
The project provided marketing resources and funds to relieve the financial burden of marketing. It also allowed us to connect with new consumers, creating greater economic benefit. Only with greater economic benefits can the existing social impact be expanded.

Online Picture Books

The American Academy of Pediatrics’s policy statement once mentioned that early childhood literacy is closely linked to health later on in life, and promotes reading with children as an important part of childcare. Picture books are a great way to start reading for parents and children alike because of the rich illustrations and descriptions within. Considering social distancing measures during the pandemic, the Good Neighbor Foundation developed several DIY picture books available online and at ibon machines that the public can download and print for free. The books cover topics ranging from environment, food safety, health, and charity. By popular request, we’ve also started our Good Neighbor O2O Funfest (Online to Offline), allowing parents to pick up materials in-store and then download materials online to complete the project with their children at home. They can then bring the finished book to the store and receive an award, which combines fun and learning without violating social distancing protocols.

We first introduced the *Green Sustainability Picture Book* series in 2020, covering four major environmental topics - *Conserving Electricity*, *Conserving Water*, *Recycling*, and *Planting Trees* – to teach children the importance of being sustainable. The books also include crafts such as a “turn off the lights!” sign, and recycling labels to encourage environmentally friendly actions in life. We also partnered with the Vision Project at the United Daily News Group to start the “OPEN! & Vision Project’s Ecofriendly Classroom column”. We share eco-friendly tips, and parents can scan the QR codes within the books to access environment-related articles.

We also published two picture books with handprint illustrations on food education. *Eat to Move, Move to Eat!* teaches children about the six major food groups of a healthy diet, increasing their nutritional literacy. *I Can Take Care of Grandma & Grandpa’s Health* is a collaboration with long-term advocate for senior welfare, A Kernel of Wheat Foundation (whose partnership with PCSC is entering its seventh year), to share the five most common nutritional problems affecting seniors from a nutritionists’ standpoint. The book provides solutions and explanations to each problem that are easy for children to implement at home, and they can also share this information with elderly relatives to facilitate intergenerational interaction.

Together with Dr. Chen Youda of the Taipei Medical University Hospital, we published the *Where’s OPEN! & Friends?* picture book in April, 2020. Parents can read this book with their children and learn about animal & environmental conservation, safety, health & care and other topics. The Mini Store Manager Prep Boardgames debuted in July, 2020, turning the original in-store Mini Store Manager event into a board game. Through the game, children learn to deal with sudden and unexpected situations that can arise as a store manager, developing logical thinking and problem-solving skills, as well as interpersonal relationships and teamwork etc.

An estimated 42,000 families attended Good Neighbor O2O Funfest in 2020, and the DIY craft materials online had over 47,000 downloads.



Feedback from Stakeholders

*Parents:*  
I enjoyed helping my kids put together *the Green Sustainability Picture Book - Conserving Electricity Edition* and watching them learn ways to conserve electricity. Thank you for such a great book!



Offline Sustainability Funfest

The Good Neighbor Funfests has begun in 2009 and focused on community outreach through four major themes like parent-child interaction. Interactive events like Mini Store Manager allows children to experience what it’s like to be a store manager, and helps them develop autonomy, interpersonal relationships and other key abilities. We also hold DIY workshops and activities for the whole family to foster parent-child relationships. From providing mostly interactive experiences in the beginning, to the addition of other themes such as food education and sustainability, etc. in 2020, we have taken Good Neighbor Funfest events up a notch to be more educational. We also first expanded our reach of stakeholders, partnering with universities involved with USR (University Social Responsibility), connecting with the younger generation. Additionally, children can bring information home to their grandparents, further connecting with the senior population, propagating the overall benefits of these events. In 2020, 3,286 stores held 6,517 Good Neighbor Funfest events, with 147,000 attendances.



Funfests centered around food education began in 2020, with accompanying picture books online that include activities and worksheets. Through this, we communicate the importance of a balanced diet, tips for seniors’ diet and solutions to common nutritional problems in seniors, so children can fully understand the nutritional needs for their grandparents.



The “Youth Deep Roots in Sustainability Project” was also introduced in 2020 and trained undergraduate students to help children learn about sustainability issues in stores. We partnered with 5 USR universities (National Chengchi University, National Taipei University, National Central University, Feng Chia University, and National University of Kaohsiung) and set up two-part educational training workshops on campus. The first part is the SDG training workshop to introduce undergraduate students to SDGs and help them understand PCSC’s sustainability practices. The second part is the Sustainability Ambassador Workshop, which helps undergraduate students develop lesson plans on sustainability. Students are then encouraged to come up with their own creative lesson plans and to go to our stores, where they can teach children about common SDG issues, sustainability labels (e.g. FSC, Carbon Footprint Labels), and

help them better understand the meaning of environmental sustainability. In 2020, 379 people attended Youth Deep Roots in Sustainability Project workshops and produced 28 sustainability lesson plans. There were 46 Good Neighbor Sustainability Funfests with a total of 690 children in attendance.

Economically disadvantaged families or those with children having special illnesses have been especially impacted by the pandemic. Therefore, we held Good Neighbor Summer Charity Funfests during summer break and invited the children from Chinese Christian Relief Association's reading class to attend for free. We also had events that the public could sign up for by donating OPEN POINTS, all of which were donated to providing meals for children after reading class.

### Feedback from Stakeholders



**Parent:**  
These sustainability labels are easily overlooked in our everyday lives. We got reacquainted with them today and realized that environmental conservation and protecting the Earth starts from the little things you do every day. It was a great event! I would love to see similar events in the future with more people in attendance. Thanks!



Although some beaches will never be truly devoid of marine debris, we are committed to restoring our coastlines to its natural beauty and preventing impact on marine life by doing our duties as a citizen and spreading the word to encourage greater participation and awareness. The Love Nature Society partnered with three local Kiwanis International chapters in Keelung and Community Development Association. Nearly a hundred people collected almost a hundred bags of litter and bulky trash in beach cleanups in 2020. We hope that we have spread environmental awareness to more people so they can develop more sustainable habits.

### Feedback from Stakeholders



In exchanges between participants after the event, they all agreed that beach cleanups not only allowed them to do their part for the environment, but also to enjoy time with their children. It was also a good opportunity to teach their children about conserving resources and protecting our oceans.

## 5.6 Environment Protection

### Marine Conservation

#### Beach Cleaning with the Welfare Committee - Love Nature Society

Trash from the ocean litter the sand, stealing it of natural beauty and preventing recreational use of our beaches. It creates problems for marine life as well, and worse, as the plastic becomes brittle and breaks down through exposure to the elements, it mixes with the sand and becomes even harder to remove. This creates microplastics that enter the ecosystem, ending up in our bodies through the food chain. PCSC's Welfare Committee founded the Love Nature Society in 2016, participating in the Environmental Protection Administration's initiative to adopt and maintain our beautiful coastlines (Zhongjiao Shazhu Bay in Jinshan, and Green Bay and Dingliao Beach in Wanli). Despite the ongoing pandemic in 2020, we continued beach cleanups after the pandemic was under control. As of the end of 2020, we have taken part in 27 beach cleanups, removing approximately 16.2 tons of trash according to conservative estimates (Note). The trash comes from a variety of sources such as illegal littering & dumping, fisheries, recreational activities, household garbage, floating trash, and debris from natural disasters and landfills (marine litter).

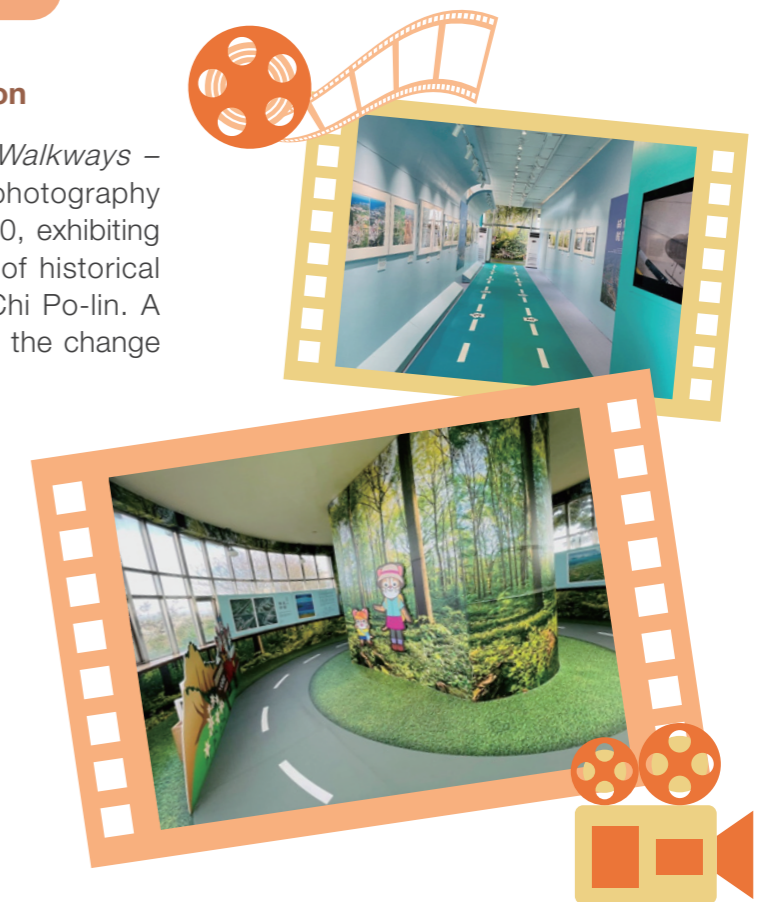


(Note) The figure is calculated as "a total of 27 beach cleanups" multiplying "yielding at least 30 or more 70-liter EPA garbage bags (excluding bulky trash)" multiplying "each bag being estimated to weigh 20 kgs".

### Promoting Environmental Awareness

#### Chi Po-lin Photography Exhibition

We organized the *Highway · Green Walkways – Highways in the Eyes of Chi Po-lin* photography expo at the Tai'an service area in 2020, exhibiting over a hundred unpublished photos of historical highway construction from Director Chi Po-lin. A historical timeline was added to show the change in time, from when the highway was being constructed, to what it looked like when it was finished. Director Chi Po-lin takes the viewer on a visual journey to witness the transformation of not only the highway, but of the surrounding area by taking a birds-eye perspective. Through this photography exhibition, we hope that the public not only sees the changes of the highway over the past fifty years, but also to invite them to lean in and pay attention to the local environment and ecosystem, passing on the value of sustainability.



# 5.7 Charity Fundraising

## OPEN POINTS Donation

Combining charity donations with technology in the digital age can make the donating process faster and more convenient with more options. We provide two platforms for people to donate points – OPEN POINTs within the OPEN POINT APP, and points from various promotional events – allowing more options for people to do charity.

A total of 3.3 million points, equivalent to NTD\$ 3.4 million were collected in 2020 - of which 1,065,648 were OPEN POINTs, and 2,243,543 points were from various events. Most of the points donated went to providing meals and daily necessities for disadvantaged seniors and families. Our partnering organizations for the year are listed below.

A part of the points provided A Kernel of Wheat foundation with 46,739 bottles of vegetable oil (NTD\$ 2,336,950 market value) to support mobile kitchens and meal-sharing locations for disadvantaged seniors.



## Monetary Donations

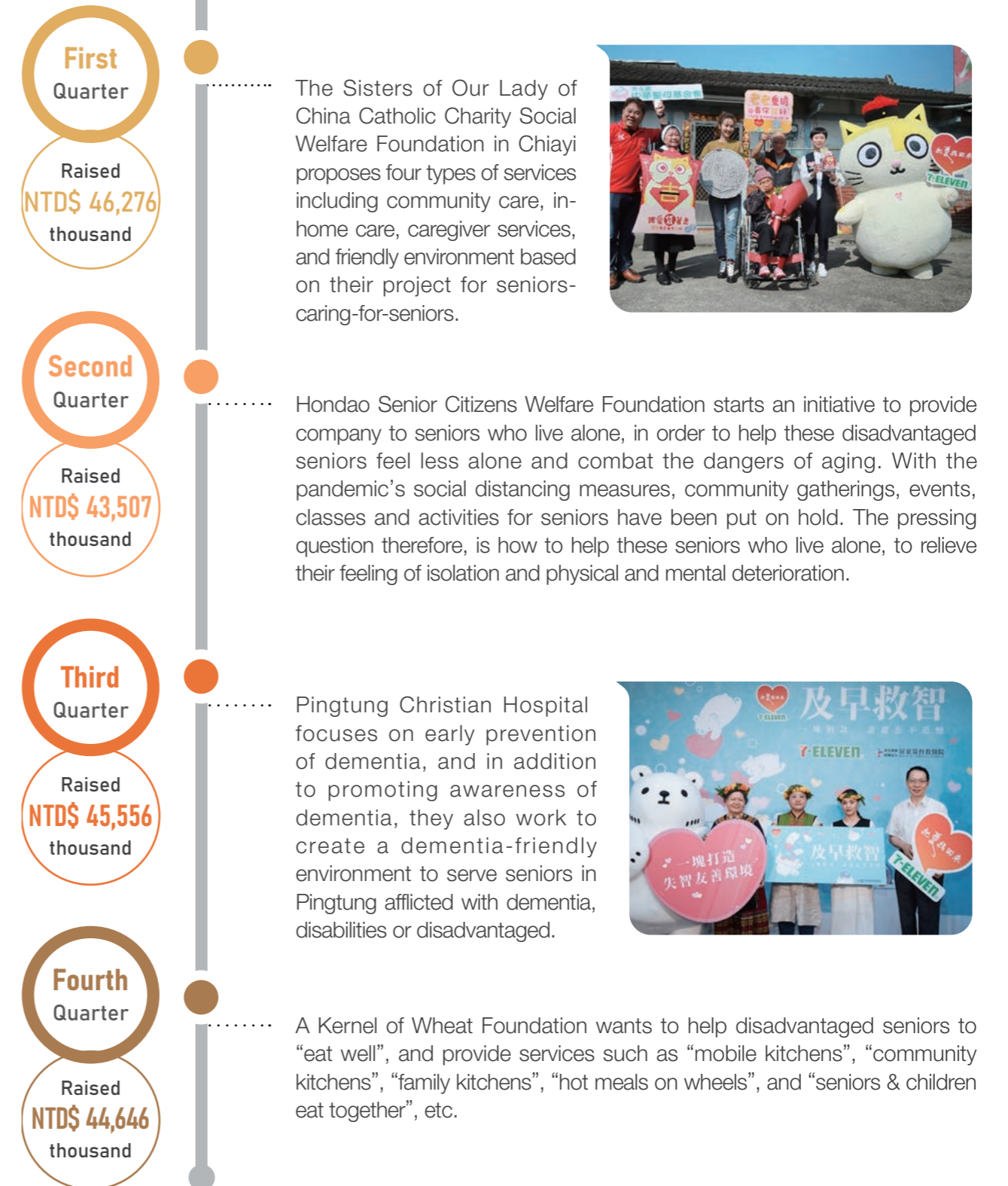
### In-store Spare Change Donation

We launched the "Bring Back the Love" charity campaign in 1988, setting up over 6,000 in-store donation boxes. We also carefully keep track of and audit monthly donations to ensure that all matters regarding fund transfers and financial accounts are handled with transparency – reassuring the public that their generosity is going to a good cause.



In response to the aging society, "care for seniors" was added to our "Bring Back the Love" spare change donation platform starting in 2014. In 2020, we collaborated with 4 charities to care for disadvantaged seniors and tackle issues such as senior-only households, seniors living alone, dementia prevention and care, and meal deliveries for seniors. We raised NTD\$180 million in 2020 through the program.

## Partnering Organization & Service

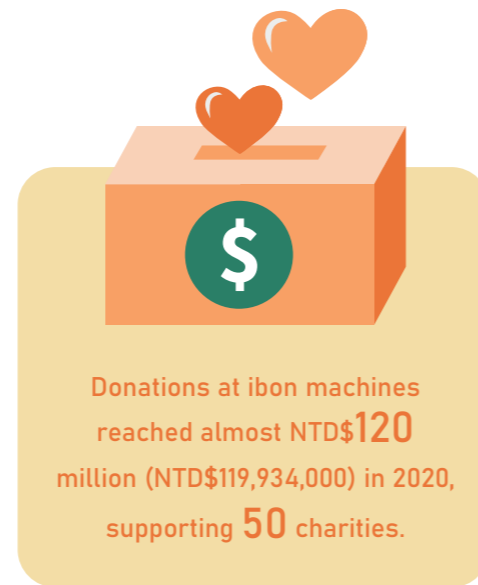




▪ **ibon Donations**

In order to help more charities with social welfare and more disadvantaged groups, PCSC started accepting donations at ibon machines in 2008, allowing convenient and always-open donations from the public.

The global economy suffered in 2020 because of COVID-19, affecting people's livelihoods and impacting especially the charities that have been silently caring for the disadvantaged groups. In an effort to better understand the pandemic's impact on social welfare groups and fundraising activity, PCSC started the ibon crowdfunding project in 2020 and partnered with Global Views Media to conduct the "2020 Survey on the Pandemic's Impact on Social Welfare Groups". We also filmed a promotional video with 50 major charities to encourage public donations at ibon machines.



▪ **Creative Donations Initiative**



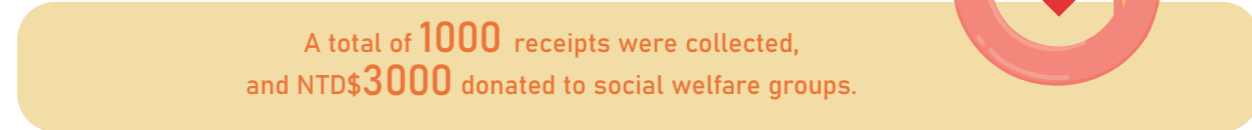
Long concerned with caring for disadvantaged seniors, "Bring Back the Love" Charity Donation Platform continues to employ innovative, interesting, unique, and interactive methods to encourage fundraising. The OPEN!LOVE Coffee on Wheels—Putting Love into Action event in October, 2020 communicated PCSC's sustainability practices. Through utilizing online social media campaigns and the Coffee on Wheels event, we connect OPEN Chan with partnering charities: Sisters of Our Lady of China Catholic Charity Social Welfare Foundation, Hondao Senior Citizens Welfare Foundation, the

Pingtung Christian Hospital, and A Kernel of Wheat Foundation. The event provides quality coffee to encourage the public to donate and share the love, and we promoted around 60-70 charities with whom we collaborated with.



▪ **Donations in Malls**

PCSC promotes donations of all kinds and has long been concerned with social trends and issues. Our New Rende Store located in the Rende Service Area has an ongoing charity event, where passersby can donate receipts. For every receipt donated, the store will match and triple it, and then donate NTD\$3 to charity.



**Goods Donation**

PCSC wants to encourage the public to help disadvantaged families with daily necessities together. The public has been able to pledge items for donation at ibon machines since 2018, making it easier and more convenient to donate.

In collaboration with Christian Relief Association since 2018, we have provided packaged food and meals to support financially disadvantaged households in need. We also donate gift boxes on certain holidays to encourage families to spend the festive season together.

