






CH 05

Promotion of Social Welfare & Charity

Contribution towards UN SDGs

	57,591 Visits up 50%
	Good Neighbor Meal Delivery Team provided 57,591 meals to disadvantaged households, up 50% from 2020.
	1,700 Visits
	What Time Is It? Café Project has served over 1,700 seniors with dementia
	120,000 Visits
	Over 120,000 people took advantage of the Sustainable DIY materials.
	14 projects
	The Youth Deep Roots Program has worked on a total of 14 projects with youth organizations.
	10,000 "CHIC Corporate Charity" program 10,000 Visits
	The sustainable products from the "CHIC Corporate Charity" program sold over 10,000 pieces, with over 10,000 participants.

Corresponding Material Topics

Social welfare

Corresponding Stakeholders

NGOs Local Communities Media Employees

Objectives

Building upon our core operations, PCSC fosters connections within the community to better understand our consumers' needs, build trust and confidence. We use our resources to implement 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 6,300+ stores across the country. Our mission is to become the indispensable neighbor that spreads love and ensures safety in the community.

Policies

Philanthropic policy

Dedicated Units

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, point donation, donation through app, goods donation and ibon machines) donated to non-profit and social welfare organizations, making 7-ELEVEN a reliable charity platform.

Action Plans

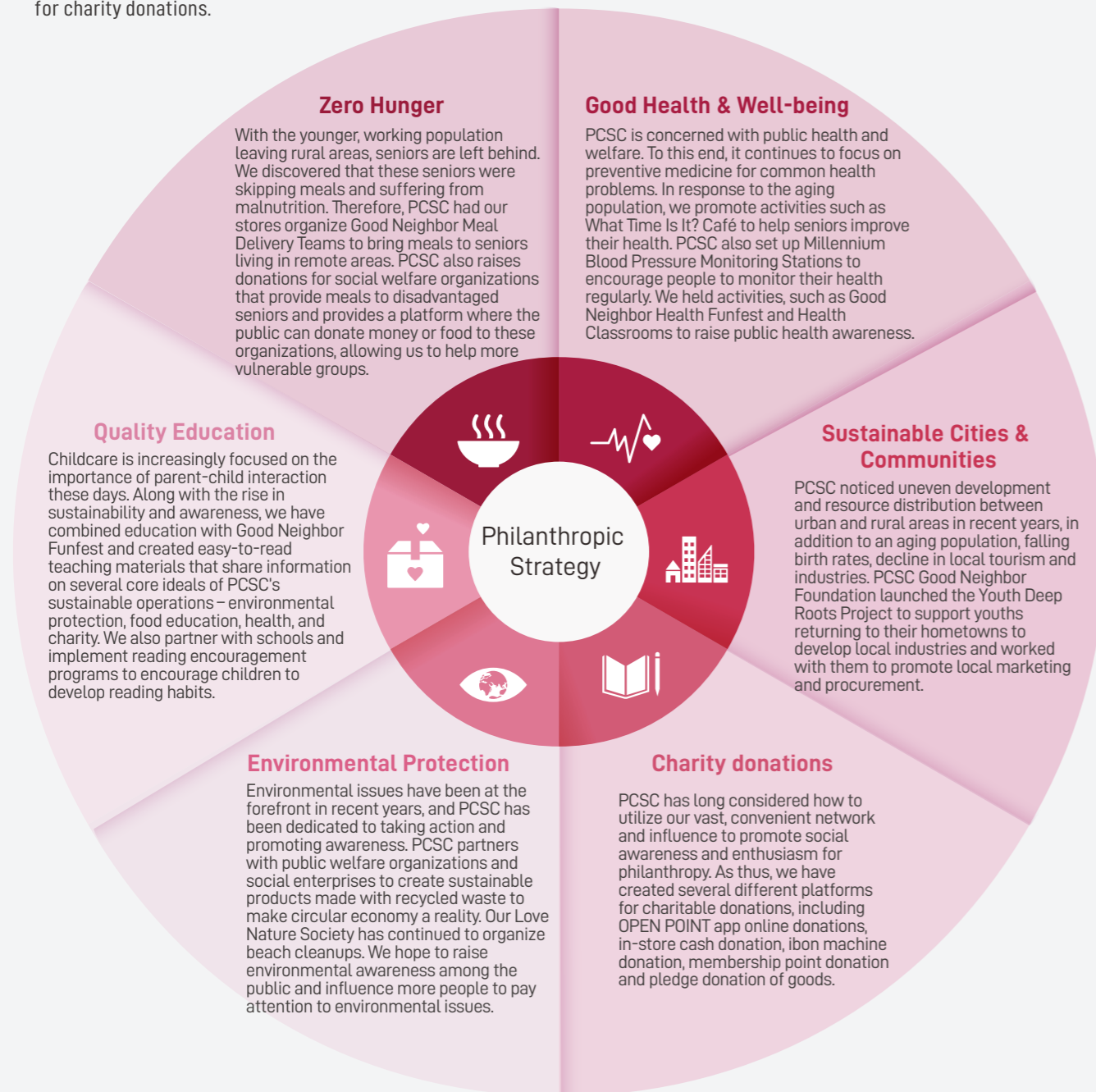
-  **Health & Well-being**
What Time is it? Café, Good Neighbor Health Classroom, Millennium Blood Pressure Monitoring Station, Good Neighbor Health Funfest
-  **Eliminate Hunger**
Good Neighbors Meal Delivery Team
-  **Sustainable Cities & Communities**
Youth Deep Roots Program
-  **Education**
Sustainable Funfests & Reading Encouragement Program
-  **Environmental Protection**
CHIC Corporate Charity Program, Beach cleanups
-  **Charity Fundraising**
Monetary, points and goods donations

Grievance Mechanisms

Established an Integrated Service Center to field ideas and feedback regarding PCSC's charitable activities.

5.1 Philanthropic Strategies

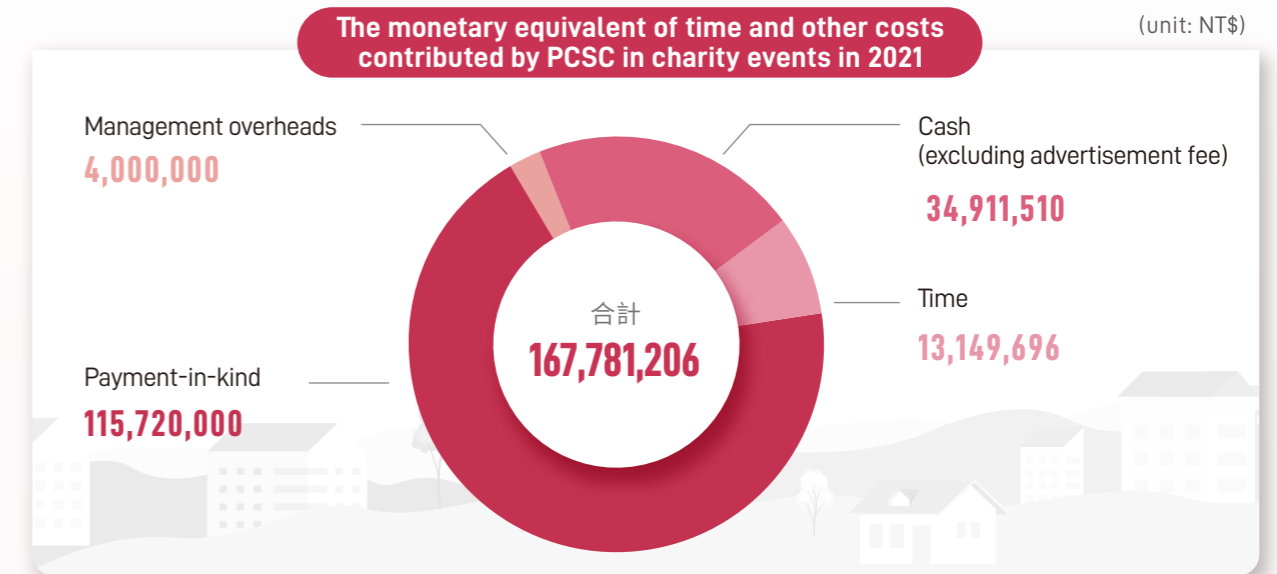
PCSC prioritizes on the promotion of health and well-being, nutritional and food needs, and sustainable cities & communities, which will achieve the SDG 2 Zero Hunger, SDG 3 Good Health and Well-being, and SDG 11 Sustainable Cities and Communities, respectively. Furthermore, we are also concerned with SDG 4 Quality Education, SDG 12 Responsible Consumption and Production and environmental protection, therefore we continue to utilize our wide network of channels to create platforms for charity donations.



By engaging in community services, donations (money & goods), points donations, and other charitable fundraising, we not only fulfill our goals for promoting public health & education, eliminating hunger, developing communities, and protecting the environment, but also better understand the needs of the community (e.g. nutritional health or local economic development) through our interactions with the public. These can then be transformed into future opportunities to promote 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 social welfare and charity events. The monetary equivalent of the amount of time and other contributions that PCSC invested in social welfare and charity in 2021 are shown below.



Note: Calculations are based on factors such as the number of hours individuals contributed, salary, and the number of events held. Cash contributions include charitable donations of NT\$33,801,910, including donations to the Millennium Health Foundation, Taiwan Delica Foods Development Association, and academic organizations as well as grants and scholarships.

5.2 Charity Fundraising

Charitable Donations

• App Online Donation

"Bring Back the Love" charity fundraising platform is the biggest all-round channel for donation in Taiwan. In May 2021, PCSC launched a public welfare innovation called "OPEN POINT APP Charitable Donation" in response to the pandemic, allowing its vast network of members to do good at any time in line with the trend of mobile payment in the era of the pandemic. PCSC also became the pioneer in the retail industry to launch an option for "subscription donation." Consumers only have to complete the setting once to regularly donate a fixed amount of money. In addition, online donations are linked to the accounts of public welfare organizations so that they can directly and quickly benefit from the cash flow to solve urgent needs and use the funds more flexibly. The online app donation feature worked with 9 public welfare organizations, raising a total of nearly NT\$5.71 million.

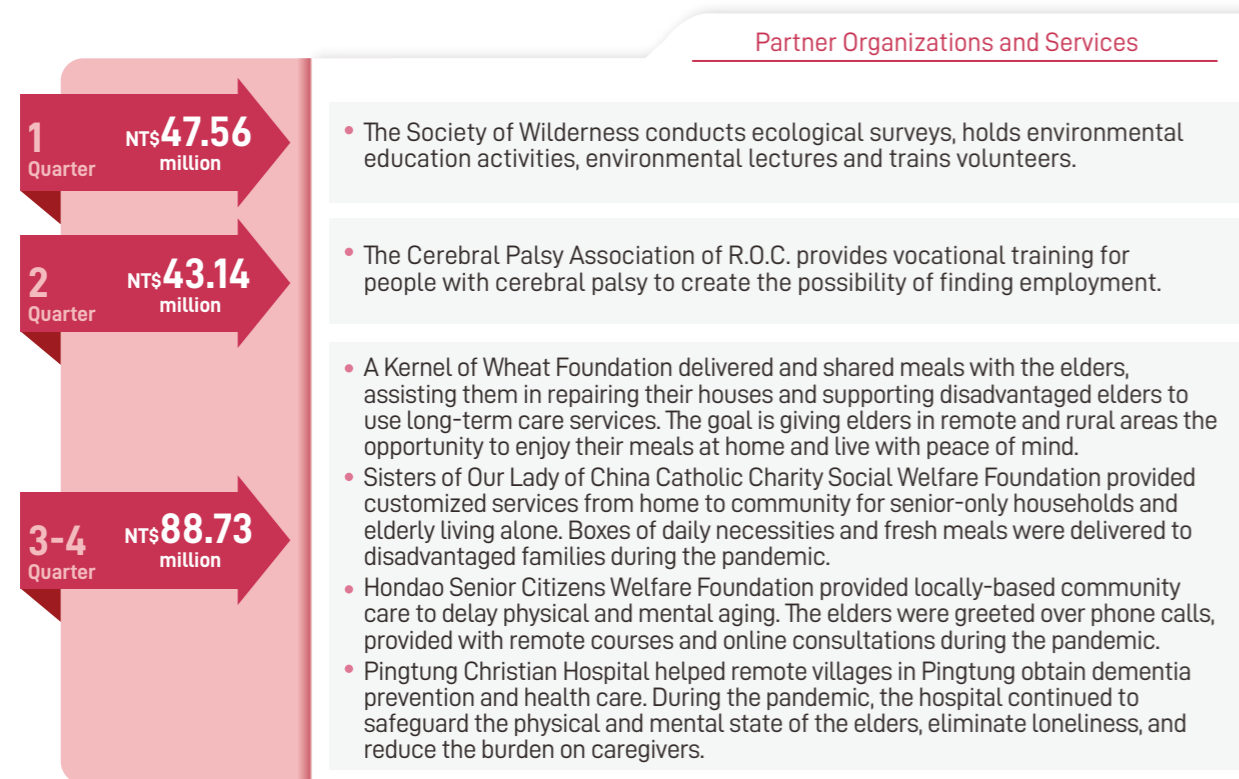
• In-store Cash Donation

We launched the "Bring Back the Love" charity campaign in 1988, setting up over 6,300 in-store donation boxes. We also carefully keep track of and audit donations regularly 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 demographic, "care for seniors" was added to our in-store cash donation program starting in 2014. During the pandemic in 2021, we observed that the high-risk elderly felt lonelier during the soft lockdown. In addition to maintaining basic living needs and delaying physical and mental aging, it is also necessary to maintain interpersonal interactions and continuous social participation and contribution. Therefore, Bring Back the Love charity fundraising continued to work with social welfare organizations in promoting the "New Life for the Elderly" that aims at getting more care and reducing a sense of loneliness. The theme of environmental issues was also included for the first time in 2021 through collaboration with NGOs concerned with relevant issues. In addition, PCSC worked with public welfare organizations concentrating on people with disabilities to raise funds (Note 1). In 2021, a total of NT\$179 million was raised through in-store cash donation.

(Note 1) In addition to collaborating with public welfare organizations to raise funds, we have further focused on our core retailing competence to create circular economy products with social enterprises and NPOs. Please refer to the paragraph "CHIC Corporate Charity Program" for details.

(Note 2) [Click on the link](#) to watch the video clip.



Over NT\$250 million raised in 2021

ibon Donations

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



After the Taroko Express derailment in April 2021, PCSC initiated emergency fundraising with ibon machines in collaboration with the government at the first time. The overall charity fundraising was made very challenging by the pandemic in May. Therefore, PCSC worked with 5 public welfare organizations to launch the Quintuple Stimulus Voucher Donation Section when the voucher was made available later to boost the economy as well as charity activities, rendering great help to public welfare organizations for the second half of the year. In 2021, PCSC supported 74 public welfare organizations with ibon by raising over NT\$250 million, targeting five major issues of concern including environmental protection, eradication of poverty and hunger, health care promotion, employment support for the disadvantaged and reading education.

Shopping Center Donations

Public welfare organizations received less donations in 2021 due to the COVID-19 pandemic. With shopping centers all over Taiwan, PCSC continues to take care of local public welfare organizations. The 50 PCSC shopping centers contacted local public welfare organizations affected by the pandemic by inventorying and purchasing the materials they needed. PCSC donated to a total of 11 organizations working with a wide range of recipients, including those with disabilities, living in remote and rural villages, the elderly, and children. The total value donated reached NT\$843,000.



OPEN POINTS Donation

Low-touch economy is the way to the future. Combining charity donations with technology in the digital age can make the 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 good.

A total of 14.5 million points were collected in 2021, of which 2.5 million were OPEN POINTS, and nearly 12 million points were from various promotional events, equivalent to NT\$8.7 million. Most of the points donated went to providing meals and daily necessities for seniors, families, and children in need. A total of 55 organizations received our donation.

Goods Donations

PCSC wants to encourage the public to help disadvantaged families with daily necessities together. Since 2018, we have cooperated with public welfare groups to encourage the public to donate basic people's livelihood materials and festival gift boxes through 7-ELEVEN, such as 1919 meals / New Year's dish / fresh milk / Mid-Autumn Festival gift box / cake for Mother's Day, etc. The channels include the traditional 7-ELEVEN paper preorder catalogues and ibon machines. In 2021, the channels expanded to the digital iPre-order platform, allowing the pledge of items to break through the constraints of time and space, making it much more convenient for customers. In 2021, the value of the items pledged reached NT\$36 million, with a total of more than 100,000 sets of items.

Stakeholder Feedback

Ten-ren Wang, Chinese Christian Relief Association

We experienced the Taroko Express derailment and level 3 of pandemic alert. We are grateful to the partnership with 7-ELEVEN for helping the association as soon as possible, assisting people in need due to the disaster and the pandemic in a timely manner with donated items and funds raised through OPEN POINT. Not only did PCSC respond quickly, but the administrative procedures also worked smoothly.



5.3 Environmental Protection

Circular Economy

• CHIC Corporate Charity Program

PCSC worked with social enterprises and social welfare organizations for the first time. The "CHIC Corporate Charity Program" collaborated with the Cerebral Palsy Association of R.O.C. and social enterprise Story Wear by combining the concepts of the "circular economy of waste" and "employment assistance for families with cerebral palsy patients" to take advantage of the PET bottles and empty milk bottles for the zero-waste design by Story Wear. They are then handed to families with cerebral palsy patients and mothers working for non-profit organizations to sew into "sustainable products" that consumers can purchase in stores all over Taiwan or on the preorder website. This program realizes a circular economy as well as the concepts of environmental protection, plastic reduction and support for the disadvantaged, creating a win-win situation for PCSC, public welfare organizations (disadvantaged families) and social enterprises.

(Note) Please [click here](#) to watch the video clip.

Over **10,000** sustainable products sold with over **10,000** participants

Products designed by social enterprise, 7-ELEVEN reverse logistics recycling

7-ELEVEN recycles PET, empty coffee and milk bottles with reverse logistics before entrusting the waste raw materials to Story Wear, a zero-waste fashion social enterprise, for recycling, design and regeneration. In addition, fabrics from waste clothing are collected and incorporated in the products to reduce the waste of scrap fabrics in factories.

Mothers working in non-profit organizations handcraft zero-waste sustainable products

The mothers from families with cerebral palsy patients and other non-profit organizations handcraft sustainable products such as "beverage up carrier" and "denim bag" in their spare time. They can take care of their children with cerebral palsy while crafting products, and the children can also help so that caregivers could care for their families while getting an income.

The products are very eco-friendly. The "LOVE+ & EARTH-Denim Bag" not only uses denim in stock but also incorporating straps made with yarn from recycled PET bottles. The bottom of the bag is also made of recycled milk bottles. In addition, information has been made transparent with information printed on the product so that consumers can learn more about the sustainable process behind the products. The "LOVE+ & EARTH-Cup Carrier" adopts the sustainable method of upcycling to develop a rare zero-waste product that can be recycled in the PET bottle sorting box. The outer packaging of both products is made of "zero waste" recycled milk bottles to reduce the use of single-use plastic.

Public participation in public welfare activities

Consumers can purchase products in 7-ELEVEN stores or on the iPre-order website to help with environmental protection and support the employment of families with cerebral palsy patients.

7-ELEVEN promotes environmental awareness

The Good Neighbor Foundation has newly developed three sustainable handcrafted products for consumers to join the "CHIC Corporate Charity Program", with themes including sorting and recycling, recycling of PET bottles, etc., integrating the journey of PET bottle recycling into creating a picture book that teaches children about recycling. In addition, the 7-ELEVEN Bring Back the Love Facebook fan page also launched the initiative of "Raise Your Hand if You Love the Planet" to promote the public's awareness of environmental protection.

Concrete Program Benefits:

The sales of sustainable products reached NT\$4 million, creating additional income for in-store cash donations (as of July 2021)

Provided employment opportunities for **92** mothers in non-profit organizations, helping nearly **100** disadvantaged families

More than **10,000** consumers responded to the public welfare initiative with more than **10,000** sustainable products sold



Recycling



2,520 kg
PET bottles



2,968 kg
Empty milk bottles (PE)
for business



3,400 yards
Scrap denim: 3,400 yards

Stakeholder Feedback



Kai Kai (cerebral palsy patient)

I like to remove stitches the most when working with my mom, and I can take the initiative to assist in cleaning. I can also help with simple household chores such as hanging clothes to dry when I get home, which makes me more confident in my ability. I can do something for my family who continues to accompany and take care of me.

Mrs. Wen (family of a cerebral palsy patient)

I now have more confidence and hope in my child's future employment potential. Regarding the Maslow's hierarchy of needs in terms of work, the most important element is understanding the motivation of work, cultivating the necessary concept and attitude before building the capabilities.

Ocean and Forest Protection

Beach & Mountain Cleanup

PCSC's Welfare Committee founded the Love Nature Society in 2016, participating in the Environmental Protection Agency'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 2021, we only organized 3 beach cleanups with a rough estimate of 600 kilograms of garbage removed at each cleanup^(Note). The trash comes from a variety of sources such as illegal littering & dumping, fisheries, recreational activities, household garbage, floating trash, debris from natural disasters, and landfills (marine litter). Although the beaches will never be truly devoid of marine litter, 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.

Note: 30 bags of garbage were collected at each beach cleanup (70-liter EPA garbage bags, excluding bulky trash*). Each bag is estimated to weigh 20 kgs.

In addition to the beach cleanup, the Love Nature Society continued to enhance air quality by adopting trees in 2021. The trees of two schools in Keelung were adopted (Maling Elementary School and Shangren Elementary School), as well as planting 20 bald cypress in Keelung. In addition to beautifying the environment, providing a place for leisure, there are many advantages of planting trees, such as regulating the climate and air, reducing noise, conserving land, and enriching the ecology. We hope to contribute to the society through afforestation.



In addition, the PCSC shopping center has built a deep bond with the Qingjing area, where it has been operating for over 20 years. It joins the mountain-cleaning activity initiated by the Nantou County Government every year. In 2021, the operations manager, supervisors and volunteers of the central region took part in the mountain-cleaning initiative, while the Qingjing and Swiss Garden shopping centers sponsored NT\$36,000 for volunteer meals. The mountain cleanup removed 900 kilograms of garbage. We hope to raise the public awareness of environmental protection in mountains and forests through participation and media coverage.

PCSC began to collaborate with social welfare groups such as the Sisters of Our Lady of China Catholic Charity Social Welfare Foundation. The "What Time Is It?" Café initiative was launched in 2017 for elders with dementia to work as senior interns in the stores an hour every week. The store employees help them welcome, set up displays, accept payment and make coffee, turning convenience stores into safe venues for elders with dementia to rehabilitate through daily activities, as well as the best way to highlight the disease for the public.

A total of 16 stores ran the "What Time Is It?" Café project^(Note 1), serving 235 seniors^(Note 2) in 2021 and serving an accumulated 1,700 seniors as of 2021. The target is reaching 20 stores and serve 1,200 elders in 2022, as well as 32 stores and 1,600 elders in 2025. It is expected that the "What Time Is It?" Café project can delay the deterioration of the symptoms for elderly with dementia, as well as enhancing the public's awareness of the disease and personal health maintenance.

(Note 1) The 16th store started running the project in January 2022 due to the pandemic.

(Note 2) There were fewer people who received the service in 2021 as the program was halted between May and November.

(Note 3) [Click on the link](#) to watch the video clip.

Over **1,700** elders with dementia have been served as of 2021



Stakeholder Feedback

Hsiao Hsue

I am glad to have this opportunity to meet Grandma Siou Jih. Even though I often have to remind her how to do her work, I don't feel tired. Instead, I have the patience to show her. The elderly need company. Even though I know she might not remember me, it is part of both our growth that we learn from each other.

Note: The stakeholder mentioned above is not the people in the picture.

Community Outreach

Good Neighbor Health Funfest & Good Neighbor Health Classroom

PCSC has long been concerned about the health and well-being of people by focusing on common diseases from the perspective of preventive medicine. Since 2008, the Good Neighbor Foundation has partnered with the Taiwan Millennium Health Foundation to set up the "Millennium Blood Pressure Stations" in selected stores. In the meantime, PCSC organizes health events such as the Good Neighbor Health Funfest and Good Neighbor Health Classroom to raise public health awareness.

The "Millennium Blood Pressure Station" provides self-service blood pressure and waist circumference measurement for the public. It also holds health checkups each year, calling on the public to prevent chronic diseases and metabolic syndrome. In 2021, a total of 1,872 "Good Neighbor Health Funfests" were organized with blood donation and blood pressure measurement for over 20,000 participants. Among them, the Good Neighbor Foundation and Millennium Health Foundation organized a total of 1,425 waist measurement activities in the stores on the "Waist Measurement Day" on August 9 and National Health Day in 2021, as well as enhancing the awareness of metabolic syndrome through online games. PCSC worked with 4 public welfare organizations to launch online funfests in 2021, engaging in health education and health promotion activities on themes such as disease awareness, nutritious meals, medication safety and health exercise in a fun and interactive way, providing the elders and their families with correct health education information.

5.4 Good Health & Well-being

Care for Seniors

What Time Is It? Café

The prevalence rate of dementia among the elderly over 65 is about 3.4% in Taiwan, meaning 1 person out of 12 has dementia. However, studies have found that the general public does not have a correct understanding and awareness of the disease. Coupled with the lack of services for dementia patients and their caregivers, it means that the prevention and care of dementia is an urgent issue. PCSC has recognized that the aging society is an irreversible trend. To this end, it works with the community charity through its wide bases, product ranges and services. Learning from the experience of Europe and Japan,

5.5 Eliminating Hunger

Caring for the Neighborhood

- **Good Neighbor Meal Delivery Team**

PCSC stores are located within every county and city in Taiwan, and through our meal delivery service we are able to provide meals to disadvantaged households or seniors. The program also supplied manpower for NGOs over the weekend. Starting from Hualien and Taitung in 2014, we have now expanded to have 43 stores in 10 counties and cities provide services as of 2021, including the outlying island (Green Island).

We called upon our store personnel to deliver meals to seniors who are living alone or have limited mobility. They also monitor 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, eliminating hunger and encouraging seniors to walk out of their homes to interact with others. In view of the pandemic at the end of 2020, the meal pickup and delivery services were expanded to cover other materials and generate more benefits. In 2021, We partnered with 4 foundations in 2021, 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 57,591 meals were delivered, up 50% from 2020.

The meal pickup and delivery services have served over **15,000** people as of 2021



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Stakeholder Feedback

- **Grandpa Huang (service recipient)**

The store meal pickup provided by 7-ELEVEN increases the opportunities for me to go out and interact with people, without worrying about my daily expenses. I can also enjoy different food every day, which relieves a lot of stress in my life!



- **Charity Sales in Shopping Centers**

PCSC shopping centers open up spaces where customers pass by to provide space for free for charity sales by small local farmers, or for local residents to exchange for agricultural products, helping small local farmers get exposure and increase sales channels. The Taian shopping center held two events in 2021. The "rock potato" event cooked creative dishes with potatoes on the spot, as well as offering potatoes for free for Houli residents who shopped at the shopping center. A total of 480 kilograms of potatoes were purchased from local farmers for a total of NT\$12,000, increasing the income for small farmers.



5.6 Sustainable Cities and 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 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.

The Youth Deep Roots Program has worked on a total of **14** projects with youth groups as of 2021

PCSC Good Neighbor Foundation discovered 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 them 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. The Youth Deep Roots Project allows youth groups to share the resources of PCSC channels (display in physical stores and online sales through MyShip), as well as providing the stores as the space for youth groups to hold promotional activities of agri-food/fish-based diet education and local culture, turning PCSC into the best partner in local placemaking. Working hand in hand with more youth returning home to revitalize their hometowns will improve PCSC's local procurement and create a win-win-win situation for the enterprise, environment and society through local industry development, local procurement and local marketing in the long run. In 2021, PCSC worked with youth groups on 7 projects, doubling that in 2020. The youth groups organized a total of 131 activities promoting agri-food/fish-based diet education and local culture with about 3,200 people participating. In 2022, the goal is collaborating 7 projects together with youth groups, with a total of 34 by 2025 (counting from 2018).

(Note) [Click here](#) for more program details.

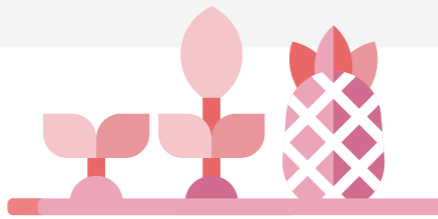
- **2021 Programs and Achievement**

- **Goldfish Space. Neighborhood in Yilan: Passing on Local Culture and Stories**

"Goldfish Space. Neighborhood" connects local people, land and production with the spirit of "good neighbor" to explore the characteristics of local towns. In conjunction with the workshops held by local artists in Toucheng, "OPEN! Youth Funfest Club - Toucheng Craftsman Experience" was launched, having artists guide the public to create and learn, as well as discovering about local craftsmen and history. A total of 11 sessions were held in 2021 with 306 participants. In addition, the PCSC helped the Yilan cross-township youth entrepreneurship team to highlight the uniqueness of products in Yilan stores with the resources of the Yilan Youth Entrepreneurship Accelerator.



Tri-Small Market in Yunlin: Agri-food Education



Tri-Small Market acts as the bridge of communication between producers and consumers by building a brand worthy of consumers' trust. This allows producers to concentrate on farming, earn a reasonable income, and transform into friendly farming, so that local agriculture and land can be managed sustainably. In the meantime, the stories of local Yunlin food ingredients and producers are shared in depth through agri-food education, creating a different relationship between producers and consumers. In 2021, a total of 12 "OPEN! Youth Funfest – Getting to Know Pineapples and in Search of Local Wheat" sessions were held for 366 people to help people get familiar with pineapples and local wheat.

Taiwan Dou in Sanxia: Sharing the Vision of Good local Food



Taiwan Dou has developed a stable business model by combining the concept of social enterprise with the domestic soybeans grown by returning young farmers. This time, local PCSC stores worked with Taiwan Dou to hold the "OPEN! Youth Funfest - Captain Bean's Mission" event to allow busy urbanites to experience a leisurely pace in the stores through videos, food lab and daily menu for office workers based on the theme of tasting the beauty of the land at 7-ELEVEN. The event also raised the public's awareness and attention to local good food and social enterprises.

A total of 28 sessions were held in 2021 with 573 participants.



Stakeholder Feedback

Goldfish Space. Neighborhood (youth group)

This project enables the team to collaborate with local 7-ELEVEN stores, connect more local residents through the activities and put the products of the youth entrepreneurship team on the shelf of 7-ELEVEN stores. As the pandemic reduced the number of people in physical stores, the Goldfish team also placed the products on the 7-ELEVEN MyShip platform. This allows the consumers to purchase online with positive feedback.

5.7 Quality Education

Foundation in Sustainability

Sustainability Funfest

The Good Neighbor Funfests began in 2009 and focuses on community outreach through four major themes such as 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. During the pandemic in 2020, many real-life events were halted, including Good Neighbor Funfests. As PCSC became aware that the pandemic was not short-lived, it took the initiative to create the Good Neighbor O2O (online to offline) Funfests in May through inter-departmental communications and systematic organization. By integrating the offline and online aspects of Good Neighbor Foundation events in stores all over Taiwan, we have been able to continue to host the events. Even though the pandemic worsened in 2021, PCSC still managed to hold nearly 10,000 Good Neighbor Funfest events with nearly 70,000 attendances.

PCSC has also observed the importance as well as scarcity of sustainable education and teaching materials. To this end, it has launched nearly 20 self-made materials since 2020 (10 in 2021), transforming knowledge on environmental protection, food safety, health and public welfare into easy-to-understand materials. Besides downloading the materials from the Good Neighbor Foundation website, they can be printed directly through ibon. In 2021, a total of 75,000 people took advantage of the variety of DIY materials, with cumulative over 120,000 people as of 2021. The Good Neighbor Funfest was updated through themed events as a platform for conveying knowledge in sustainability.

(Note) [Click here](#) to watch the video clip.



Over **120,000** people have taken advantage of the Sustainable DIY materials as of 2021



Stakeholder Feedback

Participating parent

The game is great as it benefits both children and adults.

• Youth Deep Roots in Sustainability Project

PCSC actively responds to the goal of SDG 4, Quality Education, by focusing on the sustainable empowerment of new generation talents and consumers. PCSC launched the Youth Deep Roots in Sustainability Project in 2020 by promoting SDG topics at colleges/universities. The "Deep Roots in Sustainability – SDG Empowerment Workshop" was organized to enhance the awareness of sustainability for the youth, as well as sharing the sustainability projects such as the PCSC's business philosophy, sustainability plan of production and sales, diversified fundraising platform and the Youth Deep Roots Program. As of 2021, PCSC has worked with a total of 15 colleges and universities, including the International College of Innovation of National Chengchi University, China Medical University, Yunus Social Business Centre, National Central University, etc., hoping to allow the younger generation to demonstrate their power through getting knowledge of topics in sustainability, thinking and taking actions.

• SDGs Creative Challenge

PCSC joined hands with the Ministry of Transportation and Communications, as well as the British Office in Taiwan to display 36 selected works of Taiwanese students in the Global SDGs Creative Challenge at the Taian shopping center, responding to the 17 SDGs of the United Nations. For example, a device that reminds the elders to take medicine was created in response of SDG 3 Good Health and Well-being. The device was inspired by the elders who often forget whether they have already taken their medicine or even take the wrong medicine. It is designed like a game console with buttons, light, and music. In addition to being a fun device, it has the important function of reminding them to take medicine. It is expected that the competition would allow the students to engage in creative thinking and practice of SDGs topics, and that these topics would be known by more people through the exhibition.



• Sustainable Communities

The PCSC Charity Community (7-ELEVEN Bring Back the Love Facebook fan page, Instagram account and the LINE account of the PCSC Good Neighbor Foundation) transformed from charity communities to ESG communities. In addition to disclosing sustainable information, it is also expected to enhance the public's awareness and actions on sustainability education.



In 2021, the digital and real-life exhibitions of "My Sustainability, Your Daily Life" were held with the hope of encouraging the consumers to take actions for sustainability in their daily lives. The digital exhibition told consumers how to practice sustainability in their lives with simple illustrations. The real-life events combined specialty coffee and freshly-brewed tea to communicate with consumers about bringing their own cups to reduce plastic, donate change, make online donations and purchase products with Rainforest Alliance certification and sustainability certification to promote PCSC's vision.

PCSC also connected with the media that has been working on sustainability for many years, as well as social enterprises and public welfare groups to call on the general public, hoping to expand the influence of sustainability. In 2021, the 7-ELEVEN ESG community reached more than 30 million people.

Note: The number does not include the number of followers in the Good Neighbor Foundation's LINE account.



Reading Encouragement

• Reading Encouragement Program

Over 20% of Taiwan's rural elementary schools have no budget allocated for purchasing books and 90% need external help to promote reading according to the survey*. In alignment with SDG 4 "Quality Education", the Good Neighbor Foundation instituted a reading encouragement program that encourages children in rural elementary schools to read in 2014. The read-for-points system motivates children to read. A total of 97 schools and reading classes located in Yunlin, Chiayi, Taitung, Lanyu and Kinmen received support in 2021, encouraging over 6,000 children to read, as well as engaging in sustainability education by providing free sustainability teaching plans.

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.

In the summer of 2021, the "Good Neighbor Reading Program Essay Contest" was launched to encourage children to read and write during the pandemic. The contest was mainly opened to children who went to school and reading classes with the reading encouragement program. A total of 224 children submitted their entries in 3 months with 302 essays. The best-selling author of the Golden Tripod Award for children's books, Wang Wenhua, was invited to judge, selecting a total of 20 winning works in 2 groups. In addition, PCSC engaged in cross-domain collaborations, such as working with Coca-Cola and the Child Welfare League Foundation to incorporate the anti-bullying program into the schools with the reading encouragement program. The illustrated stories, relevant teaching materials and online courses were adopted to influence over 6,000 children with the idea of a friendly campus.

(Note) Click here to watch the video clip.

