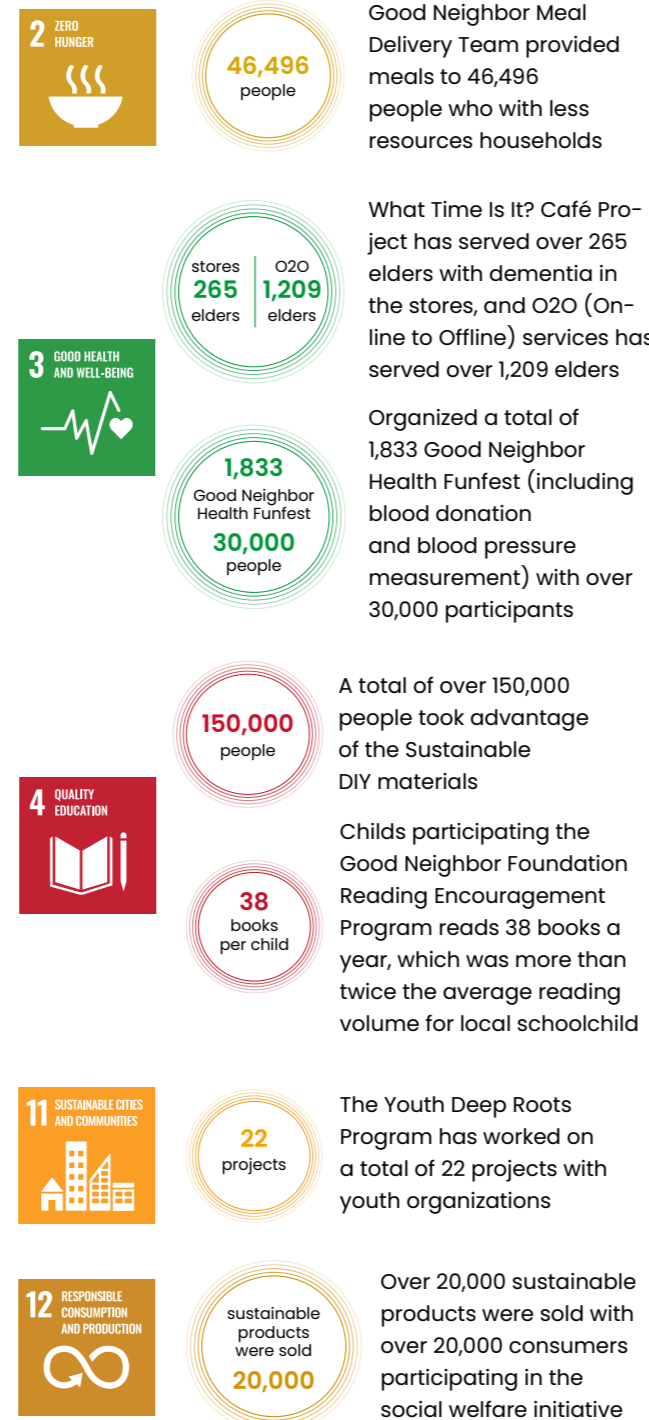


# 06

## Promotion of Social Welfare & Charity

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 6,600+ stores across the local area. Our mission is to become the indispensable neighbor that spreads love and ensures safety in the community.



### Corresponding Material Topics



#### Social Welfare



### 6.1 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.

#### Structure of Philanthropic Strategies

The vision of PCSC's influence				
Creating a charity-friendly store with the densest local service network, building a bridge between social welfare groups and the public to share goodwill, continuing to promote sustainable mutual benefits, and striving to become an irreplaceable good neighbor in the community that delivers warmth and peace of mind.				
5 Major Aspects	Strategies	Topics	Actions	SDGs
Zero Hunger	With the younger, working population leaving remote areas, elders are left behind. We discovered that these elders were skipping meals and suffering from malnutrition. Therefore, PCSC had our stores organize Good Neighbor Meal Delivery Teams to bring meals to elders living in remote areas. PCSC also raises donations for social welfare organizations that provide meals to elders and provides a platform where the public can donate money or food to these organizations, allowing us to help more elderly groups.	Care for Elders	Good Neighbor Meal Delivery Team	2 ZERO HUNGER
Good Health & Well-being	PCSC is concerned with public health and welfare. To this end, it continues to focus on preventive medicine for common health problems. In response to the aging population, we promote activities that care about the health of the elderly and establishes an environment that is friendly to the elderly. PCSC also set up Millennium Blood Pressure Monitoring Stations to encourage people to monitor their health regularly. We also held health activities to raise public health awareness.	Health and Employment	Realizing the dream of employment for families with cerebral palsy patients	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
		Age0 friendly	What Time Is It? Café Dog Therapy for the Elderly	3 GOOD HEALTH AND WELL-BEING
		Community care	Health activities in Good Neighbor Funfests	
Sustainable Cities & Communities	PCSC noticed uneven development and resource distribution between urban and remote areas in recent years, in addition to an aging population, falling birth rates, decline in local tourism and industries. To this end, the PCSC Good Neighbor Foundation supports youths in returning to their hometowns to develop local industries and works with them to promote local marketing and procurement.	Development of local industries	Youth Deep Roots Program	11 SUSTAINABLE CITIES AND COMMUNITIES
Quality Education	Childcare is increasingly focused on the importance of parent-child interaction these days. Along with the rise in sustainability and awareness, we have created easy-to-read teaching materials that share information on several core ideals of PCSC's sustainable operations – environmental protection, food education, health, and charity. We also partner with schools to cultivate the concept of sustainable development for young people and also implement reading encouragement programs to encourage children to develop reading habits.	Foundation in Sustainability Reading promotion	Good Neighbor Funfests Youth Deep Roots in Sustainability Project Reading Encouragement Program	4 QUALITY EDUCATION

5 Major Aspects	Strategies	Topics	Actions	SDGs
Environmental Protection	Environmental issues have been at the forefront in recent years, and PCSC has been dedicated to taking action and promoting awareness. PCSC partners with public welfare organizations and social enterprises to create sustainable products made with recycled waste to make circular economy a reality. We hope to raise environmental awareness among the public and influence more people to pay attention to environmental issues.	Habitat restoration Circular Economy	Environmental Education Support Habitat Protection Program CHIC Corporate Charity Program	15 LIFE ON LAND 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

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.

Item	Amount
Cash contribution(excluding advertisement fee)	34,540,550
Time cost (employee volunteering during paid working hours)	12,540,864
In-kind giving (products or services donations, projects, partnerships or similar)	113,455,000
Management overhead	4,768,624
<b>Total</b>	<b>165,305,038</b>

(Note) Calculations are based on factors such as the number of hours individuals contributed, salary, operational and management costs for fundraising platforms and the number of events held. Cash contributions include charitable donations of NT\$33,425,550, including donations to the Millennium Health Foundation, Taiwan Delica Foods Development Association, academic organizations and grants and scholarships, as well as NT\$1,115,000 in costs for the Health Station program

## 6.2 Charity Fundraising

### Charitable Donations

PCSC has long considered how to utilize 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 OPEN POINT app online donations, in-store cash donation, ibon machine

donation, membership point donation and pledge donation of goods. In 2022, a total of NT\$463 million was raised for charitable donations, allowing corporate resources to be invested in health and well-being, hunger eradication, urban and rural sustainability, education and empowerment and environmental protection, creating a wonderful and sustainable society together with everyone through over 6,600 stores.



### App Online Donation

“Bring Back the Love” charity fundraising platform is the biggest all-round local channel for donation. 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 40 public welfare organizations in 2022, raising a total of nearly NT\$17.44 million.

### In-store Cash Donation

We launched the “Bring Back the Love” charity campaign in 1988, setting up over 6,600 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 elders” was added to our in-store cash donation program starting in 2014. By 2022, the program had been running for 8 years. To observe current needs and address social issues, environmental issues were included in 2021 to focus on “Green Lifestyle” and “Age-friendliness.” In addition to working with elder care charities on the issue of elder care in 2022 to maintain basic living needs and delay physical and mental aging in 2022, we worked with environmental protection charities and charities concentrating on people with disabilities. Change donation might seem insignificant, but pooled together it can create much bigger value for life and environmental sustainability. In 2022, a total of NT\$196 million was raised through in-store cash donation.

Partner Organizations and Services		Amount Raised from In-store Cash Donation
First Quarter	 <p>The Society of Wilderness engaged in ecological surveys, habitat protection, monitoring and restoration to maintain the ecological environment, held multiple environmental education activities, environmental lectures and trains volunteers to promote environmental protection. 7-ELEVEN also joined hands with its partner, the Society of Wilderness, to respond to “Earth Hour” as part of the effort to reduce carbon emissions. More than 6,300 stores turned off their signboard lights for one hour in the evening on Saturday, March 26, reducing approximately 4.89 metric tonnes of GHG (CO<sub>2</sub>e), allowing the earth to breathe.</p>	NT\$48.63 million
Second and Third Quarter	 <p>The Cerebral Palsy Association of R.O.C. created an experimental, innovative and atypical employment model to develop sustainable products together with PCSC, helping families with cerebral palsy patients realize the dream of employment, life value, as well as initiating a comprehensive care program.</p>	NT\$98.35 million

Fourth Quarter



Pingtung Christian Hospital is dedicated to providing a variety of health-promoting services, as well as advocating for an environment that is friendly to the elderly and those with dementia through social design program to realize the dream of taking care of local elders.

**NT\$48.96 million**

### ibon Donations

In order to assist more charities with social welfare and more groups in need, PCSC started accepting donations at ibon machines in 2008, allowing convenient and around-the-clock donations from the public. In 2022, donation from ibon machines continued to be invested in five major issues of concern including environmental protection, eradication of poverty and hunger, health care promotion, employment support for the people in hardship and reading education, supporting 83 charities with nearly NT\$180 million.



Among them, in response to the decline in charity fundraising brought about by the pandemic, families in need faced financial difficulties due to quarantine measures, PCSC initiated a fundraising project called “Send Warmth and Love during the Pandemic” from May to August, 2022, raising a total amount of NT\$2,036,262. The money was used to support families in need suffering from the impact of the pandemic by making up for the gaps in resources, giving fundraising a huge boost during a difficult year. PCSC launched a special fundraising project dedicated to Indonesia for facing multiple strong earthquakes in December that year, not wanting to miss out on emergency relief abroad.

### OPEN POINTs Donation

#### OPEN POINTs Digital Donation

Raised a total of 21 million points in 2022

Low-touch economy is the way in digital age. 7-ELEVEN continued to construct charity-friendly platforms with the most dense network of local services, leading way to digital transformation in digital charity. Donations are made faster and more convenient with more options by combining digital tools. We provide two platforms for people to donate points – OPEN POINTs within the OPEN POINT APP, and points from 7-ELEVEN charity events – allowing more options for people to do good.

7-ELEVEN assisted public welfare organizations in exchanging for everyday supplies through point donations, helping individuals and families in need. A total of 21 million points were collected in 2022, of which 3.3 million were OPEN POINTs, and over 18 million points were from various promotional events, equivalent to NT\$17 million. Most of the points donated went to providing meals and daily necessities for elders, families, and children in need. A total of 53 organizations received our donation.





## Goods Donations

PCSC wants to encourage the public to help families in need with daily necessities together. Since 2018, we have cooperated with public welfare organizations to encourage the public to pledge to goods donations. Donations include basic supplies and festival gift boxes through 7-ELEVEN, such as 1919 meals, stationary, milk, Mother's Day, Mid-Autumn Festival, Christmas gift boxes and New Year's dish. Items such as dog food and cat food were added to the list to care for feral animals and advocate for animal protection. The channels include the traditional 7-ELEVEN paper preorder catalogues and ibon machines and 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 2022, the value of the items pledged reached NT\$53 million, with a total of more than 150,000 sets of items donated to cases taken care of by the organizations.



## 6.3 Environmental Protection

### Circular Economy

#### CHIC Corporate Charity Program

Over 20,000 sustainable products sold with over 20,000 participants

PCSC worked with social enterprises and social welfare organizations to combine 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 in 7-ELEVEN stores 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." We launched a brand new fundraising project called CHIC Corporate Charity Program with two sustainable products in 2022, namely "Hugging Hedgehog Bag" and "Small Star and Moon Bag on Strap." PCSC invited its supplier Swire Coca-Cola to join the initiative by donating recycled PET bottles. The bottles are then made into recycled fabrics. The popular online character Happy Cat was invited to work on illustrations with children with cerebral palsy, conveying warmth to consumers who identify with the concept and demonstrate their feelings and dreams.

A total of more than 20,000 consumers have participated in the public welfare initiative, selling over 20,000 sustainable products with a total of NT\$6 million, creating extra income for public welfare organizations, as well as providing employment opportunities for nearly 100 mothers of non-profit organizations, helping nearly 100 families in need. 3,527 kilograms of PET bottles and 3,064 kilograms of PE bottles were recycled and reused, creating a win-win situation for PCSC, public welfare organizations and social enterprises by realizing circular economy, environmental protection, plastic reduction and assistance for the groups in need.

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.

Mothers of families with cerebral palsy patients and other non-profit organizations create handmade sustainable products including "Hugging Hedgehog Bag" and "Small Star and Moon Bag on Strap." They can care for their children with cerebral palsy while making the products, allowing them to take care of their family and generate an income.

Both products are made of 100% recycled "zero waste" yarn made with PET bottles. The "Hugging Hedgehog Bag" is sewn with a product ID inside, showing its sustainable production process. The main motif is created by cerebral palsy patient Hai-Rong Yu, showing that he would like to make friends but is often disliked as he is not very good at communicating people. In time, he felt like a hedgehog that hurts people with quills without meaning to. The product tells people that "children with cerebral palsy want to be close to people and make friends." The "Small Star and Moon Bag on Strap" is created by cerebral palsy patient Ying-Shiu Lin. She goes to a boarding school and misses her family a lot. That's why she looks up in the sky and imagines she is a rabbit living on the moon, missing her hometown while gazing at the stars.

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

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



Creators Ying-Shiu Lin and Hai-Rong Yu demonstrating their sustainable products

### Environmental Protection Promotion

#### Shuishhe Shopping Center Dedicates itself to Local Sustainability Issues

In order to support actions towards local sustainable issues, we provide the venue for the shopping center to contribute to the sustainable development in Nantou. In 2022, the Sun Moon Lake Shuishhe Shopping Center worked with Nan Kai University of Technology, Nantou Passion Fruit Sustainable and Nantou Good Products Alliance to host the "Qingqing Farmers' Market." A total of 19 booths comply with the standards of SDGs participation, providing food



and products for tourist in the shopping center. We also support Good to Go Container Rental Services by setting up a return station and rental point, encouraging tourists to consume fewer disposable containers and plastic, contributing to SDGs and incorporating the spirit of sustainability into everyday life.



In addition, under the guidance of Sun Moon Lake National Scenic Area, PCSC and local businesses organized a day trip with local SUP instructors leading the participants to clean up the lake, before giving them a tour on the electric boat and experience the Thao culture. Finally, the participants ate out of a sustainable meal container created by traditional Thao crafts, incorporating fun puzzle-solving methods giving them the opportunity to taste local delicacies in Ita Thao before concluding the day trip with the cultural sustainability theme. Two trips with 120 participants were organized.



### Public Welfare Citizen Power Plant

The Society of Wilderness worked with PCSC to launch the “Environmental Education Support Habitat Protection Program” in 2021 by organizing over 26 “Good Neighbor O2O Environmental Education Funfest” sessions. In 2022, PCSC took advantage of the monetary donation from the 7-ELEVEN Bring Back the Love program to promote the pilot project for citizen power plants by supporting the Society of Wilderness in setting up two citizen power plants in Kouhu Village, Yulin County and Majia Township, Pingtung County. We hope to help people learn more about citizen power plants and self-generation through this program, as well as setting up photovoltaic systems in remote areas with the funds raised to promote green energy, self-generation of green power for self-consumption, and take actions towards public welfare in these areas.



(Note) Click [here](#) to watch the videos

## 6.4 Good Health & Well-being

### Care for Elders

#### What Time Is It? Café

Served over 4,636 elders with dementia as of 2022

The prevalence rate of dementia among the local elderly over 65 is about 3.4%, 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. Since 2014, it has been paying attention to the aging issues of ethnic groups with few resources for a long time, focusing on the high prevalence of dementia in an aging society. 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, 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 elder interns for CITY CAFÉ an hour every week accompanied by 7-ELEVEN employees. The initiative delays deterioration through occupational therapy, maintains social participation, and turns 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. In 2020, the “What Time Is It?” Café initiative obtained SROI international certification. It is estimated that every NT\$1 invested can create 4.61 times the social influence, with the value reaching roughly NT\$9 million. PCSC expects to not only delay the deterioration of symptoms for elders with dementia, but also improves the public’s awareness of dementia and the awareness for maintaining personal health. To address the gap in dementia care and daily rehabilitation under the impact of the pandemic in 2022, PCSC started from the concept of dementia-friendliness in everyday life with the target audience of store employees, elders with dementia and school children. Real-life and online resources were integrated to launch the “What Time Is It? Café O2O Experience,” “Oops! I Forgot” palm-sized picture book as the first of its kind in the retail industry, and “dementia-friendly in-store course” to continue to build the most dementia-friendly service local platform.

#### What Time Is It? Café O2O Experience

In response to the World Alzheimer’s Day, PCSC joined hands with 17 major public welfare organizations and over 30 stores to hold more than 80 “What Time Is It? Café” scavenger hunts, allowing the elders in care institutions and home to experience activities remotely, helping them brainstorm and improve hand-eye coordination.

#### “Oops! I Forgot” palm-sized picture book

PCSC and PCSC Good Neighbor Foundation joined hands with Sisters of Our Lady of China Catholic Charity Social Welfare Foundation to launch the “Oops! I Forgot” palm-sized picture book as the first of its kind in the retail industry specifically created for school children, inviting parents and children to learn the importance of being dementia-friendly while having fun with the picture book.

#### Dementia-friendly in-store course

PCSC integrated internal resources to film the “Dementia-friendly In-store Course” video to strengthen the understanding and care of dementia patients for employees in the head office and stores, actively turning dementia-friendliness into a part of everyday life.

In 2022, a total of 19 stores ran the “What Time Is It?” Café project and serving an accumulated 4,636 elders with dementia as of 2022. The target is reaching 22 stores and serve 1,320 elders in 2023, as well as 32 stores and 1,600 elders in 2025.



#### Stakeholder Feedback



Ying-Fang (store employee)

“I am happy that everybody is working together on something meaningful. Store manager Ying-Fang shared her experience in the “What Time Is It? Café” cross-region guidance session at the end of 2022. She said it is a service worth promoting and expanding, and she is happy that she can provide the venue and assistance for the elders for an hour every week. Seeing their smiles and progress is heart-warming for her and all store employees.



## 📍 Dog Therapy for the Elderly



PCSC worked with long-term partner in public welfare, Pingtung Christian Hospital, to launch a new public welfare fundraising program called “Dog Therapy for the Elderly.” The program collaborates with the Professional Animal-Assisted Therapy Association of Taiwan for the first time to provide professional animal-assisted therapy for elders with dementia in 7-ELEVEN stores. The program started in Pingtung to create stores that allow professional assistance and therapy dogs.

According to statistics from the Ministry of the Interior, the aging index of Pingtung County in 2021 ranks among the top five in local area, showing that the planning of long-term care services is urgent. 7-ELEVEN and Pingtung Christian Hospital have observed that animals are involved in helping the elders in institutions for animal-assisted therapy in various countries around the world. Therefore, we took the initiative to contact the Professional Animal-Assisted Therapy Association of Taiwan in 2022 to launch a 6-month health-promoting event by combining resources from all three organizations. Specialists and handlers of animal-assisted therapy and therapy dogs form a solid team to provide professional animal-assisted therapy. The elders got to practice taking the dogs into 7-ELEVEN stores to purchase the right products for their therapy needs while maintaining a firm hold of the dog at the same time. This might seem easy for many, but it is a challenge for those with dementia.

PCSC has put a lot of effort into creating a friendly environment for the elderly and dementia patients. In addition to being the first convenience store to allow assistance dogs, it has launched assistance dog-friendly courses in nearly 200 7-ELEVEN stores in Pingtung area, placed stickers to welcome assistance and therapy dogs in the stores and help professional assistance dogs enter the stores with the elderly. Yan Ru, a case manager at Pingtung Christian Hospital, said that dementia patients will gradually reduce the frequency of participation in community activities due to degeneration of cognitive function, limited language ability and physical activities. Making purchases with the help of assistance and therapy dogs will uplift their moods and encourage them to be part of the community again.

## Community Outreach

### 📍 Good Neighbor Health Funfest & Good Neighbor Health Classroom

Organized a total of 1,833 “health events” in 2022 (including blood donation and blood pressure measurement) with over 30,000 participants

PCSC has long been concerned about the health and well-being of people. Since 2008, the Good Neighbor Foundation has partnered with the Taiwan Millennium Health Foundation to set up the “Millennium Blood Pressure Monitoring 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 Monitoring 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 2022, a total of 1,833 “Good Neighbor Health Funfests” were organized with blood donation and blood pressure measurement for over 30,000 participants. The goal is hosting 2,000 sessions in 2023 and maintaining the number at 2,000 in 2025.

Among them, in 2022, the Good Neighbor Foundation and Millennium Health Foundation organized the event for measuring the waist circumference, blood pressure and calf circumference on the National Health Day with 1,092 stores and over 16,000 people participating. The Good Neighbor Health Classroom continues to organize health education

and health-promoting activities in the stores with Pingtung Christian Hospital, providing the elders and their families with correct health education information.

## 6.5 Zero Hunger

### Caring for the Neighborhood

### 📍 Good Neighbor Meal Delivery Team

As of 2022, meals have been delivered to a total of 190,000+ people

PCSC stores are located within every county and city, and through our meal delivery service we are able to provide meals to financially disadvantaged households or elders. The program also made up for the gap in shortage of food delivery manpower for public welfare organizations during weekend. Starting from Hualien and Taitung in 2014, PCSC called on store employees to deliver meals to elders living alone or having limited mobility. They also monitor these elders and can report back to non-profit organizations if assistance is needed. Alternatively, financially disadvantaged elders or households can pick up meals in-store, eliminating hunger and encouraging elders to walk out of their homes to interact with others.

In 2022, the Good Neighbor Meal Delivery Team continued to partner with 4 foundations, including the Sisters of Our Lady of China Catholic Charity Social Welfare Foundation, Mennonite Social Welfare Foundation, Hondao Senior Citizens Welfare Foundation and A Kernel of Wheat Foundation. A total of 46,496 people received the service. As of the end of 2022, a total of 198,600 people received the services in 8 cities provided by 26 stores.

In 2023, the initiative will be combined with OPEN! Mobile Shopping Van, turning meal delivery services in fixed locations into mobile supply delivery, providing better services in larger areas to maximize the benefits.





## 6.6 Sustainable Cities and Communities

### Development of Local Industries

#### Youth Deep Roots Program

The Youth Deep Roots Program has worked on a total of 22 projects with youth organizations as of 2022



With 7-ELEVEN stores across local area, we have witnessed the impact of aging populations, low birth rates, and declining local tourism and other industries. Yet some youths are moving to remote 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.

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 stay rooted, showcase their achievements and integrate them into the local 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, turning local stores into the best partners in local placemaking. The Youth Deep Roots Project has two models, with the first giving youth groups the opportunity to combine existing store experience sessions (Mini Store Manager) and the second being sharing store resources (space and customers) with youth groups. In 2022, PCSC worked with youth groups on 9 projects, which was higher than the year before. More returning youths have given local towns a boost, and in the long run this will help PCSC procure local products, creating a win-win-win situation with local procurement, local marketing for the enterprise and environment, as well as the society. In 2023, the goal is collaborating 10 projects together with youth groups, with a total of 34 by 2025 (counting from 2018).

In addition, PCSC has discovered that young people returning home to start businesses that develop into social enterprises by combining social and environmental issues, which have become a new force in the revitalization of local communities. To this end, PCSC combines its stores as platforms and funding investment, as well as providing the MyShip online platform and setting up a "Youth Deep Root Project" section to waive the slotting fee and reduce the pressure of starting a business. We aim at creating sustainable partnerships by connecting online and offline channels. So far we have supported 13 local social enterprises in launch over 100 products. We have also worked with local stores to host over 1,200 Good Neighbor Funfests to be present for the young people starting social enterprises. The Youth Deep Roots Partner Program has reached over 230,000 people.

In 2022, "Fish Bar" in Hualien successfully promoted set-net fishery that is friendly to the marine environment and put the Mahi Mahi fillet in the selected fresh ingredient section in 320 stores. It also worked with Good Neighbor Funfest in promoting food, agricultural and fish education as well as the local culture with over 40,000 parents and children participating so far, allowing sustainable education to take roots. In the meantime, PCSC has exclusively introduced the products of the Taiwan Dou, a social enterprise based in Sanxia. It works with local bean farmers on contract farming, choosing beans that are grown by small farmers as well as working with local suppliers in terms of products, raw materials and services to reduce carbon emissions produced during transportation. The products have been placed on the shelf in 20 stores, giving local social enterprise entrepreneurs the chance to realize their dreams and set a new milestone.



#### Local Procurement for Shopping Centers

PCSC helps local small farmers and groups with fewer resources increase their income by purchasing local rice and providing free sale venues in Taichung Houli and Hsinchu Youda Shopping Centers. Since 2017, all the rice used in the Houli Youda Shopping Center has been purchased from the Houli Farmers' Association to support local agricultural products with practical actions. The purchase amount in 2022 was NT\$324,800. Hsinchu Youda Shopping Center holds charity bazaars with local small farmers and public welfare organizations from time to time to help groups with fewer resources gain some exposure and income, effectively increasing the income of stakeholders. A total of 6 sessions were held throughout the year.





## 6.7 Quality Education

### Foundation in Sustainability

#### Good Neighbor Sustainability Funfest

Over 150,000 people have taken advantage of the Sustainable DIY materials as of 2021

PCSC launched the “Good Neighbor Funfest” in 2009, focusing on four themes of “parent-child interactions, care for the charity, education and culture, environmental protection and LOHAS” to care for the communities. So far, the Good Neighbor Foundation has established a community public welfare service platform with more than 6,600 7-ELEVEN stores. With the concept co-prosperity with the society, PCSC exerts its influence to contribute to the society and aims at becoming a “community service center.”

PCSC has also observed the importance of sustainability education and the need to take root without sufficient teaching materials. Therefore, it launched a variety of sustainability teaching materials for preschool children, turning topics such as environmental protection, food safety, health, public welfare, etc. into content that is easily understandable for parents and children. The palm-sized picture book titled “Smart Plastic Reduction” was published this year, supporting plastic reduction actions by bringing containers and helping children to stay updated with international trends and enhancing sustainability literacy. Sustainability teaching materials can be downloaded from the official website of the Good Neighbor Foundation, as well as printed directly from ibon. As of 2022, a total of 29 parent-child DIY picture books have been developed and provided to more than 6,000 students in more than 100 primary schools and accompanying classes in townships. As the reading materials are easily accessible, various DIY materials have been downloaded more than 150,000 times to expand their influence on more than 360,000 people. This allows parents and children to implement sustainability actions through 7-ELEVEN’s daily behaviors, create a “parent-child reading life circle,” and simultaneously improve the understanding of sustainability of store employees, turning the Good Neighbor Funfest into a platform for passing on knowledge of sustainability.

In addition, cross-departmental communication and systematization were adopted to create the exclusive “O2O (Online To Offline) Funfest” for customers who wanted to participate during the pandemic, integrating real-life and offline resources from 7-ELEVEN stores all over the place. In 2022, a total of 9,331 Good Neighbor Funfest (including real-life and O2O sessions) have been held, for nearly 80,000 participants and nearly 19,000 store employees participating.



### Stakeholder Feedback



Children and parents: A satisfaction survey was conducted on the participants. Most parents gave positive feedback with a score of 88 points.

“Such a good event should be held more frequently in the future. It is very practical and rewarding!”

“Environmental protection is everyone’s responsibility, and it makes sense to start from childhood.”

“This teaches us that recycling helps the planet live forever.”

“It’s great to let children naturally accept the concept of loving the planet through small activities.”

“It’s not just teaching children, the adults are learning together. It’s a great game for parents and children.”

“Environmental protection and loving Mother Earth are not just slogans. We should take actions instead. Thank you for your hard work!”



7-ELEVEN store employees: We like that the materials are provided by the head office so there is no extra work regarding the preparation.

“Hosting the Sustainability Funfest allows the store to shorten the distance with customers and maintain the relationship. Palm-sized picture books and DIY teaching materials are very popular because it promotes parent-child interactions. It is easy to work with for the stores as well.”

..... Xingbao Store



Partner organizations: We can share the organization’s concept with more children through collaboration, allowing more people to know the partner organizations.



Rural primary schools: Providing sustainability DIY materials and teaching plans to rural primary schools we work with. Teachers can promote sustainability education through the teaching plans, and students can learn about sustainability through palm-sized picture books and DIY activities.

“The children love it very much. They can learn about protecting the earth and ecology through games and picture books.”— Wan’an Elementary School

“The subject matter is great, and it can be used in conjunction with Nature lessons. The students enjoy the games very much.”— Tongxing Elementary School



Community feedback: The annual online public opinion review was conducted by a third-party external community for database analysis. Among the parent-child cultural and educational brands, the Good Neighbor Funfest is number one of all corporate brands, and sustainability teaching plans are also recognized by the target audience to enhance parent-child interaction and children’s creativity.



## 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 to equip more young people with sustainability literacy. We took the program further by launching the “Sustainability Campus Ambassador” recruitment program in 2022 to encourage young people to design action plans that are creative, comprehensive and actionable, transforming the concept of sustainable earth into practical actions, instilling concept of sustainable development in more young people

who would like to participate in green actions. In 2022, we worked with nearly 25 colleges and universities and cultivated nearly a thousand young talents.

The 2022 Youth Deep Roots in Sustainability Project gave young people the chance to get to know sustainability issues, think and take actions through the four stages of “Sustainability Empowerment,” “Sustainability Activist Online Mission,” “Sustainability Campus Ambassador” and “Sustainability Youth Survey.” This shows the voice of the youth, cultivate talents in sustainability and expand our influence in sustainability.

### Stage 1: Sustainability Empowerment

1 From April to the end of October, 8 workshops were held in 8 universities with USR rankings (National United University, National Cheng Kung University, National Yang Ming Chiao Tung University, Ming Chuan University, Shih Hsin University, National Pingtung University, National Pingtung University of Science and Technology, Feng Chia University), as well as 2 Sustainable Campus Ambassador sharing sessions. In August, a total of 2 real-life and online sharing sessions were held to invite the Human Resources Department to participate in the event to promote sustainability and employer brands.

### Stage 2: Sustainability Activist Online Mission

2 From April to August, a fun community activity called “Sustainability Activists - Three-by-three grid Challenge” to encourage young people to understand PCSC’s sustainability measures and develop sustainable consumption behaviors. The activity produced a total of 6,138 sustainability actions.

### Stage 3: Sustainability Campus Ambassador

3 Sustainability Campus Ambassadors were recruited from October to November to grow campus seeds that act as a bridge between PCSC and young people at different colleges on sustainability issues. Young people were invited to start from the two themes of “sustainable lifestyle proposal” and “sustainability activist” to think about how to transform sustainability on earth into practical actions in everyday life.

A total of 30 Sustainability Campus Ambassadors were recruited to participate in the meet and greet and proposal workshop with result presentations. After the preliminary review and hearing the ambassadors’ creative and wonderful proposals, three teams of “PCSC Sustainability Campus Ambassadors” were selected. In addition to certificates, they were given prize money to reward them for their proposals that are creative, feasible and complete. Four proposals and five outstanding Sustainability Campus Ambassadors were selected at the end with a total of 10 sustainability proposals produced during the process.

### Stage 4: Sustainability Youth Survey

4 The survey have been carried out from November to December, with the first local “Youth Sustainability Career” survey report launched together with the the CSOne platform. A total of 3 news reports and 5 community posts were produced to advocate the importance of sustainability careers and sustainability talent cultivation. The publications reached over 106,000 people.

In addition, the “Youth Deep Roots in Sustainability Project” actively collaborates with external organizations and participates in sustainability activities, including the “STW High School Students Thinking Challenge” held by Twin Oaks, the “Sustainability Forest” held by Dentsu Taiwan by invitation, face-to-face interactions with young people through workshops, as well as participating in the AIESEC Green Leaders Global Project to share corporate sustainability actions with young people, etc., to bridge distance between the Company and the young generation, as well as expanding its influence in the outside world. It reached a total of about 2,550 young people.

## SDGs Creative Challenge

SDGs Creative Challenge guides the public to pay attention to the creative thinking and practice of ESG issues through entertainment, furthering people’s ESG education and culture empowerment, allowing young students to apply what they learned in real life scenarios to enhance their learning motivation. Following the success in the Tai’an shopping center in 2021, it was held in the Rende shopping center in 2022. The PCSC Shopping Center Division, Freeway Bureau, National Expressway Engineering Bureau of the Southern District Office and Gangshan Public Work Section exhibited the works of the Global SDGs Creative Challenge in the Rende Service Area to respond to the sustainable development issues raised by the United



Nations. In addition to exhibiting award-winning works, the event also includes interactive courses and experiential teaching, inviting passers-by in the service area to participate. 18 entry introductions and 4 physical displays were exhibited during the event with a 2-week online course for a total of 34 students participating.

## Airport English Experience Camp for Children

Taipei Songshan Airport celebrated its 72nd anniversary in 2022. To further children’s English skills related to being in the airport and integrate language with real-life scenarios, The Songshan Airport shopping center and the airport organized the Airport English Experience Camp for Children. Children learned how to complete boarding in English and Mandarin, as well as creating a wooden aircraft music box commemorating the airport’s 72nd anniversary. They went home with their creations after a fruitful day. A total of 49 children participated in the event.



## Reading Promotion

### Reading Encouragement Program

Reading is one of the issues the PCSC Good Neighbor Foundation holds dear, and it aims at motivating children in remote areas to read based on the two themes of reading encouragement and sustainability education. We work with our sustainability partners to invest resources, including Cheng Loong Corp., the Society of Wilderness, Paper Carton Alliance, Tetra Pak, Future Parenting and so on. Good Neighbor Foundation continues to support partner schools through various programs, which also saved Hudong Branch of Liujia Elementary School from closing down.

In alignment with SDG 4 "Quality Education", the Good Neighbor Foundation instituted a reading encouragement program that encourages children in remote elementary schools to read in 2014. The read-for-points system motivates children to read. In 2022, we worked with total of more than 100 schools/accompanying classes, issuing 164,000 points during the year. This is equivalent to every child reading 38 books a year as part of the Good Neighbor Foundation Reading Encouragement Program, which was more than twice the average reading volume for local schoolchild.

(Note) According to the 2022 Global Views Monthly Survey Center, the "average annual reading volume of school children" is 17 books. [Click here](#) to read the story.

In addition, the Good Neighbor Foundation lunched the "One School, One Project" initiative in 2020 to help children realize their dreams, including assisting children in the Olive Garden accompanying class in serving as pitchers for one day, and the students of Hudong Branch, Liujia Elementary School, in holding art exhibitions in 7-ELEVEN stores, as well as Chiayi Heshun Elementary School's bicycle twin tower day study plan. We show increasing support for our partner schools on the reading encouragement program with a variety of projects.

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

### Stakeholder Feedback

Teacher  
(Yude Elementary School, Changhua)

"After the reward program was put in place, the students' reading habits improved significantly. Data from the library management system shows us that apart of the months during which classes were suspended due to the pandemic, the students borrowed 3.5 times more books compared to the period before the school joined the program, and the number of borrowers tripled compared to the previous period."

Teacher  
(Qiangyuan Elementary School, Pingtung)

"I am grateful to the PCSC Good Neighbor Foundation to providing such rich and practical rewards, allowing children in remote areas to enjoy going shopping in the convenience store. It is a sense of accomplishment and an important motivation for them to continue reading."

Teacher  
(I DO accompanying class)

"Jay is learning the phonetic system through the encouragement program. He would read a picture book in class, which is of great help to his reading and learning in both tangible and intangible ways."

Student  
(Xiancao Elementary School, Tainan)

"Taking storybooks home every day has become something I look forward to. I even asked the teacher if I can take one more home."

Parents  
(Chinese Christian Relief Association 1919)

"The program allows children to find a way to help reduce the burden on the family during this special period. The students realize that reading is of substantial value, they can see their own progress."

Teacher  
(Hudong Branch of Liujia  
Elementary School, Tainan)

"Thank you, the Good Neighbor Foundation, for running the read-for-points activity that makes children more willing to read. The DIY materials allow them to learn how to protect the environment and love the earth. Thanks to the foundation for their hard work."

Student  
(Checheng Elementary School,  
Pingtung County)

"When I look at the card in my reading passport, I can recall which books I read. I feel a great sense of accomplishment when I fill the card."





## 6.8 ESG Advocacy Platform

2022 was PCSC's "Yeah of Sustainability Action." With our success in plastic reduction, focus on inviting consumers to take plastic reduction actions in everyday life. From Earth Day videos, social media, to the Good Neighbor Foundation's summer funfest "Smart Plastic Reduction" and real-life sustainability pop-up stores throughout the year, PCSC advocates plastic reduction actions such as bringing your own cup and the OPEN iECO recycled cups renting service through external connections.

### Sustainability Initiatives

PCSC responds to sustainability actions together with its consumers, public welfare organizations, media, suppliers, employees and other stakeholders. An "Innovative Plastic Reduction and Love the Earth Video" was created for Earth Day. The video starts from encouraging consumers to bring their own containers to combine daily consumption and PCSC's plastic reduction actions, making sustainability actions an accessible part of everyday life. The video reached 4.58 million viewers. In addition, by participating in the SDGs Forum of Commonwealth Magazine and GVM's Sustainability Festival, we communicate PCSC's sustainability actions including plastic reduction and assistance based on the theme of "Planet Sustainability In Our Everyday Life." At the end of the year, we appealed to all employees as well as inviting consumers to participate in the "United Daily News 500 Times Party" to set up a "PCSC Sustainability Pop-up Store." Any customer who brings a cup of make a donation of any amount could get CITY PRIMA Americano for free. The parts of setup on site was made of environmentally friendly fabrics made from recycled PET bottles in stores.

In 2022, more than 150,000 people participated in the real-life sustainability initiative activities. PCSC integrated virtual and real-life elements to connect people online and offline, attracting consumer attention and encouraging them to participate.



Commonwealth Magazine SDGs International Forum



United Daily News 500 Times Party: PCSC Sustainability Pop-up Store

### Sustainability Promotion



In 2022, PCSC invited more than 4,000 consumers to respond to take sustainability actions in everyday life through the "Sustainability Petition." In addition, two sustainability knowledge challenges for interacting with stakeholders were also launched on the official sustainability website. One of them communicated overall sustainability actions, inviting everyone to challenge how much they know about sustainability actions taken by PCSC. The other invited everyone to answer questions about PCSC's plastic reduction actions as part of the "My Sustainability, Your Daily Life" initiative. Almost a thousand people were encouraged to take action through soft topic marketing and sharing. The results of the sustainability knowledge survey shows that over 95% of stakeholders built a better image of the brand after witnessing the effort and results of PCSC's effort in plastic reduction.

The strategic promotion of "bring your cup" meme spread well on social media in the UGC community, inviting consumers to reduce plastic in everyday life by uploading pictures such as bringing your own cups, bags and cutlery. The campaign reached over 2.4 million people with more than 10,000 interactions.



### Sustainable Communities

The PCSC Public Welfare 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.