

企業社會責任 Corporate Social Responsibility

造福社會，是經營事業的努力目標

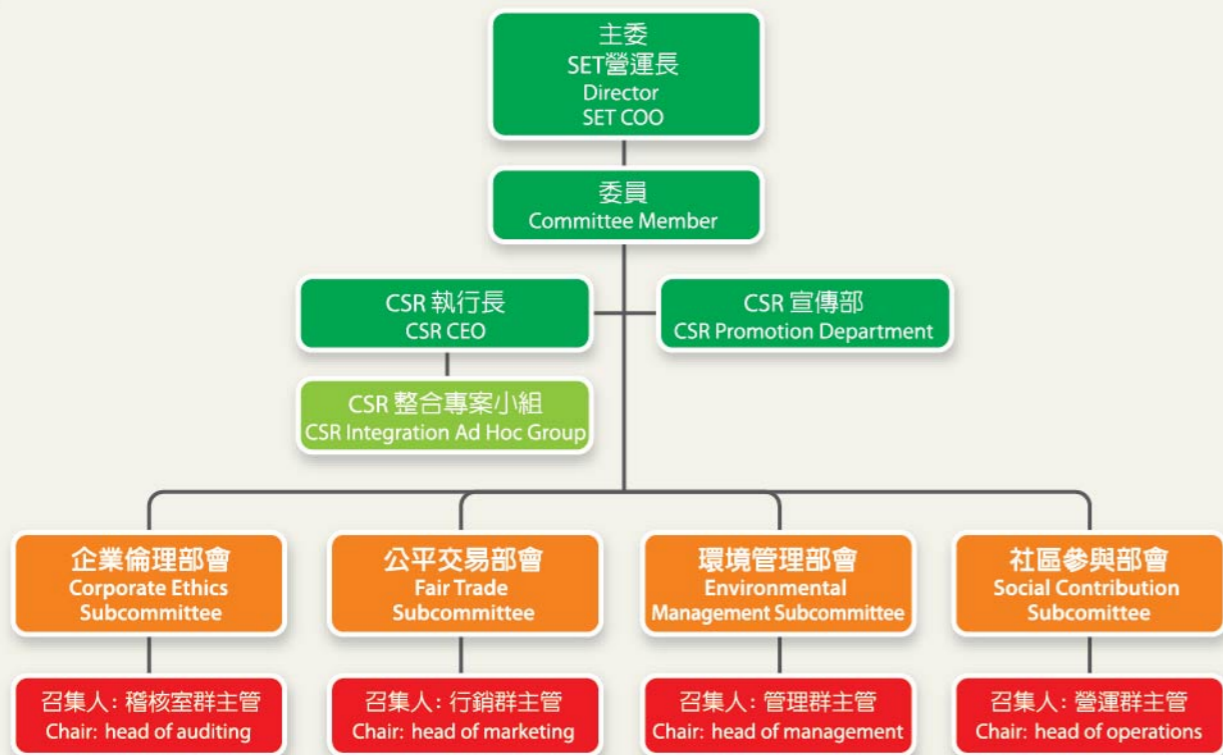
We Aim to Build an Enterprise that Gives Back to the Society



全台灣每天有超過700萬消費者進出4800家門市，體驗便利、安心、歡樂的門市服務與商品，7-ELEVEN除了不斷改革創新、提升民眾生活品質，也一直朝著優良企業公民、善盡企業社會責任的方向努力。1988年開始，7-ELEVEN便以隨手行善的概念，持續推動「把愛找回來」公益活動，透過門市通路設置募款箱，將消費者的小零錢化為大力量，二十多年來，「7-ELEVEN把愛找回來」公益募款，已募得超過14億元，為100多個公益團體及無數弱勢朋友帶來最實質的幫助！

為實現7-ELEVEN樂為社區好鄰居的梦想，1999年成立了統一超商好鄰居文教基金會，透過全國門市的熱情參與及協助，致力改善社區環境並提昇居民生活品質。因應全球暖化危機，統一超商以身作則，推動門市設備節能，並戮力扮演全國最大最便利的環保回收平台，帶動民眾珍惜資源，共愛地球。2010年領先零售業成立統一超商CSR委員會，正式將公司治理面向納入CSR經營變革策略，並確立企業CSR願景及發展計畫與方向，希望透過長期一點一滴的努力發揮企業影響力，累積成社會向上躍升的動力。

統一超商CSR委員會 PCSC CSR Committee



統一超商CSR幸福願景

本公司矢志成為最卓越的幸福企業，以提供生活上最便利的服務，與為所有關係人創造最大共益為宗旨，並善盡良好社會公民之責任，促進社會安定與持續向上提升。

The CSR vision of PCSC - a company that creates happiness

PCSC is dedicated to becoming an excellent company that brings happiness and convenient lifestyles to all our customers. We are dedicated to maximizing our common interest while serving the role of a responsible and upright citizen. We wish to become a driving force of continued progress and stability of the society.

Over seven million customers enjoy the convenience and satisfaction brought about by over 4,800 7-ELEVEN stores in Taiwan every day. 7-ELEVEN has not revolutionized our products to take our services to the next level but also shouldered the role of a responsible citizen of the society. In 1988, 7-ELEVEN launched the campaign titled "Discovering Love", in which customers can make small donations by leaving the change they receive at our check-out counters in a donation box. For over twenty years, this charitable campaign has raised over NT\$ 1.4 billion, which has been distributed to over a hundred charities and minority group support foundations.

To strengthen our role as an active member of local communities, 7-ELEVEN established "PCSC Good Neighbor Cultural and Educational Foundation" in 1999. Harnessing the power and resources of all of our stores, the foundation has engaged in activities that improve the environment and life qualities in different communities. For example, in response to the risks of global warming, 7-ELEVEN has initiated an energy-saving initiative that encourages every store to use energy more efficiently. 7-ELEVEN is also the leader in exercising recycling in the retail convenient store industry. All of the above initiatives have propelled many Taiwanese citizens to join the league of conserving resources and loving the earth. In 2010, PCSC became the first retailer in Taiwan that has a special CSR committee in our internal management structure, showing our determination to integrate CSR into our management and operation strategies. With the establishment of a CSR vision and a clear direction for our future development, 7-ELEVEN wishes to expand our influence step by step and contribute to the growth and advancement of our society.



Clean Up the World 清潔地球環保台灣 Clean Up the World
10多年來整體投入近3000萬元推廣清掃活動，吸引超過30萬人次參與。
Investing more than 30 million NT into promoting clean up campaigns in the past 10+ years, attracting more than 300,000 participants.



7-ELEVEN 好鄰居同樂會 7-ELEVEN Good Neighbor Funfest
7-ELEVEN高醫一門市邀請小朋友最愛的OPEN小將來推廣洗手的重要性。
7-ELEVEN Kaohsiung Medical University (1) store invites Open Chan, a kids' favorite, to promote the importance of hand washing.



智能挑戰者自立生活學習體驗營 Independent Living Workshop for the Intellectually Challenged
統一超商志工協助心智障礙朋友學習自立生活的技能。
7-ELEVEN volunteers help those with disabilities learn the basic skills to live independently.



7-ELEVEN 好鄰居同樂會 7-ELEVEN Good Neighbor Funfest
7-ELEVEN松柏門市舉辦多啦A夢著色比賽，讓小朋友度過歡樂時光。
Kids enjoying themselves at Doraemon coloring contest organized by 7-ELEVEN Songbo store.