

# 06 Promotion of Social Welfare & Charity

Building upon our core operations, President Chain Store Corporation fosters connections within the community to better understand our consumers' needs, build trust and confidence. We use our resources to implement goals such as promoting health & well-being, eliminating hunger, developing sustainable communities, fostering education, protecting the environment, circular economy, etc. - building a better, more sustainable future with our consumers and the 6,800+ stores across the local area. Our mission is to become the indispensable neighbor that spreads love and ensures safety in the community.



Good Neighbor Meal Delivery Team provided approximately 42,000 meals to people with fewer resources



What Time Is It? Café Project was relaunched after the pandemic in 2023, serving a total of 979 people



Organized a total of 1,527 Good Neighbor Health Funfest (including blood donation and blood pressure measurement) with over 90,000 participants



A total of over 290,000 people took advantage of the Sustainable DIY materials



Encouraged more than 8,000 children to improve their reading skills with point collection as incentive, with over 200,000 books read



The Youth Deep Roots Program has worked on a total of 33 projects with youth organizations

## Management Policies

### Policies and Commitments

- Philanthropic Strategy

### Management Actions

- Good Health and Well-being: What Time is it? Café, Good Neighbor Health Classroom, Millennium Blood Pressure Monitoring Station, Good Neighbor Healthcare Funfest
- Zero Hunger: Good Neighbors Meal Delivery Team
- Sustainable Cities and Communities: Youth Deep Roots Program
- Quality Education: Sustainable Funfests, Deep Roots in Sustainability Project, Reading Encouragement Program
- Environmental Protection: Furbaby Welfare Enterprise Circular Economy Project
- Charity fundraising: monetary, points and goods donations

## Corresponding Material Topics



Social Welfare















## 6.1 Philanthropic Strategies

President Chain Store Corporation 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, 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 President Chain Store Corporation'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	According to statistics from the Ministry of the Interior, Taiwan will turn into a "super aged society" in 2025 with the population over 65 years old accounting for over 20%, that is, 1 in 5 people. President Chain Store Corporation works with the A Kernel of Wheat Foundation, the Sisters of Our Lady of China Catholic Charity Social Welfare Foundation, Mennonite Social Welfare Foundation and Hondao Senior Citizens Welfare Foundation to promote proper meals for vulnerable elders in remote areas. The concept of environmental sustainability is furthered combined with the Good Neighbor Health Classroom to encourage the elders to engage with the community and create an age-friendly environment.	Community care	In-store cash donation: Meals for All Good Neighbor Meal Delivery Team	 
 Good Health and Well-being	President Chain Store Corporation 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 help seniors improve their health. President Chain Store Corporation 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.	Care for elders Community care Age-friendly	In-store cash donation: Care for Elders Good Neighbor Healthcare Funfest What Time is it? Café	 
 Sustainable Cities and Communities	President Chain Store Corporation noticed uneven development and resource distribution between urban and rural areas in recent years, in addition to an aging population, falling birth rates, decline in local tourism and industries. To this end, the President Chain Store Corporation Good Neighbor Foundation supports youths in returning to their hometowns to develop a variety local industries and works with them to promote local marketing and procurement.	Developing local industries	Youth Deep Root Program	

5 Major Aspects	Strategies	Topics	Actions	SDGs
 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 President Chain Store Corporation'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 Funfest Youth Deep Roots in Sustainability Project Reading Encouragement Program	
 Environmental Protection	Actively solving the problem of leftover food and avoiding food waste with iLove Food's fruit and vegetables to effectively solve social problems caused by food waste.	Circular Economy	Furbaby Welfare Enterprise Project	

By engaging in community services, donations (money & goods), points donations, and other charitable fundraising, we not only fulfill our goals for promoting health, eliminating hunger, developing communities and education quality, as well as 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 business opportunities to promote sales of healthy, ready-to-eat food products, achieving sustainable development for both social welfare and economy.

### Annual Philanthropic Participation & Contribution

President Chain Store Corporation 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 President Chain Store Corporation invested in social welfare and charity in 2023 are as follows.

Item	Amount
Cash(excluding advertisement fee)	26,865,000
Time cost (voluntary services done during paid working hours)	22,097,152
In-kind donations (products or services, programs, partnerships or similar)	156,270,000
Management overhead	5,802,342
<b>Total</b>	<b>211,034,494</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\$26,865,000, including donations to Good Neighbor Foundation, Millennium Health Foundation, as well as NT\$265,000 in costs for the Health Station program.

## 6.2 Charity Fundraising

### Charitable Donations

President Chain Store Corporation has long hoped to utilize our vast and convenient network to maximize our influence on philanthropy, and “Bring Back the Love” charity fundraising platform is one of the biggest all-round channel for donation in Taiwan. Moreover, we have created several different platforms for charitable donations, including OPENPOINT APP online donations, in-store cash donation, ibon machine donation, membership point donation and pledge donation of goods to enhance the general public’s awareness of social welfare issues. In 2023, a total of NT\$717 million was raised for charitable donations, with an increase of NT\$254 million<sup>(Note)</sup>, 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 6,800 stores.

In 2023, we also joined hands with 10 social welfare groups on the occasion of International Day of Charity (September 5) for a joint fundraising campaign, as well as collaborating with 10 designated social welfare groups with urgent funding needs at the end of the year to launch the “Bring Back the Love Year-end Joint Fundraising Campaign.” The initiative connected internal and external social welfare communities to call on the public to engage in charity, maximizing the function of the fundraising platform to help the disadvantaged and starting a cycle of social good.

(Note) The substantial increase in donations this year is mainly due to the emergency fund-raising for the earthquakes in Turkey and Syria launched by the Ministry of Health and Welfare and World Vision, as well as the increase in collaborating social welfare groups. The easing of the pandemic also contributed to the increase in various donations.

### App Online Donation

**Working with 70 social welfare organizations in 2023 to raise a total of over NT\$98.70 million**

The recurring donation feature was launched in early 2022, doubling the amount of digital fundraising year by year. In 2023, the amount of recurring fixed-amount donation exceeded 20%, committed to the sustainable operations of the charity ecosystem. In addition to launching recurring fixed-amount donation promotion activities every quarter in 2023 by offering free gifts, the OPENPOINT APP has worked with 70 social welfare groups on online donations, raising a total of over NT\$98.7 million. One out of every five consumers who use the OPENPOINT APP to donate has made their fixed-amount donation recurring, with a single donation up to NT\$160,000 and multiple recurring fixed-amount donations up to NT\$10,000.

### In-store Cash Donation

**A total of approximately NT\$208 million raised through In-store Cash Donation in 2023**

We launched the “Bring Back the Love” charity campaign in 1988, and since then, 6,800 in-store donation boxes have been set up. 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 now, the program had been running for 10 years. To observe current needs and address social issues, environmental issues were included in 2021 to focus on “Green Lifestyle” and “Age-friendliness.” In 2023, we continued to work on issues such as elder care and environmental protection with social welfare organizations in these fields, as well as organizations that focus on people with physical and mental disabilities. Change donation might seem insignificant,

but pooled together it can create much bigger value for life and environmental sustainability. In 2023, a total of NT\$208 million was raised through in-store cash donation.

	Partner Organizations and Services	Amount Raised from In-store Cash Donation
1st and 2nd Quarters	 <p>7-ELEVEN joined hands with its partner, the Society of Wilderness, to respond to “Earth Hour” as part of the effort to reduce carbon emissions together with brands such as COSMED, Starbucks, COLD STONE, Mister Donut, 21Plus, Semeur and Santa Cruz. More than 7,000 stores turned off their signboard lights for one hour in the evening on Saturday, March 25, reducing approximately 5 metric tons of greenhouse gas (CO<sub>2</sub>e), allowing the earth to breathe.</p>	NT\$86.67 million
2nd and 3rd Quarters	 <p>7 ELEVEN joins hands with the A Kernel of Wheat Foundation to deliver meals and take care of the disadvantaged elderly based on the initiative that allows them to eat and live with peace of mind at home. For the first time in 2023, the “OPEN! Mobile Shopping Cart” was incorporated in the program to deliver meals in rural areas with enhanced service capacity. It not only delivers daily necessities or nutritional supplements to the elderly, but also makes full use of the advantage of small mobile stores to bring services of the convenience store into the corners of towns and villages where shopping is less accessible, helping the elders obtain meals and care.</p>	NT\$70.08 million
4th Quarter	 <p>7-ELEVEN’s “What Time Is It?” Café is the first of its kind in the industry that provides social welfare services for elders with dementia to experience and learn. We worked together with the Sisters of Our Lady of China Catholic Charity Social Welfare Foundation from October to December to launch the “In-store cash donation: Care for Elders” campaign to further promote dementia-friendliness. Two new programs were launched in 2023, including the first “What Time Is It?” Café and “in-store street theater.” Please refer to the Sustainability Column for further details.</p>	NT\$51.28 million

## ibon Donations

### Over NT\$186 million raised in 2023 for 90 social welfare groups

In order to assist more charities with social welfare and more disadvantaged groups, President Chain Store Corporation started accepting donations at ibon machines in 2008, allowing convenient and around-the-clock donations from the public. In 2023, 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 disadvantaged and reading education, supporting 90 charities with nearly NT\$186 million. In addition, we contributed to the Turkey-Syria earthquake response in February 2023 by launching the fundraising campaign for the Ministry of Health and Welfare and World Vision, raising a total of NT\$137,121,461. We did our best in overseas emergency rescue by offering our support to earthquake victims and reconstruction.

## Stakeholder Feedback

Senior employee of Taiwan Fund for Children and Families

President Chain Store Corporation's ibon is not only convenient but also safe and trustworthy, allowing many donors to donate to Taiwan Fund for Children and Families with ease. For the fundraising programs launched by Taiwan Fund for Children and Families, over 50% of the donations came from ibon and OPENPOINT APP, successfully pooling together contribution from the society so that we can help disadvantaged children grow up with daily care, education subsidies, emergency relief, and self-reliance counseling with the hope of growing out of poverty towards an infinite future. In addition, President Chain Store Corporation incorporated paintings of children the organization takes care of into the New Year's gift box packaging, so that the talent of disadvantaged children can be seen by more people to improve their confidence. 7 ELEVEN's approach is very meaningful!



## OPENPOINTs Donation

### OPENPOINTs Digital Donation

Over 26 million points raised in 2023, the equivalent of NT\$28.14 million

Low-touch economy is the way in digital age. President Chain Store Corporation 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 providing two platforms for people to donate points, including OPENPOINTs within the OPENPOINT APP, and points from 7-ELEVEN charity events, allowing more options for people to do good.



President Chain Store Corporation assisted social welfare organizations in exchanging for everyday supplies through point donations, helping individuals and families in need. A total of 26 million points were collected in 2023, of which 6 million were OPENPOINTs, and over 20 million points were from various promotional reward card events, equivalent to NT\$28.14 million. A total of over 50 organizations received our donation.

## Goods Donation

The amount of goods donation reached NT\$59 million in 2023, with nearly 160,000 sets of supplies

Since 2018, President Chain Store Corporation has assisted social welfare organizations by encouraging the public and suppliers to pledge to goods donations for those in need, such as people with financial difficulties, elders living alone, children from dysfunctional families, homeless people and stray animals. In 2023, the value of the items pledged reached NT\$59 million, with a total of more than 160,000 sets of items donated to cases taken care of by the organizations. The items included basic supplies, such as 1919 relief food packages, as well as stationery sets, fresh milk, and gift boxes for Mother's Day, Mid-Autumn Festival, Christmas, and Chinese New Year meals, as well as dog food, cat food, freeze-dried food from our welfare enterprise project for stray animals to advocate animal protection. Among them, the Chinese New Year meal program pledged nearly 30,000 portions together with 156 of our suppliers from all over the world. Uni-President Enterprises Corp. also donated 720 sets of daily necessities, and Uni-President Superior Commissary Corp. donated 313 fresh box meals to homeless people with the assistance of Taipei City and New Taipei City Department of Social Welfare, helping tens of thousands of families and cases.



## 6.3 Environmental Protection

### Circular Economy

#### Circular Economy in Shopping Centers

In response to the circular economy, President Chain Store Corporation has introduced a series of circular economy measures in the shopping centers, such as recycled cups, Intelligent Automatic Recycling Machines and circular economy hand soap with wood vinegar, as well as recycling of coffee grounds to contribute to environmental sustainability.

In 2023, we completed the installation of Icircle Intelligent Automatic Recycling Machines in the AUO and MediaTek shopping center in Hsinchu, recycling a total of 14,341 PET bottles and 12,369 waste batteries throughout the year. In order to promote sustainable ESG products made by local manufacturers, the shopping center purchased hand cleansing mousse from Dawoko that recycles local forest prunings to make hand cleanser. The cleanser is available to customers in six popular shopping centers to promote

recycling. The quantity of hand cleansing mousse procured this reduced carbon emissions the equivalent of a car traveling 406,776 kilometers. In 2023, revenue for ESG suppliers increased by a total of NT\$62,276. In the Christmas eco-friendly second-hand markets of held in the Taichung AUO shopping mall, we also invited Living Forward, a company dedicated to protecting food safety by producing CPET green plastic tableware, allowing participants to understand that the tableware they use is committed to recycling and sustainability.



AUO Recycled Cup Event



Shopping center introduces Icircle Intelligent Automatic Recycling Machine



Shopping center provides hand cleansing mousse with wood vinegar to promote the concept of recycling

### Furbaby Welfare Enterprise

#### Allowing Pets to Contribute to Reducing Food Waste

7-ELEVEN innovated “Sustainable Circular Economy in Convenience Stores” in 2023 to reduce food waste from the entire supply chain by extending the scope to animal protection. Specific salads and fruit during the iLove Food time slot from the stores are delivered fresh to the sheltered workshop. They are turned into freeze-dried food for animals to increase food use. Finally, consumers are invited to participate in pledging donations to social welfare organizations protecting stray animals. The food is consumed by pets to make environmental sustainability, employment for disadvantaged group and animal friendliness a reality. For details on this project, please refer to the [Sustainability Column](#) in Chapter 1.

## 6.4 Good Health & Well-being

### Care for Elders

#### What Time Is It? Café

979 people served in 2023

7-ELEVEN’s “What Time Is It?” Café is the first of its kind in the industry that provides social welfare services for elders with dementia to experience and learn, serving a total of 979 people in 2023. To include more people in this meaningful initiative, 7-ELEVEN worked together with the Sisters of Our Lady of China Catholic Charity Social Welfare Foundation to launch the first independent “What Time Is It?” Café and “in-store street theater” to increase awareness of dementia. Please refer to the [Sustainability Column](#) in Chapter 1 for further details.

### Community Outreach

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

#### Organized a total of 1,527 “healthcare events” in 2023 with approximately 90,000 participants

President Chain Store Corporation 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, President Chain Store Corporation organizes health events such as the Good Neighbor Health Funfest and Care for the Disadvantaged 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 2023, a total of 1,527 “Good Neighbor Healthcare Funfests” were organized with blood donation, blood pressure measurement, waist measurement, health seminar, health education for the physically- and mentally-challenged, healthcare for elders and the disadvantaged, OPEN! CARES, etc. for over 90,000 participants. The goal is hosting 2,000 sessions in 2024 and 2025.

#### Stakeholder Feedback

**Store Manager**

The customers are happy about the healthcare events. It is a great way to promote our brand image.

**Customer**

I participated for the gift from sou.sou, but this is how I figured out I can get my blood pressure measured in 7-ELEVEN. It really is a good neighbor!



## 6.5 Zero Hunger

### Caring for the Neighborhood

#### Good Neighbor Meal Delivery Team

As of 2023, meals have been delivered to a total of 240,000+ people

President Chain Store Corporation has always paid special attention to the issue of the aging population in remote areas. According to statistics from the Ministry of the Interior, Taiwan will turn into a “super aged society” in 2025 with the population over 65 years old accounting for over 20%, that is, 1 in 5 people. Among them, elders in areas with limited access to groceries need long-term and stable support from social welfare groups for daily meal delivery. In order to make up for the manpower gap of social welfare groups in delivering meals during holidays, President Chain Store Corporation has called on 7-ELEVEN employees to form the “Good Neighbor Meal Delivery Team” since 2014 together with the Mennonite Social Welfare Foundation, the Sisters of Our Lady of China Catholic Charity Social Welfare Foundation, A Kernel of Wheat

Foundation and Hondao Senior Citizens Welfare Foundation. The meal delivery and pick-up locations are located in eight counties and cities to fill the gap of bringing the elders meals, as well as addressing the pain point of insufficient delivery manpower. A total of 33 stores participated in 2023, with the delivery and pick-up service estimated to reach 42,000 meals throughout the year.

<p><b>Meal Delivery Service</b></p> <p>Nutritionists from social welfare organizations select meals from 7-ELEVEN store meals for the store manager to deliver to the homes of the elders. The elders are also greeted with kindness for a warm and enjoyable experience.</p>	<p><b>Meal Pickup Service</b></p> <p>Every Saturday and Sunday, volunteers from social welfare organizations or elders redeem meals at 7-ELEVEN stores, allowing them to leave their homes and interact with store staff and people.</p>	<p><b>OPEN! Mobile Shopping Cart Service</b></p> <p>The highly mobile Mobile Shopping Cart Service regularly goes into areas in Hualien where access to groceries is limited. In addition to meeting meal needs, it can also replenish daily supplies or nutritional supplements, shortening the shopping distance for residents.</p>
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### Joint Support for Farmers

Shopping centers offer spaces where customers pass by to small local farmers and social welfare organizations for free, allowing local residents to exchange agricultural products, or customers to support mall local farmers with a good price. Following the potato and pineapple small farmer special sales in Taian Shopping Center, the "Joint Support for Farmers" program sold taro, cabbage and mangoes in February, April, and July 2023. During the events, 459 taro, 389 cabbage and 927 mango were sold, effectively assisting farmers with promoting their produce.



## 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 33 projects with youth organizations as of 2023

The Executive Yuan has designated 2019 as "Year 1 of Local Placemaking." A wave of young people have returned to their hometowns to start businesses all over Taiwan, developing diverse innovative models such as local tourism, food, cultural and creative industries, renovating old houses and building settlements. However, according to a survey conducted by the National Development Council, it takes an average of 9.8 years for a local placemaking team to survive. Moreover, many encounter issues with uncertain business models and difficulties in product marketing and promotion.

President Chain Store Corporation's Good Neighbor Foundation launched the "Youth Deep Roots Project" in 2017 based on the concept of "the best placemaking platform for returning home," combining President Chain Store Corporation's store locations, funding and resource matchmaking to build relationships with young people as sustainable partners in two models. The first model is hosting multiple OPEN! Youth Funfest events in the local stores where the youth organizations are located, so that they get the opportunity to interact with customers and advocate their initiatives through the events. The second model is coaching youth organizations to connect to President Chain Store Corporation. The sessions coach them to put products that can be commercialized on the shelves, including online and offline channels such as the stores and iPre-order.

The "Youth Deep Roots Project" worked with 11 youth groups in 2023. In the past seven years, it has collaborated with 18 local teams on a total 33 projects, including Fish Bar in Hualien, Taiwan Dou in Sanxia, New Taipei City, Tri-small Fair in Douliu, Yunlin, Dawoko in Hukou, Hsinchu, Z.O Coffee in Nangan, Matsu, spreading over 18 towns.

### Stakeholder Feedback

**Fish Bar**

Fish Bar was lucky enough to work with President Chain Store Corporation and its Good Neighbor Foundation in the second year of its establishment. From 2021 to 2022, we held online and offline fish-based diet education activities. The Stir Fried Bonito Fish Popcorn became available on the shelves all over Taiwan in the second half of 2023. The Youth Deep Root Project allows Fish Bar to take advantage of 7-ELEVEN stores as locations for demonstration, developing an educational activity lesson plan "Little Fish Master" as the first in Taiwan to promote fish-based diet education in physical retail channels.

### Helping Small Farmers in Service Areas

President Chain Store Corporation sees that local agriculture is facing a "winner takes it all" situation, and many small farmers with friendly approaches need to work hard to find resources and overcome many challenges just to offer customers safer food ingredients. We believe that the shopping centers should stand with small farmers and offer them support, as well as giving customers access to safer and healthier food. In 2023, President Chain Store Corporation operated a total of four service area shopping centers in Tai'an, Rende, Dongshan and Guanmiao, inviting passers-by to support small farmers with practical actions and creating new value for local produce. In 2023, the turnover of small farmers in the four service area shopping centers reached NT\$18,207 thousand.



## 6.7 Quality Education

### Foundation in Sustainability

#### Good Neighbor Sustainability Funfest

Over 290,000 people have taken advantage of the Sustainable DIY materials as of 2023

President Chain Store Corporation's Good Neighbor Foundation attempts to connect the parent-child platform closest to home with the community. To this end, it launched the "Good Neighbor Funfest" in 2009, focusing on four themes of "parent-child interactions, care for the disadvantaged, education and culture, environmental protection and LOHAS" to provide a variety of experience activities. A good example would be Small Store Manager that helps children develop skills for systematic thinking, problem solving and collaboration, making knowledge useful in real life.

In 2016, the "Sustainable Good Neighbor Funfest" was further launched with themes including environmental protection, food education, and health, echoing the United Nations' SDGs and President Chain Store Corporation's business. We developed diversified picture book materials to make learning and sustainable living possible through play, which is both more meaningful and educational.

In 2023, we joined hands with the Agriculture and Food Agency and Society of Wilderness to advocate food and agriculture education and environmentally friendly education with themed funfests in various stores. Picture books such as "Food with Green Power," "Field Trip on a Safe Farm," "Fun Food and Vegetable Friends" and other DIY materials to introduce good local food ingredients, earth- and animal-friendliness, carbon-reduction lifestyle through simple and understandable content to people of all ages. Over 15,000 Sustainable Good Neighbor Funfests were held with influence on more than 140,000 people. Over 290,000 people took advantage of the sustainable picture books and DIY materials in 2023.



#### Stakeholder Feedback



**Customer** The funfest features fun DIY, interesting picture books and a lot of gifts. All children are very happy.

The picture books and DIY materials cover a variety of themes and are easy to use. In addition to conveying the concept of sustainability, gifts closely linked to the theme of the events can help stores communicate with customers and understand products offered by these brands.



**Store Manager**



**Hu Jong-I, Director General of the Agriculture and Food Agency**

Thanks to President Chain Store Corporation and the Good Neighbor Foundation for promoting food and agriculture education to the community through co-reading during Funfest sessions. This increases consumers' recognition of domestic produce and environmental sustainability, as well as further stabilizing farmers' income.



#### Youth Deep Roots in Sustainability Project

A total of 387 college students empowered in 2023

President Chain Store Corporation's "Youth Deep Roots in Sustainability Project" has achieved remarkable results in colleges, universities and youth communities since 2020. By actively promoting the implementation of the Sustainable Development Goals (SDGs), it has deepened college and university students' understanding and participation in sustainability issues, as well as enhancing President Chain Store Corporation's corporate image in the field of sustainability. In 2023, we further responded to the global trend of net-zero carbon emissions and invited six institutions to participate in our "Industry-Academic Cooperation in Sustainability" program. This program focuses on four major sustainability themes, including "food waste management, circular economy, low-carbon products or services, promotion of sustainable consumption and sustainable certification." To this end, we held empowerment workshops on campus and a 2-day intensive sustainable camp to help students engage in in-depth field observations, proposal tryouts, as well as receiving instant feedback from industry mentors. In 2023, a total of 10 workshops were held at 6 colleges and universities, empowering a total of 387 students to complete the three-hour course. More than 200 students in 50 teams made proposals to cultivate future sustainable talents through industry-academia cooperation. From 2020 to 2023, we have engaged with more than 30 colleges and universities, empowering over 1,500 young people in sustainability. Through proposal competitions, we have deeply shared the sustainability efforts of President Chain Store Corporation.



#### Growing Roots in Sustainability

Following the model of empowerment workshops over the years, this year we have targeted six universities to host workshops on campus empowerment, further affirming President Chain Store Corporation's status on campus. It allows students to talk about issues regarding sustainability and expanding the scope of influence.



#### Sustainable Industry-academia Cooperation

We clarify the blind spots that students may have in the sustainability proposal competition and provide more in-depth and challenging content to further improve their level, focusing on four major sustainability themes and through course cooperation and mentors.



#### Sustainable Practices

Provide students with opportunities for on-site observations, proposal presentation and feedback from President Chain Store Corporation mentors to strengthen their practical abilities and cultivate a new generation of leaders with sustainable thinking.



## Stakeholder Feedback



Students

"It was a fulfilling class. I really enjoyed today's activities. It was very meaningful!"  
"Sharing our proposal with President Chain Store Corporation is very helpful for further understanding sustainability."  
"President Chain Store Corporation has done many things for environmental protection."

Feng Chia  
University

The university's connection with the industry enables students to understand sustainability trends and actions in the industry from the perspective of SDGs, thereby enhancing their "green" capabilities. Practical cases are used to solve industry problems by integrating teaching with the industry. Through learning by doing, students are exposed to the leader in global food retail and can communicate with industry experts to promote sustainable management and future industry-academia cooperation opportunities.

## Reading Promotion

### Reading Encouragement Point Collection Program

The Good Neighbor Foundation has worked tirelessly to achieve the dual goals of "improving reading ability" and "promoting sustainable education." To this end, it has collaborated with a variety of sustainable partners such as 7-ELEVEN, industry, government and education to accompany school children in reading, with the ultimate goal of promoting sustainability in the future. The Reading Incentive Program was launched in 2014 to motivate children to read through "Reading Point Collection" that is highly replicable and easy to implement. After reading, students will receive points from their teachers. After collecting 50 points, they can send the card back to the Good Neighbor Foundation to redeem an NT\$50 7-ELEVEN voucher. In addition to encouraging reading, we also encourage children to read and write independently. We hold the "Good Neighbor Essay Competition" every year and incorporate issues such as food education, biodiversity, energy conservation and carbon reduction in the topics to allow children to understand and observe sustainable issues from daily life.



In 2023, the Reading Encouragement Program continued to have a positive impact, supporting a total of 117 schools and accompanying class bases, encouraging more than 8,000 children to improve their reading motivation through point collection and laying a good foundation for children by reading a total of 200,000 books. A total of 20 schools/bases participated in the 2023 essay competition, with a total of 428 entries.

## Stakeholder Feedback



Teacher

Some children had difficulties in reading Taiwanese phonetic symbols at first, but the point collection system helps their reading and literacy skills improve rapidly. From picture books to being able to read scientific books, the lesson plans help turn reading into an enjoyable thing. (Taichung Grace Church)

This activity has helped me develop an interest in borrowing and reading books, because I can learn new things and exchange them for prizes. The most exciting thing is when I see the point collection cards covered with stickers, it gives me a great sense of accomplishment! (Chongwen Elementary School, Neipu Township, Pingtung)

Collecting all the points for a card makes me happy and gives me a sense of accomplishment. I am even happier when I receive an NT\$50 voucher and praise during the flag ceremony. (Shishi Elementary School, Pingtung)



Students

In the past, we only saw the children reading occasionally, but now they often borrow books to read at home. We can't help but wonder what magic these books have. After reading with them, we find that we spend more quality time together and our bond is stronger. I am grateful to 7-ELEVEN for such a high-quality incentive program, which has made reading a family hobby. (Jingliao Elementary School, Tainan City)



Parents

After the children get the voucher, they take the initiative to buy things for the parents to thank them for hard work, as well as buying snacks for their younger siblings. I think it's great. In addition, the essay competition also gives the children more opportunities to collect points, which makes them happy. I am really grateful to the Good Neighbor Foundation for giving children in rural areas many more opportunities, empowering them through incentives and essay competitions. (Checheng Elementary School, Pingtung County)

## One School, One Project

Good Neighbor Cultural Foundation has promoted the "One School, One Project" program since 2020 selecting schools with need for special support as partners each year to formulate a plan that will help make their dreams come true. This allows children in rural areas to realize their dreams through reading, as well as taking roots and cultivating the next generation of sustainable citizens.

In 2023, the "One School, One Project" collaborated with Yuguang Elementary School in Pingtung. As Yuguang Elementary School is located in an inconvenient area with a small number of students, there is limited competitiveness among peers and fewer opportunities to visit other counties and cities. As a result, it built a reading theme classroom with the school by combining the escape room games that have been very popular in recent years to organize an immersive reading experience for the teachers and students. The different content in the reading theme classroom combines various themes and different media to inspire children to learn with teamwork and challenges, helping them develop independent learning abilities and gaining a sense of accomplishment. They can also enrich their knowledge by reading books in different areas. Children from nearby schools can also come to Yuguang for escape room activities and achieve the goal of common good for the neighborhood. The process of this project was filmed into a [documentary](#).





### Good Neighbor Carton Library

The year 2023 coincides with the Reading Encouragement Program's first 10-year milestone. Together with 7-ELEVEN, its green supply chain partners Cheng Loong Corp. and Retail Support International to turn 5,000 kilograms of recycled cartons into 2 "MINI Good Neighbor Carton Library" in the neighborhoods, for the first time outside of schools. Based on the concept of "reading corners," they provide children with a space for extracurricular reading after school and serve as a multi-functional space for independent study and teaching during school hours, maximizing the benefits of these mini spaces and reducing 29,000 kilograms of carbon emissions for the earth, as the best example of circular economy in sustainable education.



### Good Neighbor Classroom

As the convenience store operator with the most locations, 7-ELEVEN is not only a convenient store but also a safe place for themed teaching in the community. "Good Neighbor Classroom" works with local elementary schools and supplementary classes to turn 7-ELEVEN stores into outdoor teaching venues with real-life scenarios, so that teachers and students can experience teaching that includes languages, mathematics, health education and etiquette. etc., giving children an educational and entertaining learning experience that enhances their learning motivation.

### Stakeholder Feedback

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**School**

The students' neighbor saw the children at 7-ELEVEN and asked them why they were there during school hours. The children replied: "We are having our class here!" They also showed the neighbor how to use mobile career and learning about food traceability by scanning the QR code. The neighbor understood it was a real-life learning course and that 7-ELEVEN can be a good learning environment in addition to selling products. (Anjing branch of the kindergarten that's a part of Danan Elementary School in Meishan Township, Chiayi County)

## 6.8 ESG Advocacy Platform

### Sustainability Initiatives

President Chain Store Corporation was again on the Dow Jones Sustainability World Index for the 5th year running. Not only is it the only domestic retailer to have been included, but it is ranked 3rd among the global food retail industry with incredible achievements in sustainability. In 2023, President Chain Store Corporation continued to uphold the concept of "My Sustainability, Your Daily Life" to innovate and promote sustainable actions from our operations. For the first time, we participated in the SDG Asia hosted by the Institute for Sustainable Energy Research, combining products, services, and social welfare with the concept of sustainable recycling to create the "7-ELEVEN GOOD STORE" concept store. Throughout the year, we integrated internal and external virtual and real-life activities and media initiatives, such as participating in the Commonwealth Magazine's SDGs International Forum, Kaohsiung Sustainable City Forum and Sustainable Taipei Circular City Summit, Business Today's Green Life Festival, United Daily News' 500 Times Party and other activities, inviting consumers to take sustainable actions in their daily lives.

March	Common-Wealth Magazine SDGs International Forum	Good Neighbor Foundation participated in the forum panel discussion based on the experience of promoting the Youth Deep Roots Project for SDG11 Sustainable Cities and Communities. The activities were livestreamed with integrated online and offline promotions, reaching a total of over 1 million people. President Chain Store Corporation received 9 points of satisfaction (out of 10) from the panel discussion.	
April	World Earth Day	The community sustainability meme reached nearly one million people. The integrated internal and external activities invited employees and consumers to take actions towards sustainability in their daily life, enhancing both internal sentiment and external brand image.	
July	SDG Asia	The total number of visitors to the SDG Asia exceeded 30,000 within 3 days. President Chain Store Corporation combined products, services and social welfare with the concept of sustainability to create the "7-ELEVEN GOOD STORE" concept store. We gathered marketing resources through the booth and voiced our opinions together with our collaborators, winning the "Green Design Silver Award" from the organizer as the first-time participant. Online and offline promotions included posters in the stores, OPEN CHANNEL and self-media, reaching a total of approximately 21 million people.	
August September	Kaohsiung and Taipei Sustainable City Forum	President Chain Store Corporation was invited by the Kaohsiung City Government for the "Kaohsiung Sustainable City Forum" and Taipei City Government for the "2023 Sustainable Taipei Circular City Forum" to share how we create a green business model and lead the transition towards a green life.	
September	Business Today Green Life Festival	Combine the "Youth Deep Roots Project" from the Good Neighbor Foundation and the 6 teams we worked with in 2023 to display and sell local products at the event booth. Business Today's official event promotions reached a total of over 3.2 million people. The Good Neighbor Foundation also took advantage of President Chain Store Corporation's channels to help more young people who have returned to their hometowns to realize the vision of SDG 11 Sustainable Cities and Communities.	
December	United Daily News 500 Times Party	In addition to continuing to advocate the core concept of "My Sustainability, Your Daily Life," we have combined the current popular trends to create the first "Local Sustainability Award" limited event and Good Neighbor Foundation's "Youth Deep Roots Project" to promote local sustainable products, reaching 130,000 people in three days.	

### Promoting Sustainability in the Community

In 2023, the sustainable community communicated with stakeholders in the form of **memes**, creating fun content such as answering questions and telling consumers about our actions towards sustainability in everyday life, inviting them to respond to our initiative of "My Sustainability, Your Daily Life." In addition, we have shared our achievements in sustainability through the Sustainability Points Challenge with nearly 10,000 people participating throughout the year. We have chosen to spread the word in **April for World Earth Day**, **July for SDG Asia** and **December for 500 Times Party**, gathering momentum for our actions towards sustainability. According to eLand's public opinion report on the voice of sustainability for popular companies in 2023, 7-ELEVEN ranked number one as of October 7, 2023. 7 ELEVEn's Bring Back the Love social welfare fundraising platform integrated online and offline resources to launch multiple fundraising channels to create common good for the society. In 2023, posts on social media about social welfare fundraising community reached a total of nearly 4.8 million people.