

7

Sustainable Public Welfare

To achieve the goal of sustainable philanthropy, FEIB strategically injects corporate efficiency and performance management into charitable activities. It develops financial products with a social enterprise concept, such as the Eden Charity Credit Card, or collaborates with partners, customers, and employees through the design of traditional festive gifts like calendars. By establishing a continuous and systematic philanthropic participation mechanism and platform, FEIB keeps the momentum going and expands the power of goodness, kindness, and beauty in society.

124 Enriching Life through Culture

127 Sustaining Love

130 Illuminating Communities



FEIB's Sustainable Social Responsibility Strategy

Injecting operational efficiency and performance management into the company + establishing a continuous and systematic mechanism for philanthropic participation = perpetual momentum

Aspect	Client	Product		Community			Equity Alliance		Fellow Volunteers
Item	Humanities Calendar	Eden Love Card	YACard	Distant Enterprises Light Lamps	New Taipei Christmas City	ESG Reading on Public Welfare	Joy of Benefit	Sponsor TC	Beach Cleaning
Form	Crafting and incorporating sustainable new knowledge with humanistic beauty as the theme, accompanying customers throughout the year.	0.3% of the amount spent using a credit card will be donated to the Eden Social Welfare Foundation. Mobile citizens and customer donation channels	To give back to friendly pet families through credit card rewards, and to support guide dog advocacy activities through card spending rewards	Inviting envoys from various countries to light the lanterns, and the village chiefs and branch managers inviting community residents to join the celebration	Sponsoring the 40-day festival event organized by the New Taipei City Government, attracting people of all ages to join in the fun	Activity design combining ESG learning hours with charitable donations for colleagues	In collaboration with consulting firms, arranging cultural and artistic activities for underprivileged children from families cared for by World Vision	Support musicians to go into remote areas and cultivate musical talents.	For beach cleanup activity; participating colleagues are given compensatory time off by the company.
Since	2005	1997	2022	1998	2012	2022	2021	2018	2021
Sustainability Statement	Promoting the humanities, aesthetics, and sustainable new knowledge.	Support early intervention for children with developmental delays, and provide stable donations to non-profit organizations for 26 years	Advocating for a pet-friendly environment and promoting the issue of guide dog training	The community organized a charity bazaar and invited non-profit organizations to set up booths and sell goods, adding a spirit of mutual assistance to the festive occasion.	Building a prosperous community and creating a friendly environment for families with children	<ul style="list-style-type: none"> ▶ Encouraging colleagues to learn new ESG knowledge together ▶ Rural family students are the target for charitable donations 	Helping underprivileged children open up perspectives on arts and aesthetics	Helping children from underprivileged families open up their perspectives on arts and culture	<ul style="list-style-type: none"> ▶ Protect the ocean ▶ Encourage employees to become environmental volunteers
SDGs Link	11.4 Strive to protect cultural and natural heritage.	4.2 All children receive high-quality early childhood education	11.2 Improve transportation needs for people with physical and mental disabilities	11.3 Implement inclusive and sustainable urbanization	11.3 Implement inclusive and sustainable urbanization	4.1 All children complete a quality primary education	4.1 All children complete a quality primary education	4.1 All children complete a quality primary education	6.6 Protect the water ecosystem 14.1 Reduce marine pollution
Key Performance	Every year, 40 thousand to 50 thousand items enter the living spaces of customers.	The crowdfunding platform for feedback donations and derivative donations has accumulated over NT\$96 million from small donations, and it continues to operate.	Three events attracted 50 thousand people to learn about issues related to guide dogs; and through card rebates, donated NT\$300 thousand to support the Guide Dog Association	Held annually, it has become a regular celebration event and shared memory for community residents.	Held annually, among which in 2023 it attracted 7.7 million visitors	Donating 300 ESG books to three remote island elementary schools; donating nutritious summer meals to 100 underprivileged children from low-income families.	Donate NT\$300 thousand annually to World Vision Taiwan, sponsoring 458 children in their care	The initiative brought classical music to 8,524 students at 84 rural elementary schools, opening a window to classical music.	Completed three coastal cleanups; 244 employee volunteers participated
Promoting Priority	★★★★★	★★★★★	★★★	★★★★★	★★★★★	★★★	★★★	★★★★★	★★★



7-1 Enriching Life through Culture

Release of the “Cycle and Go Green” Calendar

In this digital age, our bank still prints large calendars annually to serve the needs of businesses, companies, and senior citizens. At the same time, as we view the calendar as a platform for communicating the aesthetics of life with our customers, and considering that the calendar is an item that accompanies our customers throughout the year, we have carefully planned it to convey our New Year's blessings to our customers, as well as fulfilling our corporate responsibility of promoting cultural aesthetics and environmental sustainability. Among them, ancient maps of Taiwan, paintings by indigenous children, and local mountain lodges, roads, independent bookstores, residences of literary figures and artists, art museums, and more have been featured as calendar themes and have been loved by customers and covered in articles by major media outlets. The 2024 calendar “Eco-friendly Travel, Cycling Around” features twelve cycling paths, promoting the use of low-carbon transportation and outdoor fitness activities. It aims to advocate for environmental protection and public health concepts. Additionally, a “Carbon Classroom” section is dedicated to introducing twelve specific terms related to the global net-zero carbon emissions vision, fulfilling the educational responsibility of sharing new ESG knowledge with customers.



▲ January Cycling path around Sun Moon Lake



▲ May Twin Trails Bikeway



▲ October Jiucaolin Circular Bike Path



2024 Calendar's 'The Little School of Carbon'

Month	Topics	Content
JAN	Greenhouse Gas	The greenhouse effect is the primary physical process that causes global warming, and the atmospheric gases that contribute to the greenhouse effect are called greenhouse gases. The main sources of greenhouse gases are emissions from the burning of fossil fuels such as coal, oil, and natural gas.
FEB	Carbon Sink	A carbon sink is a "carbon dioxide reservoir" created by nature or human technology, which typically only accumulates carbon dioxide or accumulates more than it releases. Forests are the earth's premier natural carbon sinks, with a large tree able to absorb hundreds of kilograms of carbon dioxide during its lifetime, converting it into wood and sequestering it.
MAR	Green Power	Green energy is renewable energy, mainly derived from natural and renewable sources such as solar, wind, hydropower, and geothermal. The process of generating electricity from these sources involves almost zero carbon emissions. And "Renewable Energy Certificate" is the production record certificate for green electricity, generally issued by the government.
APR	Carbon Pricing	To make companies or organizations that emit carbon dioxide bear tangible costs, international governing bodies and governments have introduced calculation mechanisms to put a price on emitted carbon dioxide, using financial incentives to encourage companies to pursue carbon reduction performance.
MAY	Carbon Footprint	Carbon footprint shows the amount of carbon emissions from an activity or product. For a product, it includes greenhouse gas emissions generated during various stages of its life cycle, such as raw materials, manufacturing, transportation, sales, consumption, and final disposal or recycling, converted and expressed as carbon dioxide equivalent.
JUN	Carbon Tax	Regarding the amount of carbon emissions from enterprises, institutions, and other targets, governments impose fees at a certain rate, which is called a carbon tax or Carbon Tax. Generally, carbon tax revenues are included in the overall government budget, while Carbon Tax revenues are allocated to specific purposes clearly stipulated by the government authorities.
JUL	Carbon Credit	The "carbon emission allowance" that international governance organizations or national governments restrict and allocate for total carbon emission management is called carbon credits. If the quota is insufficient, users can purchase carbon credits on the market to make up for the permitted amount; if there are reductions in carbon emissions resulting in unused credits, they can also sell the remaining carbon credits.
AUG	Net Zero	Net-zero carbon emissions refers to a country, city, company, or organization where the amount of carbon emissions produced by human activities minus the amount of carbon emissions removed by human activities equals zero within a specific time frame. Currently, over 100 countries have committed to achieving net-zero emissions by 2050, and Taiwan is one of them.
SEP	Carbon Tariff	The European Union is the second largest commodity market in the world. It has long imposed a carbon tax on domestic companies. As for imported goods or services, it is also gradually implementing the collection of a carbon tax, also known as the "European Carbon Tariff". Imported products, in addition to declaring relevant carbon emissions according to regulations, will also pay tariffs based on CBAM certificates.
OCT	Carbon Capture	Scientists and industry are working to develop carbon capture technology to prevent carbon dioxide emissions into the atmosphere. For example, carbon dioxide emitted from power plants can be collected through precipitation processes, and the captured carbon can then be reused or stored in the deep ocean or underground.
NOV	Carbon Disclosure	International governance organizations are formulating standards for carbon emission disclosure, requiring companies to provide transparent carbon emission data and status descriptions, allowing stakeholders to understand the relevant management situation. Among them, the disclosure of carbon emission status in the supply chain is becoming a trend, aiming to prevent companies from externalizing their carbon reduction responsibilities and costs.
DEC	Carbon Neutrality	Carbon neutrality refers to the situation where the carbon emissions generated by an enterprise, organization or product are offset through internal measures such as self-reduction or external measures such as purchasing carbon credits, achieving a balance between the reduced carbon emissions and the original carbon emissions, or minimizing the emissions.



Sponsor Taiwan Connection to Nurture Musical Talents in Remote Areas

For six consecutive years, Hotai Motor Co., Ltd. has sponsored the music organization "Taiwan Connection" (abbreviated as TC) initiated by violinist Hu Nai-yuan, supporting a program to nurture music talents in remote areas. In 2023, it will continue to be stationed in 22 remote elementary schools, co-creating music with a total of 1,493 teachers and students, opening a window of musical aesthetics for students, and cumulatively benefiting 84 remote elementary schools and 8,524 teachers and students. Furthermore, the national music hall-level performance was moved to the auditorium on the 36th floor of the company's headquarters, where the TC Trio, formed by TC's violinists and cellists, was invited to perform Dvořák's String Suite No. 12 in F major and other suites. Hu Nai-yuan personally explained each piece to entertain the customers and fulfill the responsibility of promoting culture.

List of Elementary Schools for the 2023 Sponsored Music Promotion Activities in Remote Areas		
Northern	Central	South
<ul style="list-style-type: none"> ♪ New Taipei City Wanhua District Dapeng Elementary School ♪ Taoyuan City Dayuan District Houcuo Elementary School ♪ Hsinchu County Hengshan Township Shaken Primary School ♪ Hsinchu County Hengshan Township Neiwang Elementary School ♪ Hsinchu County Xinpu Township Qingshui Elementary School ♪ Hsinchu County Hengshan Township Huashan Junior High School 	<ul style="list-style-type: none"> ♪ Taichung City Wufeng District Tonglin Elementary School ♪ Taichung City Wufeng District Fenggu Elementary School ♪ Nantou County Xinyi Township Xinyi Junior High School ♪ Yunlin County Gukeng Township Huashan Elementary School ♪ Chiayi County Dongshi Township Xiajiang Elementary School ♪ Chiayi County Yizhu Township Heshun Elementary School ♪ Chiayi County Yizhu Township Guangrong Elementary School 	<ul style="list-style-type: none"> ♪ Tainan City Nanhua District Beiliao Elementary School ♪ Tainan City Nanhua District Longgang Elementary School ♪ Kaohsiung City Gushan District Shoushan Elementary School ♪ Kaohsiung City Dashu District Longmu Elementary School ♪ Kaohsiung City Meinong District Longdu Elementary School ♪ Kaohsiung City Maolin District Duona Elementary School ♪ Kaohsiung City Zuoying District Mingde Elementary School ♪ Pingtung County Nanzhu Township Tongan Elementary School ♪ Pingtung County Wandan Township Xinghua Elementary School

Taiwan Connection Classical Music Promotion		
Year	2022	2023
Entering rural schools	11	22
Number of participating teachers and students	1,303 Participants	1,493 Participants





7-2 Sustaining Love

Eden's Sustainable Charity Partner

For friends with physical and mental disabilities, the Eden Social Welfare Foundation is a light that illuminates lives in the midst of darkness and helplessness. Upholding the principle of holistic and lifelong care, it provides services including support for families with disabilities, employment for the disabled, and early intervention for children with developmental delays. It is one of the stable and well-performing social welfare institutions in the country. The Bank's sponsorship of Eden began in 1997, and from the very beginning, it was planned as a model of sustainable cooperation. The Eden Love Card was established as the core platform, developing diverse and convenient donation mechanisms. With the Bank's donation rebates and the accumulation of love from the public, a lasting and enduring charitable river has been formed, with donations exceeding NT\$96 million by the end of 2023, and moving closer to the NT\$100 million milestone. Stable donations help Eden to develop early intervention services in a planned manner. When the two parties started their cooperation that year, Eden had only 14 service locations, which has now expanded to over 150 locations, serving more than 65 thousand disabled families annually.

Issuing Eden Love Card

This line launched the Eden Charity Card in 1997, donating 0.3% of the card spending amount of its cardholders to the Eden Social Welfare Foundation, with the cumulative amount donated reaching NT\$53,727,748 by the end of 2023.

Sustainable Donation Platform

This line, in addition to continuously donating to Eden through the rebate mechanism of the Eden Charity Card, also creates an innovative, diverse and sustainable customer donation platform, effectively connecting the public's goodwill with Eden's needs. From its launch in 2003 until the end of 2023, the collective public donations have totaled NT\$38,106,412.

Donation Channel Project	2023 Amount	The Cumulative Amount from the Start Date of Cooperation
Eden Charity Card Gives Cashback Donation	NT\$ 1,420,217	NT\$ 53,727,748
Sustainable Donation Platform	NT\$ 1,999,192	NT\$ 38,106,412
Project Activity Sponsorship	NT\$ 144,000	NT\$ 4,184,772
Total	NT\$ 3,563,409	NT\$ 96,018,932

The Amount of Cash Rebates From the far Eastern Eden Love Card in the Past Three Years	
Year	Donation Amount
2021	NT\$ 1,434,505
2022	NT\$ 1,367,754
2023	NT\$ 1,420,217



Donation Platform	Donation Mounts in the Past Three Years			Total Donation Amount
	2021	2022	2023	
① Hope Passbook: Automatic donation transfer of account interest	NT\$ 210,343	NT\$ 321,812	NT\$ 627,685	NT\$ 10,248,120
② Donating credit card reward points	NT\$ 65,800	NT\$ 56,800	NT\$ 41,400	NT\$ 3,142,500
③ Credit Card Donation Campaign	NT\$ 274,200	NT\$ 674,093	NT\$ 1,261,107	NT\$ 22,096,792
④ Eden Honor Kharkha Friends Donated	NT\$ 81,000	NT\$ 75,000	NT\$ 69,000	NT\$ 2,619,000



Innovative Donation Channels

The “Love at Hand” interactive donation charity event, launched in collaboration with the Eden Social Welfare Foundation, is a credit card donation campaign that advocates small donations. After a year-long charity marathon tour across Taiwan, it has gathered 1,600 donations from various locations, raising a total of NT\$1.25 million donated to Eden, helping “angel children” spread their wings and supporting early childhood therapy.

Pattern	The first interactive credit card donation device launched in the financial industry, with all funds raised donated to the Eden Early Intervention Program
Usage	Simply insert any contactless credit card issued by any bank on the market, and you can make a small donation of at least 100 yuan. It only takes fifteen seconds to easily complete a small donation, making it convenient for the public to do good deeds at any time.
Activities	The event is scheduled to complete a touring exhibition at Far Eastern SOGO Taipei Zhongxiao Store, Hsinchu Big City Mall, Taichung Far Eastern Department Store, Banqiao Far Eastern Department Store, some of the bank's branches, Shangri-La's Far Eastern Plaza Hotel Tainan, and other 8 locations across Taiwan, completing a charitable run across the island.
Achievements	<ul style="list-style-type: none"> ♥ Number of donations 1,600; donation amount 1.25 million NTD ♥ According to the estimates by the Eden Social Welfare Foundation, the donations can serve 7,200 instances of children with developmental delays.
Awards	Integrating novelty and the concept of public welfare, the interactive donation model has not only garnered support and recognition from caring individuals across regions, but has also been honored with the Best Product Award at the 20th National Yushan Brand Award.

Project Sponsorship: ESG Reading Helps Children's Nutrition During Holidays

Every summer, various overseas family tours and summer camp activities make people associate summer vacations with joy and happiness. However, for a group of students who can only have their fill through school nutrition lunch programs, summer vacations become a source of distress. Due to inadequate family care, these students cannot have three proper meals a day, often skipping one meal, resulting in some students missing the golden period of growth and development, and being unable to concentrate on their studies. E.SUN Bank cares about the future of students, and cooperates with the Eden Social Welfare Foundation to provide summer meal programs for students in remote areas. Before the summer vacation, the bank held an employee ESG learning project, encouraging participation by “Reading More Loves”. For every 300 online courses completed by employees, the bank will sponsor the cost of summer meals for one child under the care of the Eden Social Welfare Foundation. With the active learning and enthusiastic response of employees, ESG's Reading Donation achieved sponsoring 100 nutritious meals for underprivileged schoolchildren during the summer vacation.

Everyone Learns new Sustainable Knowledge to Accompany the Growth of Students in Remote Areas		
Annual Event	2022 Book Donation	2023 Meal Donation
Donation Recipient	& Penghu County: Waian Elementary School, Neian Elementary School & Taitung County: Lyudao Elementary School	Eden Social Welfare Foundation cares for disadvantaged children in remote areas.
Donation Content	300 books selected based on the United Nations' 17 Sustainable Development Goals, suitable for children aged 6 to 12 to read on ESG-related topics	100 summer vacation nutritious meals





World Vision International

Organized with Franklin Templeton Investments, “Joy of Benefit. The Dreams without Limits” event invited children from underprivileged families cared for by the Taiwan World Vision and around 100 parent-child guests from the bank to gather at the National Opera House in Taichung. They watched a performance by the Ballarind Dance Company from the UK and were given a guided tour of the architecture by the National Opera House. The aim was to use creativity and inspiration to bring the power of transformative change to the lives of children with limited resources, teaching them how to bring vitality to a dull life and discover a better future. The bank is also launching a month-long credit card donation campaign. During this period, whenever a cardholder uses the HappyCash to make a purchase, the bank will donate 3% of the total spending amount with the HappyCash to the World Vision Taiwan, with a total donation of NT\$300 thousand.

Joy of Benefit. The Dreams without Limits Annual Events			
Year	Location	Program	Number of Students
2021	Movie theaters in Taipei, Kaohsiung and other places	Disney's latest theatrical release 'Finding Your Child's Talents	175
2022	Taipei Children's Amusement Park	Ifkids Theatre performs the children's financial education stage play "The Cricket Who Loves to Party"	212
2023	National Taichung Theater	The Rambert Dance Company from the UK performs "The Tiger*Fairy Tale" and an architectural tour of the National Taichung Theater	71



Support Guide Dog Training

It is not easy to raise guide dogs. It takes two to three years from puppyhood to formal service, and the training success rate is relatively low, so only a few visually impaired individuals can obtain such service. To enhance public understanding and inclusivity, and to raise awareness about the importance of guide dogs for the visually impaired, the bank has not only produced and broadcasted an advocacy video titled “Going to Work with a Dog Guide” on its YouTube channel, introducing the training and service process of guide dogs, but has also continued to organize the “YACard” in Taichung and Hsinchu after the Taipei Huashan Prairie in 2023. The two events attracted more than 50 thousand participants in total, featuring a pet product market, interactive games, and promotional activities for guide dogs. Additionally, FEIB's pet-friendly train service extended to the baseball stadium, collaborating with the Rakuten Monkeys baseball team to host a “FEIB Loves Pets” theme day at the Rakuten Taoyuan Baseball Stadium. Customers and fans were invited to bring their pets to the stadium for a fun day, cheering for their favorite team. Trainers, foster families, and guide dogs were also invited to throw the ceremonial first pitch, supporting professional baseball while promoting a friendly environment for guide dogs.

Producing ESG Promotional Short Films

Ben Yuan Media has been producing public service videos on “FEIBwin YouTube Channel” for many years. In 2023, they plan to release 7 videos, using easy-to-understand audio-visual content to advocate for various ESG issues such as environmental protection and social care, and to promote them widely. In 2024, we plan to collaborate with the Children's Theatre Company to produce an online children's finance play, allowing more students, including those from remote areas and disadvantaged families, to learn financial literacy knowledge.

Publication	ESG Topic
January	Joy of Benefit and Create Sustainability
April	Invest in Earth, for a better future
May	An essential course on fraud prevention! Learn anti-fraud techniques with FEIBwin and the police
July	From cats and dogs to wealth! Unveiling the Investment Secrets of the Pet Economy
September	Care Trust “Entrusting Happiness, Passing on Love Eternally”
October	Asia Eastern Medical Experts Lead You to Explore the World of Dementia
November	Green Recycling Revolution with Joy of Benefit



7-3 Illuminating Communities

The symbiosis and prosperity of enterprises and society is a cyclical relationship. Our bank upholds benevolence, down-to-earth service, and good local interaction relationships. In addition to our branch colleagues periodically supporting local community activities, our headquarters has long collaborated with Far Eastern Group affiliated companies, adopting the greening project of Dunnan Greenway, participating in the Christmas lighting events in Taipei and New Taipei City, and continuously spreading love and hope to the prosperous communities.



New Taipei Happy Christmas City

Since the inception of the Christmasland in New Taipei City, our bank has sponsored it annually, and 2023 marks the twelfth time we have participated at the invitation of the New Taipei City Government. The event has also become an annual festive celebration eagerly anticipated by the residents of northern Taiwan. The event kicked off a joyful carnival that lasted for more than 40 days, starting on November 17th at the New Taipei City Hall Square. The New Taipei City Government has created a Christmas party themed around its original mascot "Santa Bear". In addition to must-see attractions such as the "Beautiful Light Corridor", "Jewel Light Corridor", and "Dreamy Light Corridor", a million LED lights create a magical sea of lights. Different themed Christmas markets are also featured, such as the "Carnival Fun" in the first week and the "German Christmas Market" in December. Along with these photo spots, various exciting events are interspersed! Attracting people of all ages to come in and experience the joyful festival atmosphere.



Taipei, the Highest New Year City

For the first time, Cathay sponsored the two-day "Taipei's Highest New Year City" New Year's music party. The organizer, the Taipei City Government, invited more than 10 popular singers to perform in turns, including Golden Melody Award winner Xu Jiayin, singer Wei Li'an, and Matzka. The main visual concept, designed by Chinese-American designer Daniel Wong, is inspired by the Xinyi District, the main venue for the New Year's celebration, vividly presenting the diverse entertainment and bustling atmosphere with towering department stores. It invites citizens and tourists to walk the path from 2023 to 2024, welcoming the Taipei 101 fireworks together. In addition to sharing the joy and new hope of the New Year, it will also showcase the charm of Taipei to the world.



Dunnan Yuan Enterprise Christmas Lighting

This branch has illuminated Taipei's Dunhua business district for 26 consecutive years, collaborating annually with affiliated group companies to hold the Yuanqi Christmas lighting event. In 2023, with the theme 'Embracing the World, Embracing Love', it features the 'Taiwan Philharmonic Choir' performing classic Western songs and Christmas suites, with the borough chief and branch manager inviting community residents to join the festivities. Far Eastern Group Chairman Douglas Tong Hsu, along with Deputy Foreign Minister Harry Tseng, Taipei Deputy Mayor Tan Giu-lie, and dozens of ambassadors stationed in Taiwan, lit up a 40-foot Christmas tree amidst light rain. The bank also arranged for employees to dress up as Santa's little helpers and invited the Eden Social Welfare Foundation and the Ai-Xuan Social Welfare Foundation to set up charity markets for selling goods, adding a spirit of sharing and mutual support to the festive occasion.



Beach Cleanup Team Sets Off Again

Continuing from previous coastal cleanup activities in Fulin Creek estuary in Guanyin District, Taoyuan City, Wazihaiwan in Gongliao District, New Taipei City, the bank organized another beach cleaning event in June 2023. Executive Vice President Lin Chien-Chung led the employees to the Guanxiping Platform beach in Anping District, Tainan City, and collected a total of 150.4 kilograms of garbage. This action aims to protect the ocean and land through actual deeds. Additionally, the bank incorporated environmental education courses by inviting “Thank You No Waste Sustainable Living Lab” to share about local zero-waste stores. This innovative approach inspired employees to reflect on their own lifestyles and cultivate the mindset of reducing waste, joining the ranks of plastic reduction efforts and minimizing the burden on the planet through everyday actions. As for the frontline supervisors and colleagues who participated, our bank provided them with compensatory time off, encouraging employees to give back to the society through environmental volunteer actions.

Year	Location	Amount of Garbage Cleared	Number of Participating Employees
2021	The mouth of Fulin Creek in Guanyin District, Taoyuan City	(unweighed)	86 Participants
2022	Wazihuan Bay in Gongliao District, New Taipei City	214.9 kg	78 Participants
2023	Anping District, Tainan City, Guan Xi Ping Platform	150.4 kg	80 Participants



Senior Clothing Upcycling Workshop

The Far Eastern Group, including Far EasTone Telecommunications, Far Eastern New Century Corporation, and Far Eastern Department Stores, has taken the lead in the financial industry by introducing uniforms made from eco-friendly materials. To promote a green lifestyle and work with customers to protect the environment on a daily basis, in addition to including lectures on green consumption at the annual “Far EasTone Retirement Financial Academy,” instructors from Yuan Ze University share the concept of sustainable consumption. The bank also offers workshops on DIY clothing refurbishment, where fashion designers teach elderly customers how to transform old jeans and clothes. A green fashion show for the elderly was held at Taipei’s Clapper Studio, where those with an average age of around 67 walked the runway, showcasing their refurbished clothing to embrace an eco-friendly future for the planet.

