

# Propose an Innovative Business Plan with ESG related in Telecommunications Industry

**Chunghwa Telecom**  
**International Business Group**  
BD Manager Jason

# Agenda

- ◆ ESG of Chunghwa Telecom
- ◆ Proposal Contents
- ◆ Topic Introduction
- ◆ Standard of Evaluation
- ◆ Q&A

# ESG of Chunghwa Telecom



- Climate change
- Energy management...etc.

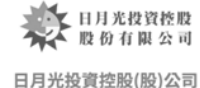


- Competitive remuneration and benefits
- Health & safety...etc.



- Innovative ICT products and services
- Sustainable supply chain management...etc.

## Initiator of Taiwan Alliance for Net Zero Emission



## Goals to Net Zero Emission

2030: Reduce **50%** carbon emissions compared to

2050: Achieve **ZERO** carbon emissions

- **Expand** the use of green energy
- **Save** energy and reduce carbon emission
- **Generate** green energy



## Environmental drivers | Regulation

Efforts to reduce the carbon footprint and improve the environmental performance of the maritime sector remain high on the international agenda

A global **transition to a cleaner and greener maritime sector** is **underway**. **Increased international maritime environmental regulations** for Sulphur emissions, greenhouse gas emissions, and marine organisms and ship recycling will **affect the industry**.

### Important recent regulatory developments



**SDG 14** aims to sustainably manage and protect marine and coastal ecosystems from pollution, as well as address the impacts of ocean acidification.



The new IMO 2020 regulation requires to bring the **Sulphur cap** in fuel oil for ships down from 3.50 per cent to 0.50 per cent.



The initial IMO strategy aims to **reduce CO2 emissions** from international shipping by at least 40% by 2030, pursuing efforts towards 70% by 2050, and to **reduce GHG** by at least 50% by 2050 compared to 2008.



The IMO energy efficiency design (**EEDI**) index sets standards for new ships and associated operational energy efficiency measures for existing ships.



IMO requires vessels to install **ballast water treatment systems** no later than the first renewal of the International Oil Pollution Prevention (IOPP) certificate.



Large commercial seagoing vessels flying with an EU Member State as flag state may be **recycled** only in designated ship recycling facilities included in the European List of ship recycling facilities.

# Proposal Contents

- 1) Market Research
- 2) Investment Strategy
- 3) Resources integration
- 4) Strength and Weakness analysis
- 5) Target Industry and Audience
- 6) Main product and service (Innovation)
- 7) Replicable Business model

# Proposal Contents

Propose an Innovative Business Plan with ESG related in Telecomm Industry.  
(Please pick one target country from Europe, Singapore, Vietnam, Thailand and India.)

## ✓ Target Market

Europe



Singapore



Vietnam



Thailand



India



## ✓ Team Members

1~4 members

# Real Case

## Green Energy

- Smart Energy Solutions
- Intelligent Energy Network
- Network Energy Saving
- AMI & iEN Solutions

# Smart Port

- **ESG Regulations**
- **AI Gate/AI Crane**
- **Quick Facts**



# Standard of Evaluation

Scoring Criteria	First Round	Final Round
Innovation	20	15
Market Analysis	25	20
Benefit Assessment	25	20
Viability	30	20
Delivery	-	25
Total	100	100

# 2024 Smart City Summit & Expo

Mar.19<sup>Tue</sup>-22<sup>Fri</sup> Taipei Nangang Exhibition Center Hall 2

Mar.21<sup>Thu</sup>-23<sup>Sat</sup> Kaohsiung Exhibition Center



SCSE  
smartcity.org.tw

## Digital and Green Transformation



Taipei Nangang Exhibition Center Hall 2

1F → Smart Transportation/City/manufacture/Culture/AI

4F → Net Zero City Exhibition

# Q&A





*Thank you*



中華電信  
Chunghwa Telecom

Jason Hung  
International Business Group  
Business Development Manager  
Email: [jason\\_hung@cht.com.tw](mailto:jason_hung@cht.com.tw)