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# 09 Society



The University of Michigan defines social impact<sup>1</sup> as the resolution of social problems through significant, positive series of changes, with the ultimate goal of creating social impact and change through thoughtful action and change. ASUS considers the relationship with the external environment and the interaction with the society when conducting its business operations. In addition to the pursuit of business growth, ASUS also takes on the social responsibility to return the profits to the society and creates mutual benefit between the enterprise and the society. Therefore, ASUS not only mitigates the impact on the environment from its core business, but also expands its social influence through social participation by its core business.

### Actions

#### Digital Care

“2022 Indigenous Tribes, Digital Care” in cooperation with Education Bureau, Kaohsiung City Government and the International Office, Institute for Information Industry.

#### Operating subsidiaries residence

Operating subsidiaries respond to digital inclusion and corporate citizenship initiatives.

### Performance

 **> 20,000**  
**new and refurbished computers**

Establish more than 500 digital opportunity centers in 39 countries, cumulatively since 2008, and donated more than 20,000 new and refurbished computers.

 **> NT\$ 60 million**

The annual charitable donation of ASUS<sup>2</sup> amounted to NT\$60,203,094

<sup>1</sup> Source : <https://www.socialinnovationacademy.eu/project/social-impact-definition/>

<sup>2</sup> Sources of donations include ASUS, ASUS TECHNOLOGY INCORPORATION, and ASUS Foundation.



# Social Investment Strategy

Digital inclusion, community involvement and environmental protection, are the three main focuses of ASUS for community engagement. Since 2019, ASUS extended the social management spirit of Social Return on Investment (SROI) and adopted the LBG framework to converge and survey the expenditures of social activities to further establish an assessment framework based on the quantitative indicators used to evaluate benefits. The LBG framework was a tool developed by London Benchmarking Group which enables ASUS to adopt a systematic evaluation methodology through the LBG Model such that the benefits of community engagement activities can be more transparent and be ingrained into the corporate strategy. ASUS promise to engage in future social activities that are based on the LBG structure and will apply the SROI method to quantify the social impact if specific initiatives require monetization evidence to determine important decision making.

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We monetized the sponsorship, donation, time devotion, and the management cost and get the total social investment of NT\$262,501,072 in 2022.





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# Digital Inclusion

After two years of changes due to the COVID-19 pandemic, the global reliance on digital tools has become more profound, but also increases the level of the digital divide. Hence, the need to eliminate the digital divide has become more urgent. The National Digital Inclusion Alliance, which aims to eliminate the digital divide, defines digital inclusion as having five elements :

01	02	03	04	05
Affordable, powerful broadband Internet service	Network devices that meet the needs of users	Get digital literacy training	Quality IT technical support	Applications and online content designed to enable and encourage self-sufficiency, participation, and collaboration

Through our digital inclusion program, ASUS expects that no one will lose the opportunity to learn about the world from digital resources because of differences in education, gender, and race. ASUS empowers digitally underprivileged communities through initiatives such as donations of refurbished computers, establishment of digital learning centers, digital training programs, international volunteer program, Digital Happy Learning Camp, "Heartfelt 99" project, so that everyone can receive hardware resources support and digital education resources to connect with the world.

## Refurbished Computers

ASUS is promoting the recycling service for unwanted computers worldwide to extend producer responsibility and reduce the impact of electronic products on the environment. In Taiwan, we have established a reverse logistics and recycling program according to the government's recycling regulations to recycle computers of any brand and build a circular society for recycling. A total of 43,450 computers, 489 mobile devices and 22,173 peripherals (including monitors, keyboards, servers, etc.) were collected in 2022. Consumers and corporate customers can contact ASUS Foundation to make an appointment to recycle their unwanted computers. ASUS adheres to the principle of " Using



Digitized Data and Scientific Management Practices " to execute sustainability measures and therefore introduces the concept of Social Return on Investment (SROI). In 2017, ASUS released the "ASUS Social Return on Investment Report for Refurbished Computer and Digital Training Program", which became the first SROI report certified by Social Value International in Asia's technology industry and Taiwan. The 2019 assessment result had improved to 5.7:1 from 3.61:1 in 2016.

Support the [ASUS Refurbished Computer Plan](#)





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## Refurbished Computer and Digital Training Program

To do a good job, an artisan needs the best tools. The first step to shorten the digital divide is to provide information facilities to the resource-poor communities. After the computers are returned to ASUS foundation and refurbished, ASUS donates the used computers to the underprivileged who lack technological equipment through the ASUS Foundation's "Refurbished Computer Digital Training Program," which gives the used computers a new life by installing reusable components and software updates and expands the social impact of the reverse logistics of refurbished computer. Continuing the concept of "Suspending Classes without Suspending Learning" during the pandemic last year, the ASUS Foundation collaborated with the Education Bureau, Kaohsiung City Government, and the International Office, the Institute for Information Industry to organize "2022 Indigenous, Digital Care", donating 150 computers to six schools, including Pao Lai Junior High School, Taoyuan Elementary School, Taoyuan Junior High School, Jiading Junior High School, Yijia Junior High School, and Bananhua Tribal Elementary and Junior High School.

## Digital Learning Centers

The ASUS Foundation has been working with the Ministry of Foreign Affairs in Asia-Pacific Economic Cooperation Digital Opportunity Center (APEC ADOC) project that helps ADOC member countries and non-profit organizations in countries that have diplomatic relations with Taiwan to establish digital learning centers in where digital resources are lacking, thus promoting digital learning, and bridging digital divide. The project not only to improve the quality of life of local residents through digital learning but also help scout the future digital talents. Over the past 14 years, ASUS has assisted 39 countries to establish digital opportunity centers, more than 500 computer classrooms, donated more than 20,000 sets of information equipment such as new computers, refurbished computers, and tablets, benefiting more than 550,000 individuals.

## Digital Happy Learning Camp

ASUS has been driving the "digital fun learning camps" since 2017, where volunteers recruited internally would be trained before venturing to schools in rural areas or social welfare groups for underprivileged communities to cultivate the next generation of digital talents. In 2022, ASUS volunteers continued to be enthusiastic and went to five elementary schools in Miaoli, Changhua, and Nantou when the pandemic measures were relaxed, benefiting a total of 177 students.





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### Dream X Art project

Even though the pandemic was severe in 2021, ASUS continued to cooperate with the Taiwan Orphan Welfare Foundation to organize the "2021 Dream Character Art Camp", which received good reviews. ASUS continued to care for children with disabilities through the "Dream Character Art Camp" in 2022. The designers of ASUS Design Center led 72 students from all over Taiwan to complete 500 pieces of artwork, breaking through the limitations of the pandemic through video software to create wonderful summer memories for children.

### ASUS i-Taiwan Digital Volunteer Service

In 2019, the Ministry of Education will include program education as a compulsory subject in junior high schools. Through the "i-Taiwan Digital Volunteer Service Project", the ASUS Foundation encourages young students to work as volunteers in remote areas to implement digital technology education activities and fill the teacher shortage. This year, a total of five schools participated, including National Taipei University of Business, National Taiwan Normal University, Providence University, National Chin-Yi University of Technology, and New Taipei Municipal Tamsui Vocational High School. Each volunteer team provides content such as media literacy, SDGs issues, technology applications, and digital learning to enrich the horizons of rural students with the expertise of their own school department.

### International Volunteer Program

In 2022, ASUS paused the overseas volunteer program under the premise of protecting the health and safety of colleagues and volunteers.

### "Heartfelt 99" Project of Public Television Service

"Heartfelt 99", a short film competition started in 2009, is the first competition encouraging the young generation in Taiwan to tell stories with images to express their concern for the society through their films. The award-winning works will be promoted on campus with lectures, and outstanding film and television practitioners will be invited to interact with students and share their creative experience and practical experience. We will continue to encourage video recording, stimulate students' creative energy, and work together to bring the impact of video into play over time.

[Information on volunteer initiatives for the past years](#)





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# Actions Plans for Overseas Locations

In 2022, ASUS overseas subsidiaries assisted all regions of the world through diversified orientation in order to move toward the expectation of global citizenship.

## Asia

### China

#### 1 ASUS e-Innovation Volunteer Actions

Since 2009, ASUS has joined hands with the China Association for Science and Technology (CAST) to launch the "Your Action, China's Future" volunteer program to encourage university students to actively participate in social welfare and help rural farmers enjoy the convenience of digital life and the Internet through IT and Internet technologies, narrowing the digital gap between urban and rural areas and improving their living standards with knowledge and innovation. In the past 13 years, with this public service project, we have trained more than 38,000 college student volunteers, covered more than 33 key cities, 5,000 villages and communities, completed more than 40,000 IT science lectures, and built 1,094 ASUS Love Science libraries, and reached more than 80 million people.

#### 2 Participation in Rogue Warriors (RW) charity event

The Rogue Warriors (RW), funded by ASUS Republic of Gamers (ROG), launched three charity events in 2022 :

1. ASUS participated in the public welfare creation activities of Tencent's e-sports x alliance club and invited people to care about autistic patients.
2. In June 2022, ASUS participated in a charity livestream event and donated the proceeds thereof to the Children's Day gift fund for rural children.
3. Giving Love and Warmness on The Universal Children's Day: Give children in remote mountain areas living and school supplies.

### India

ASUS made contributions to the Prime Minister's National Relief Fund<sup>3</sup> 7,867,950,000 (approx. NTD 2,916,715) for Indian National Humanitarian Relief and response to COVID-19.

### Turkey

In collaboration with Make-A-Wish Foundation by the "Build Together, Give Together" project, ASUS invited Orkun Işıtmak, a well-known Turkish youtuber, to create gaming PCs for 12 children to fulfill their dreams. Through the influence of the Internet, the video has been viewed by more than one million people.

### Vietnam

1. ASUS partnered with local foundation VinaCapital Foundation (VCF) to donate 35 BR1100 educational laptops to disadvantaged families whose learning is hindered by COVID-19.
2. In cooperation with the Taipei Economic and Cultural Office in Vietnam, ASUS donated 24 laptops to the elementary school adopted by the Vietnam Family Support Foundation and assisted in setting up information classrooms and online teaching resources in Vietnam.

## Europe

### Czech Republic

ASUS provided monetary support to the nonprofit Family in Centre, which provided financial support to single women raising children, orphans, gypsy families, or refugees from Ukraine.

### France

ASUS donated laptops to the Pierre Claver Foundation to benefit women in Ukraine for their remote work, online courses, etc.

### Poland

In order to encourage customers to complete the service satisfaction survey, the Poland branch partnered with Foundation Forest Forever to donate funds to Foundation Forest Forever for reforestation projects based on the number of satisfaction surveys completed each month.

## Americas

### United States

#### 1 Digital Inclusion Program

Since 2008, ASUS has been promoting digital inclusion programs through computer donations, digital learning centers, digital training programs and international volunteer programs in the spirit of unparalleled creativity.

#### 2 "Pay-As-You-Go" program

Asus's partnership with Endless OS Foundation and their Endless Laptop Program continued into its 2nd year. This included the distribution of hundreds of Asus computers in the US under an innovative, affordable financing model. Users obtain their laptop for an initial payment of \$25, and the computer provides reminders of the monthly payments needed to continue using the device. This solution is integrated into Endless's educational software platform and works completely offline.

This initiative has demonstrated the ability to alleviate digital inequity through innovative business models, as most of the participants now have a PC in their home for the first time. Beneficiaries include Latin immigrant communities, American Indian communities, and students facing societal barriers to employment. In addition to further planned growth within the US, the program has now extended its reach to underserved communities in Guatemala.

<sup>3</sup> The Prime Minister's National Relief Fund (PMNRF) was established in 1948 by the Prime Minister of India, Jawaharlal Nehru, originally to provide relief to displaced persons from Pakistan. PMNRF's resources are now used primarily to provide immediate relief to families of victims of natural disasters such as floods, hurricanes and earthquakes, as well as victims of major accidents and disturbances, and to provide medical assistance.



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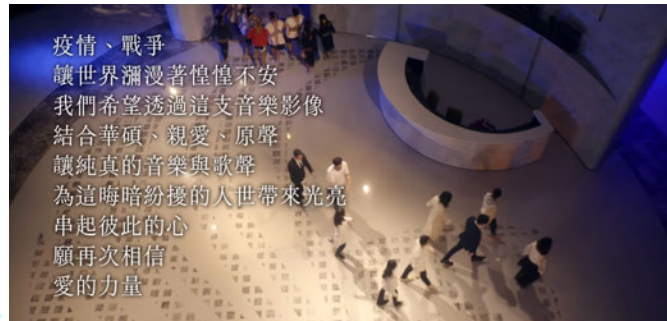
## Community Involvement

The success of a company is not only reflected in its business performance, but also in its care and dedication to society. ASUS has made "dedication" one of its corporate philosophies and extend it to social contribution. Through material donations and caring actions, we create a society that is mutually supportive and altruistic and transformed from "communion" to "common prosperity", and then achieved the goal of "Strive to be among the world-class green high-tech leaders and to provide valuable contributions to humanity".

In 2022, the ASUS Education Foundation, in response to the disturbed atmosphere brought about by the pandemic and the war has joined hands with the Pro-Love Philharmonic and the Acoustic International Academy Choir to collaborate on the music video "Always Believe in Love", using music to heal people's anxieties.



Watch [Always Believe in Love](#)



## ASUS partnered with Buddhist Compassion Relief Tzu Chi Foundation to hold a e-sports competition for environmental protection and disaster prevention

The ASUS Foundation partnered with the Tzu Chi Foundation to promote environmental protection and disaster prevention education, and collaborated with PaGamO, an online game learning platform, to launch the "Environmental Protection and Disaster Prevention Warrior Cultivation Program". Through county learning and domestic and international competitions, we educate students on environmental knowledge and cultivate awareness of climate change. Compared with the first edition, the second edition of the event will include new topics such as net-zero emissions and other current events. A total of 985 schools participated in the event, and more than 820,000 people answered the questions on environmental protection and disaster prevention, opening a new page in the history of environmental education in Taiwan.

## The Growth and Training Program of "Children Are US"

Through the innovative employment program in collaboration with Children Are Us Foundation, ASUS hired individuals with intellectual disabilities and set up a "Children Are Us" Bakery within the employee cafeteria. All earnings from the bakery were contributed towards "Children Are Us" Foundation to help more individuals in need. Through a stable employment environment, 9 individuals underwent professional occupational rehabilitation, job coaching and continuous individual development plans. This not only slowed down their aging, thereby improving the intelligence, physical fitness and work capabilities, but also eased the burdens on their respective families.

## Charity, Donation and Sponsorship

With core values in mind, ASUS participated in various community activities, and also ring-fenced a budget to sponsor different organizations to fulfill our corporate social responsibility and realize the vision of contributing to the society. In 2022, we continued our tradition of collecting donations for organizations that need help during the Lunar New Year and donated NTD 4,484,010 to the South Kaohsiung Family Support Center, Taiwan Fund for Children and Families, World Vision Taiwan, the Foundation's Hana House, the Foundation's Yavin Children's Hearing and Language Foundation, and the André Food Bank. Over the past 12 years, we have benefited 42 social welfare organizations and helped more than 8,000 children, families and elderly people in need.





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# Environmental Protection

## Plastic Reduction

Since 2019, with an eye toward preventing the generation of plastic waste and changing the culture of using single use disposable plastics, ASUS has been prohibited disposable cutlery in all canteens, convenience stores, cafes and other businesses within the office zone.

## Beach Cleanup and Marine Conservation

Adjacent to the Mangrove Natural Reserve, the Wazihwei Nature Reserve has precious wetland ecology and is an important habitat for many migratory birds, aquatic animals and plants.

## Employee Environmental Education

To encourage employees to practice environmental sustainability in their lives, ASUS organizes monthly Green Primary School events to share environmental greening, green consumption, and other green actions through letters. Fill out the simple questionnaire to participate in the lucky draw activity. Cultivate environmental awareness and concrete actions among colleagues.

