




Social and Environmental Benefits KPI's

Focus Area	Project	2019	2020	2021
 Cimate	商品/投資 Product/Investment			
	自行車保險累計承保件數(件) Cumulative insured cases of Cathay Century bicycle insurance	3,672	6,128	8,261
	國泰產險公共自行車險累計承保件人次(萬人) Cumulative insured cases of Cathay Century public bicycle insurance	1,853.00	4,760.00	7,757.00
	國泰產險綠能環保車險累計承保件數 Cumulative insured cases of Cathay Century Green Vehicle Insurance	11,325	14,135	28,122
	農作物保險累計承保件數(件) Cumulative insured cases of crop Insurance	200	337	434
	環境議合 Environmental Engagement			
	歷年議合家數 Cumulative number of companies engaged	51	79	80
	歷年議合成功家數 Cumulative number of companies successfully engaged	7	8	10
	環境倡議活動 Green Initiative Event			
	氣候變遷論壇參與人數 Number of participants reached by Climate Change Forum	154	293	1,556
	種樹活動場次 Number of tree planting sessions	4	3	-
	種植樹木數 Number of trees planted	9,300	2,200	-
	銀行世界地球日參與人數 Number of participants in Earth Day	20,000	121,608	-

 Health	身心健康			
	商品/投資 Product/Investment			
	Cathay Walker 總參與人數 Number of Cathay Walker participants	220,000	280,000	400,000
	Cathay Walker SROI	SROI=6.3	SROI=6.3	SROI=6.3
	減重競賽 Weight Loss Contest			
	裝置容量-環境效益 Installed capacity - Environmental benefits	99.6 kWp	99.6 kWp	99.6 kWp
	減重競賽捐贈金額 Donation amount from Weight Loss Contest	2,000,000	2,000,000	1,971,200
	發電收益-回饋 NGO(弘道老人基金會)(元) Revenue from electricity generation - Giving back to NGO (Hondao Senior Citizen's Welfare Foundation)	539,981	384,148	428,606
	發電收益-回饋新來義部落活動中心租金(元) Revenue from electricity generation - Giving back to the rent of activity center in Laiyi Township	74,188	47,940	60,760
	興建不老棒球隊的太陽能版金額(元) Amount invested of buildings solar panels for elders' baseball team	-	121700	-
	學生團體保險-永續校園計畫之反毒教育 Student Group Insurance – Anti-Drug Education Under the Sustainable Campus Project			

學生團體保險累計承保人數(萬人) Cumulative insured cases of Student Group Insurance(10,000 people)	300	300	300
反毒教育巡迴學校家數 Schools toured	614	875	883
反毒教育受益學生數 Number of beneficiary students	281,409	372,873	641,093
反毒教育教師滿意度 Teacher satisfaction	98%	99%	99%
體育人才培育系統影響力 Influence of the sports talent cultivation system	8,109	5,959	9,767
國泰藝術節參與人數 Number of participants in Cathay Art Festival	162,316	587,483	82,401
商品/投資 Product/Investment			
藝術品綜合保險簽單件數 Number of art property insurance policies	310	276	266
藝術中心 Art Center			
藝術中心藝術講堂及畫展場次 Art Center Art Talk Lecture and Painting Exhibitions	16	14	11
支持本土畫家舉辦畫展(位) Supporting local painters in organizing painting exhibitions (individuals)	33	59	8
財務健康 Financial Health			
商品/投資 Product/Investment			
微型保險累積承保人數(萬人) Cumulative insured cases of micro insurance (10,000 people)	27.90	29.70	18.20
小額終老保險累計承保件數(件) Cumulative insured cases of Cathay Life small amount whole life insurance policies	200,791.00	219,420.00	240,814.00
公益信託累計捐贈金額(億元) Cumulative donations in charitable trust (NT\$100 million)	3.93	3.10	1.95
社會企業優惠融資專案累計放款企業家數(家) Cumulative number of social enterprises that received preferential loans from CUB (Social enterprises)	8	9	14
信用卡合作 NGO/NPO 家數 Number of NGO/NPOs that credit cards partnered with	44	43	43
全年齡客戶理財計劃 Financial Planning for customers of all ages			
定期定額服務使用人數 Number of people used the systematic investment plans of Cathay Securities	-	90,000	178,000
安養信託(高齡者及身心障礙者)有效受益人次(人次) Effective beneficiaries of the Disability & Retirement Trust (for elderly and disabled people)	319	316	317
有效職棒防賭基金信託之現役球員(人) Active players in the CPBL effectively prevented from gambling under the CPBL Gambling Prevention Trust	234	270	253

 Empowerment	孩童培力相關專案受益人數 Number of students who benefited from children empowerment program	111,467	119,680	127,143
	青年培力相關專案受益人數 Number of students who benefited from youth empowerment program	958	762	672

	國泰實習計畫 Cathay Internship Program			
	國泰暑期實習計畫(CIP) 報名人數 Number of applicants of Cathay Summer Internship Program	1,724	3,040	2,224
	國泰暑期實習計畫(CIP) 錄取人數 Number of admissions of Cathay Summer Internship Program	117	132	134
	國泰敏捷實習計畫(CAP) 報名人數 Number of applicants of Cathay Agile Internship Program	346	376	254
	國泰敏捷實習計畫(CAP) 錄取人數 Number of admissions of Cathay Agile Internship Program	16	46	33
	青年氣候培力 Cathay Climate Youth Empowerment Program			
	累計受影響青年人數(參與青年論壇的人數) Number of participants reached by Cathay Climate Youth Empowerment Program	-	143	189
	採購/倡議 Procurement/Initiative			
	Buying Power 獎項 Buying Power Award	Second Place	Special Place	First Place