

# Social Responsibility Report 2023

*Customer First, Service Foremost*



## Welcome from Charlie CAO, Director

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Charlie Cao, is Director of China Telecom (Europe) Ltd. He is responsible for driving the growth of China Telecom's business operations in Europe and reinforcing China Telecom Europe's position as the leading integrated communication service provider linking Europe and Asia.

**“During 2023, we continued to advance our commitment to sustainability, innovation, and social responsibility, aligning our business practices with the highest standards of ethical governance and environmental stewardship.**

**Our initiatives reflect our dedication to creating a positive impact on society while driving economic growth, nurturing our people, and sharing our traditions and heritage. This report provides an overview of our key achievements and outlines our strategic goals for the future, reinforcing our role as a responsible corporate citizen in the global telecommunications industry.”**

Li Cao 曹力



# Meet the Rest of the Leadership Team

## Yuan Yu

Yuan Yu, Deputy Managing Director of China Telecom (Europe) Ltd., is responsible for managing the company's network planning, construction and business operations support. She is leading the further network expansion and continuous performance optimisation of China Telecom (Europe) and is also responsible for CTE's mobile business. Her aim is to provide customers with competitive products and industry-leading solutions. She delivers excellent customer experience – including rapid delivery and consistent, stable service.



## Dongmei Zhang

Dongmei Zhang, Deputy Managing Director of China Telecom (Europe) Ltd., is responsible for leading Enterprise Sales across Europe and providing comprehensive solutions to all channels. Zhang has been working in the telecommunications industry since 1994, focusing on the European market for over a decade. She has abundant experience in go to market strategy, business development, product development, project management and risk management. Her expertise and customer centric approach have enabled CTE to achieve continuous market success.



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■ **Caring for  
Our Environment**

**01**

## Caring for Our Environment



### Environmental Clean-Up Initiative

Against the backdrop of rising living costs in Europe, CTE upheld its corporate sustainability principles of green sharing and supporting low-carbon development. Specifically, in France and the Netherlands, employees organized community garbage cleanup activities, including collecting and cleaning up litter in Saint-Germain-en-Laye Park in France and Rijswijk Park in the Netherlands. On the day of the event, 13 employees participated in teams, collecting a total of eight bags of trash weighing approximately 5 kilograms, which were then sorted for proper disposal. Shihan Huang from the China Telecom France's marketing department, after participating in the cleanup, commented, "Participating in the Earth Day activities has further raised my awareness of environmental protection. I will be more mindful of protecting the environment and caring for the earth in my daily life."



Looking ahead, China Telecom (Europe) will continue to uphold its commitment to serving local communities and promoting green and sustainable development. The company will actively engage in social welfare activities, fulfil its corporate social responsibilities, and strive to build a positive brand image through concrete actions.



### CTE Exchange for the Earth Activity

The "CTE Exchange for the Earth" initiative is one of our flagship CSR programs, designed to promote environmental sustainability. This activity encourages employees to exchange ideas and best practices for reducing our ecological footprint. It involves workshops, seminars, and hands-on activities focused on conservation, recycling, and reducing carbon emissions.

Teams from across various departments collaborated on green projects aimed at reducing waste and enhancing energy efficiency. Notable projects included the installation of energy-

efficient lighting, the implementation of a comprehensive recycling program, and initiatives to reduce water consumption.

The program saw enthusiastic participation from employees, with many contributing innovative ideas to improve our environmental performance. This collaborative effort has significantly enhanced our sustainability initiatives.



### Activities to Use Waste items to Make Art

In celebration of Earth Day, China Telecom (Europe) successfully hosted the 2023 Earth Day-themed activities on April 20.

In Germany, the company showcased its creativity by initiating an activity where employees created artworks from recycled materials. Nearly 15 employees used old newspapers and magazines to create various shapes, assembling them into two distinct artworks, demonstrating the magic of turning waste into treasure. The participating employees expressed that this activity sparked their creative enthusiasm, provided education through entertainment, and taught them the importance of waste utilization and reducing waste generation and disposal in everyday life.

The creative efforts in Germany, where employees transformed waste into art, encapsulated the spirit of the event, fostering environmental awareness and demonstrating the practical benefits of recycling. Moving forward, China Telecom (Europe) will continue to champion green initiatives and fulfil its corporate social responsibilities, contributing to a sustainable future.





## Nurturing Our People

02

# Nurturing Our People

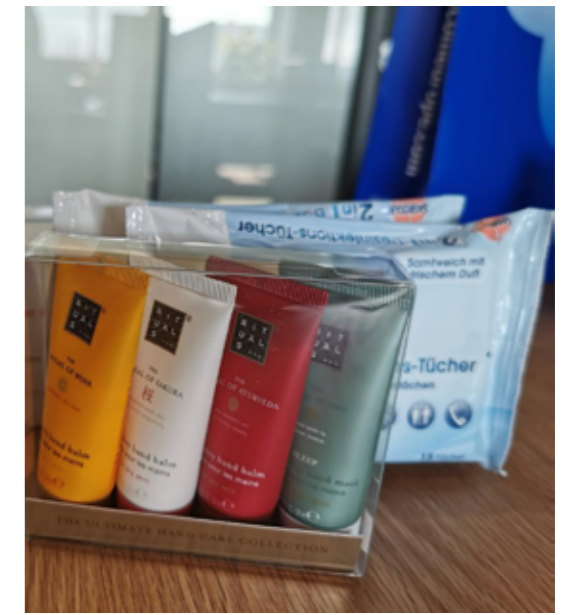
## International Women's Day Celebration

As part of the employee care programs, our HR & Admin teams in Germany, Benelux, and France celebrated International Women's Day by giving personalized and beautifully crafted gift packages to female employees. These packages included heartfelt messages and premium care products, emphasizing our appreciation for their contributions.



## Employee Physical and Mental Health Support

China Telecom (Europe) focused on promoting the health and well-being of our employees and communities. We distributed wellness kits to our staff and organized health-focused activities to encourage a healthy lifestyle. These wellness kits were distributed as part of our ongoing efforts to support the physical and mental health of our employees.





## Cultural Traditions and Community Bonding

At China Telecom (Europe), we recognize the importance of cultural traditions and community bonding. Throughout 2023, we organized various festive activities to celebrate major holidays, fostering a sense of unity and joy among our employees and their families. These events also reflect our commitment to nurturing a supportive and inclusive work environment.



## Annual Meeting and Awards Ceremony

In anticipation of Christmas and New Year 2023, China Telecom (Europe) hosted the 2023 Annual Meeting and Awards Ceremony at their London office. Employees gathered to review the past year and look ahead to 2024. The event recognized outstanding individuals and teams from 2023 and featured a variety of programs and games that brought the evening to a climax. The event aimed to thank employees for their hard work, acknowledge their achievements, and foster interdepartmental communication through games, ultimately enhancing team cohesion.





### Holiday Safety Reminder

As the end of 2023 approached, a period often marked by increased theft and robbery, the Administration and Human Resources Department issued a holiday safety reminder via email. The email included tips on personal, property, and home safety during the holidays, reflecting the company's care and concern for employees in every detail.



### Good Book Recommendation Initiative

To better promote Chinese culture and further publicize China Telecom Europe's Chinese Bookshelf, the Administration and Human Resources Department launched the "Good Book Recommendation" initiative at the beginning of 2023. Throughout the year, six books were recommended. These books, each set against the backdrop of Chinese culture, not only promoted Chinese culture and stories but also enriched the spiritual lives of our employees.



### Winter Flu Season Reminder

During the flu-prone winter season, the Administration and Human Resources Department promptly sent reminder emails. For colleagues affected by colds or seasonal flu, relevant medicines were provided in a timely manner, demonstrating the company's genuine care and commitment to employee well-being.



### Employee Discounts Amid Rising Costs

In response to the rising cost of living in Europe due to ongoing inflation, the Administration and Human Resources Department sought to better support employees' lives. They established partnerships with various local restaurants, supermarkets, gyms, and agencies in the UK and France to secure employee discounts at no cost. To date, partnerships have been established with nearly 40 businesses, including well-known companies such as China Airlines, Hainan Airlines, Haidilao, and Happy Lamb. These partnerships have received widespread praise from employees.



### Germany Christmas Team-Building Event

During the Christmas team-building event, each employee at the German office received a specially designed entry badge. Employees assembled Lego puzzles, played games, and competed together, enhancing team cohesion and fostering relationships between different departments. This event further reinforced the company's cultural values.



### France End-of-Year Team-Building Event

On December 5, the French company organized an end-of-year team-building event. This activity helped colleagues gain a better understanding of each other across departments, enhancing mutual trust and significantly improving team cohesion. Guided by Corporate Culture 1.0 and inspired by the company's mission, vision, and values, the French team internalized and externalized the essence of our corporate culture, adhering to a people-oriented philosophy. Regular employee care programs and benefits provided employees with excellent working conditions and development opportunities.





### Office Decorations for Christmas

As Christmas approached, the French office purchased Christmas trees and other festive decorations to enhance the holiday atmosphere and boost employees' sense of belonging and cohesion.



### Netherlands Year-End Team-Building Event

The Netherlands office organized a year-end team-building event. (Please see attached images).



# Taking Part in Our Local Communities

# 03

## Taking part in Our Local Communities

### Support for Local Charitable Activities

On the 14th of June, China Telecom (Europe) Germany colleagues took part in the 2023 J.P. Morgan Corporate Challenge - Frankfurt. 9 employees actively participated and completed the race. This event, the world's largest corporate running race, donates the collected registration fees to local non-profit organizations in each of the 15 Corporate Challenge locations, including Frankfurt, where China Telecom Deutschland is based. Participating in this event not only improved our colleagues' physical fitness, vitality, and cohesion but also contributed to public welfare and enhanced our corporate social responsibility.



### Protecting Local Water Areas

On 18th August 2023, with the theme 'Protecting the Environment and Serving the Community,' CTE held a unique public welfare activity along the banks of the River Thames in London. Employees, equipped with environmental protection gloves, rubbish bags, and grabbing tools, divided into groups to clean up litter in the rain, aiming to contribute to the river's ecological restoration. During the two-hour operation, 7 bags of garbage, weighing approximately 5.8 kilograms, were collected. The employees sorted the collected waste to avoid secondary pollution.





### Efforts to Reduce Carbon Footprint

On November 26, CTE successfully organized the 2023 Sustainable Transportation Day event in the Benelux region. A total of nine employees from the Netherlands and Luxembourg participated, becoming “green ambassadors” by taking practical actions to contribute to public welfare, reduce their carbon footprints, and promote the concepts of green travel and sustainable development. From November 20 to November 24, employees commuted by biking or using public transportation, reducing carbon dioxide equivalent (CO2e) emissions by more than 100 grams.



### Employee Participation and Impact

The employees demonstrated remarkable enthusiasm in engaging with local communities. Shihan Huang, shared her thoughts: “Participating in community activities fosters a deeper connection with colleagues and local residents, enhancing a sense of belonging. It also increased my awareness and mindfulness about environmental and social issues, leading me to adopt more responsible behaviour in my daily life!” The employees’ spirited involvement exemplifies how corporate actions can lead to meaningful community impact.



# Sharing Our Traditions and Heritage

# 04

# Sharing Our Traditions and Heritage

## Embracing Chinese Festivals Across Europe

We believe that traditional Chinese festivals are excellent opportunities to promote cultural understanding, foster inclusivity, and create unity within our diverse workforce and communities. Every year, our offices across Europe host events for festivals such as the Mid-Autumn Festival, Dragon Boat Festival, and Spring Festival.

During these celebrations, employees receive gift boxes filled with delicious Chinese snacks. Activities like karaoke, lucky draws, and games add to the fun, with offices decorated to capture the festive spirit. For Chinese employees, these celebrations provide a comforting reminder of home. For non-Chinese employees, they offer a unique opportunity to appreciate Chinese culture, fostering mutual respect and collaboration.



## Celebrating Global Unity through the Chinese Zodiac

At CTE, we proudly promote Chinese culture globally through our social media platforms like LinkedIn. At the end of 2023, we launched a campaign featuring the 12 Chinese Zodiac animals, symbols of virtues such as bravery, wisdom, and kindness. Designed in the traditional Chinese paper-cutting style known as jianzhi, these images honour our cultural roots and showcase this beautiful art with the world. Our goal is to reflect these virtues in our products and services, connecting people through shared values. By fostering a deeper understanding of Chinese culture, we aim to promote global unity and build stronger community connections.

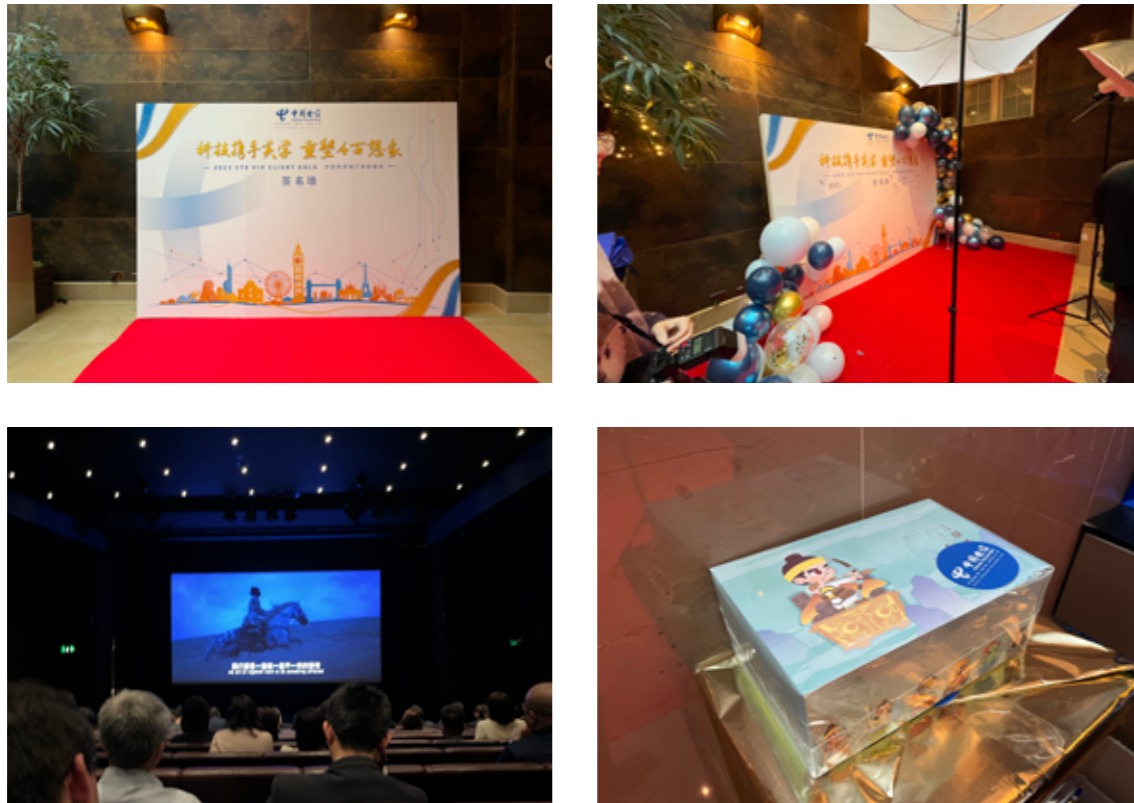




## Chinese Cinema Showcase: Client Appreciation Event

CTE has a tradition of hosting year-end client appreciation galas featuring Chinese entertainment for our valued clients. At the end of 2023, we hosted a special event at the Mayfair Hotel in London, focusing on Chinese cinema. This follows previous years' themes such as stand-up comedy and orchestral music.

The gala featured Tim Yip, the art director of the acclaimed Chinese film *Creation of the Gods*. He joined our director, Li Cao, in an engaging Q&A session to discuss the film's creative journey, the use of cutting-edge technology to bring ancient Chinese culture to modern cinema, and the vital role of telecommunications in the creative industry. They also highlighted how CTE's products and services can support Chinese creators worldwide in realizing their cultural visions.



This event aimed to introduce the richness of Chinese cinema to the overseas Chinese community and show our ongoing support for talented Chinese creators. By hosting such events, we strengthen our commitment to cultural exchange and the creative industries, reinforcing our connections with clients and the community.



## "That's China" Reading Corner: A Cultural Haven

Opened in 2023 at our London headquarters, the "That's China" Reading Corner offers a rich collection of Chinese and English classics on topics from history to economic development.

During the opening speech, Director Li Cao expressed his hope that all colleagues would see books as friends, enjoy reading, cultivate wisdom, and appreciate the charm of Chinese culture. Over the past year, this Reading Corner has become a cherished space for employees and business partners to relax and recharge. It has also inspired many to contribute new books, continually enriching our library.



This space has been a hub for cultural appreciation and exchange, fostering connections among employees and visitors. It underscores our commitment to cultural education and intellectual growth, building bridges of understanding and celebrating the shared human experience.



## Planning for the Future

05



## Planning for the Future

As we reflect on the strides we made in 2023, our commitment to corporate social responsibility continues to guide our vision for the future. Recognizing that the business landscape is ever-changing, we are dedicated to proactively shaping a sustainable and inclusive tomorrow. In the coming year, we aim to amplify our impact through the following examples, which are part of CTE's plans:

### Caring for Our Environment

Among all CTE offices, we encourage employees to use mugs and glasses instead of disposable paper cups.

### Nurturing Our People

The That's China Bookshelf will continue to share Chinese and foreign cultural books. We will also offer training programs and development opportunities designed to enhance skills and competencies at all levels of the organization.

### Taking Part in Our Local Communities

To protect our local community environment, all CTE offices will repeat the annual Community Litter Cleanup Activities.

### Sharing Our Traditions and Heritage

In 2024, a new series of social media posts will be created, with the theme expected to be the Chinese zodiac.

Together, we can build  
a world where business  
success is harmonized with  
social responsibility and  
environmental stewardship.



**Customer First,  
Service Foremost**

**Your Digital Silk Road  
to China and APAC**

