

捌、社會責任

VIII. Community Roles

一、推展公益與舉辦社區活動

- (一) 擴大宣導郵政專營權，陸續於各大報章雜誌及利用宣傳摺頁刊登宣傳廣告，並舉辦「認識郵政專營權」有獎徵答活動，宣達中華郵政依法負有通訊普及及服務義務及保障民衆秘密通訊自由權利之責任。
- (二) 加強推廣書寫郵遞區號及使用標準信封，與國語日報社合作辦理「模範郵務小博士有獎徵答活動」。
- (三) 推動各郵局配合各種節慶及各縣市政府舉辦大型活動或社區舉辦藝文、康樂活動時，主動參與辦理集郵活動，提供郵識有獎徵答贈品，同時配合新郵票之發行辦理新郵發行典禮，以落實郵政與社區結合，92年間共辦理國內新郵發行典禮9場。
- (四) 郵政博物館92年度配合新郵發行與國家重要節慶辦理特展13次、專題演講10場、郵友譚郵10次及相關益智及才藝活動21場次。另92年下半年為與僻遠地區學童分享館藏及集郵樂趣，前往鄉間小學辦理「郵政博物館巡迴展」62場次，全年參觀人數共88,508人次。



1. Promoting Community Activities

- (1) To extensively advocate the postal monopoly concept, mass advertisements were taken out in newspapers and several quiz activities were held to announce that under the postal law, Chunghwa Post has the rights and responsibilities to offer unique postal service and to protect the communication privacy of the general public.
- (2) A quiz activity to promote the use of zip codes and standard-sized envelopes was jointly held with the Mandarin Daily News.
- (3) New stamp issue ceremonies were held nine times in 2003. Post offices interacted with community governments to hold philatelic activities and raffle events.
- (4) In coordination with the government's promotion of culture, 13 stamp exhibitions, each with a different topic, were held; 10 philatelic lectures were given; 10 philatelic discussions were convened; and 21 other activities were hosted at the Postal Museum. In addition, to share philatelic collections with children living in remote areas, the Postal Museum held 62 rotary exhibitions at primary schools located in rural areas. A total of 88,508 people took part in those events.
- (5) In 2003, 505 temporary post offices were set up to coordinate with large festivities and community activities. Stamp impressions related to the various event topics were designed and offered to customers.

2. Initiating Convenience Measures

- (1) Door-to-door pick-up service for domestic parcels and speedpost items was implemented. To extend the service to bulk mail customers, pick-up centers were set up at main post offices.
- (2) In conjunction with government's policy, the Tongyong Romanization system is adopted on mailing address translations, and all postal service

- (五) 92年全年配合各地重要節慶、各機關團體及民間社團活動，共設立505處臨時郵局或臨時服務檯，提供用郵服務，並鑄製與活動主題有關圖案之郵戳，供與會者及郵迷蓋戳收藏留念。

二、便民服務措施

- (一) 訂定「國內包裹及快捷郵件上門收件作業應行注意事項」，由各局編組成立「上收中心」。
- (二) 配合行政院營造英語生活環境計畫，中華郵政網站中文地址英譯資料庫資料改為通用拼音編譯方式；印製中英文版郵政業務簡介及摺頁。
- (三) 辦理寒暑假學生包裹、年貨包裹、書展包裹加送紙箱單一特價活動。
- (四) 簡化大宗郵資已付國內包裹、國內快捷郵件及代收貨價郵件詳情單收寄單式，並提供套印軟體，減省人工填寫，簡化交寄手續。
- (五) 提供存簿儲金及劃撥儲金帳戶辦理91年度綜合所得稅二維條碼網路報稅電子掛號服務，簡化民衆報稅作業。
- (六) 於便利超商設置100台自動櫃員機，將儲匯服務觸角深入全省各社區。
- (七) 新增6個國際匯兌業務匯出經辦郵局（全國共有75局），71個跨行通匯經辦局（全國共有833局）。
- (八) 增設星期六、日營業郵局數，截至92年底止，星期六全天營業之郵局有14局，上午營業半天之郵局有212局，星期日上午營業半天郵局則有45局。
- (九) 開辦代收中央健康保險局「請領健保IC卡申請表」及投遞後續該局製妥之健保IC卡雙掛號函件，方

flyers are printed bilingually.

- (3) One-price promotions including “student parcels”, “new-year’ s-goods parcels”, and “book-exhibition parcels” were introduced.
- (4) To simplify handling procedures, service forms being used for domestic parcels, domestic speedpost, and COD items were redesigned, and the combined software service were offered to customers.
- (5) An e-government convenience service was initiated to provide a tax return procedure by means of the Internet to postal savings and giro account holders.
- (6) To extend saving services to local communities, a total of 100 ATMs were installed at convenience stores.
- (7) Six branch offices were added to handle international remittances (bringing the total to 75 offices) and on-line banking services were added to 71 more offices (now totaling 833 offices) .
- (8) At the end of 2003, 14 offices offered Saturday all-day business hours, 212 offices offered Saturday morning service, and 45 were open on Sunday mornings.
- (9) The post office, on behalf of the Central Health Bureau, collects health insurance IC card applications and delivers the new cards by registered mail.
- (10) Additional parcel deliveries were made in the evening from Monday through Friday as well as in the daytime on Saturday.
- (11) Delivery of EMS, parcels, and prompt-delivery registered mail was established, eliminating the need



便民眾補換發健保IC卡。

(十) 包裹週一至週五增加夜間投遞，週六白天並加投一班次。

(十一) 白天因收件人不在家無法投交快捷郵件、包裹或限時掛號郵件時，以電話聯繫後再投，不送郵局窗口招領。

(十二) 實施快捷郵件按址上樓投遞服務。

三、增設郵政機構

成立台北縣政府郵局、平鎮南勢郵局、大雅馬岡厝郵局、中壢大崙等4所郵局。另為提昇服務品質，提供顧客更寬敞舒適之用郵空間，92年共遷移23處郵局，其中遷入自有局屋計8處、租用者計13處、借用者2處。

四、進用身心障礙人員及原住民

中華郵政配合政府政策，照顧社會弱勢者，依法應進用身心障礙者536人，截至92年底已進用733人，逾應進用底限197人；進用原住民11人，截至92年底已進用72人，逾應進用底限61人。

五、落實環境保護及污染防治

為落實政府環境保護及防治污染政策，中華郵政技術處深坑汽車修理廠設有安全衛生單位，負責管理廠內機具與設備，並實施定期檢查，以維護廠房安全。廠內設有廢油池1座，強力吸塵器1台、大型抽風機10台，以淨化空氣品質。此外在全區各責任中心局及郵件處理中心設有汽、機車養護站21處，各養護站設有車輛廢氣分析儀器，定期檢測汽、機車排放廢氣濃度，以落實環境保護及污染防治，善盡社會責任。

六、擔負政策性任務及社會責任

- (一) 配合政府宣導政策，鑄製相關宣傳郵戳，定期蓋用於出口郵件上。92年計鑄刻3種宣導戳：「戰勝SARS不分你我他－中華郵政公司關心您」、「除疫有成·活力臺灣·SARS IS GONE·TAIWAN IS STRONG」與「以客為尊依法徵稅·誠實納稅造福社會」。
- (二) 配合行政院客家委員會籌劃之客家電視台，中華郵政除參與該電視頻道開播各項造勢活動外，並合作舉辦「客家電視7月1日，歡喜來相會！看電視抽大獎」活動。
- (三) SARS疫情肆虐期間，為免長期慢性病患至醫院領藥感染SARS機會，中華郵政接洽全省各大型醫療院所，對於已領有第一次連續處方箋之慢性病患者，主動提供慢性病患藥物「國內快捷郵件」。

for claim service at the counter.

(12) EMS door-to-door delivery service was established.

3. Expanding Postal Establishments

In 2003, the following post offices were set up:

- (1) Taipei County Hall Post Office;
- (2) Pingjhen Nanshih Post Office;
- (3) Daya Ma Gang Cuo Post Office;
- (4) Chungli Da Lun Post Office.

In addition, 23 post offices moved into larger sites, among which 8 offices moved into buildings purchased by Chunghwa Post, 13 into rented offices, and 2 into borrowed offices.

4. Recruiting the Disabled and Aborigines

As of December, 2003, Chunghwa Post employed 733 handicapped workers, which is 197 over the mandatory minimum of 536. At the same time, 72 aborigines were employed, 11 over the mandatory minimum of 61.

5. Practicing Environmental Protection Policies

To implement the government's policies on environmental protection, the vehicle-repair plant under the Department of Maintenance focuses on the management of machines and facilities and on regular checks to ensure plant safety. The vehicle maintenance plant possesses a waste oil collection facility, an industrial-grade vacuum cleaner, and ten large exhaust fans to maintain air quality. It has also set up 21 vehicle-maintenance centers at responsibility center offices and mail processing centers. Every center monitors the emissions of fossil fuel-powered vehicles so as to adhere to the environmental protection policies.

6. Fulfilling Policy Missions and Social Responsibilities

- (1) In 2003, three promotional stamp impression slogans were used as impressions on outgoing mail. They were: "Conquer SARS - Chunghwa Post Cares for You", "SARS Is Gone, Taiwan Is Strong" and "Levy Tax by Law And Pay Tax Honestly".
- (2) To cooperate with the opening of a Hakka TV station on July 1, 2004, a lottery-drawing event was held.
- (3) During the SARS scare, the post office offered domestic speedpost delivery service so that chronic patients wouldn't need to leave home to pick up medicine.

郵政壽險房貸

吉利精英專案

92年9月12日首推

超低利率**2.55%**

轉貸件另有優惠



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