

5.8 Social Engagement and Local Sustainable Care

#GRI 203: Indirect Economic Impacts (2016), #GRI 413: Local Community Engagement, #SDG 4: Quality Education, #SDG 10: Reduced Inequalities, #SDG 11: Sustainable Cities and Communities, #SDG 17: Partnerships for the Goals, #Human Rights Principle 2: Freedom from Discrimination, #Human Rights Principle 22: Right to Social Security

Driven by the belief that consistent acts of goodwill create lasting impact, we remain committed to social engagement without complacency. By integrating diverse knowledge and collaborating with local community organizations and resource networks, we foster mutual learning and collective action. These efforts aim to gradually amplify the positive outcomes of regional sustainability and shared prosperity.



Figure 5-10 Community Harmony

5.8.1 Local Sustainable Care

Education, Culture, Social Care (including Public Welfare Activities), and Promotion of Local Culture

Puppet theater is a shared cultural heritage of Taiwan and a collective memory of its people. It is not only a treasure of local culture but also one of Taiwan's most distinctive cultural forms. Therefore, passing on positive values and educational culture is an unshirkable responsibility. *"Puppet theater connects generations in Taiwan through a shared emotional bond with the land and embodies the spirit of Pili."* Under the mission of preserving Taiwan's cultural arts, safeguarding its heritage, and deepening the understanding of local artistry, Pili strives to promote traditional puppet theater through an approach that combines education and entertainment. The goal is to help the public learn about its origins and development, and to carry forward this unique cultural tradition.



Figure 5-11 Sustainable Care



Figure 5-12 Education and Cultural Promotion

PILI International adheres to the philosophy of **“Cultural Heritage, Innovation and Shared Prosperity”**, continuously promoting puppet theater art education and cultural exchange. Leveraging its core strengths, PILI integrates traditional craftsmanship with modern creativity to advance cultural sustainability.

Annual Cultural Promotion Initiatives

PILI × Hsinchu County Education Bureau | Career Exploration Program & Hands-on Experience

- Puppet manipulation and production workshops to introduce traditional arts and film-related careers, inspiring cultural creativity.
- PILI Puppet Theater featured at career fairs, blending tradition and technology to spark students’ imagination for future cultural innovation!

PILI × Chiayi Arts Festival | *PILI Puppet Theater: Fantasy Chiayi*

- Combining classic characters and original storylines with multimedia stage technology to create an immersive visual experience.

PILI × Taoyuan | 2025 Taoyuan Minnan Culture Festival

- Surprise puppet theater flash performance at the international airport, featuring character interactions and classic plays—bringing Minnan culture to life in a creative way!
- PILI showcases a grand parade with puppet-themed floats, integrating puppet exhibitions and local art groups to highlight the charm of tradition fused with innovation.

Fan Club Engagement

PILI established a Fan Club as a platform for enthusiasts and members to connect. Regular events foster fan interaction and strengthen cultural community bonds, allowing puppet theater lovers to share their passion for the art and amplify its social impact in cultural heritage.

PILI × Taichung Metro | Urban Friendliness and Environmental Awareness

- PILI heroes Su Huan-Jen, Yi Ye Shu, and Ye Xiao-Chai appear at Taichung Metro Fengle Park Station.
- A themed station designed in a cute PILI style, blending martial arts aesthetics with metro culture.

PILI Cultural Promotion

- Su Huan-Jen' s Birthday: Behind-the-scenes studio tour for hundreds of fans, featuring immersive experiences in puppetry, explosive effects, and exclusive production highlights.
- Exhibition of 30 years of treasured puppets and classic scenes, showcasing the craftsmanship of traditional puppet theater.

PILI × Religious Culture × Rural Tourism

- Seven major Mazu temples join forces for the first-ever public display of Mazu-themed puppets.
- Launch of a theme song blending puppet theater with religious faith, combined with rural industry and tourism to embody Mazu' s spirit of protecting the land.



Figure 5-13 PILI Cultural and Artistic Heritage

PILI International is committed to cultural heritage and educational outreach, actively supporting students in learning the art of puppet theater. On **August 10, 2025**, PILI hosted an interactive puppet theater event at the Taiping Pinglin Library Branch. Through captivating performances and hands-on workshops, children experienced the exquisite craftsmanship and manipulation techniques of traditional puppets up close, immersing themselves in the charm of this unique art form.



Figure 5-14 Fulfilling Cultural Heritage and Supporting Students in Learning Puppet Theater Art

Thunderbolt Fantasy Anime Central 2025 (U.S. Premiere)

- Puppet theater flash performance at the airport, with puppeteers presenting classic scenes and giving travelers a taste of Taiwan’s cultural charm!

PILI Starry Sea Legend

- PILI partners with Star Cruises to combine sea travel with cultural entertainment, featuring live puppet performances and interactive character experiences for a unique cultural journey.

Qingmo Culture 2025 | Yi Ye Shu x The Brightest Times Fan Festival

Japan Debut Fan Event: “PILI, Here We Come!”

- Qingmo Culture’s *The Brightest Times* joins forces with PILI for a creative celebration, including stage performances and photo ops to showcase the allure of PILI culture!
- PILI Puppet Theater makes its first appearance in Japan with live puppetry, talks, and exclusive merchandise, offering fans an up-close interactive experience!

Artistic Dialogue Across Languages and Cultures

- At the Yunlin Puppet Festival, Japanese puppeteers visit the Huwei studio for

hands-on puppetry skills exchange and cultural interaction.

- The Artistic Director of the South Australian Circus Centre visits PILI headquarters, paving the way for future performance collaborations.

Cross-Industry Collaboration | The Beautiful Fusion of Puppet Theater and Japanese Music

- Masayuki Kusumi, original author of *The Solitary Gourmet*, and The Screen Tones band perform in Taiwan.
- PILI continues to expand collaborations with Japanese anime, music, and art circles, bringing puppet theater to the global stage.



Figure 5-15 Cultural Heritage and International Exchange

Public Welfare and Community Engagement

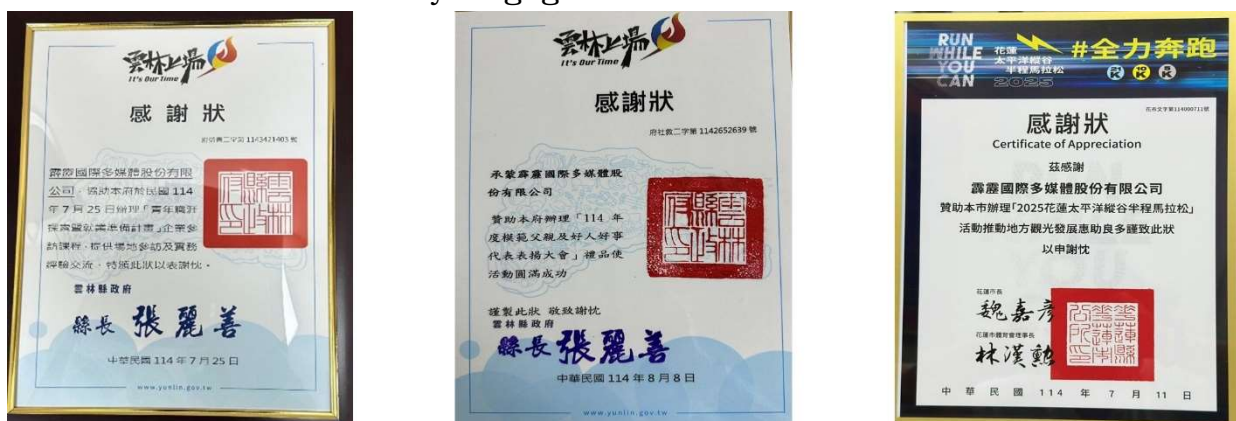


Figure 5-16 Public Welfare Achievements

PILI's Public Welfare Philosophy and Commitment

PILI upholds the principle of “Giving back to society what we take from society”, viewing corporate social responsibility as one of its core values. We actively promote various social welfare initiatives—not only sponsoring social welfare organizations and supporting disadvantaged groups but also encouraging employees to participate in

volunteer services. Through acts of care and concrete actions, we foster harmony with local communities and embody the spirit of “Serving society and sharing happiness.”

Community and Public Welfare Participation

PILI continues to implement diverse public welfare programs, integrating its core expertise with local needs to promote cultural heritage, educational support, health improvement, and regional development. These efforts align with the **United Nations Sustainable Development Goals (SDGs)** and reinforce our commitment to sustainable business practices.

Annual Public Welfare Actions and Contributions

- **Youth Career Exploration and Job Readiness Program**

PILI assisted the Yunlin County Government in organizing career exploration courses, providing company site visits and practical experience sharing. This initiative helps young people gain insights into workplace environments and industry operations, supporting career planning and job readiness.

- **Model Fathers and Good Deeds Recognition Ceremony**

PILI enthusiastically sponsored the Yunlin County Government’ s recognition event, providing gifts to honor family values and social goodwill, while encouraging more citizens to engage in positive social actions.

- **2025 Hualien Pacific Valley Half Marathon**

PILI supported Hualien City’ s tourism promotion by sponsoring the marathon event, fostering a sports culture and enhancing the city’ s image. This contribution significantly benefited local tourism development and earned high praise from the city government and sports associations.

Public Welfare Action	Resources Invested (NTD)	Beneficiaries / Highlights
Youth Career Exploration and Job Readiness Program	Venue and manpower support	Assisted Yunlin youth in career planning and job readiness
Model Fathers and Good Deeds Recognition Ceremony	21, 830	Sponsored recognition event, highlighting family values and social goodwill
Hualien Pacific Valley Half Marathon	454, 246	Promoted sports culture, boosted local tourism and city image