天主教輔仁大學英國語文學系學士班畢業成果
ENGLISH DEPARTMENT, FU JEN CATHOLIC UNIVERSITY
GRADUATION PROJECT 2023

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Company SDG Introduction- DHL& Evergreen

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Learning Outcome Demonstration Report

Technology Assisted Instruction and Presentation

Company SDG Introduction- DHL& Evergreen

Beckett Chang

405110624

2022/7/3

Google Site Links ----

1. Group Site Homepage:

    https://sites.google.com/d/1b4EU3MntO_uH1RnQkZImUJulnP0GeceY/p/1j

    YBPy01tzK_EpT4M11y10T3BBLwdJ52S/edit

2. My Self-Created Subpages:

    https://sites.google.com/d/1b4EU3MntO_uH1RnQkZImUJulnP0GeceY/p/1Z

    mkEwaN53Bgr_tltoMCnRgpF9uhiCtwG/edit

3. Self-Introduction Page:

https://sites.google.com/d/1b4EU3MntO_uH1RnQkZImUJulnP0GeceY/p/1M

TYE1Ijvm5_1bTKVeV4ai7HPlaRTqPLG/edit

4. Project Oral Presentation Link:

https://youtu.be/loTXzY-oAW8

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Company SDG Introduction- DHL& Evergreen

I.   Introduction of Group Project

Last semester, I attended a workshop provided by the college of

interdisciplinary studies. They invited the vice president of DHL Taiwan to

our school, and he gave a speech about the future of the logistics industries. I

learned a lot about DHL's SDGs. When I was first introduced to this project,

I decided to share what I've learned about DHL with my other group

members and our class. Eventually, I hope by publishing our Google Sites,

more people in the international society can get to know better about SDGs

(see fig 1), because I think SDGs are not recognizable enough to our world,

so I hope our project can help people to understand more about SDGs and get

an idea of what DHL and Evergreen are doing to achieve SDGs, especially in

reducing carbon emissions. Because SDGs can help enterprises to be eco-

friendlier, hence lower environmental impact on our planet and create a

better future for the next generation.

II.   Project Content Explanations: Content, Text level

A. Minor Focus: We chose DHL and Evergreen as our target companies because

they are two major logistics companies in Taiwan and other parts of the world.

For the logistics industries, green gas emissions are the main problem that needs
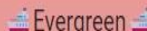
to be solved. For that reason, we focus on analyzing how these two companies

reduce green gas emissions (see fig.2& 3).

Fig. 1 Main Page of Our Google Sites

🌍 SDGs 13: Climate Action

THE CLIMATE CRISIS CONTINUES, LARGELY UNABATED

2020 GLOBAL AVERAGE TEMPERATURE AT 1.2°C ABOVE PRE-INDUSTRIAL BASELINE

WOEFULLY OFF TRACK TO STAY AT OR BELOW 1.5°C AS CALLED FOR IN THE PARIS AGREEMENT

RISING GREENHOUSE GAS EMISSIONS REQUIRE SHIFTING ECONOMIES TOWARDS CARBON NEUTRALITY

CURRENT GREENHOUSE GAS EMISSIONS

1.5°C SCENARIO

2000   2019   2050
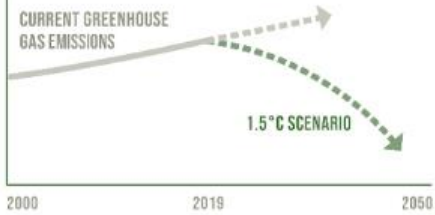
CLIMATE FINANCE INCREASED

BY 10% FROM 2015–2016 TO 2017–2018, REACHING AN ANNUAL AVERAGE OF $48.7 BILLION

Fig. 2 SDGs 13: Climate Action
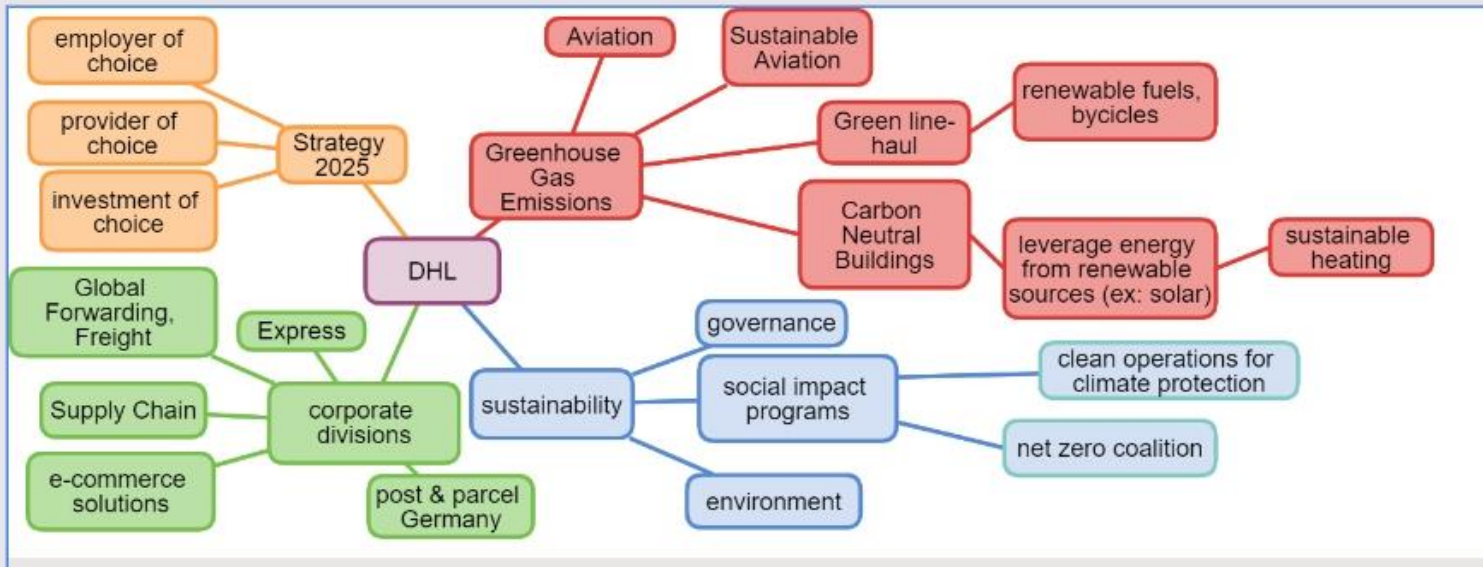
Fig. 3 Roadmap of DHL

III. Group Member Name, Student ID, & Work Division

We didn't divide our work into two companies, every one of us contributed to the part
we were interested in and completed the project together.

Table 1. Group Work Division

Name	Stu. No.	Duty	Individual website main sub-page link	Interactive Components
Beckett Chang (Author of this report)	405110624	1. Cospaces for Comparison 2. DHL Introduction 3. DHL's Investment 4. Comparison of the Freight Co2 Emissions	1. Comparison https://sites.google.com/d/1 b4EU3MntO_uH1RnQkZI mUJulnP0GeceY/p/1jZ825 1KDkag7kYVn6GrXGjOd H3if6pE-/edit 2. DHL Introduction https://sites.google.com/d/1 b4EU3MntO_uH1RnQkZI	1. Cospaces: https://edu.cospaces.io/LK D-RLD

		Between DHL & Evergreen 5. Comparison of DHL and Evergreen in General 6. How SDGs Help DHL and Evergreen Solve the Problems 7. Evergreen Road Map	mUJulnP0GeceY/p/1jZ8251KDkag7kYVn6GrXGjOdH3if6pE-/edit	
Jane Tseng	408560363	1. Introduction 2. Main Page 3. Codenames for compare	1. Main Page https://sites.google.com/d/1b4EU3MntO_uH1RnQkZImUJulnP0GeceY/p/1jZ8251KDkag7kYVn6GrXGjOdH3if6pE-/edit 2. Brief Introduction https://sites.google.com/d/1b4EU3MntO_uH1RnQkZImUJulnP0GeceY/p/1YUF5HERdXCgJ8klaqxNq3HE0h7gq_81f/edit	1. Wordwall https://wordwall.net/tc/embed/20df909afeeb47f7aa3f717c055e24dd 2. Codenames https://codenames.game/room/himalayas-gangster-bath
Vicky Yang	407110525	1. DHL Road Map 2. DHL Story Map 3. DHL GoGreen Plans	1. DHL https://sites.google.com/d/1b4EU3MntO_uH1RnQkZImUJulnP0GeceY/p/1GB1uFCxr2FCeNg7vyudjNwk0uhJpCNzZ/edit	1. Codenames https://codenames.game/room/himalayas-gangster-bath
Young Tsai	407110094	1. Evergreen Introduction	1. Evergreen	1. Wordwall

| | | 2. Is Evergreen Doing Enough?
3. Conclusion for Evergreen | https://sites.google.com/d/1b4EU3MntO_uH1RnQkZImUJulnP0GeceY/p/1-3GFFEhKP4gUsxEVY81cskrNeXl9IdPB/edit | https://wordwall.net/tc/embed/20df909afeeb47f7aa3f717c055e24dd? |
| Sylvia Tu | 408110297 | 1. Solutions
2. Codenames for Evergreen | 1. Solutions
https://sites.google.com/d/1b4EU3MntO_uH1RnQkZImUJulnP0GeceY/p/1-3GFFEhKP4gUsxEVY81cskrNeXl9IdPB/edit | 1. Codenames
https://codenames.game/room/sister-butterfly-russia |

A.   Main Focus: My own/collaborative sub-page theme

Table 2. List of Links to My Google Site Production of the Apps/Software Adopted

My Individual Website Subpage Titles & Duty	Apps/Software	Link to My Google Site Production of the Apps/Software
Compare; Use Cospaces to Compare Two Companies	Cospaces	https://edu.cospaces.io/LKD-RLD
Compare	Infogram	https://infogram.com/line-chart-1hd12yx78qevx6k?live
Compare, and DHL	Google Site	https://sites.google.com/d/1b4EU3MntO_uH1RnQkZImUJulnP0GeceY/p/1GB1uFCxr2FCeNg7vyudjNwk0uhJpCNzZ/edit
Compare; Compare Two Companies	Excel	https://docs.google.com/spreadsheets/d/1fPdm3APBVln45syzvDT6ctS9RzUgU9LojOvQKt1IZ8o/edit?usp=drive_open&ouid=102416767401470035714
SDGs	Cacoo	https://sites.google.com/d/1b4EU3MntO_uH1RnQkZIm

-Greenhouse Gas Emissions-DHL & Evergreen, Make a Road Map for Evergreen		UJulnP0GeceY/p/1GB1uFCxr2FCeNg7vyudjNwk0uhJp CNzZ/edit

B.   Explanations of What & How I Created My SDG Google Site Sub-pages

First of all, I used Cacoo to create a road map for Evergreen, I put 2 SDGs

into the road map, including no.13 climate action and no.8 decent work&

economic growth. I think Evergreen did a great job reaching these SDGs (See

fig.4). The reason I chose Cacoo to build an introduction to Evergreen SDGs is

that Cacoo is a suitable tool for creating the mind maps and road maps. It allows

me to use different colors to highlight sub-branches and it's also a starter-
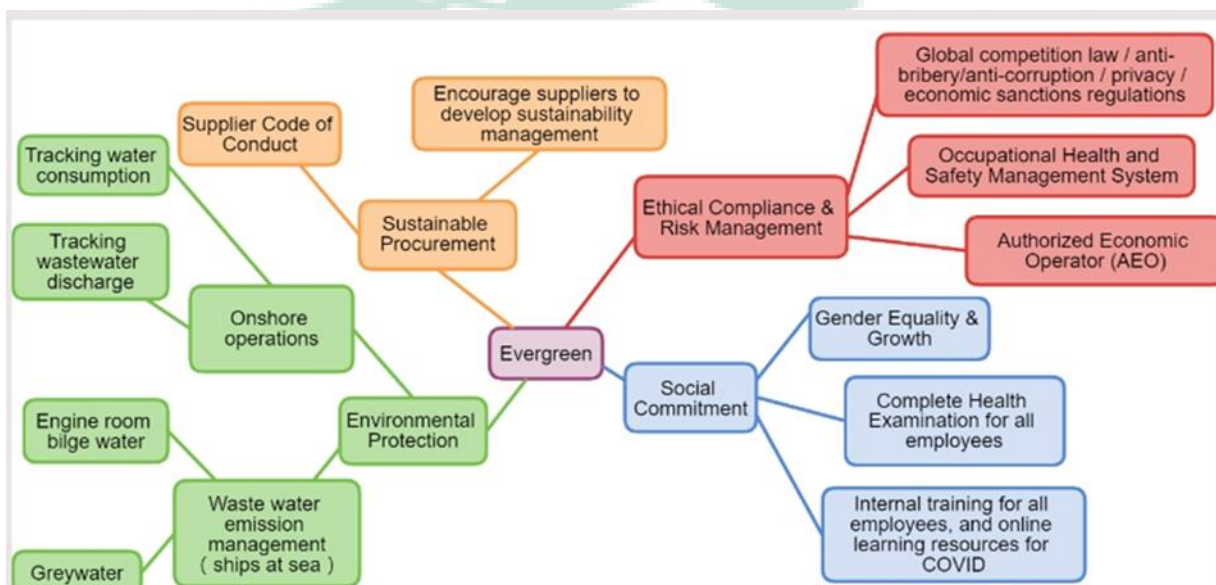
friendly tool to adopt.

Fig.4 The Road Map of Evergreen

Secondly, I chose Excel and Infogram to do the comparison of DHL and

Evergreen, because they can provide viewers with a great visual comparison.

Viewers are able to get the most important point just by browsing the charts.

Moreover, Excel is a great tool to organize a large amount of data. Besides, it's

also an important tool for business students and I think I can start to use it now to

be more skillful in analyzing information, which is a required ability in many

companies.

Finally, I added Cospaces to our site. It's an AR-3D interaction tool I

learned from other classes many years ago. The first benefit of using Cospaces is

that it's a great way to catch viewers' attention, especially when I am explaining

professional terms (see fig.5). Cospaces also allows viewers to explore the 3D
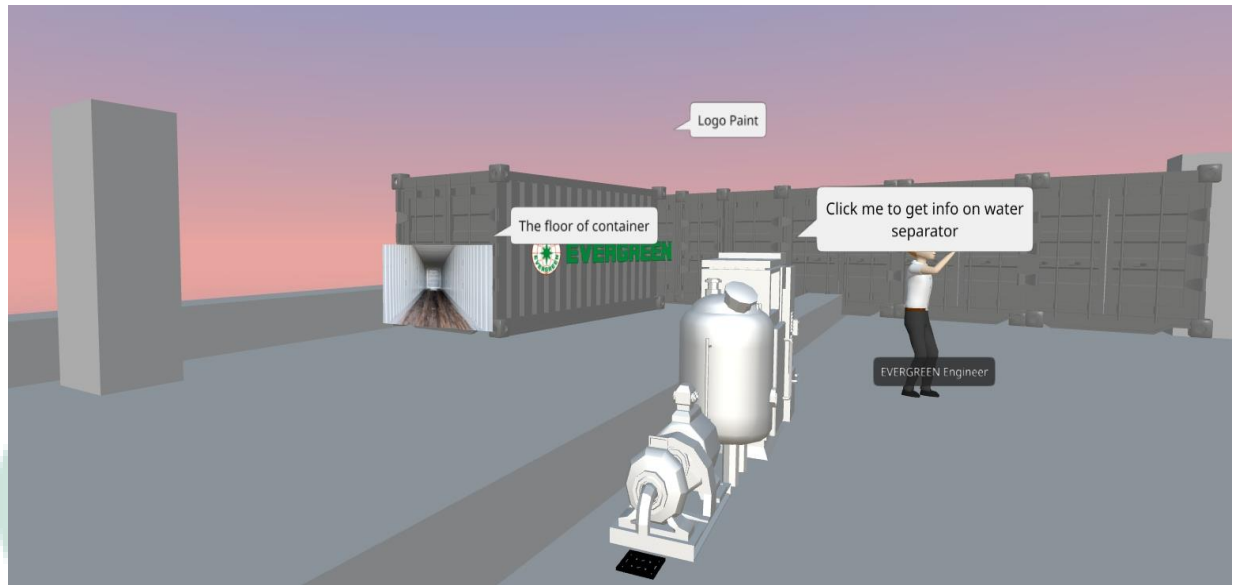
world on their own.

Fig.5 A Screenshot of Cospaces

C. Self-Evaluation of the Group Project

I think I am good at following orders, and I can always finish tasks given by

other teammates. What's more, I also helped by adding extra information on

different pages. I think there are some parts that are overlapping in our project,

like the explanation of ballast water. Young, Sylvia, and I all added information

in our own subpages. I believe that's because we finish our part at a different

time, and we didn't check others' introductions. The most difficult part for me is

that I can't find the information I want for both companies. Some data are not

published, and some are not in the same measuring unit, so I have to spend lots

of time trying to unify the unit and digging for information. For example, I have

converted the currency into NTD to compare the capital of DHL and Evergreen.

IV. Apps and Software Adopted in the Group Project

Software that I applied in this project includes Cacoo, Excel, Infogram, Cospaces, and Google Sites. I think Excel and Cospaces are more difficult tools for me to use compared with the other three. To be more specific, I think the user interface of Excel is not clear enough for a beginner like me. I usually end up spending hours searching instructions online. I also borrow several books from my father to get more information about Excel.

Cospaces is a 3D interaction tool, I think the most difficult part for me is that it has a limited database. I have to build my own 3D objects or insert them from other platforms. All in all, though it takes me a lot to try to overcome these difficulties, I still enjoy finishing these projects with different tools.

1. Cacoo: The reason I chose Cacoo to build an introduction to Evergreen SDGs (see fig.6) is that Cacoo is a suitable tool for creating mind maps and road maps. It allows me to use different colors to highlight sub-branches and it's also a starter-friendly tool to adopt.
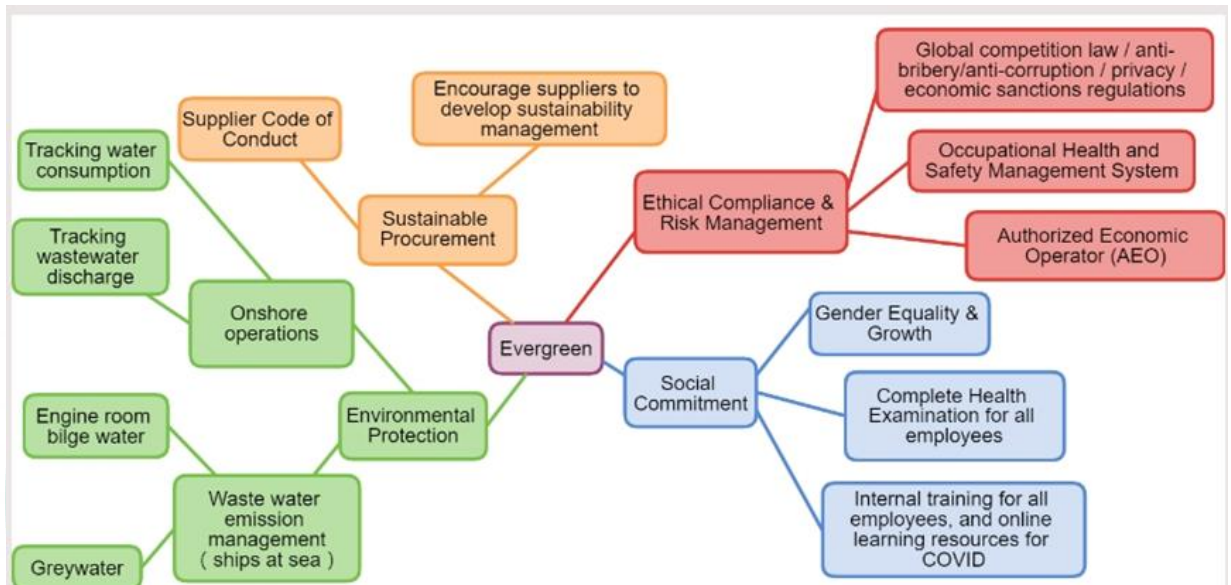
Fig. 6 Roadmap of Evergreen

2. Excel: Excel is a great tool to organize a large amount of data (see table 3).

Besides, it's also an important tool for business students and I think I can start to

use it now to be more skillful in analyzing information, which is a required ability

in many companies.

Table 3 Comparison of DHL and Evergreen in General

A	B	C
	DHL	Evergreen
Fleets of order book	120	57
Number of employees	400,000	2009
Quantity of Products / services provided(Ocean)	3,200,000 TEU	7,054,400 TEU
2021 EBITDA Q2 (NTD Million)	3,688,513	58,961
Capital(NTD Billion)	1993.12	52.908
2020 Freight Co2 Emiisions(metric tons)	14	5.081

3. Infogram: Infogram is an easy tool to use, all people need to do is enter data and it

will create charts automatically. Moreover, Infogram is great at making

comparisons because it can provide viewers with a great visual comparison.

Viewers are able to get the most important point just by browsing the charts (see
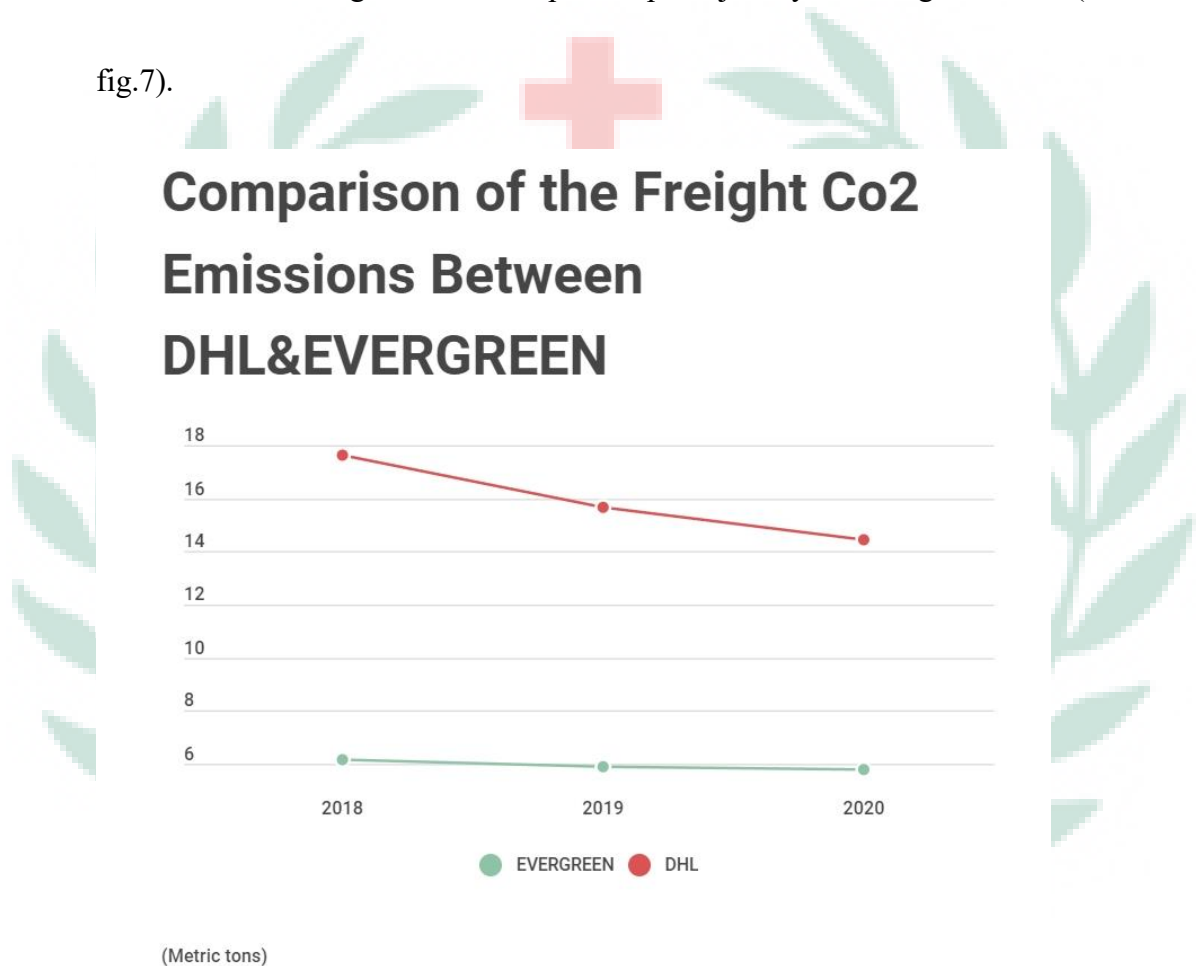
fig.7).

Fig.7 Comparison of the Freight Co2 Emissions Between DHL & Evergreen

4. Cospaces: Cospaces is an AR-3D interaction tool I learned from other classes

many years ago. The first benefit of using Cospaces is that it's a great way to

catch viewers' attention, especially when I am explaining professional terms.

Cospaces also allows viewers to explore the 3D world on their own. Even though

Cospaces is a coding-based application, any coding new starter like me can

choose to use the coblocks coding function (see fig.8) in the cospaces to do coding
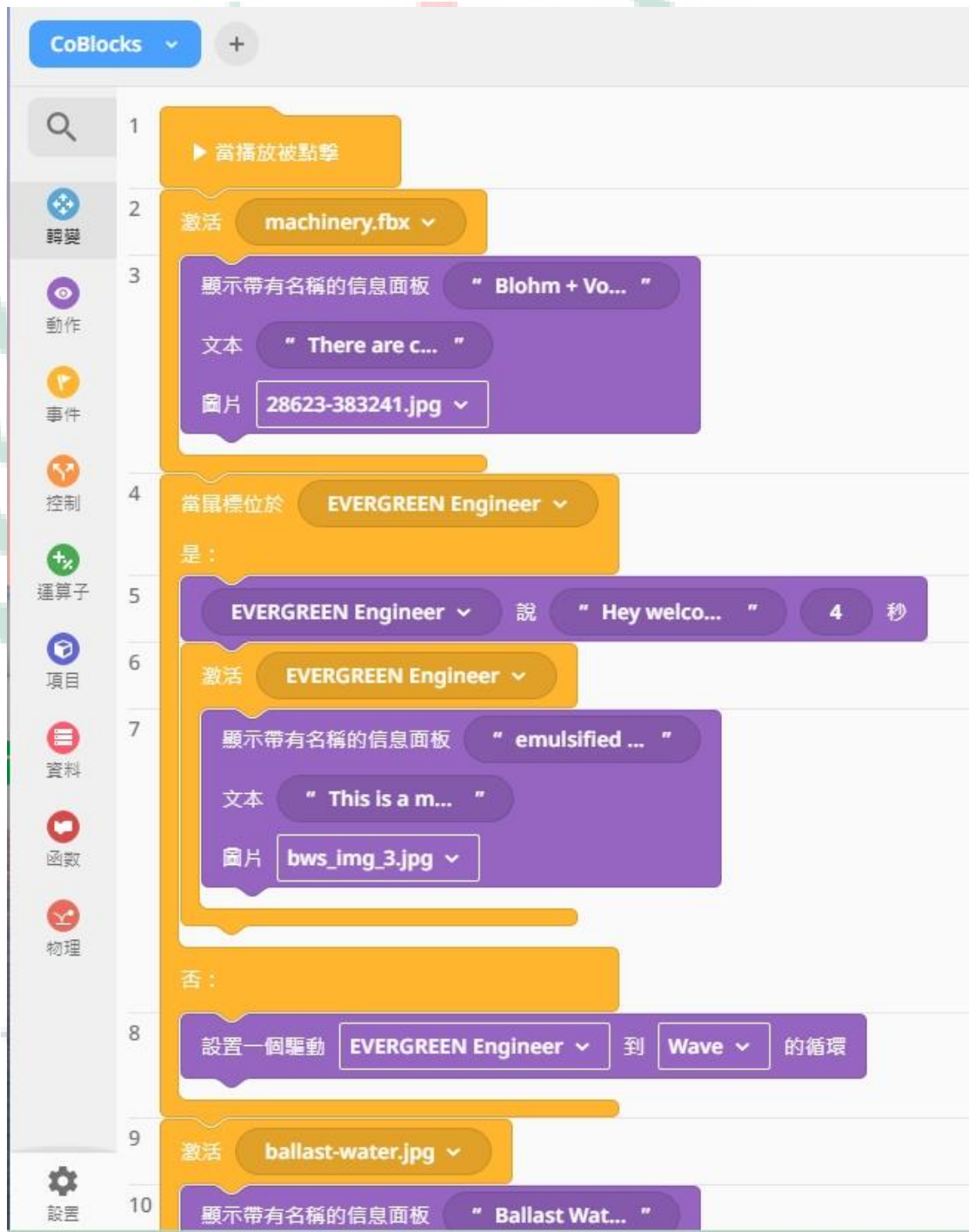
for the program.

Fig.8 Coblocks in Cospaces

V. When I First learned the Apps/Software/Platform

I chose to use Cacoo as my example. It's a brand-new tool to me. The text below is what I thought when I first learned the application.

3/18: Cacoo

I am always afraid of group work because I don't know anyone in the class and I have poor social communication skills. Luckily, with the help of my instructor, I manage to get into the group in front of me. Cacoo is a new tool introduced to me and I find it is even more convenient to use, compared to Xmind, because there are more functions to use and apply (see fig.9). More importantly, I can access Cacoo via websites and all my works can be saved into the cloud archive. So, I don't need to download the app or save my work on every local device. However, I am still not familiar with the flow chart function so I drew my mind map with lines and squares. Overall, I am not satisfied with my work in class this time. After I got home, I added more explanations and graphs to our ESG group work (see fig.10). I also used the sticker function to show additional information like terminology demonstration and so on.
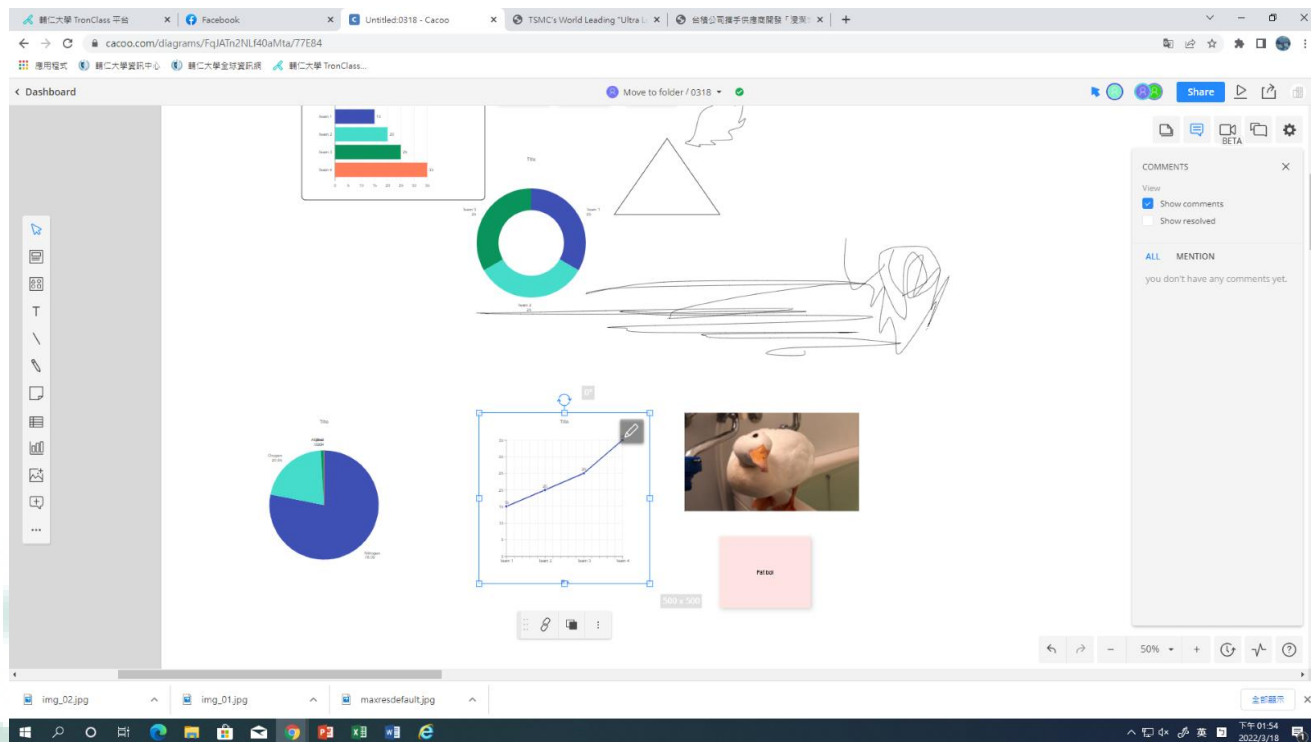
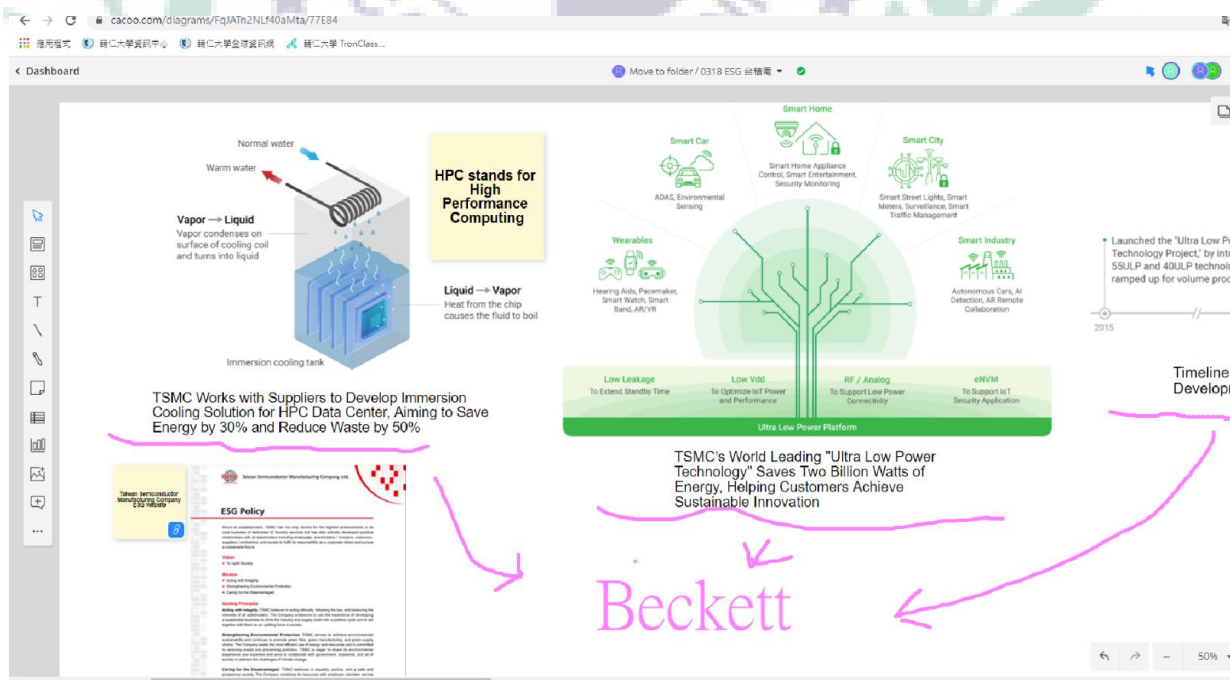Fig. 9 Trying the Basic Functions of Cacoo, Inserting graphs, Charts, and Pictures

Fig.10 Using Cacoo to Demonstrate ESG at TSMC

Link to my first work of ESG:

https://cacoo.com/diagrams/FqJATn2NLf40aMta/77E84

4/22: Create A Google Site

　　The link attached is my personal website. I don't like the idea of using a GIF banner, because it's too distracting (see fig11). Instead, I choose some photos I took before, and use them as my website banner. My website is more like a personal blog, including my work experiences, my hobbies, and my academic background on my front page (see fig.12). What's more, I also created three layers of subpages showing different perspectives of me. Overall, I think google sites is pretty easy for a beginner like me. I can find the function list easily and there is always an icon for every function so I can know what to do quickly.

https://sites.google.com/view/group-toturial-storymap/about-us/beckett-chang?authuser=0
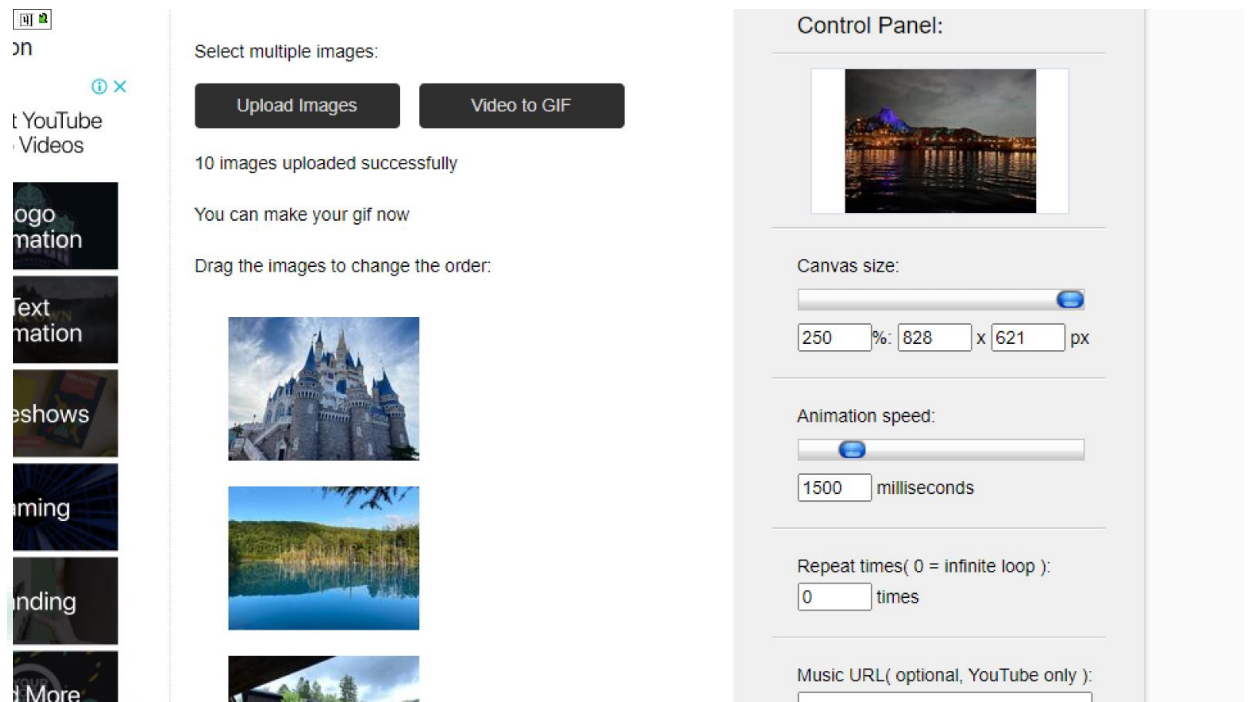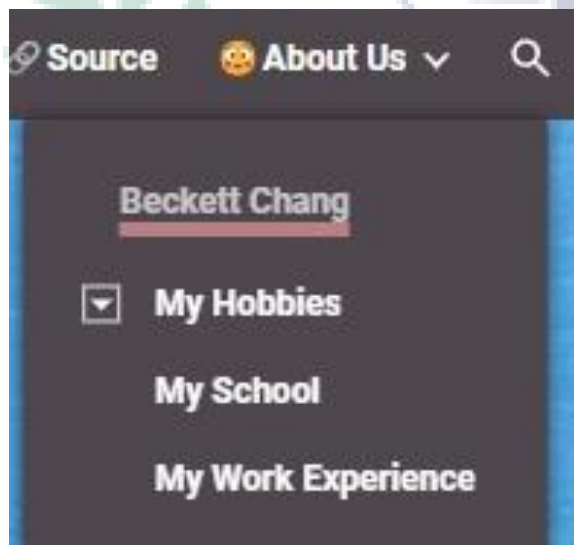
Fig. 11 Making a GIF

Fig.12 Making Sub-pages

Difficulties I Encountered:

For Cacoo, I found out that sometimes it's difficult for me to insert a clear

image. Some images I wanted to put into my work were blurry, so I had to download

images with higher quality, and they were too big for Cacoo to import and Cacoo

asked me to upgrade my plan (see fig.13). As a result, I need to register a new account
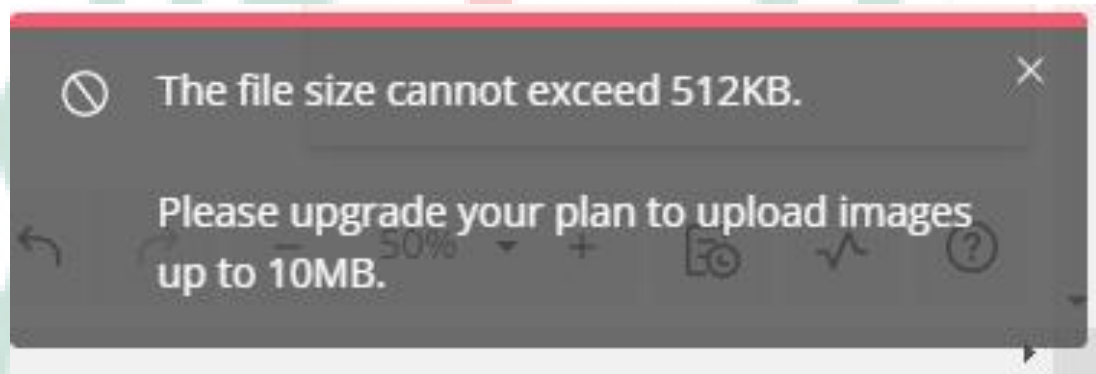
and squeeze my image file under 10MB.

Fig. 13 Warning from Cacoo

For building Google Sites, I couldn't insert the URL of DHL's official website to

my reference subpage (see fig. 14). I think they must have some protection protocols

or systems to prevent strangers from accessing their website in an unusual way.

Eventually, I put a link and a screenshot from their website instead.

ウェブからの埋め込み

URL　埋め込みコード

https://www.dhl.com/de-en/home/logistics-solutions/green-logis

URL を入力

キャンセル　　挿入

Fig. 14 Unable to Insert DHL's URL

VI.　Reflections and Thoughts for Creating This Project

　　　I think I have learned a lot throughout the whole semester, both in class and after

class. I have a problem with procrastinating; however, I stop procrastinating once I

start to learn how to use different applications. Because it's fun to explore new skills

and functions of these applications. More importantly, it feels really great for me to

accomplish a project like this, combining all tools I've learned together. I am also glad

that I can use these applications to introduce SDGs to different people all over the

world. It feels like we are facing and solving problems together, and that's something

I've never thought of before. I hope more and more people can understand the

importance of SDGs so that enterprises can do better in achieving these goals. I also

learned economic terms like EBITDA and EBIT. They help me to understand how a

huge company works. Moreover, by understanding go-green strategies adopted by

logistics companies and their history, I have gained background knowledge of

logistics and have a rough idea of the future of this industry, which is really helpful

for my future job application and maybe investment in the logistics industry.

VII. References

A. Text sources

DHL-Sustainability:

https://www.dhl.com/tw-en/home/about-us/sustainability.html

Evergreen-Corporate Responsibility:

https://csr.evergreen-marine.com/?en

B. Photo/picture sources

Google Sites-SDGs -Green Gas Emissions- DHL & Evergreen:

https://sites.google.com/d/1b4EU3MntO_uH1RnQkZImUJulnP0GeceY/p/1GB1uFCxr2FCeNg7vyudjNwk0uhJpCNzZ/edit

All of the SDG pictures-Department of Economic and Social Affairs

Sustainable Development:

https://sdgs.un.org/goals

DHL-DHL Taiwan:

https://www.dhltaiwanconnects.com/

Evergreen-Evergreen Marine:

https://www.evergreen-marine.com/