PAVING THE PATH TO A
SUSTAINABLE FUTURE

C-D Alibaba Cloud

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1. FOREWORD

The world is experiencing an unprecedented era of uncertainty that extends far beyond the looming threat of climate change. The urgency of the situation demands that we move beyond mere rhetoric and take concrete action toward building a more sustainable future. While we are already aware of the challenges surrounding it, we must demonstrate that we have the knowledge, skills, and tools necessary to address them meaningfully and effectively.

Fortunately, as we ride the wave of the digital revolution, we are presented with groundbreaking opportunities to address some of the world's most pressing challenges. Transformative technologies such as AI, Big Data Intelligence, Machine Learning, Cloud Computing, Digital Twins, and IoT are opening up new avenues for innovation and progress.

At Alibaba Cloud, we are dedicated to leading the way in this arena, harnessing the power of digitalization and next-gen technologies to create a more sustainable and resilient future. Having witnessed numerous inspiring journeys and success stories among our customers, I am humbled by the strides toward building more inclusive, efficient, and sustainable operations. As a leading provider of cloud computing and artificial intelligence solutions, Alibaba Cloud has been a consistent pillar of support for businesses looking to impact the world positively.

It is a source of great pride for me to see the impact our products and solutions have had on organizations across the globe. From reducing carbon footprints and serving underrepresented communities to nurturing young talent, Alibaba Cloud has provided reliable assistance to those paving the way toward progress.

We also take pride in our commitment to reach carbon neutrality by 2030 and in our focus on programs that bring together innovation and creativity to address critical challenges humanity faces. These include promoting equality in education, providing resources for the underprivileged, as well as supporting sustainable innovation.

As an advocate for using technology for social good and environmental protection, we firmly believe that accessible, intelligent technologies and affordable cloud infrastructure can enable businesses to make a positive difference in creating a better world for all. This magazine edition reflects our dedication to transparency and accountability, and we are honored to highlight our contributions and growth in building a sustainable future. We express our heartfelt appreciation to all our stakeholders for their unrelenting support.

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JOIN US IN OUR MISSION TO CREATE A BETTER WORLD FOR FUTURE GENERATIONS. TOGETHER, LET US ILLUMINATE A PROMISING FUTURE FOR ALL.

"

SELINA YUAN
Alibaba Cloud Intelligence International President

Foreword

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Cover Story
Alibaba Cloud
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In today's rapidly evolving world, pursuing sustainability has become a defining imperative for navigating complex global challenges and paving the way for environmental preservation, economic prosperity, and social well-being. From reducing carbon emissions to promoting responsible consumption and production, embedding sustainability at the core of operations is an integral step in building a greener and more equanimous future for all.

In the current economic landscape, the expectations around corporate sustainability are driving significant changes. The voices calling for action are increasingly strident, urging companies to balance economic needs and social responsibilities while promoting equity, transparency, and trust. Alibaba Cloud recognizes the importance of addressing these and is dedicated to setting the standard for responsible business practices to drive positive change.

In this edition, we will highlight various initiatives toward sustainability and innovation across three pivotal domains - carbon neutrality, diversity, equity and inclusion, and digital talent development. We have continually pursued these goals, and our efforts have yielded remarkable results.

At Alibaba Cloud, we are driven by our continued dedication to building a sustainable and inclusive future, one that is marked by cooperative partnership, shared creativity and innovation, and reciprocal encouragement. Through its various initiatives and targets, Alibaba Cloud strives to demonstrate that it's possible to harmonize economic progress with environmental and social well-being. Looking forward, we remain firmly committed to this endeavor and are excited about the progress we will make in the years to come.

HIGHLIGHTS & ACCOMPLISHMENTS

In 2022, Alibaba Cloud made significant progress in advancing its mission to create a more sustainable, equitable, and secure future for all. We are proud to have achieved major milestones across our core strategic pillars: advancing social welfare, promoting environmental sustainability, empowering learning and development, and enhancing cybersecurity. These achievements reflect our relentless dedication to creating a lasting impact worldwide.

Environmental Sustainability

- **We launched our Energy Expert sustainability platform** to help global customers achieve net-zero targets by measuring and analyzing the carbon emissions of their activities and products. The launch aligned with our carbon neutrality pledge and enabled us to accelerate sustainability journeys for our customers.

- **We supported the 2022 Beijing Winter Olympics, the 2022 11.11 Global Shopping Festival, and the 2022 Qatar FIFA World Cup** with sustainable operations and reduced carbon footprint through our green data centers, innovation, and solutions.

- The **sustainability challenge we initiated in Singapore proved to be a success**, as it closely aligned with the Singapore government's ambitious carbon emissions reduction targets.

Learning & Development

- **Alibaba Cloud continued the Alibaba Talent Programme with Nanyang Technological University** and **signed an MoU with the Hong Kong University of Science and Technology** to nurture local talent.

- **Alibaba Cloud, HKU SPACE, and SEED Foundation** developed a cloud computing course for secondary school students in Hong Kong.

- We launched **Digital Heroes Program in Malaysia and Cloud ONE Program in the Philippines** to strengthen the digital talent workforce.

- To boost developer engagement, we launched the first **Low-Code Development Contest Series in Tianchi**. We also empowered startups and entrepreneurs as Project AsiaForward held five Demo Days in Southeast Asia. Also, **AsiaStar 10x10 winners were announced, recognizing 100 companies, communities, and projects** in ten categories across the region.

Inclusivity, Diversity, and Social Impact

- Alibaba DAMO Academy created "**Xiao Mo," a digital human sign language interpreter**, to enhance communication for individuals with hearing impairments.

- In partnership with the **Chinese Red Cross Foundation, the digital rescue platform** provided real-time updates on emergency situations and coordination among rescue teams.

- Alibaba Cloud, China Braille Library, and Zhejiang University unveiled "**Reading Light Project 2.0**" for visually-impaired individuals' enhanced access to cultural services.

CHALLENGES & OPPORTUNITIES

As businesses expand their presence in the digital world, they face several challenges that must be addressed to ensure long-term growth.

Growing Carbon Footprint

Companies face increasing pressure from stakeholders, including investors, to demonstrate progress in reducing their carbon footprint. Companies must set reduction targets and accelerate the adoption of renewable energy for climate change management.

Lack of Community Betterment

Social impact has become a critical aspect of sustainability, and companies need to shift their focus to more ethical practices, including improving working conditions, upskilling young local talent, and helping underprivileged communities. Measuring and reporting social impact has become more critical for effective management.

Supply Chain Constraints

Supply chain sustainability is another critical challenge, with stakeholders demanding more transparency and accountability. Companies must ensure their suppliers meet ethical and sustainable standards. Keeping track of supply chain sustainability performance and collaborating with suppliers is essential to optimize supply chain sustainability.

Alibaba Cloud recognizes these growing challenges. Leveraging our expertise in cloud and analytics, we are turning these challenges into opportunities for growth, innovation, and sustainable development. By making social responsibility a core part of our identity and exploring new areas for innovation, we aim to become a driving force for positive change in the world. For instance, we have increased our focus on sustainable innovation and giving back to society to address social and environmental challenges such as poverty, climate change, and natural disasters.

Our solutions range from green data centers powered by renewable energy and energy-efficient technologies to cloud-powered intelligent platforms that enable businesses to reduce their carbon footprint, learning & development opportunities, and social good initiatives. By empowering companies to adopt sustainable practices and technologies, coupled with a focus on innovation and customer-centricity, Alibaba Cloud catalyzes digital transformation and sets the stage for a more inclusive, sustainable era.

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Powering a
Carbon-Neutral
Future_

The disruption brought about by climate change, global warming, cataclysmic weather events, and overall environmental degradation has quickly become the greatest threat to our society and planet. The gravity of the situation demands businesses step up their efforts to address these global challenges, take responsibility for carbon emission reduction, and secure a sustainable future for generations to come. It's time for a paradigm shift, moving away from reactive green initiatives towards a holistic integration of sustainability principles into the core of business strategies, operations, and long-term objectives. Moreover, fostering sustainable technological innovation is equally imperative to transition from today's carbon-intensive economy to low-carbon circular digital ecosystems.

At Alibaba Cloud, the digital technology and intelligence backbone of Alibaba Group, sustainability is a fundamental pillar of our values. We are committed to embedding it into every aspect of our business model. Our dedication to sustainability is rooted in our firm belief that technological innovation can drive positive change in society while limiting the destabilizing consequences of climate change. For instance, we are dedicated to taking the lead in achieving Scope 3 carbon neutrality by 2030. Moreover, **we are committed to using 100% clean energy to power our cloud computing operations by 2030**.

Alibaba Cloud is continually taking steps to expand its usage of renewable energy and energy-efficient technologies. By leveraging these innovations combined with strategic actions and informed sustainability practices, we aim to make the ecosystem more sustainable and help customers across the globe achieve their net-zero goals.

GREEN TECH FOR 11.11

Fostering sustainability and staying at the forefront of green innovation has always been a top priority at Alibaba Cloud. With our eco-friendly solutions and technologies, we are proud to have played a crucial role in powering 11.11, the biggest online shopping day in the global calendar.

State-of-the-Art Green Data Centers

Alibaba Cloud leveraged its five green hyper-scale data centers across China, designed to minimize energy consumption and carbon emissions to enable technology-driven sustainable operations and create an environment-friendly shopping experience for billions of its customers during the 2022 11.11 Global Shopping Festival.

- **The 2022 11.11 Global Shopping Festival became the most environmentally conscious event compared to previous ones,** as Alibaba Cloud increased its usage of clean energy in its data centers by two-fold.

- Over 32 million kWh of electricity used by Alibaba Cloud to support 2022 11.11 came from renewable energy, **up by a 30% daily average compared to last year.**

- Alibaba Cloud's largest hyper-scale data center in South China, the Heyuan data center, **runs on 100% clean energy, making the 11.11 operations more sustainable.** Alibaba Cloud aims to power its global data centers entirely with clean energy by 2030.

- The immersion cooling technology developed by Alibaba Cloud involves soaking the servers in a special insulating coolant to dissipate heat without cooling equipment such as fans or air conditioners. **It has significantly brought down the energy consumption of the data centers, with power usage effectiveness (PUE) reaching as low as 1.09.**

Energy Expert: Sustainability Platform for Consumer Brands

Alibaba Cloud collaborated with Tmall, an online marketplace and a subsidiary of Alibaba Group, to extend support with its solution Energy Expert, a carbon management platform launched in 2022. Energy Expert uses big data computing and AI to help customers and enterprises measure and analyze their carbon emissions and footprint worldwide. The software-as-a-service offering also helps formulate carbon neutrality plans and energy-saving and carbon-reducing schemes to help speed up the sustainability journeys of businesses. Since its inception in February, Energy Expert has **aided over 2,000 businesses in conserving energy and decreasing carbon emissions**. When utilized to the fullest extent, **it can save over 2 million kilowatt-hours of energy per day.**

During 2022 11.11, Energy Expert facilitated **online carbon footprint modeling, calculations, and certifications for over 40 brands** across diverse industries such as food, paper & pulp, and personal care. **This initiative aided in identifying carbon emission sources, classifying low-carbon products, and enabling informed sustainability practices to curb carbon emissions.**

CARBON-NEUTRAL FIFA MASCOT

The FIFA World Cup, the world's most prestigious large-scale soccer tournament, places greater emphasis on sustainability and carbon reduction efforts, as evident from the 2022 FIFA World Cup in Qatar. Amongst the various measures taken to make the 2022 FIFA World Cup carbon-neutral and sustainable, FIFA leveraged Alibaba Cloud's Energy Expert, a carbon management platform, to reduce carbon emissions associated with its mascot.

The World Cup 2022 official mascot, La'eeb, leveraged Alibaba Cloud's AI-powered sustainability platform, Energy Expert, to achieve carbon neutrality. Energy Expert enables customers to identify the sources of the carbon emissions from their daily operations and the complete life cycle of their products. It takes into consideration the PAS 2060 and ISO 14064 standards on carbon neutrality. The solution offers advanced energy efficiency and emission forecast analytics through AI models on Alibaba Cloud. It also provides:

- Optimization plans to minimize environmental impact by increasing the use of clean energy.

- Reduction in excessive electricity consumption.

- Supply chain optimization right from sourcing materials to shipping products.

The manufacturer of La'eeb in China utilized the Energy Expert system to evaluate the carbon emissions associated with each 9-cm high mascot.

Energy Expert helped the manufacturer to **restructure its processes** and **implement recycling** of production waste, **reducing carbon emissions by a massive 206.1 g per mascot**.

The analysis revealed that **each mascot had a cradle-to-gate carbon footprint of 2.85 kg of carbon dioxide emissions**.

As a result of these efforts, **La'eeb has obtained a carbon neutrality certification from PAS 2060**, a carbon neutrality standard developed by the British Standards Institution.

DRIVING SUSTAINABILITY AT THE OLYMPIC GAMES

The 2020 Olympic Agenda placed a strong emphasis on sustainability. As the official cloud services partner of the Olympic Games since 2017, Alibaba Cloud has been extending its support to the International Olympic Committee (IOC) in keeping sustainability at the forefront of the Olympic Games.

Keeping in line with the Olympic Agenda, we provided a multitude of eco-friendly technological advancements through our green data centers, robust cloud infrastructure, innovative digital technologies, and more during the 2022 Beijing Winter Olympics.
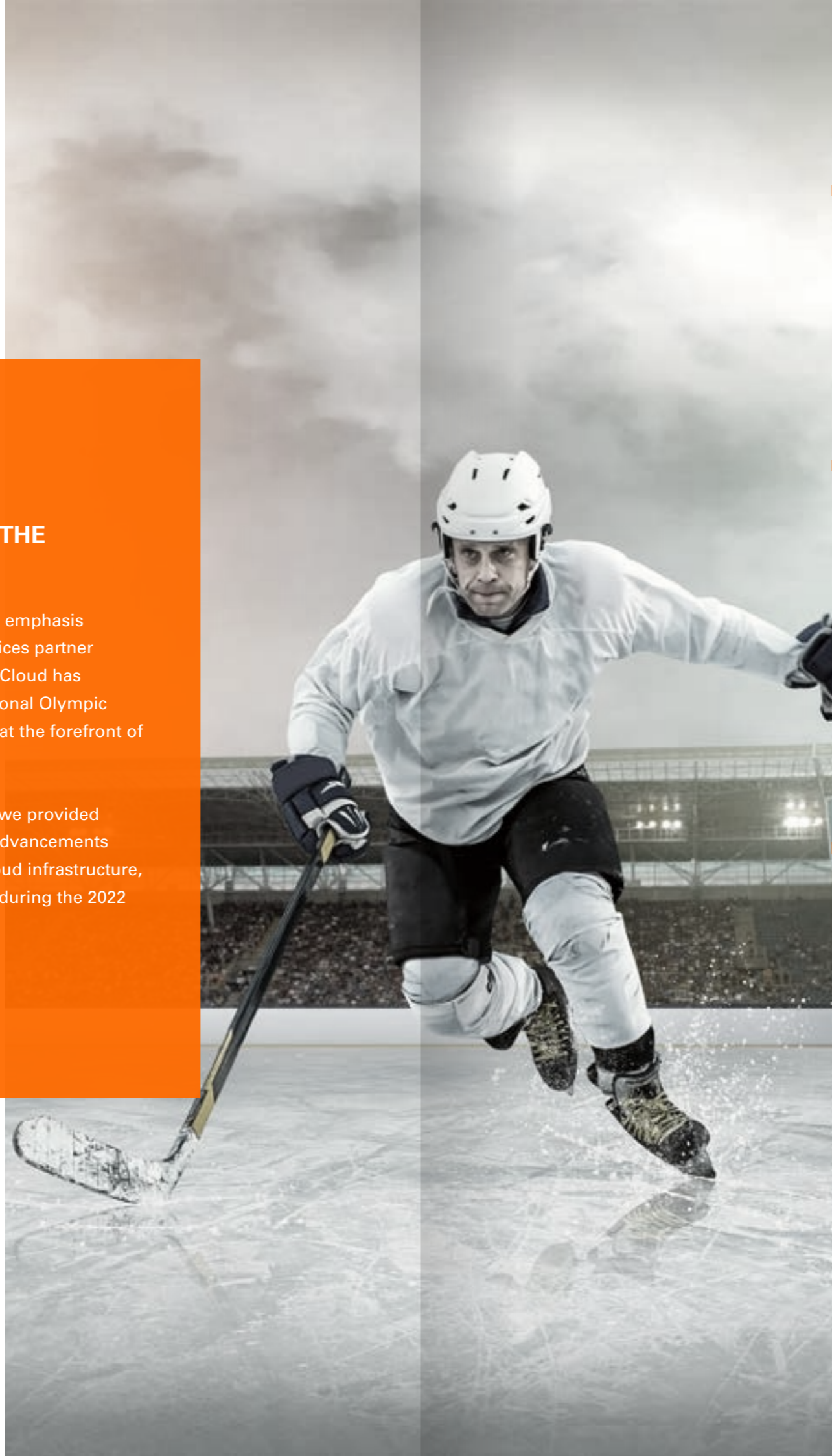
Green Data Center

The Zhangbei data center in **Zhangjiakou by Alibaba Cloud, leveraged during the 2022 Beijing Winter Olympics, uses clean energy such as wind and solar power.** The data center maximizes local clean energy and takes advantage of natural cooling. Importantly, these facilities will remain intact after the Winter Olympic Games and continue to benefit society.

Core Operations Moved to Cloud

The IOC and the Beijing Organizing Committee for the 2022 Olympic and Paralympic Winter Games (BOCOG) moved their core operations to Alibaba Cloud for the first time ever. This allowed them to cut down on physical infrastructure involving on-site servers and data centers, leading to a reduction in energy consumption and associated carbon emissions that the operation of such infrastructure would have produced. Additionally, the reduced setup time for advanced systems meant less energy consumption in their installation.

Live Broadcasting

During the Winter Olympic Games, **over 20 Rights Holding Broadcasters (RHBs) subscribed to receive real-time footage through Alibaba Cloud's OBS Cloud broadcasting solution. As a result, OBS could deliver over 6,000 hours of high-quality content to over 220 countries.** With this first-time-ever move, RHBs received live footage through a secure and scalable global infrastructure. In addition, the cloud-based transmission of live sports content reduced the need for RHBs to travel to the event location, resulting in decreased investment in on-site infrastructure and a reduced carbon footprint. **Due to this development, the number of broadcasters present at the 2022 Beijing Winter Olympics dropped by nearly 40% compared to the 2018 Pyeongchang Winter Olympics.**

SUPPORTING CUSTOMERS TO CUT CARBON EMISSIONS

To help its customers achieve their sustainability goals, Alibaba Cloud and TÜV Rheinland s**igned a memorandum of understanding to support Alibaba Cloud's "Energy Expert" customers.** Under the terms of the agreement, businesses that use Alibaba Cloud's Energy Expert service will have the option to get their daily carbon emissions audited and certified by TÜV Rheinland specialists. This will encompass all aspects of their everyday business operations, from procurement to the transportation of goods. The new offering was launched in March 2023. The collaboration between TÜV Rheinland and Alibaba Cloud intends to assist small and medium-sized enterprises in their sustainability initiatives and encourage adopting environment-friendly business practices.

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We hope to develop comprehensive energy-saving solutions together with our global partners. This will enable our customers, especially small and medium-sized enterprises, to achieve their net-zero goals in a cost-effective and time-saving manner and through a sound sustainability strategy. We are pleased to work with experienced industry partners such as TÜV Rheinland, and we look forward to expanding our global partner ecosystem and bringing more advanced technologies and digital solutions to our customers in the near future.

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Raymond Ma, General Manager of Europe, Alibaba Cloud Intelligence

4

Cultivating Digital Talent to Pave the Future of Tech Innovation_

Alibaba Cloud is committed to giving back to communities in the regions where it operates by nurturing digital talent and equipping them with industry-next tools and technological know-how to succeed in the digital age. This acts as a powerful means of promoting growth and innovation while making a positive impact on society. The Alibaba Cloud Academy and Alibaba Cloud Academic Empowerment Program (AAEP) demonstrate an unwavering commitment to furthering the growth of digitalization and bridging the gaps between industry tech talent demand and supply.

In 2020, 20,000 individuals in Indonesia already participated in the 'Digital Talent Training Program,' while over 10,000 local IT professionals in Malaysia enrolled in online training sessions. Alibaba Cloud aims to train and certify at least 10,000 IT professionals in the Philippines by 2024, with plans to train 50,000 individuals. These efforts will help equip Southeast Asia with the next-generation cloud and digital skill sets necessary for success in today's fast-paced world.

Alibaba Cloud is dedicated to making a meaningful impact on communities by preparing them for the next wave of digitization through extended partnerships with universities and incubators. By cultivating digital talent and preparing them for the future, we aim to realize our goals for sustainability and inclusivity over the coming years and create a brighter future for nations across Asia and beyond.

> **We believe that digital transformation is not only about technology but also human resources. In view of this, we will continue to work with universities, incubators, and partners to roll out more digital training programs across Asia in 2021 and beyond. We hope to help nurture more talent equipped with knowledge and expertise ranging from cloud-based technology, artificial intelligence, and data analytics. Ultimately, we will support the digital transformation needs of various businesses across the markets.**

Selina Yuan
Alibaba Cloud Intelligence International President

REVOLUTIONIZING TALENT DEVELOPMENT IN SINGAPORE:
The NTU & Alibaba Partnership Continues to Shape High-Caliber Leaders

Alibaba Group and NTU Singapore have **renewed their partnership for the fourth consecutive year to cultivate exceptional R&D talent in cutting-edge technologies like Artificial Intelligence, edge computing, NLP, autonomous driving**, etc. Alibaba Talent Programme (ATP) receives critical support from the prestigious Industrial Postgraduate Programme (IPP), initiated by the Singapore Economic Development Board, in an attempt to empower outstanding students to realize tech innovation with research. With the ATP, students are eligible for complete sponsorships on their Ph.D. degrees in computer science disciplines while getting the opportunity to work on an industrial R&D project at Alibaba. The candidates are co-mentored by both NTU and Alibaba in industry-leading fields of visual AI, NLP, and more.

The IPP was founded with the need for an 'enterprise-dual mentor system,' helping nations facilitate the growth of local talent with exposure to cutting-edge technologies like Artificial Intelligence while building Alibaba Cloud's international talent system. It offers postgraduate students top-tier, industry-level training through a diverse network of distinguished partners and institutes of higher learning. The Alibaba-NTU JRI (Joint Research Institute) garnered **over 2500 applicants for the IPP Ph.D. Programme,** with only 65 Singaporeans and SPRs selected.

> **In February 2018, the JRI was established to focus on the human-centered research and development in emerging computing technologies that supports Singapore's ambitious Smart Nation initiative and its industrial transformation. By hosting the ATP students at JRI, we hope to develop budding talents that will be future captains of the digital economy.**
>
> **Professor Lam Khin Yong,**
> **Senior Vice President (Research), NTU**

The results from the program have witnessed the test of time and resulted in path-breaking innovation. **IPP students have published over 65 conference journal articles and won three best paper awards at top academic conventions**. With hands-on exposure to cutting-edge technologies, students have leveraged medical imaging analysis and ML to predict the likelihood of dementia and Parkinson's disease in senior citizens. In another instance, students have developed digital twins of data centers to simulate wind patterns and temperature fluctuations. These replicas aid in studying efficient cooling techniques.

The Alibaba IPP project has been the most valuable outcome of the NTU-IPP partnership. This is witnessed in the 2000+ students who have enrolled, many of them winning the Lee Kuan Yew Gold Medal and Dean's List, among other awards. With over 70 translational research projects initiated and nearly 140 research papers published by the IPP and JRI, Alibaba Cloud is poised to enable innovative learning surrounding Cloud and AI to achieve the Sustainable Development Goals identified by the United Nations.

PROGRESS IN THE GLOBAL AAEP

New Value Adds to the Digital Heroes Program in Malaysia

In the presence of YB Dato' Sri Dr. Adham Baba, Minister of Science, Technology, and Innovation, at the KL Summit 2022, Alibaba Cloud Intelligence unveiled its 'Digital Heroes' program to strengthen the Malaysian business ecosystem and bridge industry and academic gaps with innovative digital training initiatives offering exposure to cutting-edge cloud technologies for aspiring developers.

The AAEP program previously supported learners with access to various resources, including complimentary access to the Alibaba Cloud Academy, opportunities to attend community events, and enhancing educational environments through collaborations with institutions like Universiti Tunku Abdul Rahman (UTAR), HELP University, and Multimedia University (MMU) as well as others. The new digital talents program, based on the Alibaba Cloud Academic Empowerment Program (AAEP), includes three additional components. The MY Digital Talent competition, a tour of universities across the country, and the appointment of student ambassadors.

- The "MY Digital Talent in U Competition" is a unique teacher-student competition helping both parties discover and learn more about cloud computing, with training courses and programs added.

- A comprehensive tour across Malaysia for rising talents, business developers, solution architects from Alibaba Cloud, and key industry players, with the view of offering in-depth knowledge of cloud computing as a way to shape careers in the field.

- The program also has an extensive student ambassador program, allowing learners to join Alibaba Cloud events to strengthen their leadership and communication skills.

> **The epicenter of the Digital Heroes Program is not just to provide local students with innovative digital experiences, but also for us to create a sustainable pool of digital talents which would contribute to the local business ecosystem.**
>
> **Kun Huang, General Manager of Malaysia, Alibaba Cloud Intelligence**

As a world leader in cloud technology, Alibaba Cloud is well-placed to facilitate Malaysia's digital transformation and inspire local talent to innovate using top-tier technologies.

Bolstering Digital Progress in Hong Kong

Spearheading the growth of home-grown talent in Hong Kong, the Hong Kong University of Science and Technology (HKUST) and Alibaba Cloud signed an MoU in August 2022 to pioneer collaboration on state-of-the-art technologies research of HKUST researchers.

Further, Alibaba Cloud has partnered with HKU SPACE and SEED Foundation to develop an innovative three-tier cloud computing program specifically designed for secondary school students in Hong Kong, providing them with a foundation for core technology and cloud computing learning while equipping them with the tools and skills they need to succeed in the digital age.

BUILDING INDONESIA'S PRE-EMPLOYMENT CARD PROGRAM

To boost the digital competencies of workers laid off or furloughed due to the pandemic, **Alibaba Cloud has extended its cooperation towards Indonesia's Kartu Prakerja pre-employment training program, having successfully upskilled over 7.9 million people across 1700 subjects.** Additionally, Alibaba Cloud has partnered with Indonesia's Ministry of Communications and Information on a digital talent scholarship program, driving improved inclusivity and growth through digitization.

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Driving Social Impact Through Diversity, Equity, and Inclusion_

As a global leader in cloud intelligence, Alibaba Cloud continues to make significant strides in fostering inclusivity, diversity, and positive social impact to enrich the community and give back to society. From our emphasis on sustainability to cultivating equitable leadership, we aim to make a meaningful impact on communities worldwide, with a strong focus on enriching lives and giving back to society.

Our visionary leaders underpin our growth outlook and continue to take us forward. We are driven by our equitable leadership and will continue to invest in our workforce for years to come.

Ensuring complete inclusivity has been another key definer in determining everything we do. **The Beijing 2022 Winter Olympics featured a range of technological innovations designed to provide inclusive experiences for fans across multiple locations.** Alibaba Cloud's Cloud ME technology emerged as a game-changer in facilitating seamless remote social interactions, allowing people to communicate in life-sized, ultra-realistic persona projections, thereby breaking down the distance barriers and enabling a genuine human connection.

As we expand operations globally, we look forward to contributing to shaping a more equitable and sustainable future for all.

LEVERAGING DIGITAL PERSONAS TO ENHANCE COMMUNICATION FOR INDIVIDUALS WITH HEARING IMPAIRMENTS

China is home to approximately 27 million individuals with hearing impairments, highlighting the need for inventive interaction approaches that leverage advanced digital technologies. Our efforts are aligned with realizing full participation of the auditorily challenged while fostering equal opportunities for them in society. To realize this goal, Alibaba Cloud collaborated with the Alibaba DAMO Academy to create "**Xiao Mo," a not-for-profit, digital human sign language interpreter.**
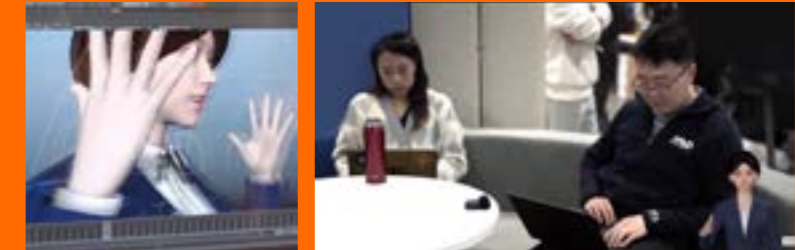
Xiao Mo is capable of **synthesizing sign language and recognizing it, enabling seamless communication between hearing-impaired individuals and those who can hear.** Xiao Mo will not only simplify communication but also serve as a way to integrate the physically challenged with the society that we live in.

We envision Xiao Mo as a step towards enabling a barrier-free world supported by world-class digital technologies built to improve lives.

EMPOWERING DISASTER-STRUCK COMMUNITIES WITH ADVANCED RECOVERY CAPABILITIES

In partnership with the Red Cross Foundation, China, Alibaba Cloud unveiled the launch of an advanced digital rescue platform, now available for registration by all social rescue forces. Leveraging advanced technologies, the solution provides real-time updates on emergency situations, facilitates coordination among rescue teams, and promotes timely and effective disaster relief. At Alibaba Cloud, we are driven to contribute towards a cause that would empower global nations with more comprehensive, timely, and effective support during emergencies.

The launch of the "**Social Emergency Force Digital Rescue Platform" represents a significant step forward in the disaster management space**. The platform facilitates end-to-end management of rescue teams by leveraging the expertise of Alibaba Cloud Industry Digital Component Center- 'Yunqiao,' EAOS enterprise collaborative services, and DingTalk's collaboration capabilities. Through visual monitoring and management of each rescue mission's life cycle, the platform empowers social rescue forces with improved professional capabilities and standardized operations. This cutting-edge technology effectively supports rescue operations, enhances the efficiency and quality of rescue efforts, and ultimately saves lives.

The solution is **aligned with the "14th Five-Year Plan," which proposes digital technology to accelerate disaster response times** and improve monitoring and crisis management capabilities.

> **Through cooperation with Alibaba Cloud, the digital rescue platform for social emergency forces enables more efficient operation of rescue projects, improves the supply capacity and service quality of emergency rescue, and contributes to the digitalization of public welfare. It opens up a wider space for practice.**
>
> **Bei Xiaochao, Chairman of the China Red Cross Foundation**

The Red Cross Foundation of China will continue to leverage the Social Emergency Force Digital Rescue Platform to enhance disaster management capabilities and ensure better rescue operations in the coming years. By incorporating state-of-the-art digital technologies, concepts, and tools, we aim to help strengthen cooperation between different rescue forces and collaborate with emergency response teams on a national level.

BREAKING BARRIERS WITH REVOLUTIONARY TECHNOLOGY FOR THE VISUALLY IMPAIRED

China has a visually-handicapped population of 17 million, and there has been an increase in cutting-edge platforms that can cater to their unique interests and accessibility needs. In an initiative to spearhead innovation and offer digital efficiency to blind people, Alibaba Cloud and the China Braille Library, in partnership with Zhejiang University, unveiled the "Reading Light Project 2.0" in 2022 as an upgrade to the "Reading Light Project" set up in 2020, to empower visually-impaired individuals with enhanced access to cultural services. The Reading Light Project provided essential services to the community, such as:

- Creating accessible theaters

- Donating Tmall Genie intelligent speakers

- Implementing OCR screen reading technology, among others
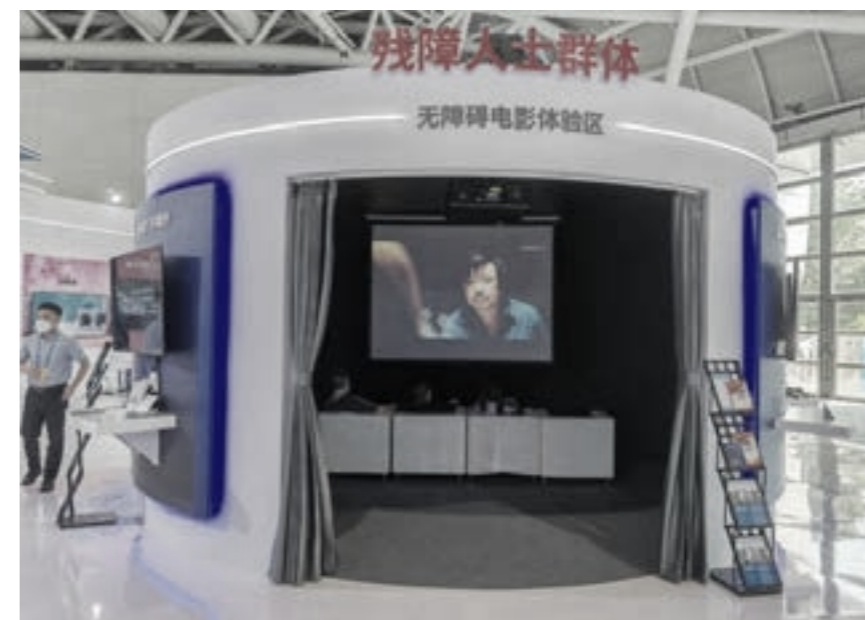
To strengthen the partnership and upgrade services, "**Reading Light Project 2.0" will introduce four additional online and offline services to promote increased inclusivity by leveraging digital technologies amongst the visually challenged.**

> **Alibaba will continue to use its technology and service capabilities to bring digital convenience to more vulnerable groups.**
>
> **Wu Zeming, chairman of the Alibaba Information Accessibility Committee**

The EAGLE team supporting Zhejiang University's Innovative Software R&D Center for the blind, in collaboration with the DAMO Institute, has achieved a significant breakthrough in Braille translation using advanced digital technologies. We have successfully bridged the gap between the visually-impaired and the general public by **leveraging Braille recognition, formula recognition, and table recognition**. Braille translation has been a challenge for so many years, and our efforts to innovate with technology will improve accessibility for the visually impaired community.

Modernizing the teaching-learning process at schools for the blind was another ambitious idea we set in motion with an intelligent personal assistant for teachers. This advanced system can translate Braille test papers into Chinese, significantly enhancing the efficiency of teachers in formulating and grading papers. Alibaba Cloud, China Braille Library, and Zhejiang University will promote the application of this technology across schools in China and offer capacity support to those passionate about enhancing the learning experience for the blind. These initiatives propel us toward a holistic digital ecosystem for visually-impaired students, helping them be part of an immersive learning environment.

Accessibility on the internet is becoming all the more critical today, with much of the information and interaction touchpoints hosted on the web. Alibaba Cloud has been part of the pioneering team of the information accessibility committee, with 15 apps made entirely accessible. Taking this initiative forward, the team at Alibaba Cloud will collaborate with Zhejiang University **to encourage the adoption of the APP Accessibility Compliance Inspection System (WAAE)**. The solution incorporates AI, virtual interactions, and cloud-edge integration to detect mobile applications with precision to enhance the accessibility standards of the entire industry and make it more inclusive.

Alibaba Cloud also provides the Chinese Braille library with free storage and computing resources, enabling the availability of audiobooks, e-books, barrier-free movies, and other cultural resources on the cloud. With this initiative, we aim to scale up the accessibility of the library's resources tremendously.

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The Future
is Sustainable:
Our Vision for the
Coming Years __

Embedding sustainability at the heart of operations is essential for any business's long-term profitability and success. Companies prioritizing these initiatives can create a positive social impact, accelerate decarbonization, and contribute towards a sustainable future for all. Alibaba Cloud is committed to promoting sustainable practices through continuous innovation and investment. From carbon neutrality and renewable energy adoption to digital talent development and diversity and inclusion programs, Alibaba Cloud is taking measures to meet the demands of stakeholders and achieve sustainable growth.

Alibaba Cloud is at the forefront of utilizing technology to drive positive social and environmental change, with the objective of setting a standard for future organizations to follow.

Driving Carbon Neutrality

Alibaba Cloud is poised to reduce its carbon footprint and achieve carbon neutrality by 2030. It has implemented energy-efficient infrastructure, invested in renewable energy, and collaborated with partners to develop sustainable solutions for its customers.

Nurturing Next-Gen Tech Talent

Alibaba Cloud recognizes the importance of developing digital talent to drive innovation and shape the future of technology. Its talent development initiatives aim to cultivate a diverse and inclusive workforce with the necessary skills and expertise to succeed in a rapidly evolving digital landscape.

Inclusive Social Impact Advocate

Fostering diversity, equity, and inclusion across communities is critical to positive societal change. Alibaba Cloud has implemented various initiatives and accelerated technological innovation to promote gender equality, empower communities, support underrepresented groups, and advance social justice.

Furthermore, Alibaba Cloud has consistently pushed the boundaries of what is possible with cloud technology. We have invested heavily in research and development to reduce negative environmental impact via green technology. We also continue to launch various initiatives and programs to bridge the digital divide and improve access to education, healthcare, and disaster relief services.

Alibaba Cloud's firm devotion to transparency, innovation, sustainability, and social impact, combined with its cutting-edge technologies has enabled it to shape the future of cloud technology and positively impact society. Looking forward, we plan to continue innovating and driving sustainable, transparent, and accountable growth in our operations.