

Action Plan for Low Carbon Green Life

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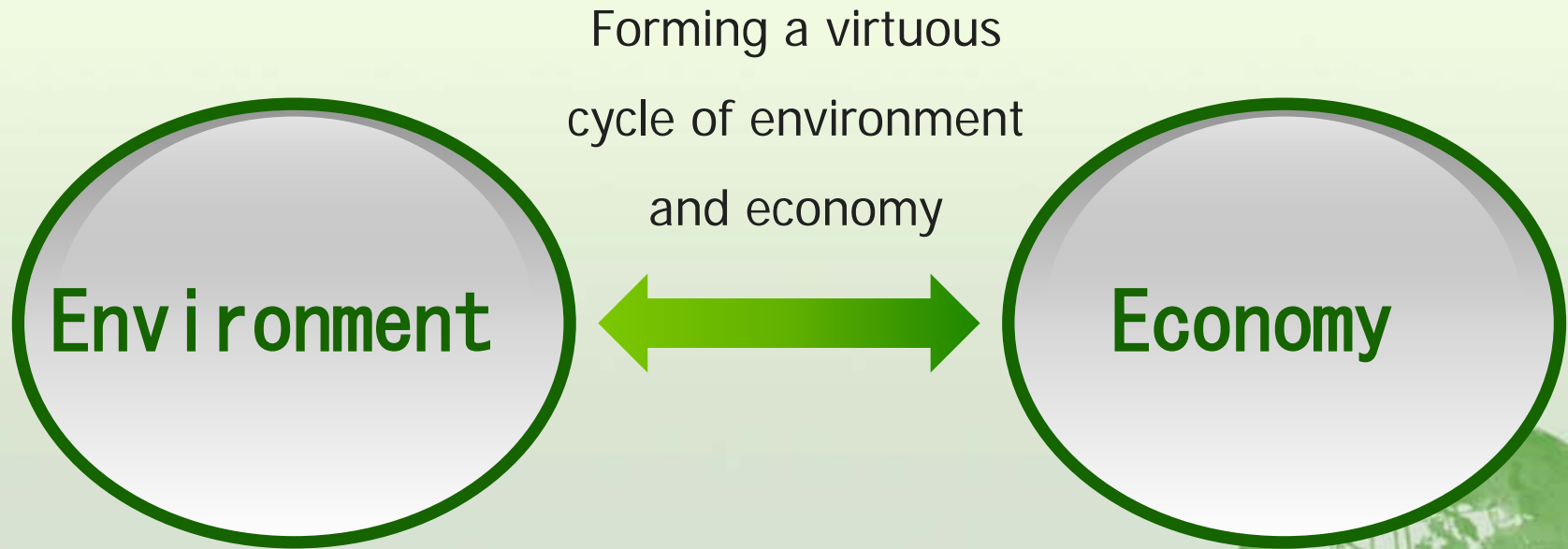
I. Low Carbon Green Growth

1. Concept

2. Background



1. Concept



2. Background

The age of environment and resource crisis

**"Resources
depletion"**

**World Resource
Institute**

**"Intensified
water
shortage"**

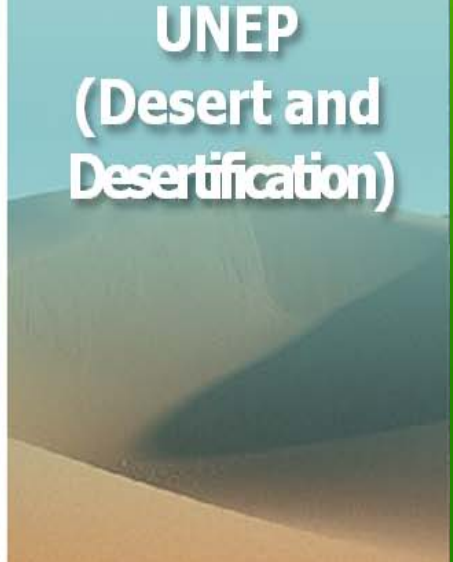
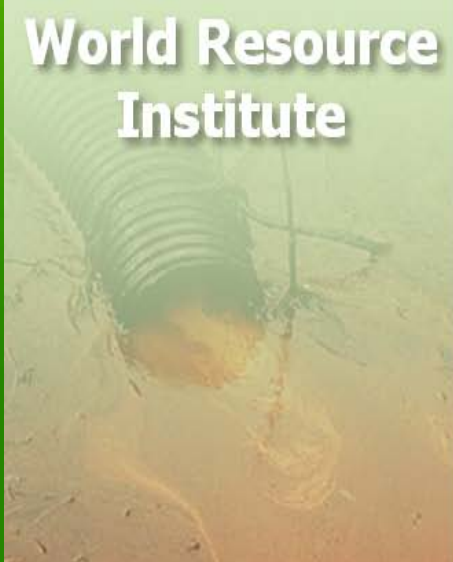
**UN Report on water
resources**

**"Climate
Change"**

**Stern
Review(UK)**

**"Desertification
/ Food crisis"**

**UNEP
(Desert and
Desertification)**



II. Low Carbon Green Life

- 1. Green Campus Activities**
- 2. School Club Activities**
- 3. House**
- 4. Industry**



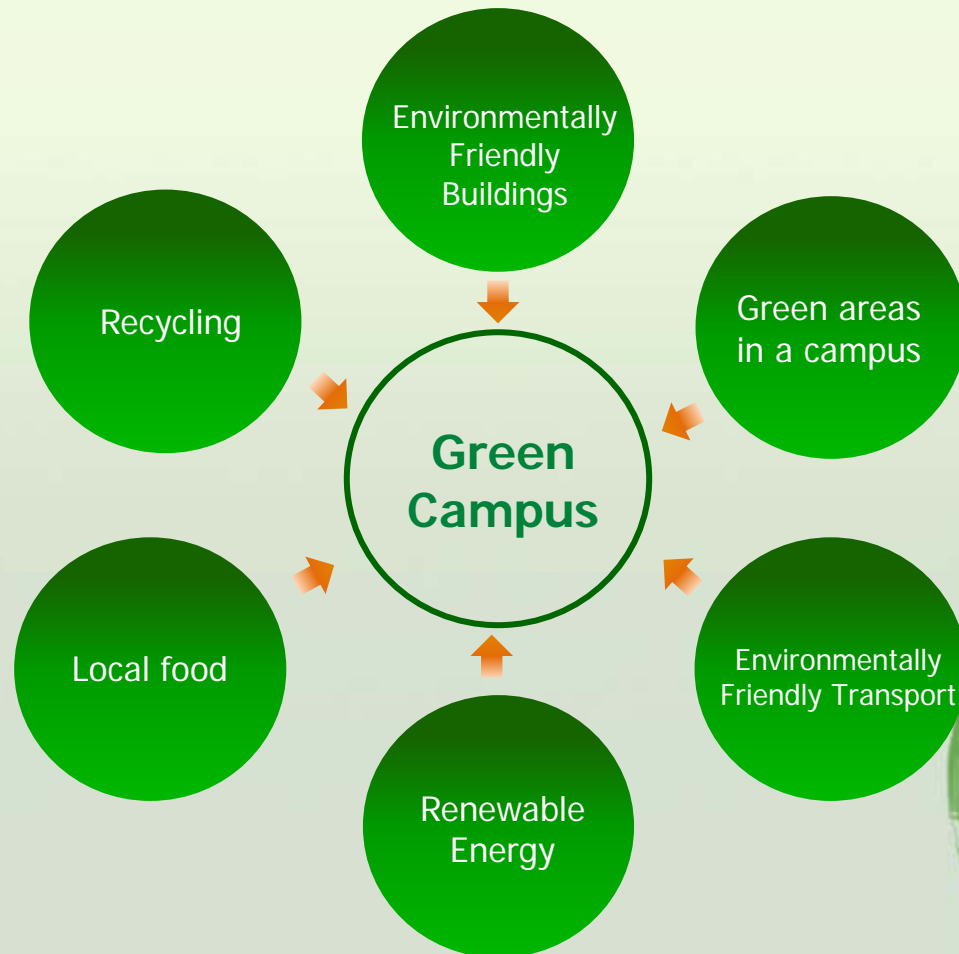
1. Green Campus Activities

1) What is a Green Campus?



1. Green Campus Activities

2) Key Features of Green Campus



1. Green Campus Activities

3) Kookmin University

Making Green Wall

Plant along the wall

Growing plants can reduce the amount of CO₂ in atmosphere



1. Green Campus Activities

3) Kookmin University

Enlarging Green Field

Change parking lots to vegetable gardens

Enlarging green fields can reduce the amount of CO₂ in atmosphere



1. Green Campus Activities

3) Kookmin University

Green Market

Donate unnecessary items

Purchase donated things by low prices

Reusing things can conserve resources



1. Green Campus Activities

3) Kookmin University

Green Market



1. Green Campus Activities

4) Silla University

Eco Campus Idea Competiton



1. Green Campus Activities

5) Chosun University



- Chosun university established 'Green Village' using solar energy
- Renewable energy generated is utilized for the facilities of Chosun university

1. Green Campus Activities

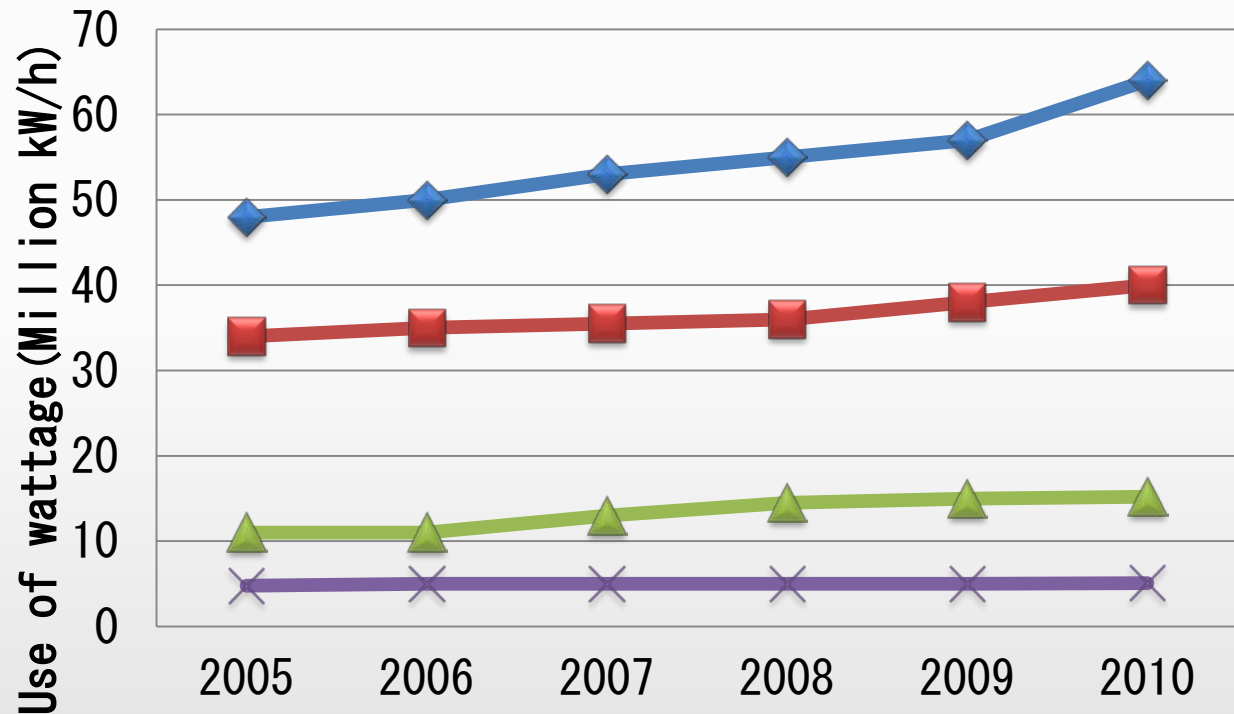
6) Sangji University

Utilization of new and renewable energy
: Geothermal heat system and photovoltaic power system



1. Green Campus Activities

7) Korea Advanced Institute of Science and Technology



- ◆ The whole facilities
- Education Research Installation
- ▲ Supporting Facilities
- ✕ Dwelling

1. Green Campus Activities

7) Korea Advanced Institute of Science and Technology

Due to


- New Buildings that consume a lot of electricity
- Increasing number of students
- Frequent use of air conditioners and heaters

-
- ◆— The whole facilities
—■— Education Research Installation
—▲— Supporting Facilities
—✕— Dwelling

1. Green Campus Activities

7) Korea Advanced Institute of Science and Technology

Energy Saving Keepers

- Patrol the Buildings in the campus
 - Do thermometry and Check Facilities
 - Work 25 hours/month during the semester
 - Rewarded about \$200 of work-scholarship
- 

2. School Club Activities

UNEP Angel



UNEP National Committee for the Republic of Korea-affiliated Environment club for university students

9 Districts all over the country, total over 6,000 members since 2001

4 Fundamental Ideas:
Environment, Youth,
International Solidarity, Culture

2. School Club Activities

UNEP Angel

Welcoming Ceremony



- Bring personal spoon and cup
- Reuse the banner since 15th ceremony

2. School Club Activities

UNEP Angel Earth Day



- Campaign for Earth Day (April 22nd)
- Lead Low Carbon Green Life
by Planting trees and Street campaigning

2. School Club Activities

UNEP Angel

World Environmental Day



- Ceremony on World Environmental Day(June 5th)
- Distribute Reusable paper notebooks or Eco-bags

2. School Club Activities

UNEP Angel

Green Market & 350org Campaign



- Sell personal clothes or things used no more
- Collect Environmental Fund
- Lead Low Carbon Green Life

2. School Club Activities

UNEP Angel

Other Activities



- Use Recycled Paper or Environmentally friendly Paper for Brochure
- Environmental education for kindergarten students

3. House

1) Local Food Consumption Campaign

What is Local Food Consumption Campaign?

Purchase local products and economies

지구, 사람, 농촌을 살리자!

로컬푸드(local food) **운동**

지역에서 생산되는 농산물을 지역에서
소비함으로써 환경과 건강을 지키고
농촌을 살릴 수 있는 로컬푸드를 알아보자

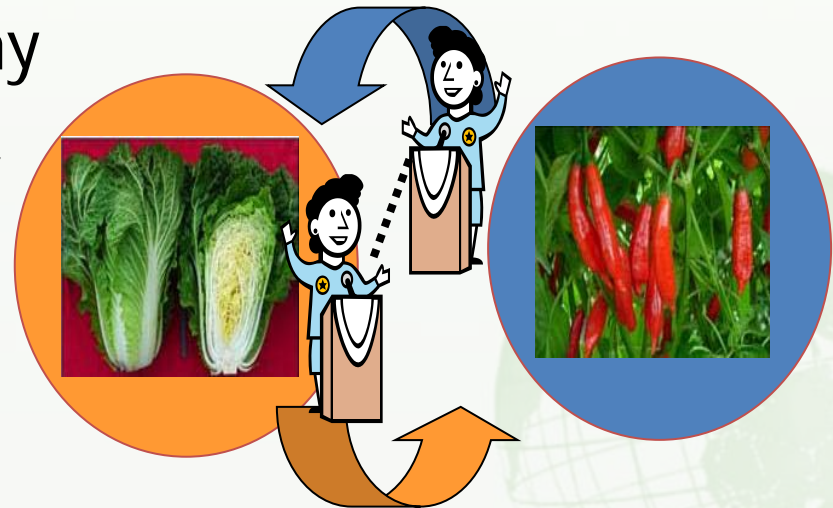


3. House

1) Local Food Consumption Campaign

Benefits of Local Food Consumption

- Reduce CO₂ emission from transportation
- Energize local economy
- Guarantee food safety



3. House

2) Carbon Point Plan

What is Carbon Point Plan?

Government plan that gives points to those houses, companies and schools as much as they reduce CO₂ emission by lowering their energy usage

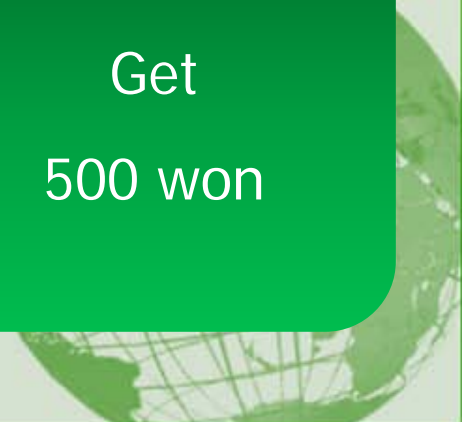
10 kg of CO₂
Emission
Reduction



Save
1 point



Get
500 won



3. House

3) Green Product Consumption Campaign



“Good Recycled(GR)” Product

“Eco-marked” Product

“Energy Conservation” Product

3. House

4) Carbon Labeled Product Consumption Campaign



- Attach labels that show the amount of CO₂ emission to customers
- Accelerate purchase of eco product to customers
- Lead companies to develop low carbon products

4. Industry

1) Definition

The company that
contributes to
environmental
improvement

The Minister of
Environment designates
the Green company



GREEN COMPANY

녹색기업

4. Industry

2) Certified Green Companies

| Date | The Number of Green Companies |
|-----------|-------------------------------|
| 2010. Apr | 189 |
| 2010. Aug | 191 |
| 2010. Dec | 194 |
| 2011. Mar | 196 |
| 2011. Jun | 197 |
| 2011. Sep | 202 |

- Renovate corporate image
- Stimulate companies by economic support from government
 - Refund 50% of performance testing cost
 - Apply exception for policy loan limits

4. Industry

3) Case Studies

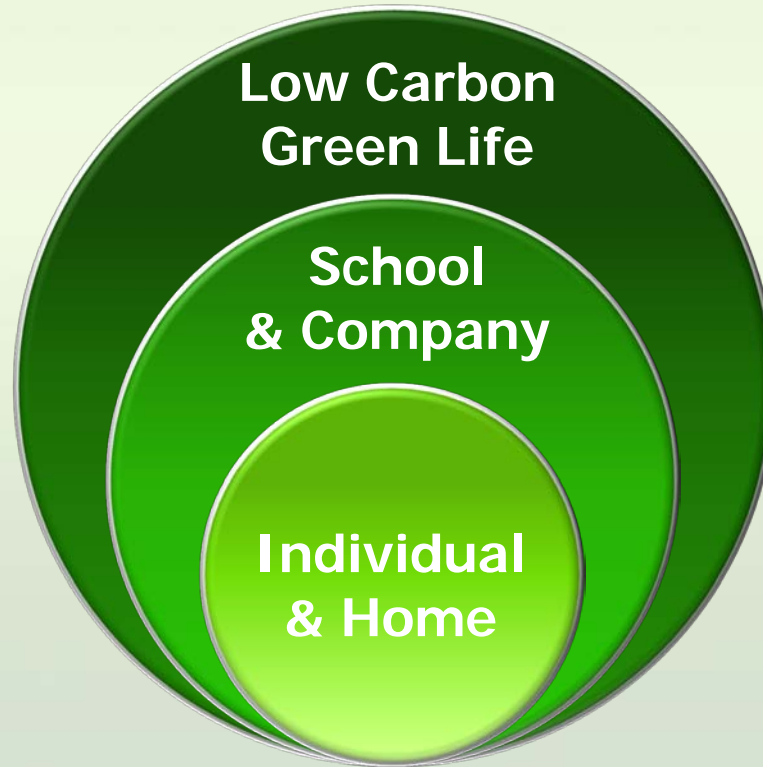
CO₂ Emissions Units(ton CO₂/Product)

| | Y Domestic Paper Company | P Steel Manufacturing Company | P Food Manufacturing Company |
|------|--------------------------|-------------------------------|------------------------------|
| 2005 | 0.800 | - | - |
| 2006 | 0.879 | - | - |
| 2007 | 0.742 | 2.19 | 0.434 |
| 2008 | 0.720 | 2.20 | 0.384 |
| 2009 | 0.741 | 2.14 | 0.357 |
| 2010 | - | 2.13 | 0.356 |

III. Conclusion



III. Conclusion



- ✓ Public Relation
- ✓ Better Sense
- ✓ Better Environment



Thank You