

# Korea Environmental Policy Bulletin

## Greenstart Movement

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### Summary

The Ministry of Environment has been developing a nationwide Greenstart movement since 2008 to realize low carbon green growth as a national vision and to reduce greenhouse gas emissions effectively. The Greenstart movement has been focused on reducing greenhouse gas through civil and government cooperation, raising the level of consciousness of citizens along with technological development through synergistic effects, and playing a role to stabilize the green lifestyle culture. Since October of 2008, after initiating a nationwide network, 246 local networks have been established, and various activities have been developed such as fostering green leaders, climate change week events, climate change education activation, and green life campaigns by season. We have been able to achieve energy savings and greenhouse gas reduction effects through the participation of citizens and organizations in Greenstart movement events, and publicizing excellent cases annually. In the future, Korea is planning to focus on publicizing essential brand projects such as Green Touch and Green Printer to

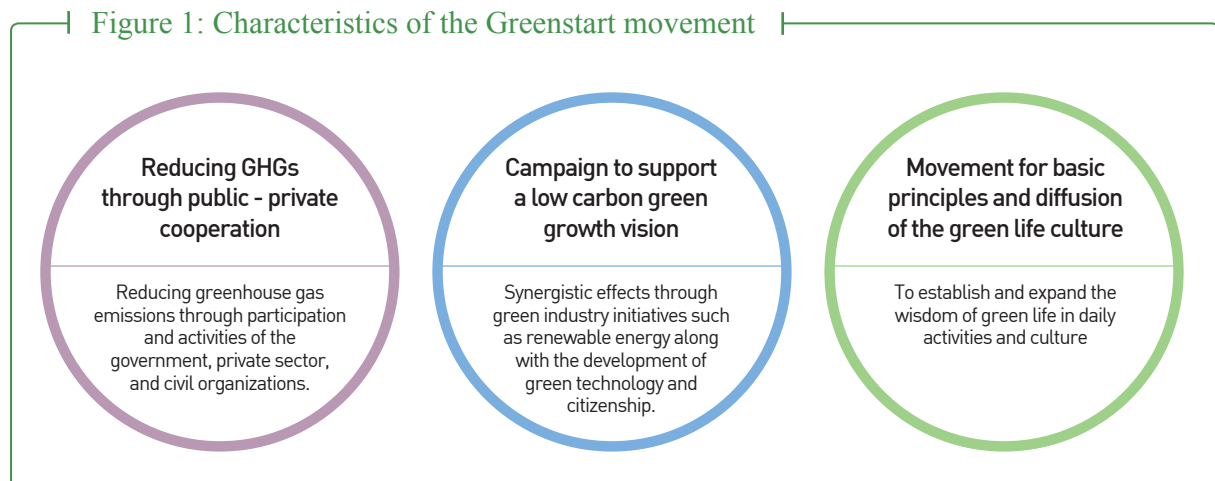
expand the Greenstart movement, and develop customized green lifestyle through strengthening

the capacities of green leaders and expanding climate change education.

## I. Introduction to the Greenstart Movement

With intensive climate change and needs for immediate countermeasures, the Ministry of Environment has been implementing the Greenstart movement on a national level since 2008 in Korea. The Greenstart movement is a national action campaign to reduce greenhouse gases(GHG) in non-industrial sectors such as households, commercial and transportation to realize low carbon green growth

as a national vision to counter climate change. The Greenstart movement aims to reduce GHG emissions through public-private cooperation, to increase the synergistic effects of mature citizenship along with technological development, and to establish the green life culture. Figure 1 shows the characteristics of the Greenstart movement.



Source: Greenstart website ([www.greenstart.kr](http://www.greenstart.kr))

To expand the Greenstart movement and develop it as a national action campaign, the Greenstart Network has been established and various campaigns have been initiated, such as fostering green leaders, climate change week, green feast, green travel,

cool stylishness and warm stylishness to induce all citizens to participate in reducing GHGs. The following chapters introduce various activities, major results, remarkable achievements and future plans of the Greenstart movement.

## II . Activities and Major Results

### 1. Greenstart Network

The Greenstart network is a public-private partnership organization initiated in October of 2008 to expand the Greenstart movement to the nationwide level. The network can be classified into the national network with Korean government, local governments, industrial sector, religious sector, civil society, and the local network with the local governments and the Korean Council for Local Agenda 21. The nationwide network, as of March 2013, is composed of 44 agencies and organizations, playing a central role in the Greenstart movement. Also, a total of 246 local networks have been established for various activities. For example, the Seoul metropolitan city has organized Climate Action Partnership (CAP) as an energy savings network, enticing 10 million citizens of Seoul to lead eco-friendly lives; and the Busan metropolitan city has established 16 Greenstart local networks including the Greenstart Busan Network. The Ministry of Environment and the Greenstart national network have signed MOUs with 292 corporations and organizations to reduce GHGs in industrial sectors, and to develop a green life action campaign to expand the Greenstart movement.

### 2. Green Life Action Program

The Greenstart network has been developing green life action advertisements to discover and suggest many activities to reduce GHG emissions in daily life, and support a budget to promote action programs according to the characteristics of each area and organization. As a result, 23 programs in 2009, 22 in 2010, and 12 in 2011 have been developed; and

252 million Korean won (KRW) was provided to support 18 programs in 2012. Also, Green Touch was developed to save standby power as a part of reducing GHGs through changing the habits of computer use, and a total of 750,000 computers were distributed free of charge until July of 2013. It is expected through such a campaign to reduce 6,651 tons of CO<sub>2</sub> and save 15.68 million kW of electricity.

### 3. Green Leader

Green leader refers to a green life leader who will lead the campaign to reduce GHGs in our daily life. The Greenstart network operates climate schools in 17 metropolitan cities/provinces and fosters green leaders according to their residential areas, including beginner green leader for a youth/housewife/soldier, intermediate green leader for GHG detection consulting, and advanced green leader for a climate change education. Table 1 shows the roles and activities of green leaders according to their levels.

The Greenstart network has supported local governments by investing in strengthening the capabilities of green leaders and their activities: 1.6 billion KRW in 2010, 2.36 billion in 2011, 2.85 billion in 2012, 2.9 billion in 2013. As a result, 90,247 green leaders have been fostered for various activities until March of 2013, and there are 77,257 beginners, 9,555 intermediate, and 3,435 advanced, respectively (Table 2).

**Table 1 : Roles and Detailed Activities of Green Leader**

Levels	Roles	Detailed Activities
Beginner	Participating in various programs after being selected as a green leader; leading green life action campaign	<ul style="list-style-type: none"> <li>To develop Green Life Action Campaign in relation with nationwide programs</li> <li>In linkage with local events and festivals, the green life action campaign has been developed by area and field through the common understanding of local residents: 10 green life action assignments, a Carbon Point system, the carbon reduction campaign by 1 ton per household, etc.</li> </ul>
Intermediate	Visiting households to diagnose GHG emissions and expanding the green life action campaign	<ul style="list-style-type: none"> <li>To promote a Carbon Point system and visit households for diagnosis of GHG emissions and consulting activities</li> <li>Advertisement of low carbon green life action and campaign activities</li> </ul>
Advanced	Education and re-education according to their levels for green leaders	<ul style="list-style-type: none"> <li>To support education for green leaders and for green growth and climate change countermeasures</li> <li>To support education for green leaders by composing a pool of highly educated human resources.</li> </ul>

Source: Data from a climate change cooperation division, the Ministry of Environment in Korea

**Table 2 : The Status of Green Leaders by Area**

Area	Beginner	Intermediate	Advanced	Total
Sum	77,257	9,555	3,435	90,247
Seoul	20,607	1,012	669	22,288
Busan	6,269	416	76	6,761
Daegu	2,739	425	28	3,192
Incheon	2,699	120	125	2,944
Gwangju	1,109	627	223	1,959
Daejeon	2,288	1,060	80	3,428
Ulsan	1,882	302	27	2,211
Sejong	-	32	20	52
Gyeonggi	5,103	1,732	624	7,459
Gangwon	2,823	548	299	3,670
Chungbuk	3,161	428	101	3,690
Chungnam	12,535	394	372	13,301
Jeonbuk	1,816	481	291	2,588
Jeonnam	4,269	479	209	4,957
Gyeongbuk	6,141	406	-	6,547
Gyeongnam	3,049	895	135	4,079
Jeju	767	198	156	1,121

Note: as of March 2013 (Unit: pers.)

Source: Data from a climate change cooperation division, the Ministry of Environment in Korea

## 4. Climate Change Education

The Greenstart network has developed various educational contents customized for different levels of subjects to activate regional climate change education and distributed them to local networks and related agencies. For example, the book 'Understanding of Climate Change' published in December of 2008 can be useful in the school education because it is targeted to teenagers. It is classified into 2 levels for elementary and middle schools so that anybody can understand the global climate change phenomena and recognize the importance of climate change countermeasures. To manage green leaders efficiently, a 'Employment and Management Manual of Green leader' was developed in June of 2010 to cover all of the fostering process of green leaders such as recruitment, education, activities, management, and evaluation. To counter climate change, detailed and practical education content was developed reflecting the characteristics of the subjects: 11 items of educational material for teachers, 9 items of educational tools for infants and elementary school, and 12 animations by fields.

In order to contribute to the sustainable development of the nation and improve national climate change countermeasures based on systematic and substantial climate change education, 77 climate change education centers are currently under operation. For operation and management of the climate change education center, the 'Establishment and Employment Manual of Climate Change Education Center' provides the status of infrastructure, such as climate change education programs and local educational centers, and information on 3Ps (People, Place, Program).

In addition, an 'e-climate Change Education Center' provides information on local climate change education center and various climate change education contents through cyber space <sup>1)</sup>. It performs as the role of central point by connecting each offline climate change education centers and by sharing highly useful educational contents.

## 5. Green Life Action and Campaign by Season

The Greenstart network has developed various advertisement campaigns by providing practice principles of a so-called 'The Wisdoms for Green Life.' In the meantime, the public subscription for Greenstart Creative Art work and Children songs has the nationwide advertisement effects of the Greenstart movement; several campaigns such as the Green Feast Campaign and Green Travel Summer Campaign continue with positive effects. Also, in order to spread 'Green Life Me First,' the Korean government has held One week Events for climate change every year, as well as the green commuting action movement, the nationwide turn-off movement of one light, a day without a car, and so on <sup>2)</sup>. The following takes a look at major advertisements and campaigns.

### (1) Oath to Reduce GHG Emissions

A nationwide advertisement for a boom on reducing GHGs campaign starts with an oath to reduce GHG emissions. Anybody can sign in and practice the oath on the Greenstart website and 1.6 million people have signed in as of June 2013.

1) e-climate change education center website [<http://educenter.greenstart.kr>]

2) A variety of information for Greenstart movement can be found in Greenstart website and SNS (Social Network Service; Blog, Twitter, Facebook, etc).

Table 3 : Oath Event for Green Life Action in 2013



Oath event for green life action and chairman inauguration ceremony of green leader council

- Date: April 8, 2013
- Location: Ulsan Nam-gu
- Participants: approximately 150
- Host: Greenstart Ulsan Network
- Oath for green life, chairman inauguration ceremony, performance, an appreciation plaque and contribution awards

Source: Greenstart website (www.greenstart.kr)

## (2) One Week Events for Climate Change

To commemorate 'Earth Day' on the April 22 of each year, climate change week has been designated for that week to hold events where participants can experience the seriousness of climate change and green life action. For example, climate change week events of Gyeongsangbuk-do in 2003 include many sub-events such as advertisement for growing one plant for one person, Green Card and Green Touch, distribution of the green life action leaflet, cultivation liquid for Effective Microorganism (EM), energy savings shopping bags and mugs, etc.

## (3) Cool Stylishness and Warm Stylishness

The Greenstart network has produced an illustrated magazine on cool stylishness in June 2012 as a part of its green life advertisement activities. Cool stylishness is a new term referring to styles considering weather, politeness, health and fashion. The campaign suggests

cool and comfortable, yet polite clothes, to be worn in offices to reduce GHG emissions, such as no tie, sleeveless shirts, knee length skirts, and so on (Table 4). The aim of cool stylishness is to decrease bodily felt temperature by 2 degrees, saving on cooling expenses, preventing diseases caused by air cooling and reducing GHG emissions. In addition, the public and commercial sectors are expected to decrease 1.97 million tons of CO<sub>2</sub>, which is equivalent to planting 700 million baby pine trees.

Warm stylishness suggested in December 2010 is another new term referring to comfortable and warm styles of clothes for the winter. To reduce the heating temperature of indoors and offices, the winter campaign is focused on suggesting comfortable and warm clothes such as wearing clothes overlapped, underclothes and mufflers (Table 5). Warm stylishness has the effect of increasing bodily felt temperature by 2.4 degrees; therefore, it helps with reducing the cost of heating, strengthening adaptability and reducing GHGs. As a result, it is possible to reduce 3.44 million tons of CO<sub>2</sub>, equivalent to planting 1.2 billion baby pine trees.

Table 4 : Cool Stylishness Action Plan

<b>Hairstyle</b>	<b>Neat hairstyle for cool and good lifestyles</b>
	<ul style="list-style-type: none"> <li>- Women have their hair cut short or tied instead of having it down</li> <li>- Men have their hair neatly arranged to the side and behind so that it does not touch collars</li> </ul>
<b>Clothes</b>	<b>Stylish with shirts and no tie! Wearing active pants</b>
	<ul style="list-style-type: none"> <li>- Do not wear ties and have buttons near the neck open</li> <li>- Select bright colors, stripes or coolish patterns for the top</li> <li>- However, do not wear see through material so that you do not have to wear underwear</li> <li>- For the bottom, wear wide bottoms for ventilation</li> </ul>
<b>Material</b>	<b>Utilize functional material</b>
	<ul style="list-style-type: none"> <li>- Wear functional material such as hemp and bamboo so that it's light and breezy</li> </ul>
<b>Shoes</b>	<b>Low shoes and sneakers for cool stylishness</b>
	<ul style="list-style-type: none"> <li>- Thin and light low shoes and lopper style summer shoes, light sneakers</li> </ul>



Cool stylishness suggested for men

Cool stylishness suggested for women

Source: Greenstart website ([www.greenstart.kr](http://www.greenstart.kr))

Table 5 : Warm Stylishness Action Plan

<b>Accessories</b>	<b>Wear various winter fashion accessories warmly and stylishly</b>
	<ul style="list-style-type: none"> <li>- You can easily block heat loss by wearing bright colored or check-marked scarfs, mufflers, and shoals around your neck and shoulders.</li> <li>- Minimize heat release by wearing hats, earplugs and gloves</li> </ul>
<b>Clothes</b>	<b>Wear clothes in double layers and underclothes to create air layers</b>
	<ul style="list-style-type: none"> <li>- Create warm air layers by wearing clothes in double layers such as underclothes</li> <li>- Wear padded, quilted clothes lightly outside, and wear sweaters, cardigans and jumpers indoors</li> <li>- If you wear a vest, it provides more warmth for transmitting heat from heart to arms and legs.</li> </ul>
<b>Material</b>	<b>Functional material to wear lightly for activities</b>
	<ul style="list-style-type: none"> <li>- Polapolis, wool, acryl, artificial fur or leather are effective in keeping warm and are easy to maintain</li> </ul>
<b>Shoes</b>	<b>Keeping the feet warm</b>
	<ul style="list-style-type: none"> <li>- Increase area to be covered with long socks for men and thick and black stockings for women</li> <li>- Wear overshoes to keep feet warm and boots to decrease areas of exposure to cold air</li> </ul>



Warm stylishness suggested for men



Warm stylishness suggested for women



Source: Greenstart website ([www.greenstart.kr](http://www.greenstart.kr))





#### (4) Semi-annual Event for GHG Detection

Green leaders visit households nationwide frequently, diagnose their energy usage status and GHG emission status, and consult various life practices to save energy through green lifestyle. Especially, during summertime (July to September) and wintertime (December to February), the range of diagnostic consulting is expanded to an energy savings campaign on a nationwide level.

#### (5) Green Summer Vacation Campaign

The Greenstart network conducts green summer vacation campaigns at major airports, railway stations, highway stops, beaches and national parks for vacationers based on the 'Wisdoms for a Green Travel' every July and August. (Table 6)

Table 6 : Examples of Green Summer Vacation Campaign

Green Summer Vacation Campaign	
<p>■ Green Summer Vacation Campaign in Gyeongpo</p> <ul style="list-style-type: none"> <li>• Date: July 22, 2012</li> <li>• Location: Near Gyeongpo Beach</li> <li>• Events                             <ul style="list-style-type: none"> <li>- Sign up for the reducing GHG action promise</li> <li>- Distribute publications on how to dispose of waste correctly</li> </ul> </li> </ul>	
<p>■ Green Summer Vacation Campaign in Busan</p> <ul style="list-style-type: none"> <li>• Date: August 14-15, 2012</li> <li>• Location: Near Gwanganri Beach</li> <li>• Events                             <ul style="list-style-type: none"> <li>- Carbon footprints: tourists calculate how much carbon dioxide they have emitted during travel to their destinations</li> <li>- Turn the fan on: events where users ride a bicycle generator to turn on a fan or electronic products</li> </ul> </li> </ul>	

Source: Greenstart website (www.greenstart.kr)

#### (6) Green Feast Campaign

The Greenstart network conducts green feast campaigns during New Year's and Thanksgiving Day

at railway stations and airports based on 'Wisdoms for Green Feast' and advertises online through website and SNS media.

Table 7 : Examples of Green Feast Campaign

Green Feast Campaign	
<p>■ Green Feast Campaign in Ulsan</p> <ul style="list-style-type: none"> <li>● Date: February. 7, 2013</li> <li>● Location: Ulsan Lotte department store square</li> <li>● Events                             <ul style="list-style-type: none"> <li>- Green life action principle PR                                     <ul style="list-style-type: none"> <li>• Unplug cords of electronic products not in use</li> <li>• Make only as much food as you eat</li> <li>• Do not use disposable material during visits to tombs</li> <li>• Do not stop or accelerate suddenly while driving</li> <li>• Use public transportation</li> </ul> </li> <li>- Distribute envelopes and eco-friendly green socks</li> </ul> </li> </ul>	<p>■ Green Feast Campaign in Gyeongsangnam-do</p> <ul style="list-style-type: none"> <li>● Date: February. 7, 2013</li> <li>● Location: Gyeongnam Changwon Jungang station</li> <li>● Events                             <ul style="list-style-type: none"> <li>- Green life action principle PR                                     <ul style="list-style-type: none"> <li>• Unplug cords of electronic products not in use</li> <li>• Make only as much food as you eat</li> <li>• Wear underclothes</li> <li>• Use public transportation</li> </ul> </li> <li>- Distribute multi-taps to save energy</li> </ul> </li> </ul>
	

Source: Greenstart website ([www.greenstart.kr](http://www.greenstart.kr))

## 6. Greenstart National Event

The Greenstart network has been holding Greenstart national events every year since 2008 to share excellent cases and evaluate the development results of the Greenstart movement. In October of 2012, the 5th Greenstart national event was held with 4,000 participants from the government, local green leaders and related organizations. This event includes lots of sub-events such as announcing excellent cases for low

carbon green growth, commendations for eco-friendly industry and low carbon green growth, Greenstart contest awards, representatives conference of Greenstart national network, green growth forums, regular general meetings of green leader council, and so on. The Greenstart contest means a Greenstart network contest and green leader contest held in August to September every year. Also, for green life culture education and advertisements, various content contests are held for songs, cartoons, pictures and UCC.

## III . Cases of Remarkable Achievement

### 1. Cases of Remarkable Achievement by Year

#### (1) Cases in 2009

The Greenstart Sokcho Network has been contributing to the participation of local society in the Greenstart movement and raising consciousness through various activities in which citizens get to participate, such as a car-free environment citizens' festival and green footprints

academy. The Green footprint academy held for 6 months from June of 2009, is selected as an excellent case for Greenstart contests by providing climate change education and fostering approximately 100 green leaders. In addition, 16,000 people have participated in the green market with 30 organizations and joined in planting 3,350 young trees for the forest movement in Sokcho.

The Greenstart Jecheon Network has been designated as an excellent case for a Greenstart local network. The 'Bicycle living movement for embodying a low carbon society' has improved and expanded bicycle roads through survey results on bicycle usage of 700 citizens and bicycle roads monitoring. Also, the network has distributed 4,000 maps of bicycle roads to citizens, schools and organizations to promote a bicycle mileage movement. As a result, the total mileage of participants

has reached 325,655km, reducing 94,153kg of CO<sub>2</sub>. Through the activities of Greenstart network, 2,500 citizens have participated in safe bicycle classes and bicycling movement more than 5 times in Jecheon.

Gwangju Sinan-dong Mo-a town has contributed to generating eco-friendly life models by reducing food waste and energy usage in an apartment complex. The detailed projects include separate garbage collection using an earthworm, saving energy usage by 20%, the zero waste and disposable products movement, saving water, and reducing synthetic detergent campaigns, etc. Especially, using earthworms, raw garbage has been processed into compost, reducing food garbage disposal by 15% compared with 2007.

Table 8 shows some cases of remarkable achievement by the Greenstart movement conducted in 2009.

**Table 8 : Remarkable Cases of Greenstart Movement in 2009**

Names of Cases	Names of Groups
Eco-label activation and boycott campaign against low efficiency energy product	Consumers Korea
Climate leader fostering and Greenstart publicity education	Greenstart Sokcho Network
'Greenstart Gunpo' to build an energy sufficient city	Green Hope Gunpo 21 Action Committee
Greenstart designated by an eco home doctor	Jeonbuk 21 Development Committee
Establish foundation for climate school management	Incheon 21 Practice Committee
Raising the will to respond to climate change	Clear and Green Daegu 21 Development Committee
Develop educational materials for climate change education	Green City Busan 21 Development Committee
Various climate change response activities such as 'Let's play, climate'	Greenstart Wonju Network
Develop green activities such as small voluntary climate groups	Greenstart Cheonan Network
Bicycle living movement for embodying a low carbon society	Greenstart Jecheon Network
Fostering climate change teachers from Bitgoul Climate College	Greenstart Gwangju Network
Establish automated public bicycle system 'Nubiza'	Changwon-si
Embody 'green information' lifestyle in small activities	Ministry of Land, Infrastructure and Transport, Seoul Regional Aviation Administration
Form eco-friendly life habits to embody green lifestyle activities	Jeju Ora Elementary School
Develop green apartments in consideration of the environment	Gwangju Sinan-dong Mo-a town

## (2) Cases in 2010

The Greenstart Wonju Network has produced 4 publicity videos on climate change including 'Up Green Down CO<sub>2</sub>' to promote a climate change adapted eco-friendly green city, and investigated the level of interest of citizens in climate change. It also has distributed 3,000 creative cartoon books to 63 classes of elementary schools regarding climate change education, fostering 14 elementary school teachers and 20 teenagers as green leaders at various levels. In addition, it has supported 2 million KRW subsidy in the first 100 hybrid cars to establish green traffic infrastructure.

The Ulsan Metropolitan City Installations Management Corporation has contributed to building the largest scale

Ulsan Grand Park and managing street trees as a part of green infrastructure. Also, various green life activities have been conducted such as decreasing disposable products, strengthening recycling, introducing green life action incentives, and green mileage. Especially, the energy 3R (Reduce, Reuse, Recycle) campaign has been carried out as a part of the green growth movement, and as a result, electricity consumption has been reduced by 9.5% monthly for the Ulsan Grand Park, and water usage and urban gas usage have dropped at family culture centers by 17.1% and 14.2%, respectively.

Table 9 shows some cases of remarkable achievement by the Greenstart movement conducted in 2010.

**Table 9 : Remarkable Cases of Greenstart Movement in 2010**

Names of Cases	Names of Groups
Entice voluntary participation of citizens by activating a public-private network	Gwangju Gwangsan-gu Office
Conduct relay campaigns for green life activities	Greenstart Gwangyang Network
Develop green activities customized for local citizens	Greenstart Sokcho Network
Disseminate green life through expansion of the foundation for the Greenstart movement	Greenstart Incheon Network
Encourage the Green lifestyles of households that reduce greenhouse gas by 10%	Greenstart Busan Network
Green day campaign for voluntary government employees	Greenstart Seongnam-si Network
Target for climate change adapted eco-friendly green city	Greenstart Wonju Network
Embody green capital with all citizens united	Greenstart Jeungpyeong Network
Expand voluntary participation for supporting the green life movement	Greenstart Chungcheongnam-do Network
Hands-on green education program	Andong YWCA
Develop energy movement for green growth	Ulsan Metropolitan City Installations Management Corporation
Host eco-friendly eco-mom academy and select a green family	Gwangju Shinsegae Department Store Co. Ltd.
Green life action using railroad infrastructure	Korail Airport Railroad Co., Ltd.
Eco-friendly apartment with low carbon design	Hyundai Engineering & Construction Co., Ltd

### (3) Cases in 2011

The Consumers Korea in Sunnam has developed a voluntary energy savings movement along with representatives from each apartment complex. As a result, Sinheung Jugong Apt. Neuti maeul, Eullim Apt. and Sanseong Apt. have realized total economic benefits of 6.355 million KRW by saving 534,475kWh of electricity.

The Gwangsan-gu of Gwangju city had publicized energy

savings for 255 housewives and students by going around the neighborhoods every Friday, visiting 540 households of 16 apartments, and measuring standby power 16 times. Also, they have supported the publicity and participation of 293 households in a Carbon Point system and carried out green education 7 times for government employees and students.

Table 10 shows excellent activities cases of the Greenstart movement conducted in 2011.

Table 10 : Remarkable Cases of Greenstart Movement in 2011

Names of Cases	Names of Groups
Voluntary daily campaign for government employee to commute without a car	Gwangju City Hall
Host a climate change environment film festival	Greenstart Incheon Network
Conduct clean activities for Earth day and local activities	Greenstart Hampyeong Network
Climate change response publicity panel exhibition and green campaign	Greenstart Goyang Network
Climate change response greenhouse gas reduction activities event	Suwon YMCA
Bicycling and eco-friendly driving	Greenstart Guri Network
Green commute activity movement	Sungju District Office
Low carbon green city with citizens	Green Chungju 21 Committee
Low carbon green city, green apartment, green home energy savings movement	Consumers Korea in Sunnam
Reducing greenhouse gas through green life activity school	Wonju Sustainable Development Committee
Love Earth project to envision energy transfer villages	Environment Justice
Activities for clean air and Greenstart movement	Hambak Middle school
Green power movement in workplace	GS power (Inc.) Bucheon Combined Heat and Power Plant
Me first green life activity-low carbon day movement	Gwangsin-gu, Gwangju city
Participate in carbon emission trading system among public organizations and carbon neutrality	Ulsan City Facility Maintenance Corp.

#### (4) Cases in 2012

The Korea Institute Center for Sustainable Development has compared Carbon Point registered households and general households to identify the effects of activities for a green life within a household, measuring energy usage based on survey results of 1,200 households nationwide.

The Green Climate School has expanded social activities

of the old generation in linkage with local communities, contributing to the activation of jobs for the aged and their energy savings. Also, It has fostered 26 green teachers, and provided green education 268 times for 11,172 citizens, expanding environmental education into regular school hours, not after.

Table 11 shows excellent activities cases of the Greenstart movement conducted in 2012.

Table 11 : Remarkable Cases of Greenstart Movement in 2012

Names of Cases	Names of Groups
Various training programs for activating eco-drives	Dongdaemoon-Gu Facility Management Corporation
Diagnosis of greenhouse gas emissions by each apartment and consulting	Greenstart Jeju Network
Entice 100,000 households to participate in a Carbon Point system	Jeollabuk-do Provincial Office
Employment of designated green school and develop of citizens' bicycle activation	Buyeo District Office
Education for eco-friendly products purchasing and Earth day event	Jeungpyong District Office
Gangwon province energy savings golden bell event	Gangwon Provincial Office
Energy savings event and green school class	Busan Moms Green Movement Headquarter
Green office, green travel campaign	Sungnam City Hall
Analysis on the GHG emission for participated households in a Carbon Point system	Korea Institute Center for Sustainable Development
Senior's dream, connected with juniors	Green Climate School
Green consulting management support for small and medium business with green life dissemination	IBK
Environmental day and energy savings campaign	Greenstart Daejeon Network
Green apartment movement by 10% saving of electricity	Cheonan Green Consumption Network
Citizen environment school and green village school	Changwon City Hall
Walking festival for low carbon green life action	Greenstart Chungnam Network

## 2. Cases of Remarkable Achievement for Green Leader

The Ulsan Buk-gu Committee of Green Leader conducted the Me-first green life education 22 times and green life action campaigns 5 times in 2011 at regional offices, libraries and corporations. Especially, GHG emission diagnosis activities have been conducted for 105 households during April of 2011, measuring standby electricity and guiding how to join a Carbon Point system.

The 50 green leader consultants of the Greenstart Chungnam Network have visited 255 households in 4

districts (Cheonan, Asan, Yeongi, Dangjin) to execute consulting activities to reduce GHGs, confirming a 38% reduction compared with general households, 35% compared with apartments and 48% with independent households.

The Busan EJIMO is designated as an excellent case due to the education with the advanced green leaders. It has conducted climate school classes going around to 200 classes of kindergartens, elementary and middle schools in the Busan from April to October in 2011, utilizing customized material.

## IV. Future Plans

The Greenstart network has planned to develop a nationwide campaign based on public-private cooperation by receiving on-site opinions through various communication channels, reflecting them in policies, and signing an MOU to entice the positive participation of major companies. Also, the network plans to publicize Green Touch as a core project of Greenstart movement, distributing 700,000 of them until 2013. It is expected to save up to 100,000 MWh electricity yearly when 700,000 Green Touch are on savings mode for 3 hours daily, 240 days yearly, reducing 42,000 tons of CO<sub>2</sub>. From the latter half of 2013, the network are planning to introduce new action programs to reduce GHGs such as an energy efficient saving financial automation system and a paper-saving printer program, and to analyze the effects of the Greenstart movement quantitatively.

We also plan to strengthen the capacities of green leaders by expanding intermediate and advanced green leaders

continuously, and to activate GHG diagnosis consulting services by visiting approximately 200,000 households until the end of 2013. In addition, we are planning to establish an integrated system for green leader operation/management to confirm the energy usage status of diagnosed households, and to manage the major activities of green leaders such as climate change education. To activate climate change education, all information on teachers, experiential and practical programs, various educational content, and publicity materials can be provided and shared through an e-climate change education center. Lastly, we will prepare optimally customized advertisement strategies for students, housewives, and laborers, and increase the accessibility and convenience of the Greenstart movement through the Greenstart mobile website. Also, we will try to make it a foundation of a society with a green life action by activating seasonal green life campaigns.

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