

# 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

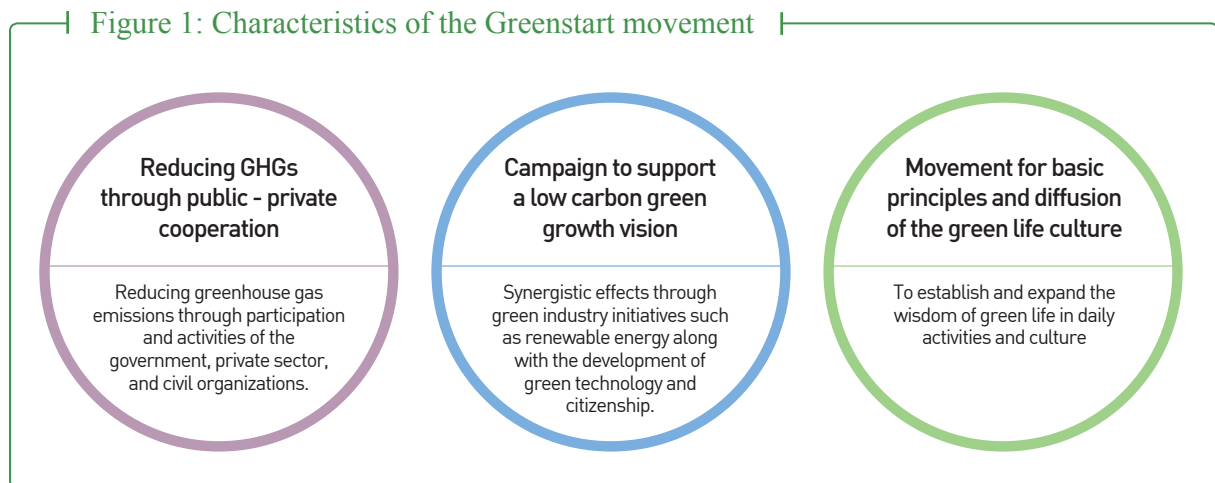
expand the Greenstart movement, and develop customized green lifestyle through strengthening

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

Accessories	Wear various winter fashion accessories warmly and stylishly
	<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>
Clothes	Wear clothes in double layers and underclothes to create air layers
	<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>
Material	Functional material to wear lightly for activities
	<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>
Shoes	Keeping the feet warm
	<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>



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