Green Big.

Incheon National University

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Presentation Structure

1. Problem Analysis
2. Objective Analysis
3. Strategies

SDGs no. 11
“Sustainable Cities and Communities”

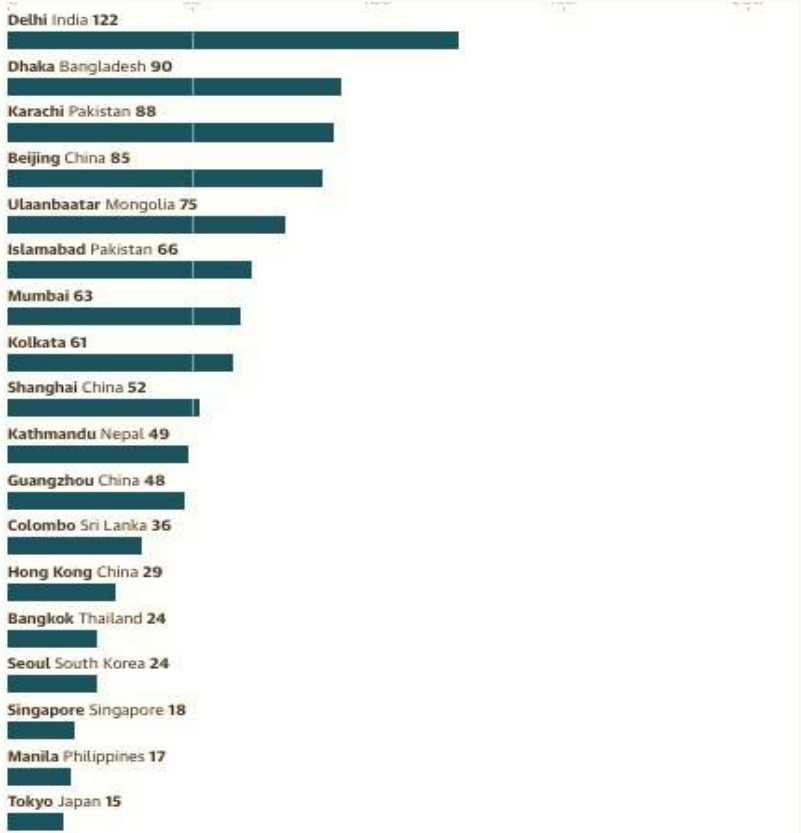
Target 11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention ***to air quality*** *and* ***municipal*** *and* ***other waste management***

”

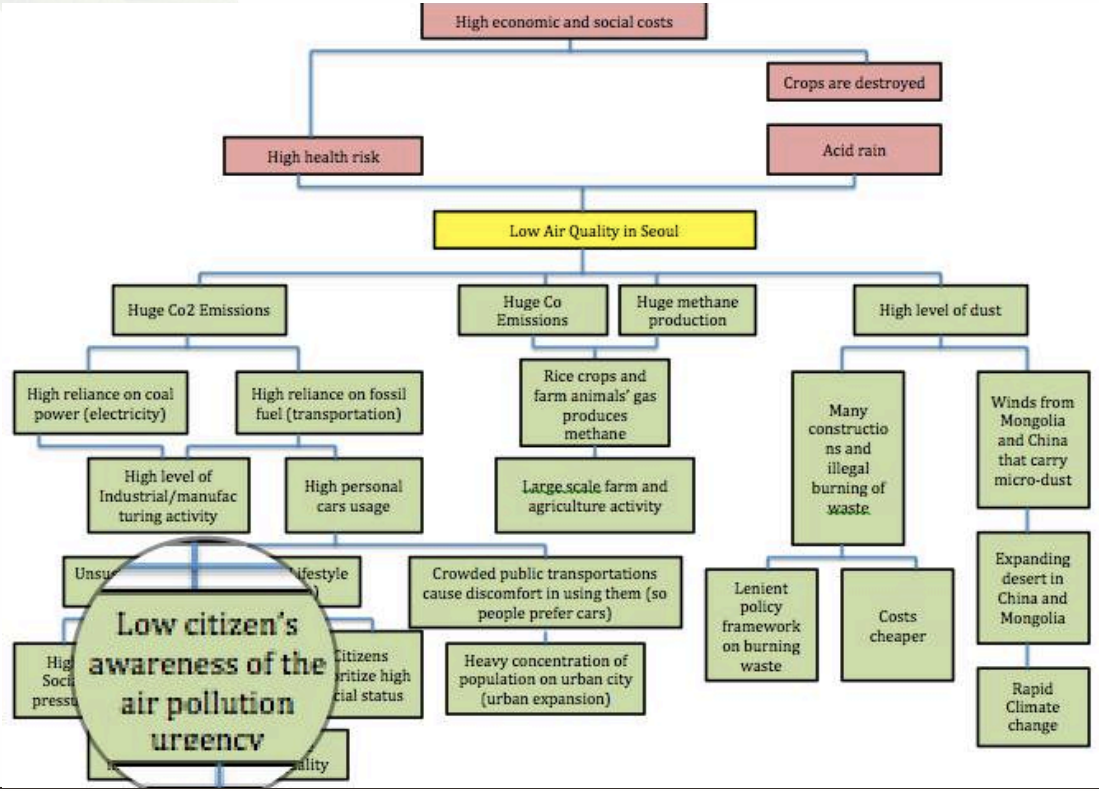
Why Air Pollution?

PM 2.5 Annual Mean Micrograms per Cubic

WHO (2017)



1. Problem Analysis


High economic and social costs
Crops are destroyed
High health risk
Acid rain
Low Air Quality in Seoul
Huge Co2 Emissions
Huge Co Emissions
Huge methane production
High level of dust
High reliance on coal power (electricity)
High reliance on fossil fuel (transportation)
Rice crops and farm animals' gas produces methane
Many constructio ns and illegal burning of waste
Winds from Mongolia and China that carry micro-dust
High level of Industrial/manufac turing activity
High personal cars usage
Large scale farm and agriculture activity
Crowded public transportations cause discomfort in using them (so people prefer cars)
Lenient policy framework on burning waste
Costs cheaper
Expanding desert in China and Mongolia
Heavy concentration of population on urban city (urban expansion)
Rapid Climate change
Low citizen's awareness of the air pollution ureency

79,0%

“interested in environmental protection” *Ministryf of Environment South Korea* (2008)

2010

Younger generations are more passive regarding environmental issues
(*Park Hee-jae, Huh Joo-young*)

=Gap between

Level of participation of the younger generations in pro-environmental actions was much lower than their older counterparts

3. Objective Analysis

“Increasing awareness for sustainable lifestyle among the South Korean society, especially among youth”

City Scope: Seoul

4. Strategies

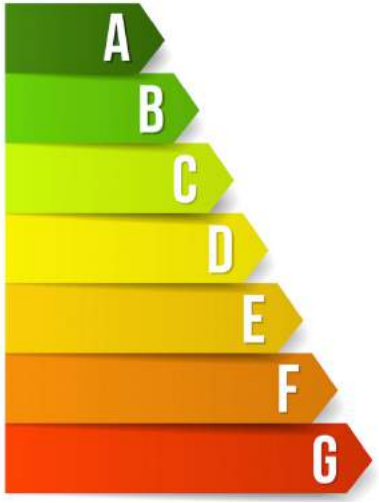
“Internalize green culture awareness with strategic ‘choice architecture” to promote wise consumption”

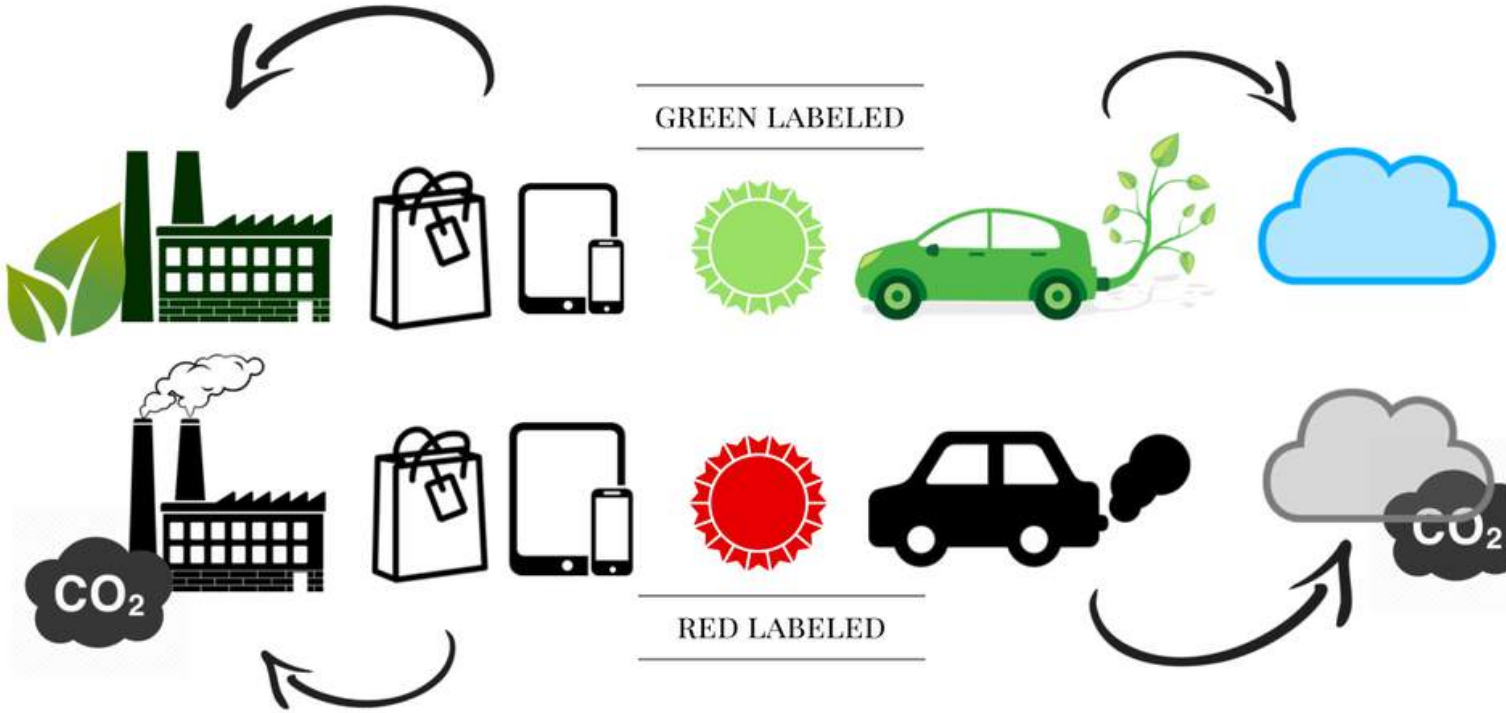
Results: *the things used and bought by the citizens are more environmentally friendly*

Our Inspiration

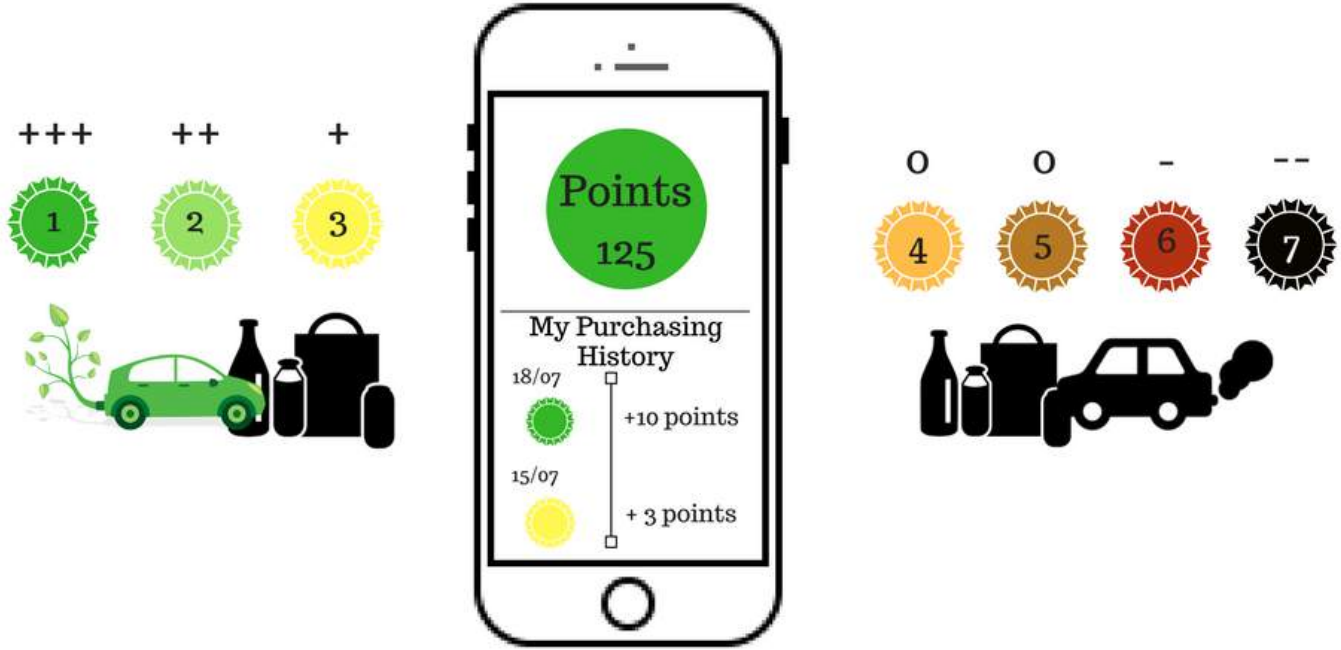
Eco-Label

Labeling classification system




GREEN LABELED
RED LABELED
CO_2
CO_2

Rewarding System (Integrated App)

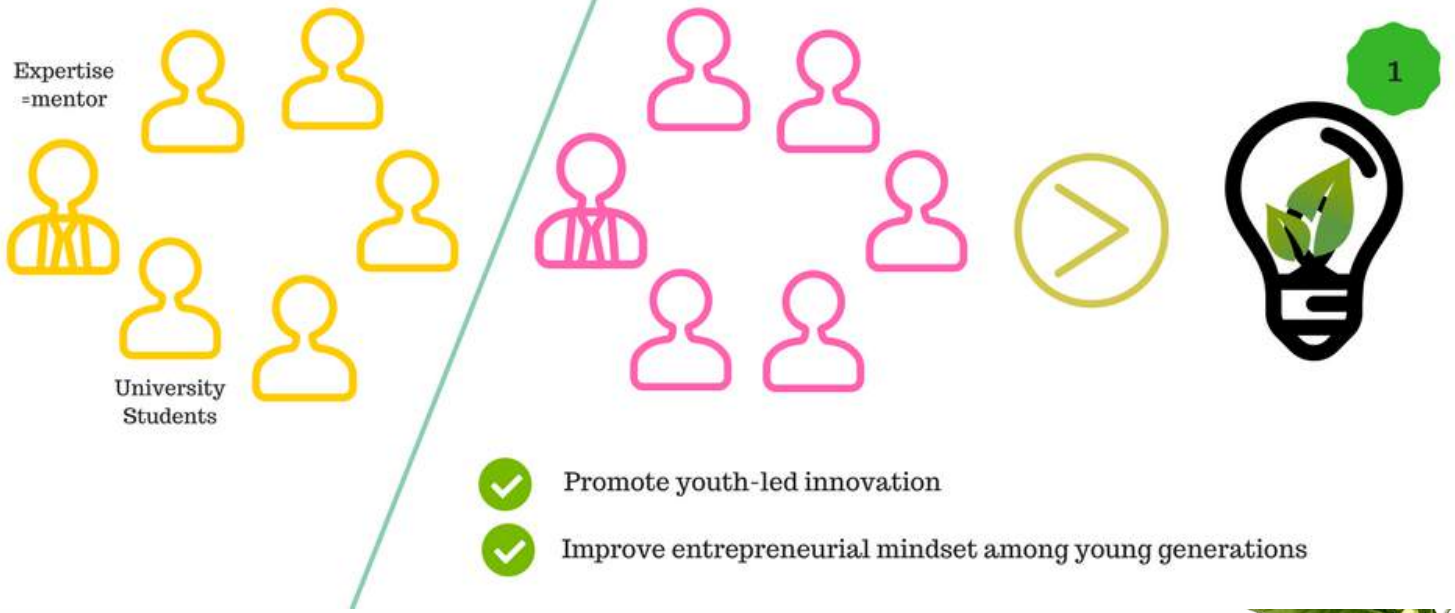


“Starting Local, Aiming Global”

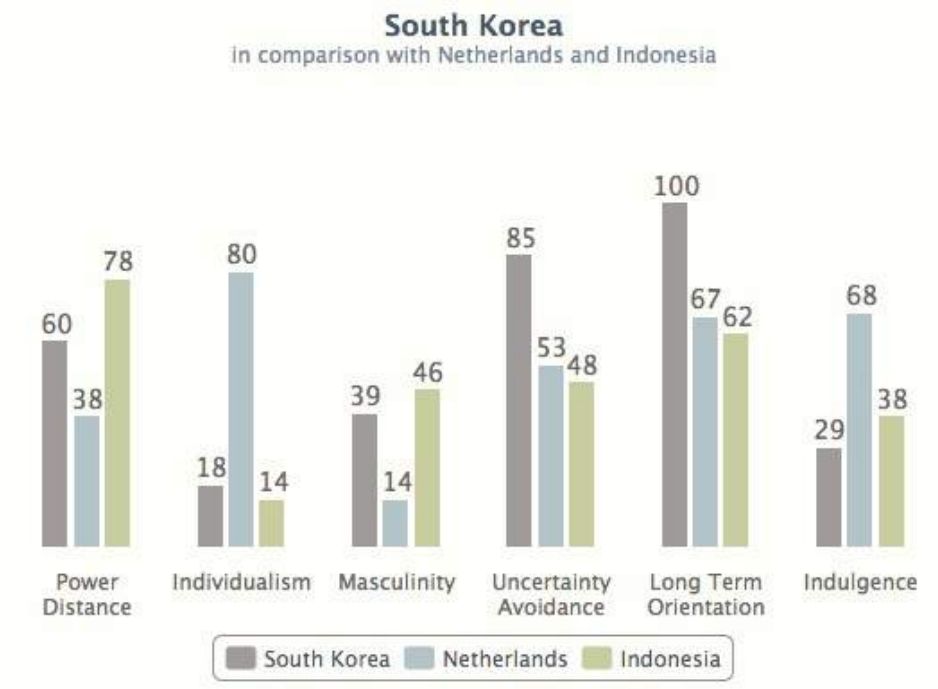
1. Experimenting → 2. Benchmarking

Where is the position of youth?

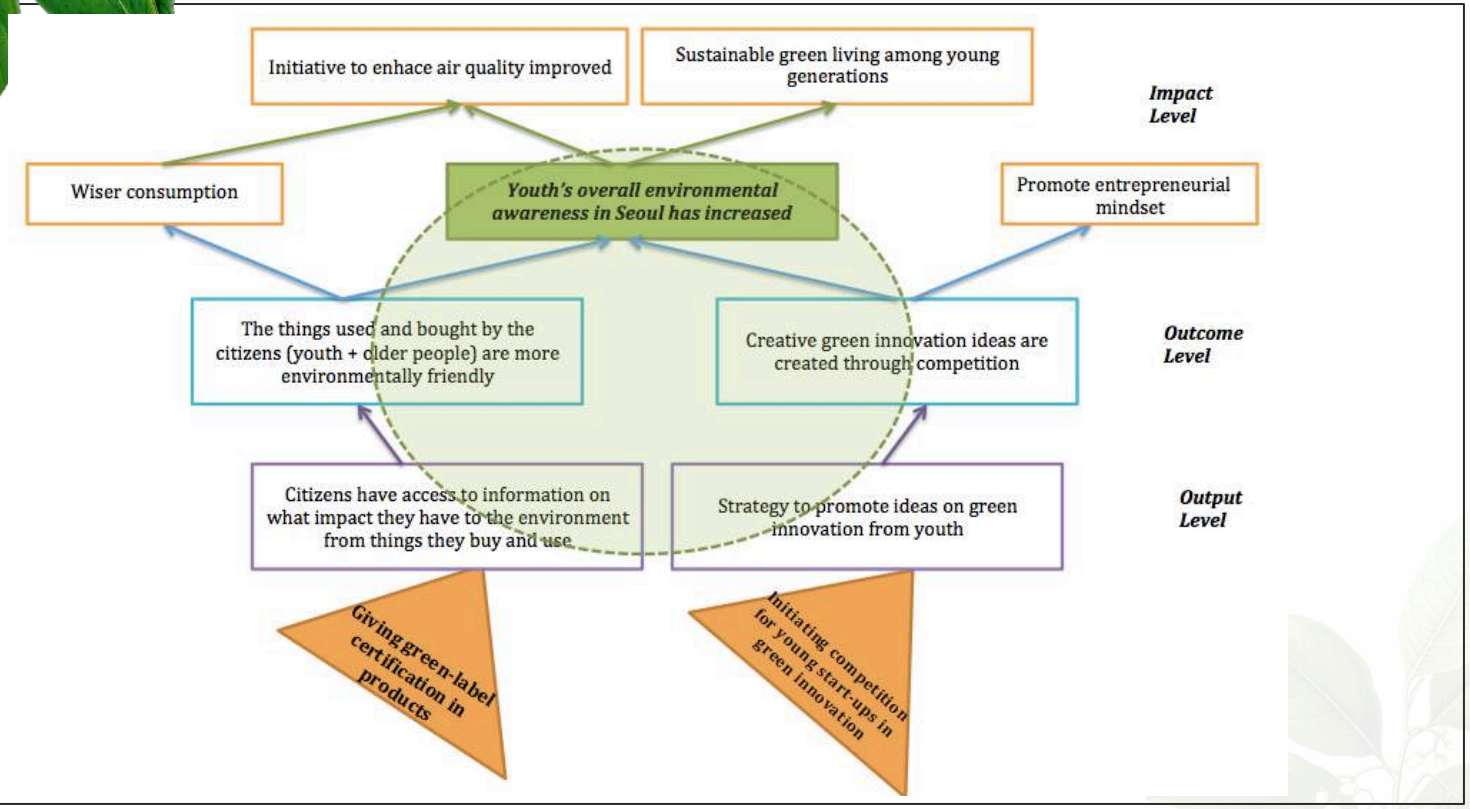
“Harnessing the power of youth-led ideas: bringing nature to life”



Social Impact?



Model Impact



The City Tree

Think Green.
Green Different.
Green Big.
Be Green.