



Green Consumer Day 2020
**“Making Right Choices, Becoming a
Responsible Consumer”**



Green Consumption of RCE Dobong-Gu Case



RCE Dobong-Gu

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RCE Dobong-Gu

■ Location : Dobong-Gu, Seoul, Republic of Korea

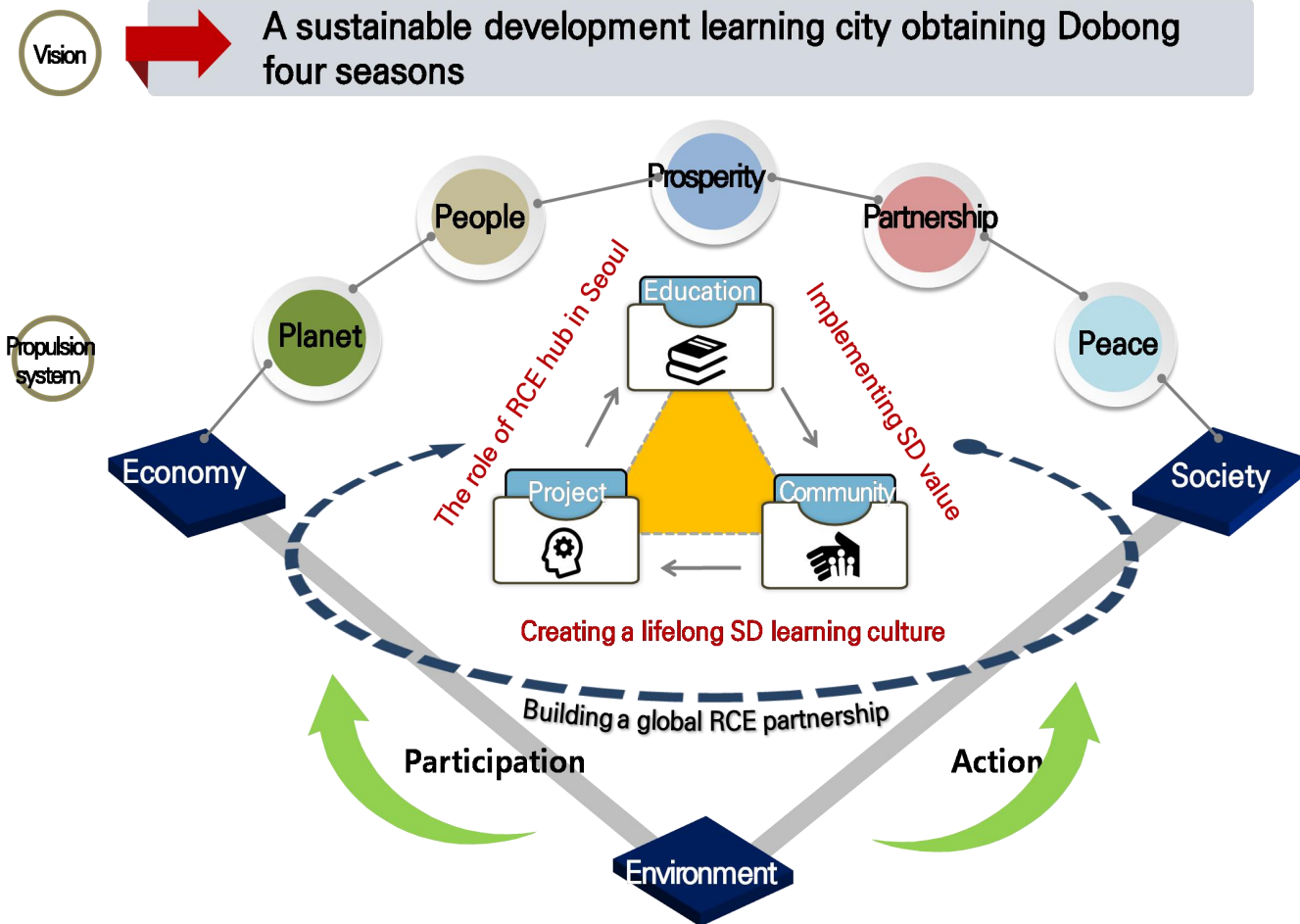
■ Features of RCE Dobong-Gu



RCE Dobong-Gu from
Mt. Dobong

RCE Dobong-Gu's green consumption orientation

■ Vision of RCE Dobong-Gu



Green consumption

- Consumption that considers environmental value to existing economic consumption.
- Environment-friendly consumption taking into account the entire process of production, distribution, sales, consumption, and disposal of products.

RCE Dobong-Gu's green consumption efforts

- RCE Dobong-Gu establishes the 「**2050 Dobong-Gu Greenhouse Gas Reduction Strategy**」 to promote Green New Deal and realize zero carbon emissions.
 - ▶ Expand citizen participation in green consumption by all ages.

RCE Dobong-Gu's green consumption case: Use of green products

■ Participation in mandatory purchase of green products

- Article 6 of the 「Act on the Promotion of Purchase of Green Products」 stipulates mandatory purchase of green products by the Korean government and public institutions.
- RCE Dobong-Gu, which is a local government-led type, actively cooperates with the promotion of green products.

Use of environmental certification office equipment to realize sustainable eco-friendly consumption and production



Reasons for certification

RCE Dobong-Gu's green consumption case①: Café Green Buddy



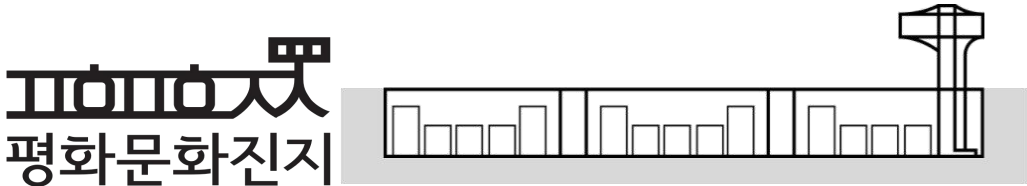
[1970] Protective facility for Tanks & Citizen apartment



[2004] Demolition due to aging of apartments



[2017] Transforming into a Peace and Cultural Bunker



Landscape of Peace and Cultural Bunker



Berlin Wall



RCE Dobong-Gu's green consumption case: Café Green Buddy

■ Café Green Buddy

Purpose

- Space operation where local youths can share a new concept of 'peace & culture'
- Provide young local people with opportunities to start a business through collaboration
- Zero-Waste company orientation

Main Operator

- Dobong Regional Self-Support Center / Youth self-challenge project group

Contents

- It has the value of being able to relax and rely on local residents and visitors at all times while minimizing waste emissions, not just for profit-making purposes.

Division	Facts and figures
waste-free operation	<ol style="list-style-type: none">1. A disposable straw -> Provided with an edible rice straw2. Takeout -> Provides a tumbler for renting Green Buddy3. Do not place general waste containers in the store4. Zero general waste5. 1,000 won discount for all drinks with personal tumblers
Future Plan	<ol style="list-style-type: none">1. Fund for the start-up of the vulnerable2. Self-supporting Youth Self-help Achievement3. Self-help Development Fund4. Operate a zero – waste mini shop in Green Buddy (sold biodegradable straws and household goods bags, baskets)5. Engaging in Activating Eco-Friendly

RCE Dobong-Gu's green consumption case: Café Green Buddy

Green Buddy's staff



View of Green Buddy



RCE Dobong-Gu's green consumption case: Café Green Buddy

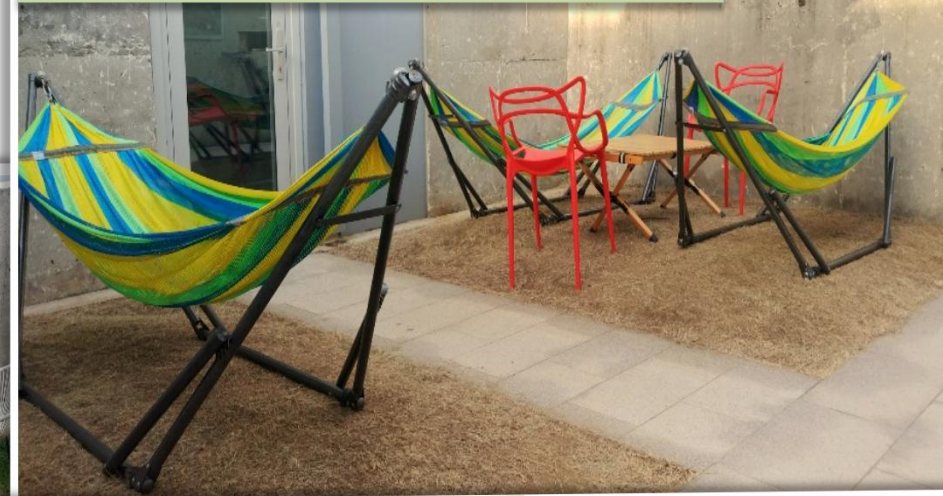
Working



Outside of the Green Buddy



Outside of the Green Buddy



Inside of the Green Buddy



RCE Dobong-Gu's green consumption case: Café Green Buddy



RCE Dobong-Gu's green consumption case②: Ham-Da-Rak

■ Making eco-friendly masks

Purpose

- Local residents make eco-friendly masks together to overcome the sense of crisis of social solidarity under COVID-19.
- Promoting a community of Maeul education for residents by donating their talents.

Main Operator

- Dobong Maeul Education & Social Cooperative 'Ham-Da-Rak'

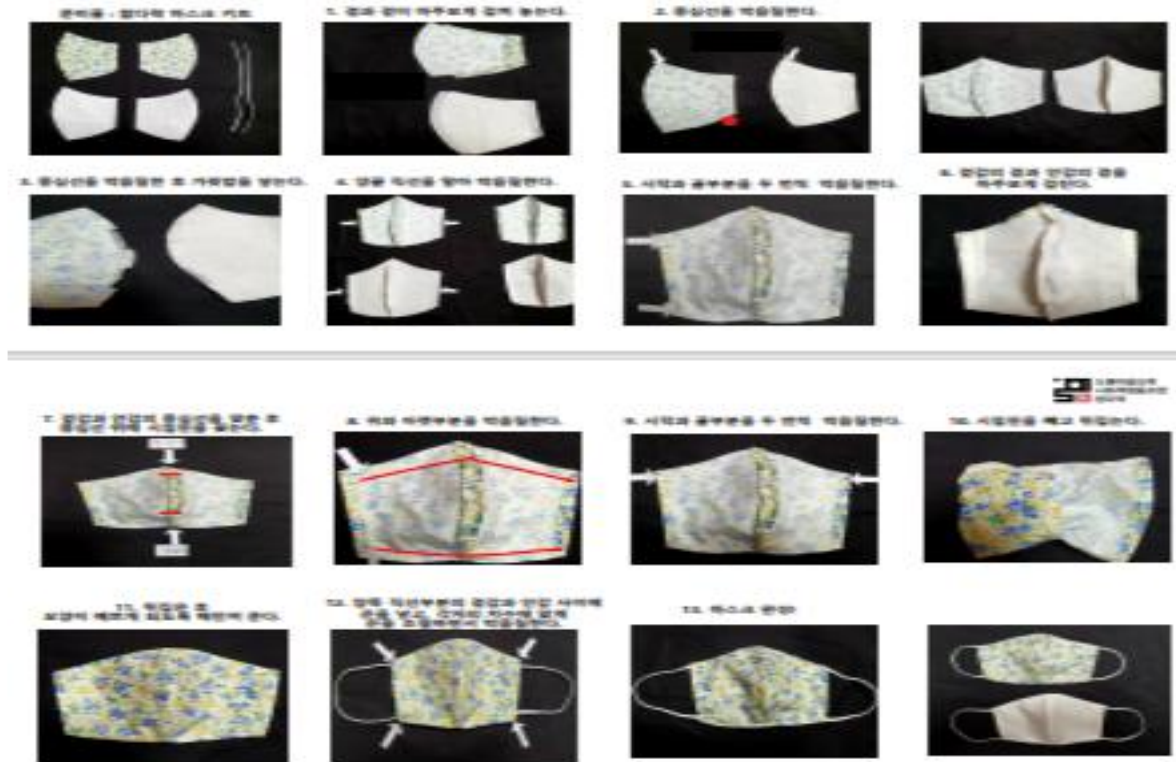
Contents

- Improving eco-friendly awareness by recycling discarded fabrics and contributing to the importance and value spread of the Earth and environment through the production of eco-friendly masks that "Use share my neighbors and I."
- In case of a crisis, self-improvement of ability to solve problems and deliver masks to places where it is difficult to distribute them.
- Conducting classes at the Kium Centre and linking school Maeul education courses from now on.

- Kium Centre : Child-Care service system in Seoul
- Maeul : The term Maeul means village
- Ham-Da-Rak : The term Ham-Da-Rak means all enjoy it.



RCE Dobong-Gu's green consumption case: Ham-Da-Rak



Guide for making eco-friendly masks for classes

RCE Dobong-Gu's green consumption case: Ham-Da-Rak



Making eco-friendly masks for sharing with neighbors



Eco-friendly masks sent to neighbors who are having difficulty in supplying masks

RCE Dobong-Gu's green consumption case: Ham-Da-Rak



Making eco-friendly
masks with the kids at
the Kium Centre



Making environmentally
Friendly masks and
environmental education

Think Green



Thank you

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