

Strategies for Plastic-Free Activists

Changing the World

Jiwon Ha

(President of Econow, Ph.D. in Earth and Environmental Science)

econow



Selected as an Excellent General-Interest Book by
Ministry of Culture, Sports and Tourism (2017)
Ministry of Environment (2018)

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EU Goodwill Ambassador for Climate Action

Policy advisor to the Presidential Commission on
Carbon Neutrality and Green Growth

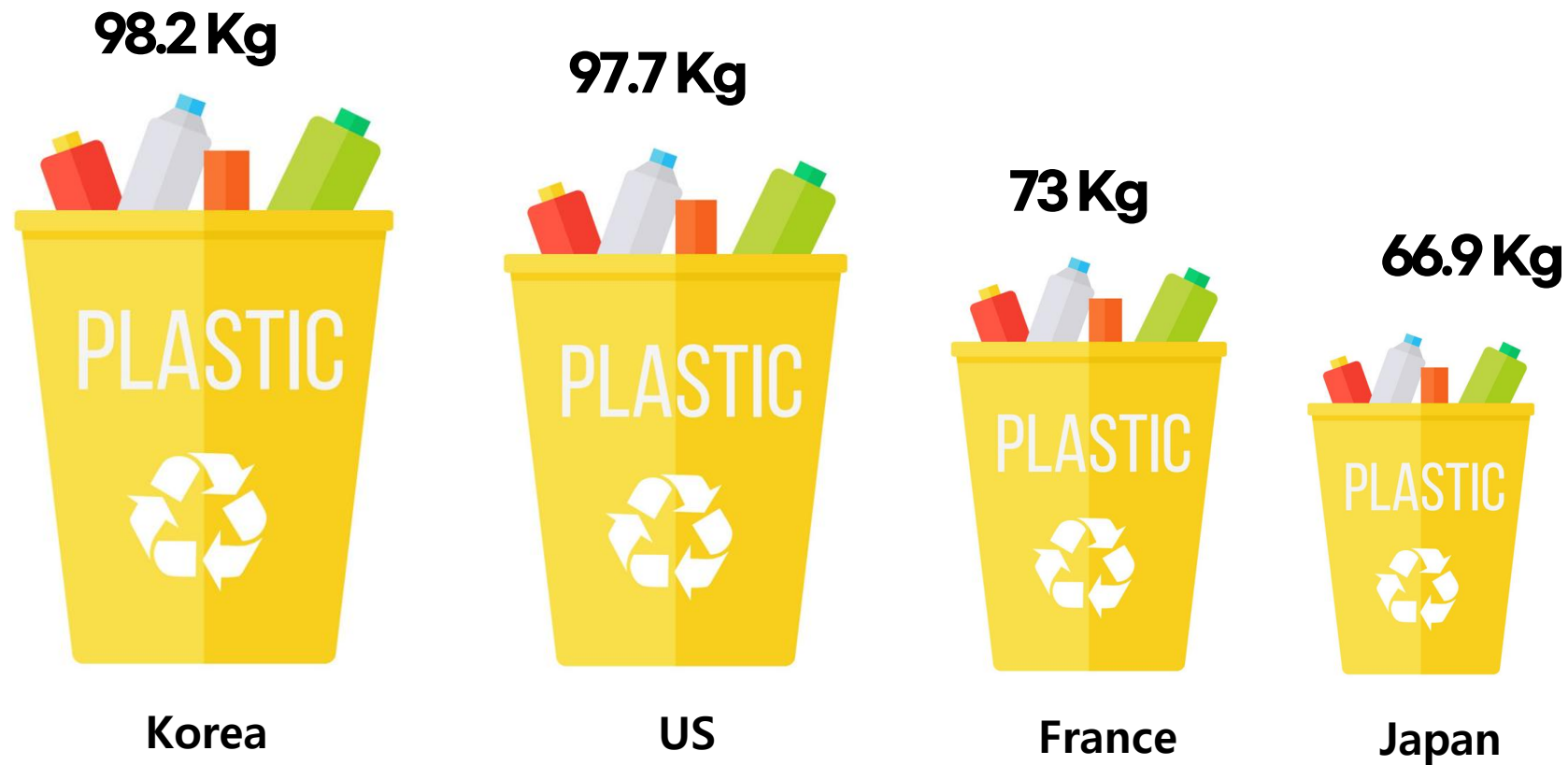
Special Committee on Fine Dust of
Prime Minister's Office

Environmental Health Committee of
Ministry of Environment

Co-Head of the Organizing Committee for
UN Youth Environmental Assembly

Senior Advisor on Climate and Environment to
Asian Electronic Sports Federation (AESF)

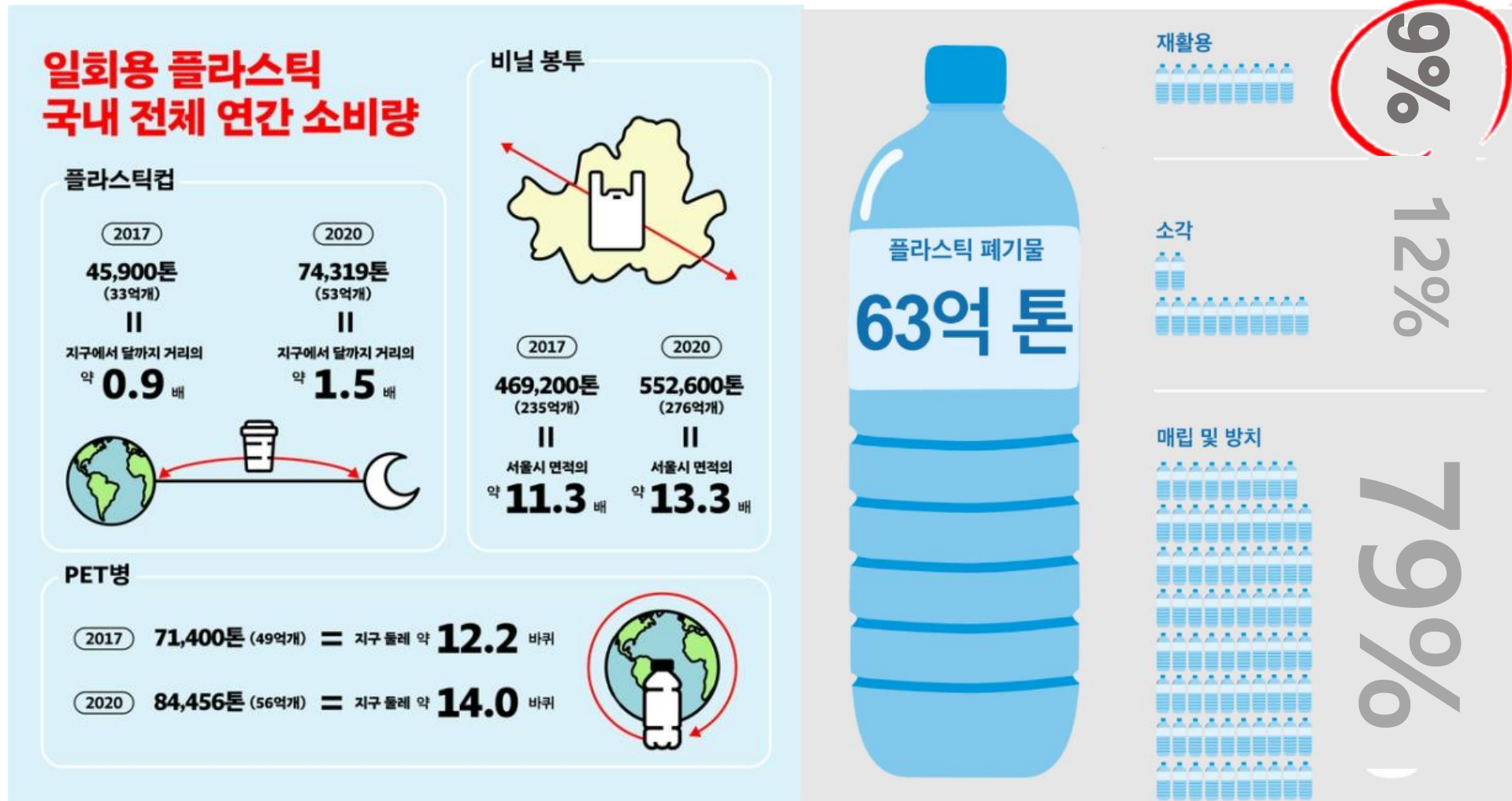
Annual Per Capita Plastic Consumption by Country



Source: Statistics Korea (2016)

Annual Plastic Usage per Person in Korea

The plastic water bottles used by Koreans in one year could circle the Earth 14 times



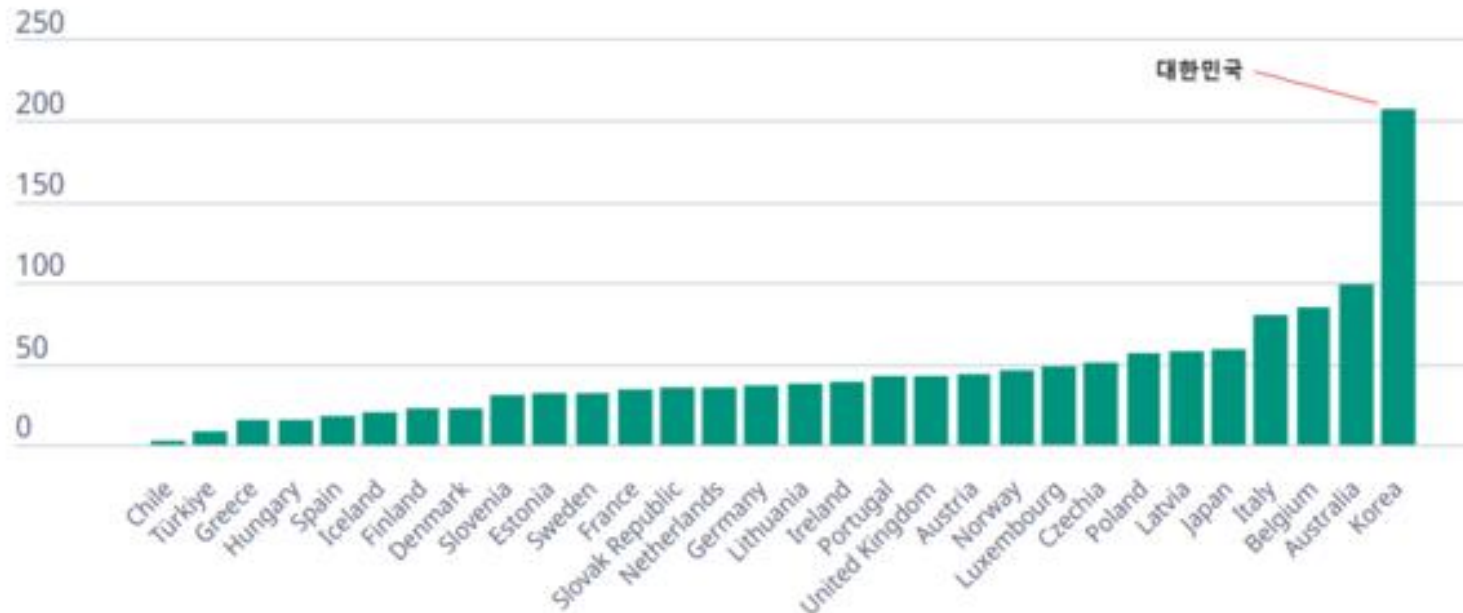
Plastic Waste Generation by Country

As of 2020, annual per capita plastic waste generation was 200 kg, **Korea No.1**

- Source: ESG Economy (2024.7.7) -

Plastic waste generated per person

Kilogrammes per person, 2021 or latest available year



Note: Data prior to 2018 are not shown.

Source: OECD, "Waste: Selected waste streams: generation, recovery and recycling", OECD Environment Statistics ([Waste streams](#)).

1인당 플라스틱 폐기물 배출량 (kg) OECD (2023)

미세플라스틱 생태계 악순환 과정



플라스틱 쓰레기

세계의 미세플라스틱 오염 지역 순위
자료 : 네이처 지오사이언스

- | | | | |
|---|--|-----|----------|
| 1 | | 영국 | 머지-어웰강 |
| 2 | | 한국 | 인천-경기 해안 |
| 3 | | 한국 | 낙동강 하구 |
| 4 | | 캐나다 | 세인트로런스강 |
| 5 | | 독일 | 라인-마인강 |

2018.06.12 문화일보

In global rankings of microplastic contamination, **S. Korea is in 2nd, 3rd place**

Econow – An NGO Partnering with UNEP and Other IOs

As UNEP's only official partner in Korea, we co-lead climate and environmental education and campaigns, in collaboration with ECOSOC, IUCN, and 1% for the Planet.



MOU



특별협약지위



MEMBER



PARTNER

Econow

Launched on Earth Day 2009 as Ecomom Korea

2024, on its 15th anniversary, the organization renamed **Econow**

December 2024, over **300,000 Eco-Leaders** participated in its programs.



▶ Jiwon Ha (President of ECONOW), Inger Andersen (UNEP Executive Director) 24/Nov/2024

Solving Environmental Issues Through People: Embracing the Eco Life!

Environmental Education

- Educate annually 30,000/total 304,000
- UN Youth Environmental Conference
- UN Biodiversity Youth Forum
- Free Semester program

Campaign

- 365 Eco-Life Campaign
- Zero-Waste Campaign
- For Me & Earth Jubging Campaign

Environmental Health Research Center

- Environmental Research & Policy Proposal
- Environmental Health & Safety Consulting
- Environmental Safety Management in Children's Play Zone
- Cooking Fumes, Microplastics & Chemical Policy Research



ESG Lifestyle Research Center

- ESG Roundtable
- ESG Mindset Training for Executives and Employees
- Customized ESG Program Proposal

Environmental Library

- First NGO to operates Eco-Friendly library
- Average of 1,000 daily visitors
- Green Apple Award (2024) awarded
- Green World Award (2025) awarded
- Environment Specialized program



Bangbaesup Hwangyeong Library



Eco-Friendly Library, opened in June 2023

Reading, Resting, Healing at once... Change lives through Environment & Culture

朝鮮日報

This library, which sees over 1,000 visitors a day, is free of single-use items

하루 1000여명 방문하는 이 도서관엔 ‘일회용품’이 없다

국내 최초 ‘환경 특화 도서관’ 문 연
하지원 에코맘코리아 대표 인터뷰

박상현 기자

입력 2023.08.25. 05:00



24일 오후 서울 서초구 방배동 방배숲환경도서관. 큰 테이블에 앉아 책을 읽거나 노트북으로 작업하는 사람들 옆에는 대부분 텀블러가 놓여 있었다. 도서관 내 카페에서 구입한 음료도 다회용컵에 담겨 나왔다. 초등학생 자녀와 함께 도서관을 찾은 한 이용객은 “도서관에 ‘환경’이란 이름이 붙어 있다 보니 이 공간에선 일회용품을 안 쓰게 된다”며 “아이와 함께 방문하는 것만으로 절로 환경교육이 된다”고 했다.

구립 방배숲환경도서관은 지난 7월 국내 최초로 ‘환경’이라는 부제(副題)를 달고 개관했다. 하루 1000여명이 방문하는 이 도서관은 환경교육단체 ‘에코맘코리아’가 위탁해 운영하고 있다. 2009년부터 UNEP(유엔환경계획)와 협업해 연간 3만명의 아이들을 대상으로 환경교육을 이어오고 있는 단체다. 24일 만난 에코맘코리아 하지원 대표는 “도서관은 그 시대 시민의 역량을 키워주는 공간인 만큼 환경 문제가 매우 구체적이고 실존하는 위협이 된 지금 ‘환경을 이야기하는 도서관’이 필요하다고 생각했다”고 말했다.



Carbon Footprint Reduction via Library Operations

친환경 실천 행동  이면지 재사용 7,300장 일회용 컵 미사용 12,850개 물티슈 미사용 2,400매	친환경 재능기부 활동  파손도서 보수 178권	환경 주제 강연·체험  환경 주제 강연·체험 21회 진행, 833명 참여
환경 주제 전시·북큐레이션  환경 주제 전시·북큐레이션 16회 진행, 20,854명 참여	2024년 방배숲환경도서관은  탄소 15,841kg 절감 소나무 2,400그루 식재효과	깨알동지 실천존 캠페인  양치컵 703회 사용 손수건 601회 사용 채식 966회 참여
깨알동지 자원순환존 캠페인  우유팩/멸균팩 59kg 수거 휴지 177개 생산 절약	보틀라운지 운영  종이컵, 컵 홀더, 뚜껑 합계 25,263개 감축	태양광발전시스템 운영  친환경 에너지 25,172kwh 발전

방배숲환경도서관 2024친환경 운영성과 (2025.02.17)



1,000 daily visitors, 80% with tumblers

Disposable-Free Library

Year one with citizens

15,841kg CO₂ reduced
= 2,400 pine trees



Climate Action: Jubging: ZeroSea Flogging



- As an official partner of the UNEP, Econow organizes regular *plogging* clean-up events along Yangjaecheon Stream as part of the Tide Turners Plastic Challenge
- These volunteer activities aim to remove plastic waste for the protection of wildlife animals in the stream, engaging around 500 participants annually.

제로해플로깅

해

"Tide Turners Plastic Challenge"

유엔환경계획의 공식파트너 NGO인 에코나우와 함께
플라스틱으로 부터 바다를 지켜요~

유엔환경계획(UNEP)이 주도하는 캠페인 활동으로, 하천과 해안의 쓰레기를 줄고 건져 올려 해양 생태계를 파괴하는 폐기물을 제거하고 그 심각성을 지역사회에 알리는 활동입니다.

참여기간

2024년 4월 ~ 11월 토요일

참여방법

- 1 교육 영상 시청하기
- 2 양재천 일대에 쓰레기 줍기!
- 3 활동 인증샷을 구글 폼에 업로드

 우수 봉사자 시상 (12월)

※ 자세한 사항은 1365 자원봉사포털(1365.gov.kr) 검색

참여대상

- 개인: 전 연령층 참여 가능 (1회당 20명 모집)
- 기업/기관: 임직원 참여 가능

문의사항

(사)에코나우 070-7433-2242

• 개인 1365 신청하기

• 기업/기관 신청 구름

UN
environment
programme

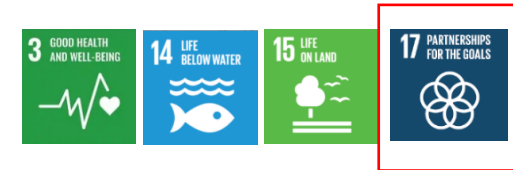
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Corporate and Policy Shifts: Microplastic-Free Fabric Softeners



To address microplastics in daily life, Econow hosts joint campaigns and forums with businesses, researchers, and government

In 2018, **LG Household & Health Care** launched a **fabric softener free of microplastic fragrance capsules**.

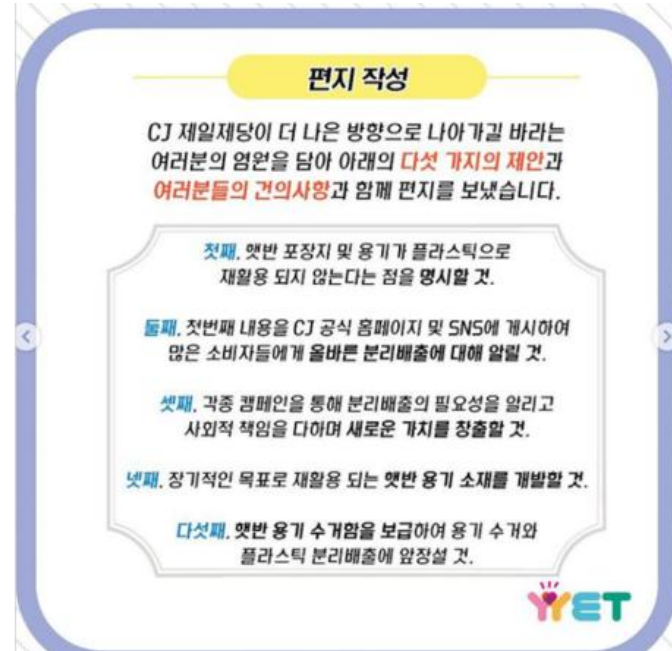


UN SDGs 17. 추가
국회/기업/에코나우(시민단체) 거버넌스 파트너십 구축

 **LG Household & Health Care**

Since August 2018, LG Household & Health Care has removed microplastic fragrance capsules from its fabric softeners!

Corporate Shift: Instant Rice Container Campaign

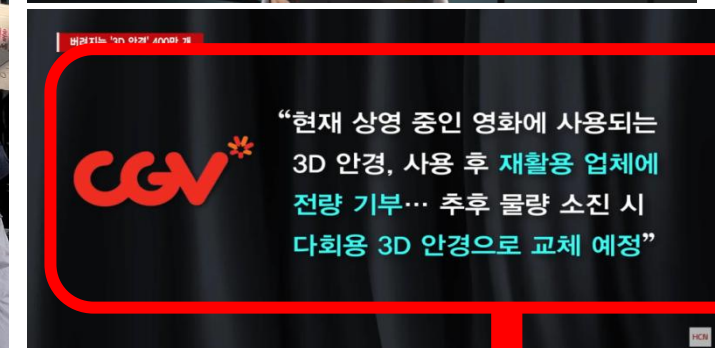


- South Korea's instant rice market is booming, with **Hetbahn** selling around **660 million units in 2023**
- **CJ** launched an **online and offline packaging collection program**.

Hetbahn wants your empty containers —
for the planet and a circular future



Corporate Shift: Single-Use Plastic 3D Glasses Campaign



- The screening of *Avatar*: Resulted in the disposal of **4.25 million single-use plastic 3D glasses**.
- Campaigns targeting major cinemas-public awareness efforts were carried out via social media and the press.

→ In 2023, CGV pledged to donate all used glasses to recycling companies and change to reusable 3D glasses.

Remaining single-use 3D glasses are donated for recycling and will be replaced with reusables.



Citizens, Local Governments, and Religious Groups: Campaign to Eliminate Plastic Floral Offerings



- Korea sees around **7 million wreaths** traded annually, with over **2,000 tons of plastic flowers** imported—**99% from China**
- Switching to **eco-wreaths** cuts **6.75 kg CO₂-eq** per wreath and helps reduce harmful **microplastics** and **heavy metal exposure**.
- In 2024, a nationwide **Eco-Wreath Campaign** was launched, along with efforts to **ban plastic wreaths in public cemeteries** by law.



ipcc

INTERGOVERNMENTAL PANEL ON climate change

Climate Change 2022

Mitigation of Climate Change

Summary for Policymakers



WGIII

Working Group III contribution to the
Sixth Assessment Report of the
Intergovernmental Panel on Climate Change



The IPCC Sixth Assessment Report (AR6)

The **Intergovernmental Panel on Climate Change (IPCC)** released the **Working Group III report** on climate change mitigation as part of its **Sixth Assessment (4th Apr 2022)**

The report emphasizes that **reducing demand** is just as important as developing new technologies.

Titled "Demand, Services and Social Aspects of Mitigation," it highlights how **human behavior, everyday choices**, and social science factors play a critical role in reducing carbon emissions.

Shifting away from carbon-intensive products and rethinking consumption patterns can significantly lower emissions.

By offering consumers alternatives—such as sustainable diets and improved heating and cooling practices and shaping their decision-making environments, it is possible to reduce **greenhouse gas emissions by 40–70% by 2050** across all sectors.



Over eat & Diet Pills

Change Together
Eco Now!