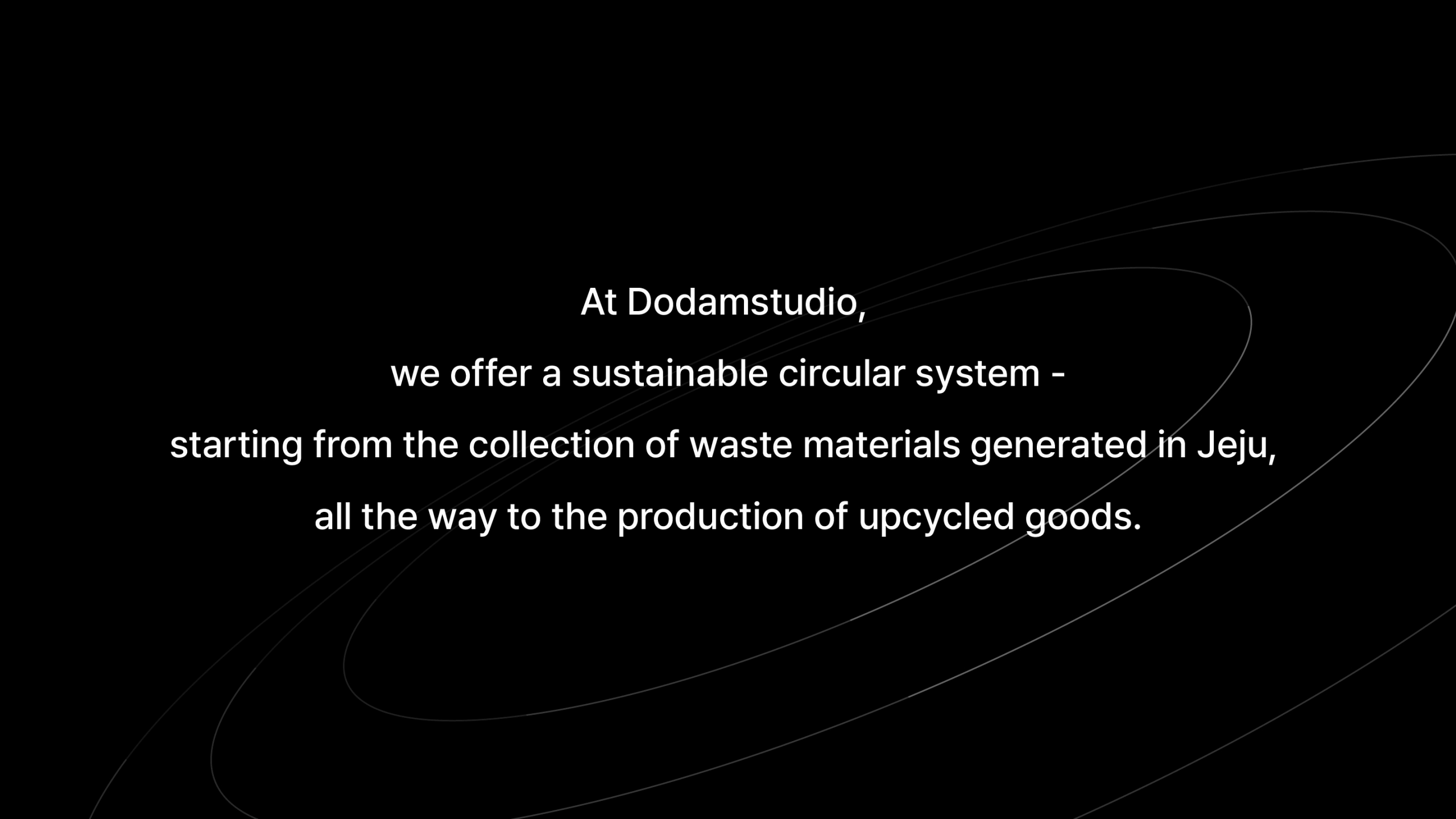


Dodamstudio : Refashioning Jeju



At Dodamstudio,
we offer a sustainable circular system -
starting from the collection of waste materials generated in Jeju,
all the way to the production of upcycled goods.

Background

01

The Growing Volume of Household Plastic Waste

Plastic waste generated by households in Jeju has seen a sharp increase - from 32 tons in 2011 to approximately 127 tons in recent years, marking a fourfold rise over the past decade.

02

Draft Regulation for Waste Item Notification

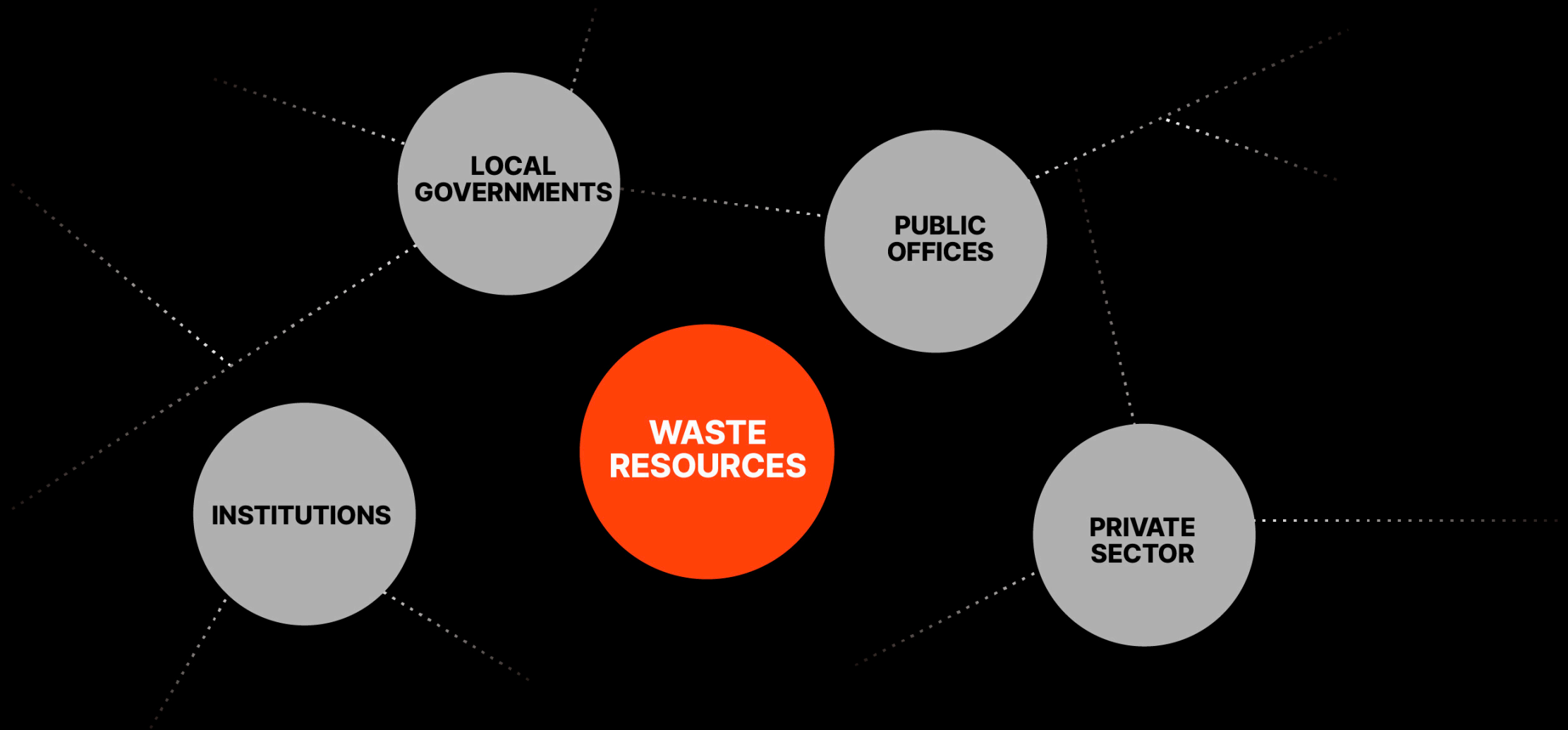
With many countries enforcing bans on imported plastic waste, there is a growing need to increase the domestic utilization of plastic waste generated within Korea.

03

Off-island Waste Transport Due to Landfill Overcapacity

Due to the saturation of landfills within Jeju, local waste treatment has become increasingly difficult. As a result, the province has begun transporting waste off the island, leading to an annual expenditure of approximately 10 billion KRW.

Problem



PLASTIC *ZERO-SUM, JEJU

*ZERO - SUM : A zero-sum situation refers to a scenario in which one party's gain is exactly balanced by another party's loss.
The total amount of value remains constant — what one wins, another loses.

- Establishing a self-sustaining circular system within Jeju by utilizing high-value local waste resources.

COLLECTION

SORTING

PROCESSING

DESIGN

PRODUCTION

DISTRIBUTION

Material Sourcing

Since **2021**
Collection System Established

Jeju Free International City Development Center (JDC)

Jeju Sustainable Development Council

50

Jeju-Based Partner Locations

Recognizing the power of collaboration beyond the public sector
Securing plastic waste through approx. 50 collection sites across Jeju.

15 Tons

of Plastic Waste Processed Annually

Partnering with local schools, institutions, companies, and religious organizations Collecting and processing approx. 20 tons/year, with 15 tons selected and reused

5 Year

Local Coexistence Model

Creating senior jobs and funding scholarships for vulnerable groups Sustained for 5 years as a scalable local circular economy model

01

Collection



02

Sorting



03

Processing



04 Planning & Design



05 Production



06 Distribution



Key Branding Considerations

01

Functional Design

Is the design practical and well-suited
for everyday life?

02

Eco-Friendly

Are the materials being
used truly environmentally sustainable?

03

Social Value Implementation

Is the brand fulfilling
its social responsibility?

04

Reasonable Pricing

Does the brand have a competitive
pricing strategy?

05

Brand Identity

Is the brand identity clearly
defined and consistent?



UNFRAMED MOMENTS

A leaf sways gently in the wind. Waves brush against the shore. In these quiet, fleeting moments, we remember that nature is alive even when it says nothing. In a world shaped by urgency and ease, we often forget to notice, to care, to protect. So we choose to pause. To live with intention. To move freely but never carelessly. Because every small act, every mindful step, can be the beginning of something better. UNFRAMED MOMENT, A quiet reminder to love and live with the Earth.



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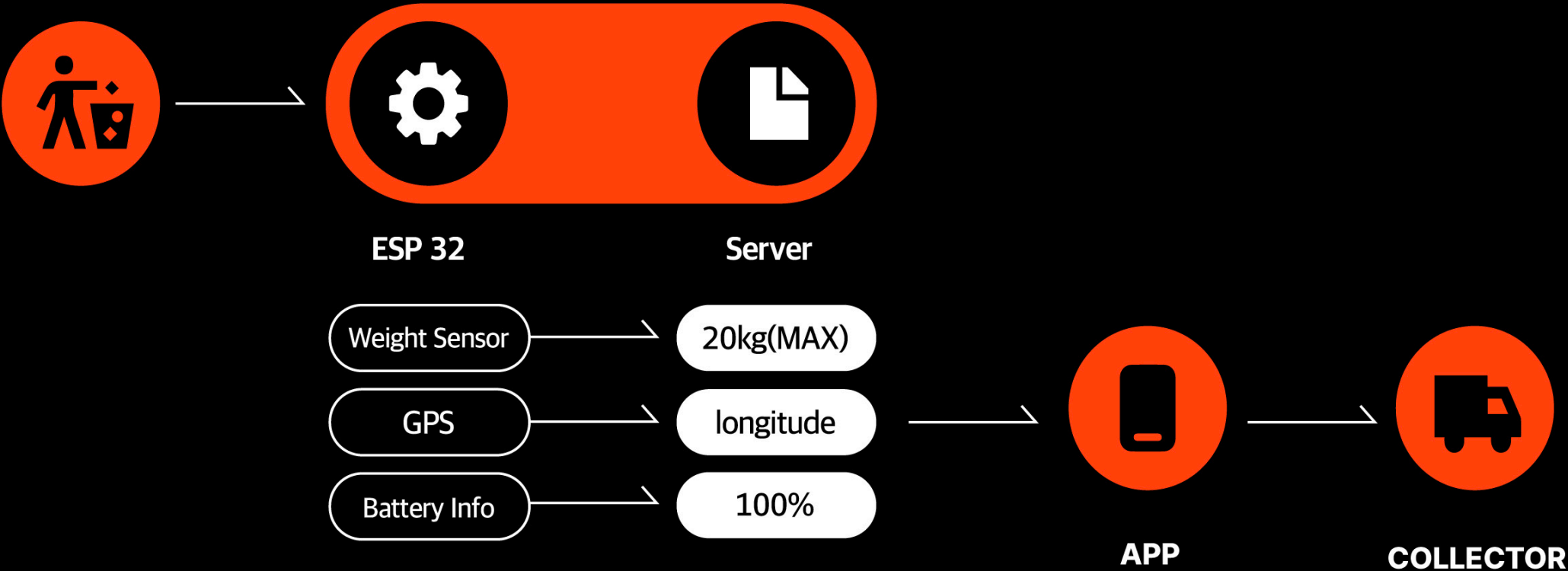
Strategic Focus

Advancing
the Collection System

IoT-enabled collection bins allow real-time monitoring of data
such as weight, location, and battery status.

SUPPLIER

Smart Collection Bin



Team Structure

“In the end, it's **PEOPLE** who move the world.”



Moojong Kim

CEO

B.A. in Business Administration,
Jeju National University

Graduate of Jeju Youth
Entrepreneurship School (11th cohort)

Overall planning at Dodam Studio



Yuna Han

Designer

B.A. in Multimedia Design,
Jeju National University

Specializes in graphic design,
brand promotion

Visual identity and brand design



Suyoun Je

Merchandiser

M.A. in Fashion Design,
Jeju National University

Specializes in brand identity

Apparel design,
product design, production



Jihoon Kang

Project Manager

B.A. in Tourism Development,
Jeju National University

Graduate of
The Local Lab Center (5th cohort)

Content planning,
project operations, publishing



Yujeong Lee

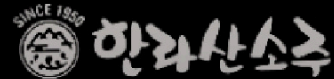
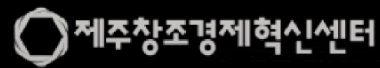
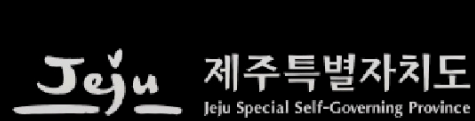
Project Manager

B.A. in Beauty & Style,
Anyang University

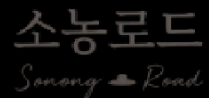
Manages customer support operations

Develops and runs environmental
education programs

Business Network



프로젝트 그룹



Expected Outcomes

01

Turning Waste into Marketable Products, Not Just Disposal

Establishing a circular structure in Jeju that transforms waste into valuable goods.

Delivering product value by converting upcycled waste into commercially viable merchandise.

02

Public-Private Collaboration Is Key to Effective Waste Utilization

Building a Jeju-style ESG model through public-private partnerships

Shifting from landfill to circular product value

Providing a cost-saving solution for waste treatment

03

Reducing Social and Environmental Waste Costs

Realizing environmental value through circular waste management

Improving logistics efficiency through a smart, digitalized collection system

‘ Embracing Jeju ’

Dodamstudio is committed to building a sustainable circular system for Jeju, without pause.