How can consumers lead the greening of market?

UN ESCAP 3rd Green Growth Policy Dialogue:
The Greening of Business and the Environment as a Business Opportunity 5-7 June 2007, Bangkok, Thailand

by
Jaiok, Kim
President, Consumers Korea

CK's Successful Activities lead the Greening market - Energy and Environment

- Working toward more sound, more energy-efficient, and more environment-friendly consumption since 1994
- Leading Sustainable Energy Campaign and Energy Efficient Product Consumption and Production Promotion Campaign
- Urging the manufacturers and the government through Energy Winner Award, Energy Efficiency Labeling, Standards Program and greening house green light
- Enlarge education programmes such as The Global Youth Exchange camp on Sustainable Consumption & Production with UNEP since 2003

Development of Energy Efficiency Policies and Encouragement of Production

Research and test on energy efficiency of household electronic appliances
- The CK announced results of research and test, while the representatives from the government, corporations, and research & test institutes were present, to publicize ways to maximize the energy efficiency.
- As results, the Korean household appliance companies have adopted the high energy-efficient technology, such as inverter system, in the washing machine, air-conditioner, and refrigerator, since 1999.

Urged the government to extend Energy Efficiency Labelling and Standards Program
**Efficiency Testing Scenes**

**Most Energy efficient Product in a Year “Energy Winner Award”**

**PURPOSE**

- Events to increase the production and consumption of energy efficient products
- Urging the manufacturers to provide energy efficient products
- In 1997, CK presented the first Energy Winner Award
- Established to promote the companies to produce energy efficient products, and the consumers to use such products
- Awarded to the energy efficient products, systems, and activities

**Energy Winner Award**

**IMPLEMENTATION**

- Private and public sector entities
- Co-organizing by Hankuk Ilbo (daily newspaper) and CK
- Sponsored by the Ministry of Commerce, Industry and Energy (MOICE), the Ministry of Environment (ME), and Korea Energy Management Corporation (KEMCO), Seoul Broadcasting System (SBS)
- Supported also by UNESCAP
- Submitted products and projects are reviewed by Korea Factor 4 Committee (CK Energy Efficiency Committee)
"Energy Winner Award"

AWARD TYPES

- The best are awarded Grand Prize of the Year and Energy Awards of the Year.
- There are 5 area, such as:
  - Green Appliances
  - Green Lightings & equipments
  - Energy Efficient Cars
  - Sustainable (Green) Building
  - Energy Efficiency Activities
- 2007, 54 products, systems, and activities are applied.

ENERGY WINNER AWARD

AWARD EFFECT

- Evaluation Indices: technology innovation, appropriateness, energy efficiency, economic impact, and potential on energy saving of the product.
- The award winning products are allowed to put the award logo on the product or in their advertisements.
- The award campaign has really stimulated the national energy efficiency movement.
- Received a strong attention from the UNESCAP, which considers this program as a paragon among similar initiatives, as it was proposed, developed, and operated by the civil sector.

Energy Winner Award – Greening the market by consumers

AWARD EFFECT: opportunities for industries

- Improve energy efficiency of household electric appliances such as refrigerators, air-conditioners, and washing machines etc. to become one of the world best E.E. products.
- Companies develop and produce energy efficient products with the Energy Winner Award in mind.
STAND-BY POWER 1W PROGRAM

- Electronic appliances consume a considerable amount of energy when they are in stand-by state
- In the Korean household, the average of 11% of its total yearly electricity consumption is due to the stand-by mode
- In 2004, the CK urged domestic manufacturing companies to produce electronic products having low stand-by powers
- In Dec. 2004, major consumer electronic companies, such as Daewoo, Samsung, and LG, signed on the Agreement to reduce stand-by powers for the enlargement of energy-efficient production of consumer electronic equipments
- In March 2005, the Cooperative Committee to Reduce the Stand-by Power (CCRSP) had a opening ceremony
Greening the house

- Change the house an electric light lamp to green light
- Ex) from 1997, change over 2000 house light to green light lamp
- New Markets – expanding the markets
- Price become down – consumers buy more

CK's YouthXchage Camp for Sustainable world

- YouthXchange is a train the trainer tool by UNEP
  - Promotes sustainable consumption patterns among young consumers all around the world.
  - Providing statistics, case studies, games, examples of real companies adopting more sustainable practices and guidance on how to explain sustainable lifestyles.
  - Presenting under youth-oriented headings; clothing, leisure, travel, underground culture, experiences of other young people, etc.

CK's Global YouthXchage camp

The message
To make the world more sustainable through consumer actions, in other words, change is possible through day-to-day actions by people and networks that are engaged locally and globally.

Target
15-25 global urban consumer class / future decision makers
CK’s YouthXchange camp approaches education on SC by reporting real life examples:
- **Illustrative value:** make complex issues to understand;
- **Emotional value:** bring students in contact with real-life, real persons experiences;
- **Testimonial value:** see what has been/is being done.
Consumers Korea will

➢ To coordinate among the government, consumers, and manufacturers in realize the sustainable consumption for us and for our future generations
➢ Organize 5th International Youth Camp “Youth SC & P“, 13 – 15 August 2007, in Korea

Toward Sustainable Energy & Environment

Consumers Korea
Homepage: www.consumerskorea.org
www.sobijareport.org
E-mail: cacpk@cacpk.org, soree@cacpk.org