

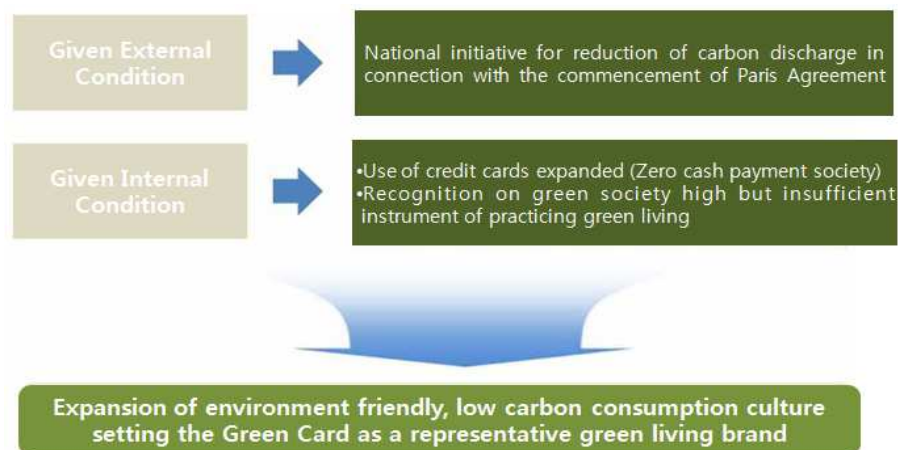
# Research of Developing New Projects for Promotion of Green Card Certification System

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### 1. Purpose of Research

- Big changeover in across the board of production and consumption is happening in connection with the commencement of Paris Agreement enforced in order to cope with the global environment crisis caused by change of climate.
- The present research is intended to contribute to building a zero carbon society in line with the commencement of Paris Agreement by spreading the environment friendly consumption culture and environment friendly practicing activities among the people through active use of Green Card Certification System.



## 2. Major Aspects

- Investigation on similar certification systems related to environment friendly consumption in other countries and analysis of Green Card System operation status.
- Development of new projects for promotion of Green Card System establishing its practical execution plan.
- Preparation of Green Card promotion marketing plan and other development plans.

## 3. Results

- The 'Beautiful Store' will be the shop for recycling with priority considering its public interest nature and pervasive effect, allowing the point accumulation system connected to Green POS.
- The automotive components Green Card project is under the process of discount program initiated by some of used automotive component shops. As such, the participation of used and refurbished automotive component industry seems to be probable with shop discount program, as the relevant industry shops also express strong intention of participation to Green Card system.
- The Green Card system may be applicable to recycling cartridge products when sold to the individual consumers through on-line internet network, as the relevant industry shops also express strong intention of participation to Green Card system.
- Being the shops selling up-cycling products mostly of small scales, employing the Green Card System is regarded to be difficult in short term period, and it is necessary to review the Green Card system application plan as linked with the wide area up-cycle centers in the future.
- The campaign for reducing consumable product is necessary to consider employing of the shop discount program for those consumers in using private mugs and shopping baskets of through revision of Voluntary Consumable Product Reduction Agreement.
- The campaign for reducing food wastes is necessary to consider the plan connecting the food waste reduction performance with Carbon Point System targeting the areas installed with RFID Measured Rate System Device. In case of restaurants, employing shop discount system may be applicable for those customers leaving no food waste behind.

## 4. Applications

- The present research focused on reviewing the resource circulation field only as limited out of all those areas applicable for Green Card System due to the limitation in research period. Reviewing on diverse fields applicable to exercise the environment friendly consumption and living is necessary in the future.
  - Research on the areas applicable for Green Card System in coping with the recent steadily increasing trend of on-line and mobile payments.
  - Reviewing the possibility of collaboration program linked with those environment friendly consumption oriented consumer's cooperatives including the Hansalim Consumer's Cooperative
- The policy attracting the use of Green Card and improvement of system are necessary for activation of Green Card System initiative, requiring the follow-up works.
  - The expansion of public fund supporting & practicing the low carbon consumption by people is necessary.
  - The concrete policy improvement work is necessary allowing the link with Green Card System in resource circulation field for reduction of using the consumable products.
- Preparation of concrete marketing and training programs to raise the recognition of consumers on Green Card System is required.
  - Preparation of concrete execution plan capable of identifying the reason for slow performance in the number & result of users actually using the Green Cards, and raising the rate of actually using Green Cards is necessary.
  - Preparation of solution linking with currently ongoing Green Leader cultivation project on nation-wide scale is necessary by establishing the Green Card Leader Cultivation Plan.

## 5. Source

- Korea Environmental Industry Technology Institute ([www.keiti.re.kr](http://www.keiti.re.kr))