

Introduction to KGPN

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General secretary

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1.

***Background of the Establishment
KGPN***

I would like to start my presentation with review of the background of the KGPN.

Thank you for giving me a chance to introduce KGPN to you.

I would like to share our experience with the Asian GPNs' and I hope that it would be helpful for you in sense that we are in the similar condition to promote green purchasing.

Beginning – the Citizen's Campaign



The development of Korea's heavy and chemical industry (1980s)

The rapid growth of economic development and mass consumptive society (after the 1988 Seoul Olympics)



The awareness of global environmental issues (Rio Summit, 1992)

Changing lifestyle and consumption pattern and the campaign for Green Purchasing



Beginning – the Citizen's Campaign

I think KGPN was originated from the citizen's green purchasing campaign in the early 1990's in KOREA.

As a result of development of heavy and chemical industry of 1980's, our economy grew up rapidly and mass consumptive society had come after the Seoul Olympic Games in 1988.

Many of environmental problems, as like air pollution, waste management and water pollution etc, were inevitably followed as much as we couldn't fit for.

Simultaneously our civil society was awared the global environmental issues through Rio Summit in 1992 that is unprecedented and we must solve.

Many of citizen groups were focused on the green purchasing campaign from their various activity in the reason that changing lifestyle and consumption pattern is the most valuable measure to save Earth.

Obstacles

But those activities have confronted from difficulties such like that. In conclusion, people recognized eco-product is low quality, high price and uncertain effect.

- **The lack of eco-products**
- **Eco-products oriented Recycled products**
- **Problems of price and quality of eco-products**
- **The uncertainty of environmental friendliness**

Turning Point

We had to look for the way how to get over.

- **The production of green products satisfying the consumer's Green Purchasing desire (certified to be environmentally friendly at reasonable price and quality)**
- **Various incentive programs**
- **Information regarding Eco-Products (Eco-labeling)**
- **Awareness regarding the need of Green Public Procurement**

Establishment of the KGPN

There were some main elements in establishment of KGPN.

- **The need for partnership to promote the production and consumption of Eco-Products
(Government, Corporate and civil society)**

- **More asking for market change for global environment
(WSSD)**

WSSD was a great impact on activation of green purchasing.

- **The need to empower environmental group in corporate**
Environmental group in corporations, they intended to be strengthened by partnership with NGO and government

- **Modeling after JGPN's successful practice**

JGPN, had been successful in practice, was shown us as a good GPN model.

2.

The Establishment and Activities

Establishment

- **established on 2 May 1999**

- **Members**
 - **Government institutions : 7**
 - **Industry and enterprise : 24**
 - **Private sectors and NGOs : 25**

Main activities

- **Provide information about Eco-Products**
Green Purchasing guide book was published in 2002 for the first time in Korea
- **Develop programs for citizens' participation**
Monitoring on Green products is a good program for participation and education of citizens
- **Activating green purchasing network of local government**
*We approached local government through Local Agenda21
We made 7 agenda on green purchasing for 3 years*
- **Research**
- **Participation in international network**

Main activities

- **Campaign for enactment of the Green Purchasing Law**
 - *We followed JGPN model (government incubating network), but korean government was not positive. So, we managed KGPN as a voluntary organization and next we tried to make the law for government participation*
 - *For legislation, politics was needed. NGOs', as a pressure group, could have great role for making the GP law. We persuaded politicians and government officers that green purchasing could be a effective measure not only for the environment policy also for the local economy policy.*

Green Purchasing Law

- enacted in Dec 2004
- purpose :
 - to prevent waste of resources and pollution
 - to contribute to keep sustainable developments by encouraging environment-friendly production and purchasing
- Key point :

Since July 2005, Green Procurement has been obligatory to public organizations

Korea Eco-Products Institute (KOECO)

- Based on ***Act on the Promotion of the Purchase of Environment-Friendly Products***, KOECO was established to expedite supplyment and using of eco-products.
- **Major operation**
 - set up eco-product standards and assessment system
 - provide information on eco-products and environmental trends
 - facilitate production of eco-products
 - promote environment-friendly consumption
 - promote international cooperation

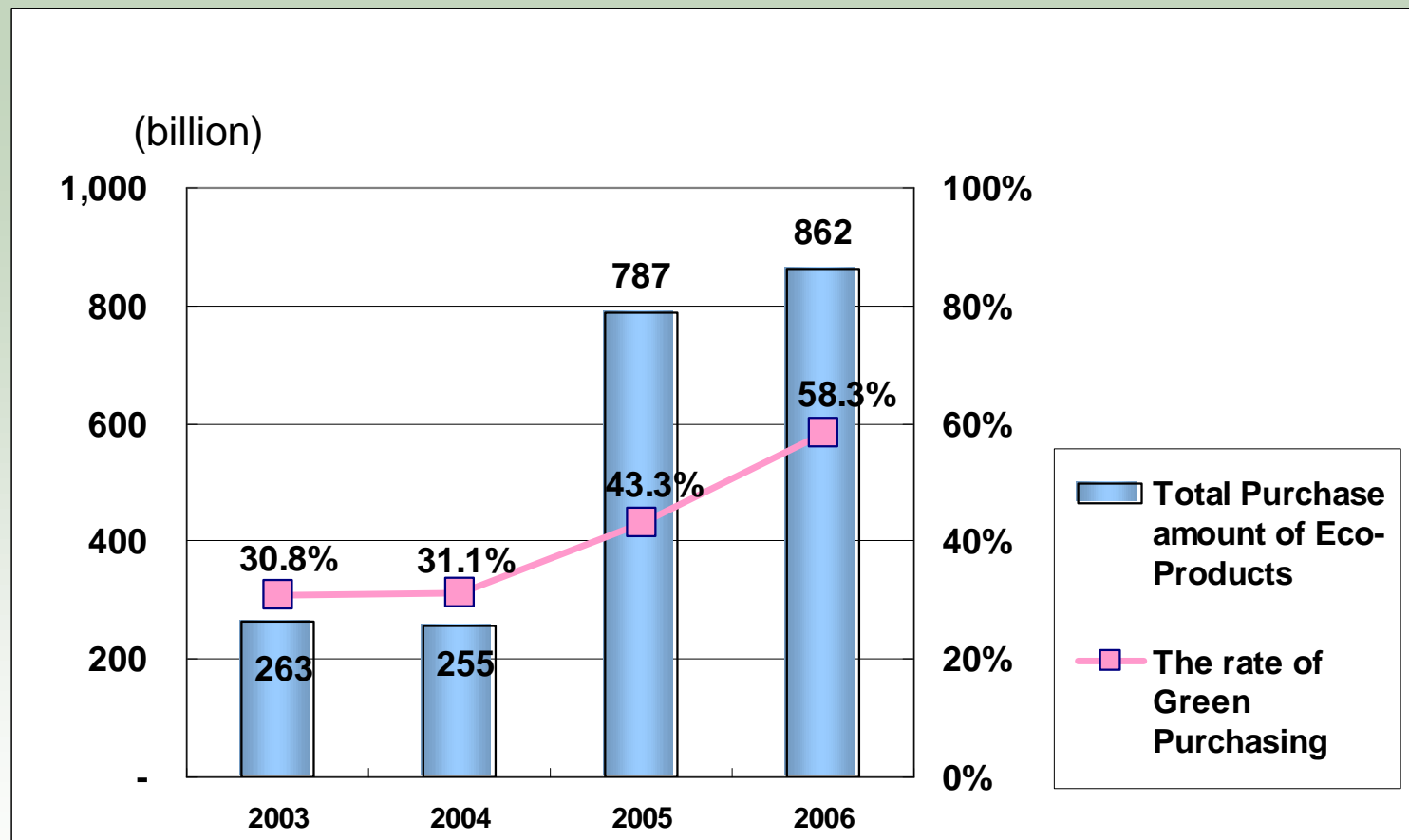
Korea Eco-Products Institute (KOECO)

- **5 divisions & 13 teams**
 - **Strategic Planning**
 - **Product Assessment**
 - **Green Purchasing**
 - **Eco-Product Research Center**
 - **e-Business**

- **The number of the staff : 55**

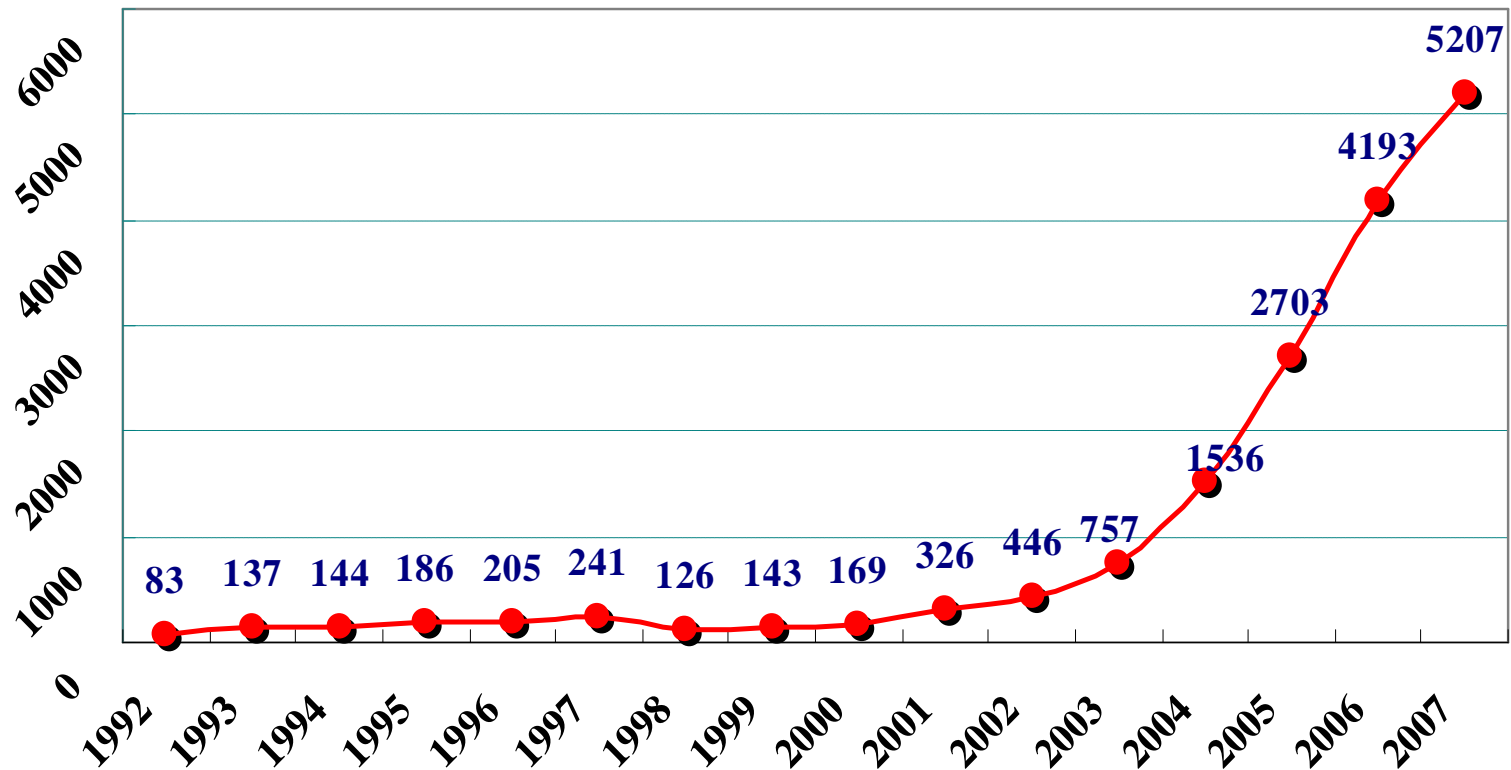
Korea Eco-Products Institute (KOECO)

<The result of Green Public Procurement>



Korea Eco-Products Institute (KOECO)

<The Number of eco-labeled products>



3.

KGPN after Green Purchasing Law

The Present Condition

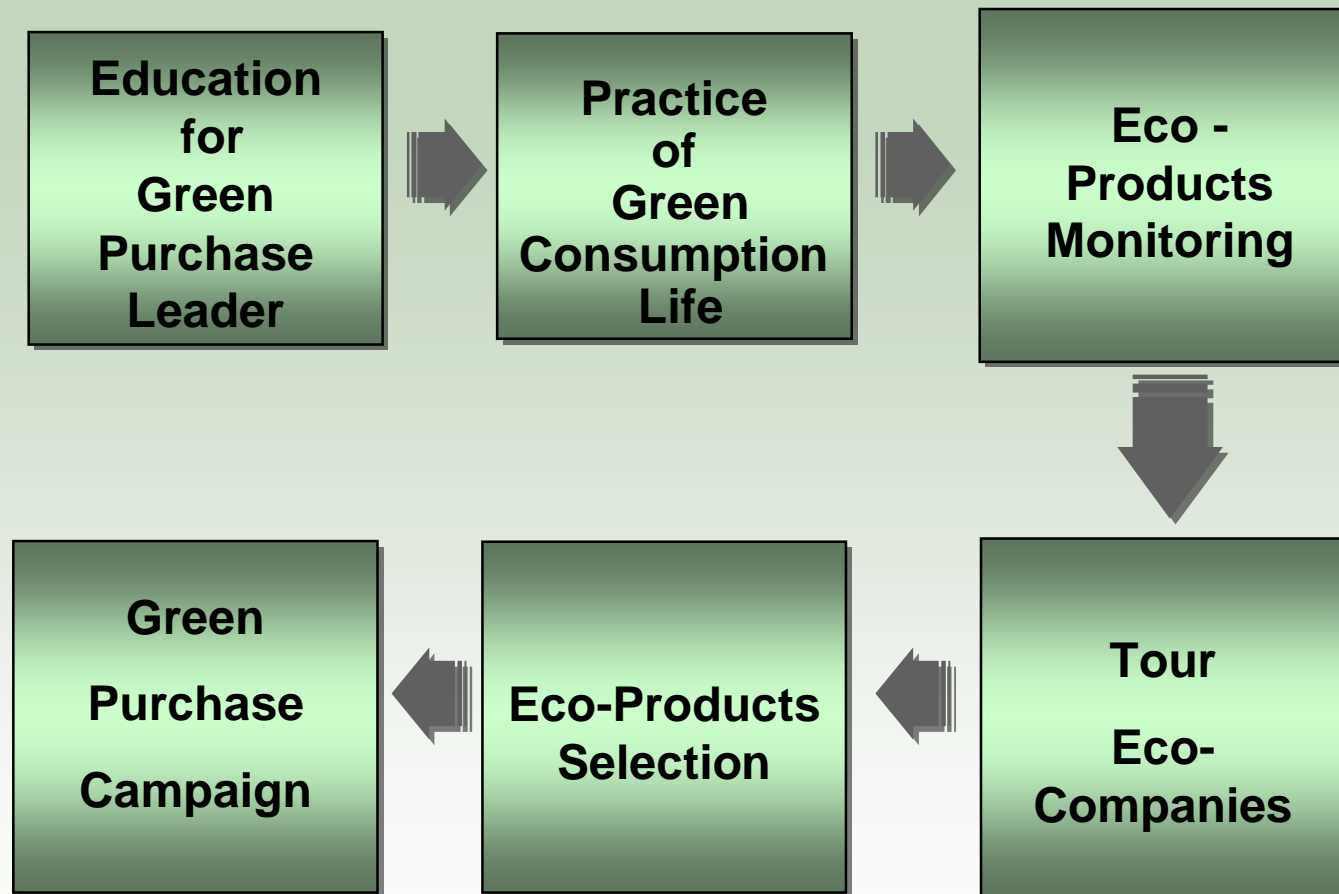
- **Members**
 - **Government institutions : 7**
 - **Industry and enterprise : 31**
 - **Private sectors and NGOs : 51**

- **Budget : KRW 360,000,000(USD 357,852)**

- **The number of staff : 3**

Green Purchaser Organization and education

<The Program of the Green Purchase Acting Group>



Organization and education of Green Purchaser

<The spread of the Green Purchase Acting Group>



Green Purchaser Organization and education



<사진 : 7월10일 서울YWCA>



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Green Purchaser Action :

<Eco-Products Selection Project>

➤ Object

- To promote green purchasing not only public but also consumer after establishment of green purchase law
- To encourage companies to produce green goods which are popular with consumers
- Networking of green purchase action of NGOs which have influence on consumers

➤ Goals

- To select effective 5~10 environment-friendly products in every year (best practices of green products in this year)
- Awarding and publicity through promoting selected green products

Green Purchasing Magazine

- **To provide information on Eco-products**
- **Monthly publication**
- **The first issue : June 2008**
- **the circulation : 10,000**
- **Budget : USD 10,000 / issue**

KGPN should take actions as well as network to impact on market .

Our motto is from networking to action.

Thank you for your attention.