



Collective Actions of UNGC Member Companies of Korea in support of MDGs

SECOND EDITION



Global Compact Network
Korea

**Seoul Research Center
for the Global Compact**

Forward

Message from the Secretary General of Global Compact Korea Network

Alongside, Korean companies are increasingly undertaking partnerships and collective actions to assist developing countries and enhance their living standards. Following the positive trends of global businesses' contribution to development, Korean companies are continuously expanding their participation in the MDGs. By working with local NGOs, government, civil society organizations, local community and other stakeholders, Korean companies namely, the UN Global Compact members are increasingly finding innovative ways to engage through their core business operations, value chain, market based solutions, social investment, strategic philanthropy activities and public private partnerships to address development challenges.

In June 2010, the UN Global Compact offered a new management model, the Blueprint for Corporate Sustainability Leadership. In line with this blueprint, Global Compact Korea Network will actively promote Korean businesses to engage in achieving broader UN goals including the MDGs. This short summary showcasing some of the activities of Global Compact Korea member companies in support of the MDGs was based on the research implemented by Seoul Research Centre for the Global Compact. Seoul Research Centre for the Global Compact has continuously built a database on the best practices of private sector's contribution to global development.

With the MDGs target year approaching us, Global Compact Korea Network and Seoul Research Center for the Global Compact have been endeavoring to raise awareness of Public-Private Partnerships (PPPs) in pursuit of achieving the MDGs. In concert with Korea International Cooperation Agency (KOICA), we host forums and seminars to introduce the concept and the best practices of PPPs, and encourage Korean companies to undertake PPPs in developing countries.

Global Compact Korea Network together with Seoul Research Centre for the Global Compact will continuously find ways to promote the UN Global Compact and the MDGs at local level. We hope Korean Companies will contribute in accelerating the progress towards the MDGs through innovative input and active partnerships in the future.

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Goal #1. Eradicate extreme poverty and hunger, #8. Develop a global partnership for development
#4. Reduce child mortality rates, #5. Improve maternal health, #6. Combat HIV/AIDS, malaria, and other diseases

1. Hyundai-KOICA Dream Center

Hyundai Motor's "Hyundai Dream Center" project helps young people in developing countries to gain meaningful employment. The technical training center for automobile in Ghana is designed to enhance the employment potential of young people thereby giving them the skills that are needed in the automotive industry. It is carried out through the application to the company's technological expertise to practical, hands-on training activities.

The company held a groundbreaking ceremony for the "Hyundai-KOICA Dream Center-Ghana" in Koforidua, Ghana, in January 2012. As the first such facility to be established, it is a three-year, regular technical high school which trains a total of three hundred students.

In addition to the establishment of the school, Hyundai Motor will assist with its ongoing operation. This will include bringing its own mechanics to Ghana, fostering the development of local teachers, providing on-the-job training at its worksites, and hiring students who demonstrate great mechanical potential.

Ghana, which ranks the 152nd out of 182 nations on the UNDP's "human development Index," suffers from a number of problems that include a low rate of social and economic development, high unemployment, a dysfunctional economy, and poor living conditions. By undertaking this project, Hyundai Motor has built Public-Private Partnerships (PPPs) among the Korean government (through KOICA), the Ghanaian government, and International NGOs, all working together for the development of the country, as per the MDG 8. Moreover, the technical training that the company provides in efforts to achieve the MDG 1 combats the twin problems of extreme poverty and hunger through the job creation activities and the enhancement of people's skills and capabilities.

Groundbreaking ceremony for "Hyundai-KOICA Dream Center – GHANA"



<Groundbreaking ceremony for "Hyundai-KOICA Dream Center – GHANA">

2. Hyundai Mobile Clinic

The mobile clinic campaign is a global CSR activity that Hyundai Motor has been carrying out since 2009. Its goal is to provide mobile medical services to underprivileged people in developing countries.

There are three types of specially-developed, customized mobile clinics. They include an obstetrics and gynecology van equipped with a sonograph, a delivery room, baby warmers, and a vaccine storeroom; a general internal treatment van that has an examination table, a sonograph, optometry equipment, and malaria diagnosis kits; and an X-ray treatment van equipped with digital X-ray equipment. The last two models have four-wheel-drive to increase their maneuverability in poor road conditions. In addition, air-ride suspensions and electric generators have been added to protect the high-precision equipment that they carry.

Since 2009, Hyundai Motor has been donating mobile medical clinics to seven countries, including Ethiopia, the People's Republic of Congo, Nigeria, Ghana, Rwanda, and the Democratic Republic of the Congo. Working in collaboration with local governments and medical institutions and international NGOs, the company continuously makes its efforts to improve local health levels. This includes training in the operation of cutting-edge medical equipment, the transfer of medical techniques, and collaborative treatments.

Hyundai Motor Group sincerely hopes that these projects will help to reduce child mortality (MDG 4), improve maternal health (MDG 5), and combat HIV/AIDS, malaria, and other diseases (MDG 6).

Implementing free medical service in the D.R.Congo Handover ceremony of Mobile Clinic in Ethiopia



<Handover ceremony of Mobile Clinic in Ethiopia>

Goal #1. Eradicate Extreme Poverty and Hunger, #8. Develop a Global Partnership for Development

LG Electronics, Inc. is a global leader and technology innovator in consumer electronics, mobile communications and home appliances. As a leading corporate citizen, under the slogan “A Love that Makes Dreams Come True,” LG has been playing an active role in global efforts to provide sustainable solutions and help achieve the UN Millennium Development Goals (MDGs). By engaging with diverse stakeholders such as governments, academic institutions, NGOs and its employees, LG is helping to create and share common values based on creativity, sustainability and more fulfilling lives. The environment is a crucial element of human well-being, sustainable development and the achievement of the MDGs, and we are making concerted efforts to help achieve these aims, and to break the vicious cycle of poverty and disease.

To deal with these cross-cutting issues, LG Electronics supports the achievement of the MDGs especially for eradicating extreme poverty and hunger (Goal 1), ensuring environmental sustainability (Goal 7) and building a global partnership for development (Goal 8) in sub-Saharan Africa and Southeast Asia, where the progress of the MDGs is the slowest among the continents, according to the UN Millennium Development Goals Report 2011.

In 2009, LG Electronics launched the LG Hope School in Kenya and LG Hope Village in Ethiopia. After that, in 2011, LG Electronics launched the LG Hope Family in Bangladesh and Cambodia under the partnership with WFP, to provide sustainable long term solutions in support for achieving the MDGs.

Especially, LG Hope Family for Asia supports a total of 7,000 families in Bangladesh and Cambodia through an innovative ‘Food for work and cash-for-work’ project designed to lift people out of poverty. As the family work for developing community infrastructure such as road or pond, they will get not only food but also seed money. In Bangladesh, 2,000 families will receive some cash grant to protect and invest in productive assets (e.g. livestock, poultry, agriculture/home-based gardening, sharecropping). It will help build the economic resilience of the families, providing improved livelihood options. And they will be required to attend training sessions for minimum 6 days per month to facilitate the productive use of cash grant to the project participants.

The overall goal of the LG Hope series is to lift the disadvantaged and ultra poor families out of poverty and into hope for a brighter future. While building resilience of the ultra poor and disadvantaged families and communities to disaster related shocks and threats, it will contribute to achieving the MDG 1. Also, LG Electronics will support to promote sustainable development in targeted communities by strengthening social protection systems and safety nets through a global partnership with International Organizations/NGOs for people whose lives and livelihoods are affected and imperiled by environmental degradation, poverty and cumulative effects of climate change on food security and hunger. It will contribute to achieving the MDG 8.

LG Electronics aims continue to contribute to the global community to enrich people's lives and inspire hope toward the brighter future by our innovative approach to deliver on people's needs to enrich lives and ultimately provide a better environment for the next generation.

That's why with LG, Life's Good!



< LG Hope Family in Bangladesh and Cambodia >

Surgery on Vietnamese Children with Facial Deformities

SK Telecom engages itself in a range of social contribution initiatives across the globe to act on the corporate mission to drive successful globalization and contribute to the happiness of humanity as a global citizen. It has waged a social welfare project to help children with facial deformity receive surgery since 1996 even before it entered the Vietnamese market on a full scale. The project to support plastic surgery for children with facial deformity was kicked off in the mid 1990 when the Vietnamese government called for help after children with a cleft lip emerged as a grave social issue in Vietnam. SK Telecom obliged to the request, becoming the first company in Asia which provided support in partnership with Smile For Children, a medical foundation established by a Korean doctor for children with facial deformity. SK Telecom, in liaison with 108 Military Hospital of Vietnam, has rendered support for Vietnamese children with a cleft lip by financing all surgery expenses and donating equipment for surgery and anesthesia to major hospitals across Vietnam since 1996. SK Telecom has also offered medical trainings in Korea for Vietnamese doctors so that they can learn more about better practices on plastic surgery and anesthesia. The project, waged under the name of 'Give Smile to Children in Vietnam', gave new life to about 2,900 children through 16 operations in total by the year 2010. Recognized highly for its genuine efforts by the Vietnamese government and Korea alike, SK Telecom received the national order of honor (the best decoration presented to foreigners) from the Socialist Republic of Vietnam. Going forward, SK Telecom will support the surgery for around 200 children with facial deformity in Vinh Long of Vietnam in June 2012.

Social Enterprise Framework Development

As a responsible corporate citizen, SK has always endeavored to address varied social issues including the gap between the haves and the have-nots, and poverty through social enterprise initiatives. Social Enterprises are emerging these days as a new trend which combines CSR with commercial business by leveraging corporate solutions in a wide variety of areas like agriculture, education, energy, financial service, health, housing, and water in order to address needs of the BOP(Bottom Of Pyramid) while creating profit at the same time. SK is leading efforts on multiple fronts: It has established a total of 10 social enterprises by March 2012 creating the upwards of 700 jobs, offered support to 62 social enterprises by raising fund of as much as 18 million dollars, and opened the website 'Se-Sang' as part of efforts to create an ecosystem for social entrepreneurs and their businesses. It has also engaged in efforts to spread the concept of a social enterprise such as having a lecture on the issues and challenges for social enterprises in front of renowned Chinese opinion leaders at Boao Forum in March 2012, and holding a debate on how to facilitate social capital market and secure talents in Korea this April. Starting from March 2012, SK has served at the UNGC Steering Committee on Social Enterprise and Impact Investing to develop a framework crucial for social enterprise establishment and investment facilitation. In partnership with the Rockefeller Foundation, SK aspires to improve understanding of UNGC members and PRI financial entities on social enterprises, which can help spread social enterprises across the globe. As part of such efforts, in June 2012, SK is planning to make a presentation on its philosophy and social contribution campaigns, and hold the SK session on social enterprise ecosystem at the corporate sustainability forum of the Rio+20 Earth Summit.



Goal #7. Ensure environmental sustainability

As a well-being household electronics company, Woongjin Coway set a great initiative for sustainable growth that values environment, earth, future and society.

Coway's social contribution has focused on the importance of "clean water" and "environment-friendly management" keeping in line with Coway's core business. Now Coway has expanded its efforts overseas.

Currently Coway's major social contribution programs are "Digging wells in Cambodia," and "Supporting the poor children in South Africa." Under the slogan of "Global environmental protection and child welfare", Coway has been volunteering in Cambodia since 2006 in order to improve contaminated drinking water by aiming to build 1000 wells as donations.

Since 2006, Coway started a campaign in Cambodia to improve the water distribution problems in rural area. Coway landed in Cambodia in 2006 to start on a project to improve the water quality in the areas where clean water is unavailable. When Coway first started its program in 2006, Lake Tolne Sap, one of the major sources of water in Cambodia, was no longer capable of use. Lake Tolne Sap was contaminated with dirt and garbage. Among 14 millions of Cambodian population less than 10% of the people were beneficiary of clean waterworks. Cambodia has one of the highest infant mortality rates due to water-related diseases. To protect the vulnerable from water borne diseases and to provide them with clean water, Coway dug total 75 pump-type wells in 26 villages around Phnom Penh, Cambodia in 2006 and dug another 100 wells throughout the country in 2007, where 20 volunteers including top management and employees participated. In 2008, Coway dug 104 wells with its employees and customers. Additionally, 112 wells were completed by individual participants in 2009. By the end of 2011 Coway dug 650 wells and has operated total 782 wells including 132 wells which were donated by Coway's employees, consumers and stakeholders.

Within 6 years, Coway completed 650 water systems in local villages and plans to expand such efforts with the target of completing 1,000 wells in more than 2,000 underdeveloped villages in Cambodia by 2015. Thanks to their efforts, people in Cambodia will have safer and cleaner water resource for daily use.

In addition, Coway started to raise a fund for South African Childrens Soccer Team since 2006. This program was first initiated by a goodwill visit of 'Coway Soccer Team', a group of employees, to Philippi, one of the poorest regions in South Africa, to meet with 'Green Star Soccer Team. Coway used its funds to support the poor children in South Africa to achieve their future dreams to become soccer players.

In April 2012, in order to supply pure drinking water, Coway installed water facilities to the town of Jeffisi located in Ghana with KEITI (Korea Environmental Industry & Technology Institute). Those facilities enabled local residents to use 100 tons of pure drinking water per day. Considering that average 25 liter waters were supplied to each person in Ghana daily, pure drinking water could be provided with more than 4,000 local residents by those facilities. It was the first business that helped African people under the threat of lack of safe drinking water supply due to droughts and lack of water-related infrastructure, through establishing a national project called the 'African small town waterworks installation project'. As in Africa, emerging green markets are rapidly evolving; America, Japan, China

and other countries are providing large-scale aid and expanding investment for resource development. Even if Coway's social contribution cannot be compared to those of other countries, Coway expects to enhance Korea's national image, and to make a favorable condition for businesses through waterworks installation project.



Goal #1. Eradicate extreme poverty and hunger, #2: Achieve universal primary education

As a member of the global community, POSCO makes an effort to develop better Corporate Social Responsibility (CSR) programs, which makes substantive, effective and lasting changes in developing countries. In particular, the reality in Africa requires support which exceeds mere charity, in order to make a real change. To deal with the reality in Africa, POSCO creates and manages sustainable CSR programs through a three-way cooperation model of “government – NGOs – business”; local governments in Africa, international NGOs, and POSCO.

Goal #1. Eradicate extreme poverty and hunger

[Target] To establish a foundation for food self-sufficiency and income for the local people by farming corns and distributing agricultural technologies in Africa

POSCO proposes fundamental solutions for poverty and hunger by developing appropriate variety of corn and increasing the yield in a partnership with International Corn Foundation (ICF), International Institute of Tropical Agriculture (IITA), and Institute of Agricultural Research for Development (IARD) in Africa. POSCO provides an education in agricultural technology, an application of techniques to control the growth and harvesting of corn under local environment at selected areas; Harare in Zimbabwe, Ombessa and Lagdo villages in Cameroon, Musangu and Kipopo Villages in Republic of the Congo, and Lena and POA villages in Burkina Faso.

From the first year of trial, the pilot areas could harvest about 5 tons of corns, which increased approximately 20% of production, creating hope of eradicating poverty and hunger. This corn program will continue alongside development of technology for cultivation and fertilization that fits with the local environment.

Also, POSCO fosters leaders in agriculture in Africa with a belief in the saying: “Give a man a fish, you have fed him for today. Teach a man to fish, and you have fed him for a lifetime.” POSCO works with Korea International Cooperation Agency (KOICA) and Korea Food for the Hungry International (KFHI) for an agriculture leadership development program in Mozambique and Zimbabwe. We promote the agriculture leaders program all around Mozambique and Zimbabwe areas, select students who have very different backgrounds but all have a passion for learning, and teach them localized agriculture skills. Also the agriculture leader center manages autonomous steering committees in collective farms for their independence in the future.

Every year, about 50 students learn agriculture knowledge and practical farming skills at Centro Agro-Pecuaria “Nova Vila” in Manhica Village, Mozambique. With the practical farm lent by the local government for free, the students can learn how to cultivate rice, onions, and tomatoes. Furthermore, the agriculture center created earnings by good harvest of tomato last year and re-invested the profits to the center. We expect the earnings will grow with rice harvest this year and will re-invest the profits to the center for its independence.

The KOICA-POSCO agriculture training institute in Seke, Zimbabwe educates students including government workers, local people, and AIDS patients from all around Zimbabwe. It has opened 16.5ha of practical places, leased free of charge by the local government, where the center teaches farming skills for beans and corns that fit with the local environment, creates profits from the farm which are reinvested to the institute. Also, we run a special class for 100 AIDS patients every year and help them to become financially independent.

Goal #2: Achieve universal primary education

[Target] To provide good education to African children and the local people, and to set up an educational environment

POSCO has opened ‘POSCO Children Development Centre’ in Seke, Zimbabwe along with Korea Food for the Hungry International (KFHI). This school offers a basic learning with school supplies and meals, supporting up to 80 students from 3 to 5 years of age each year. Furthermore, the school educates parents in the local area and creates educational environment for a family where the kids live. These efforts attracted much attention, with some 600 people in the waiting list to enter the school, and to create a change in the educational environment of the village.

Moreover, POSCO wants to create an educational environment in distant and secluded areas with localized education program. To do so, POSCO and KEHI run a program called “Aula de Portugues” to fight illiteracy in Manziene, Mozambique. Every year, the school offers basic literacy education for 100 students from 8 to 11 years and 60 local residents. It also runs a special class for language preparation test, of which 80% of the class passed the test in 2011. This program contributes to research for education and teaching materials in this area.

Since WWII, POSCO has led the development of key industries in South Korea as a steelmaker. Now, POSCO wants to share the miraculous growth experience with the world. POSCO’s CSR programs, which are fully based on local context, are a part of the sharing movement and will be extended to Mongolia as well as Africa to give substantial assistance to the local people. And that is the future POSCO wants to create for a better world.



School Donation in Rwanda Africa

In 2011, KT made the donation to establish an elementary school in Kamoney, Rwanda in cooperation with KOICA. The project was completed as a part of the “Umuganda Movement”, which is equivalent to the “Saemaul Movement” in Korea. The location of the school was chosen based on discussions with the Ministry of Education in Rwanda to identify the area in most desperate need for schools. The children in the area usually travelled 8~10 km to schools and on the way their safety was heavily threatened by road crossing or climbing mountain roads. The new school has 6 classrooms, a staff room, playground, washrooms, septic tanks and water tanks as sanitary facilities, etc. It accommodates approximately 250 students and up to 500 students can have classes with two shifts per day.



Wireless Network System Donation in Rwanda Africa

A KT subsidiary in Rwanda constructed and donated a wireless IT system to 4 different elementary schools across the country as social contribution. The purpose of the project was to enable teachers and students to exchange learning contents using wireless services through OLPC (One Laptop per Child), which is provided by the Rwanda government. OLPC is a non-profit organization established by the Massachusetts Institute of Technology, donating “XO”, a 100-dollar Notebook Computer, to children in underdeveloped countries such as Rwanda, Uruguay, Peru, Ghana, etc. In Rwanda, approximately 60,000 laptops were distributed to over 120 schools nationwide and the students are ready to use them beginning of the next year.



Antipoverty Campaign

In July, 2011, the company participated in “Shooting for Africa” program organized by International relief organizations for their food for hunger projects, especially for starved children in Africa. Approximately 7,000 elementary students and 2,000 sponsoring families participated, and the donation fund was used to support soup kitchens in 8 different countries, including Madagascar, Zimbabwe, Tanzania, Uganda, Mozambique, Kenya, Ethiopia, and Burkina Faso. Furthermore, education programs on 4 basic principles of CRC (Convention on the Rights of the Child) - right to life, right to participation, right to protection, and right to growth - were also provided to the participants.





Goal #1. Eradicate extreme poverty and hunger, #7. Ensure environmental sustainability,
#8. Develop a global partnership for development



Mali Project

The Sahara Desert covers most of Mali, located in northwestern Africa. With desertification only intensifying, most people in Mali are suffering from poverty. In 2007, Kia Motors joined forces with the Trees for Travel Foundation (TfT), a German non-profit organization, and launched a jatropha tree planting program with the goal of tackling Mali's environmental challenge and poverty. The jatropha tree prevents soil erosion and protects other plants and crops. Jatropha oil can be used as a source of biodiesel and soap. Jatropha trees can thus contribute not only to environmental protection but also serve as a source of income for the local community. When a customer buys a vehicle from Kia Motors Netherlands or Kia Motors Sweden, a donation corresponding to the amount of CO₂ emissions generated when the vehicle is on the road based on the distance traveled is made to the Mali Project. Over the past five years, 3.5 million jatropha trees were planted through the project. We introduced a GPS-based farm management system in 2009, and we have been running jatropha cultivation classes for farmers ever since. In 2010, we refurbished the system and expanded the number of jatropha farms to three. We are planning to expand the program to all Kia subsidiaries in Europe and make donations based on the total sales volume in Europe. Six jatropha trees will be planted for every Kia vehicle sold. With the expansion of the Mali Project, we also plan to expand the relevant management and training programs.



As a global engineering company, Hyundai Engineering provides total engineering solution to its customers. With its core competency in engineering and experienced staff, Hyundai Engineering now performs over 80 projects in 26 countries and more than 80% of its revenues are derived from overseas projects.

Future Dreams into Reality

Hyundai Engineering's efforts to meet the Millennium Development Goals (MDGs) are focused on on-site management under the supervision of "Social Contribution Team" at the headquarters. The employees voluntarily find ways of contribution to the local community.

The main areas of Hyundai Engineering's social contribution are in the domain of children's development, including primary education (MDGs #2) as well as nutrition, and it is in line with the aim of the engineering industry – that is, to actualize "future dreams into reality".

"Dedication to Children's Daily Life Support"

Hyundai Engineering makes its contribution through diverse means: local community support in Mongomo city, water supply and sewerage project site and the branch office in Batam city, school commodity donations (desks, chairs, art supplies and soccer balls, etc.) in Equatorial Guinea.

In Turkmenistan, Hyundai Engineering donated daily goods which include dish wares, clothes, basins and powder milk to disabled children's facilities, which are located near the desulfurization project site in Yoloten city. We have a plan to expand social contribution continuously.

In Malaysia, Hyundai Engineering made donations to an orphanage near its gas plant project site in Kuala Lumpur

"Holistic Education"

Hyundai Engineering established a childrens' center in Cambodia with Global Vision, an international private aid agency, by financially supporting their plans. At that time, the village was unsanitary and poor and the children in the village were dependent on drugs and forced to engage in prostitution instead of going to school.

The school, made with two wooden buildings and one restroom building, has been inspiring hope for children and their families.

Hyundai Engineering: Everyone's Future Dreams into Reality

Hyundai Engineering consistently makes efforts to improve the quality of the lives of children and others in developing countries.

For example, in Equatorial Guinea, Hyundai Engineering donated a resting place, which was named Friendship Park, to enrich the local community.

In 2009, when the typhoon Ketsana swept Vietnam, our employees quickly carried out aid for the victims, and the 70 people were placed in a shelter. We also donated \$6,000 to help repair the damage.

Hyundai Engineering will keep working on social contributions to achieve the Millennium Development Goals through successive and systematical supports.



Yuhan-Kimberly is a leading health and hygiene company in Korea. Since its foundation in 1970, the company has contributed to the development of Korea's hygiene culture. By introducing the first diapers and sanitary pads on the market, it greatly improved hygiene and health care of Korea. Yuhan-Kimberly is famous for its "Keep Korea Green" campaign which has continuously participated in environmental protection activities for forest areas as part of our corporate social responsibility program. It is also widely known as a model for family-friendly management and life-long learning program.

"Keep Korea Green" campaign

Preserving ecological systems and the sustainable management of natural resources has become a global issue. In the forty years following the Korean War, Korea has become an example of successfully curbing deforestation in periods of rapid economic growth and urbanization. Yuhan-Kimberly, has contributed to this national success since launching the forest preservation campaign 'Keep Korea Green' in 1984. When Korea was faced with the challenge of preserving the nation's forests in the wake of the financial crisis in 1998, the Company took the lead in providing various opportunities for Korean citizens to take part in preservation activities and in creating jobs related to forest preservation. What is more impressive is that the Company has gone beyond the national borders to build a partnership with different sectors of society.

Yuhan-Kimberly has planted and nurtured more than 44 million trees through the Keep Korea Green campaign since 1984 – the goal of the campaign being to plant more than 50 million trees by 2014, when the campaign will be in its 30th year. At that point, it can be said that one tree has been planted for every Korean citizen. The Company has encouraged more citizens to take an active role and enjoy the benefits from these forest areas and to participate in forest preservation activities by offering various programs such as tree planting and preservation activities, forestation experience programs, building forest schools and providing forest field trip programs for young students.

Yuhan-Kimberly will contribute its efforts for a sustainable environment through the Keep Korea Green campaign.

Forestation in North Korea and ongoing research of reforestation in Mongolia

In an effort to reforest North Korea's naturally devastated areas, Yuhan-Kimberly has provided support for forestation and cultivation efforts.

From 1999, the company has worked with Forest for Peace (NGO, Korea) to help restore devastated forests in North Korea. The Company's support includes providing seeds, seedlings, and tree planting equipment that has lead North Korea to plant 6.3 million trees (1999~2008).

As the yellow sands have continued to be a growing threat to Northeast Asia, Yuhan-Kimberly has planted over 7 million trees in Mongolia to prevent deforestation since 2000, the origin of the yellow sands. In the pursuit of a long term forestation drive, the Company planted trees in Tujiin Nars and helped prevent desertification along with the North East Asia Forest Forum(NGO, Korea), Mongolia Forest Forum (NGO, Mongolia), and Tujiin nars Nature Reserve Agency (local government agency under the Ministry of Nature, Environment and Tourism). The programs and activities include seedlings for reforestation, soil cultivation, watering and treatments, monitoring and management.



<Plating seedlings - Tujiin nars in Mongolia>



<Planting Trees with Newlyweds on Public Land in Korea>

“Act Green, Stay Green!”

Korean Air, South Korea's flagship airline and one of the top twenty global carriers, is committed to contributing to a sustainable future through management of the company's business practices, for the good of employees and all mankind.

Fully aware of its social responsibilities, Korean Air believes in protecting the environment, sharing with others and maintaining transparent and ethical management practices. The airline joined the UN Global Compact in 2007 and pledged to abide by ten principles in the human rights, labour, environment and anti-corruption categories and as a member of the global airline alliance, SkyTeam, Korean Air adopted the 'SkyTeam Corporate Social Responsibility Statement'.

Aid Program

Korean Air participates in many global humanitarian efforts, including recently assisting the UN World Food Programme to transport relief supplies in an effort to fight against hunger in Africa. Korean Air has assisted with the transport of emergency supplies following disasters such as the earthquakes in Sichuan, Qinghai, Japan and New Zealand.

Environment-friendly Aircraft

In order to contribute to the reduction of emission of CO₂, the main culprit of global warming, Korean Air embarked on an ambitious programme of fleet renewal. Older aircraft were retired and replaced with a fleet of fuel-efficient, less noisy and environmentally friendly next-generation aircraft, including the acclaimed A380 aircraft. The airline has also implemented more efficient operational procedures and flying techniques to reduce fuel consumption.

Global Planting Project

Korean Air is also doing its best to create a happier and healthier society and gets involved in various worthwhile projects both at home in South Korea and overseas. Since 2004 the airline has been involved in reforestation projects in regions such as Baganuur, Mongolia and Kubuqi, China where desertification due to climate change, is causing polluting yellow dust to spread across Asia. Thousands of trees have been planted in 'Korean Air Forests' by volunteers, mostly new employees of Korea Air and Local college students.

Also, Korean Air continues its effort to make the Earth greener in the Americas. The airline continues its tree planting in LA, this time in the interests of community goodwill and to assist the city's 'Million Trees Los Angeles' campaign. Korean Air arranged for trees to be planted in public places and the airline also gave away fruit trees to local residents.



Kookmin Bank conducts a range of CSR programs, including the activities of the KB Social Service Organization and initiatives to support the youth. The Bank is also extending the reach of these programs internationally.

The social contribution activities of KB Kookmin Bank focus on supporting future generations, in recognition that the future depends on the successful coexistence of business and society.

Youth Support Programs

KB Happy Table, Mini Libraries, Hope Study Room

Since 2007, KB has endeavored to support the youth. KB assists undernourished children through the 'KB Happy Table' project, which has served more than one million meals. In 2010, KB provided meals for 1,907 students in 147 elementary and middle schools. KB has also participated in financing information and cultural spaces called 'KB Mini Libraries' in cooperation with the Ministry of Culture, Sports, and Tourism and the Munhwa Broadcasting Company. As of the end of 2010, there were 22 Mini Libraries nationwide and KB has expanded its project to Vietnam, Cambodia, and other culturally marginalized areas. 'KB Hope Study Rooms' promote the learning skills of young people in difficult environments by supporting educational programs such as voluntary 1:1 tutoring, mentoring, and training at local children's centers, which play an important role in the education of low-income youth.



Global Social Contribution

RaonAtti - An overseas volunteer group for university students

The Bank operates RaonAtti, an overseas volunteer corps for university students that offers a helping hand to people suffering from poverty, hunger, and natural disasters in developing Asian nations. In 2010, a total of 60 college students -- 30 each for the first and second half of the year -- were sent to six Asian countries: Vietnam, Cambodia, Malaysia, Sri Lanka, Thailand, and the Philippines. Volunteer groups are assigned to areas after completing one month of training in Korea. They commit to five months of service in overseas activities overseas, such as taking care of disabled children, teaching language to vulnerable children, and serving meals to hungry children.

KB Korean language program - Sharing the Korean language with the world

Since 2007, the KB Loves Hangul program has led in the dissemination of the Korean language around the world. The Bank is committed to the development and distribution of Korean study materials translated into local languages in Vietnam, Mongolia, Indonesia, and Kazakhstan.

To meet the needs of local college students, leading experts in Korean education and local professors are developing customized textbooks that make the study of Korean easy. As of the end of 2010, textbooks in Vietnamese, Mongolian, and Indonesian were being developed for students in beginning, intermediate, and advanced levels, and for intermediate students in Kazakhstan. The Bank plans to support Korean language education in more key regions.



Goal #1. Eradicate extreme poverty and hunger, #6. Combat HIV/AIDS, malaria, and other diseases

Mirae Asset Securities (“MAS”)’ social contribution activities are implemented around the following three core areas: “Nurturing future leaders”, “Social Welfare” and “Fostering the culture of sharing”. These are areas where Mirae Asset, as a financial group, has the most potential to make a significant long term contribution to our society. Based on these activities, MAS supports the achievement of the UN Millennium Development Goals especially for Eradicating extreme poverty and hunger and combating diseases.

Goal #1: Eradicate extreme poverty and hunger goal

MAS sponsors various social programs in Korea for underprivileged children in conjunction with regional community centers and welfare institutions. Since 2000, MAS has concluded cooperation agreements with Korean local borough offices, social welfare institutions and community centers to support the basic living expenses of children and youths from low income households where they are raised by grandparents or children who are the head of their own household. Furthermore, MAS supports meal plans for children from low income households during the school break.

Goal #6. Combat HIV/AIDS, malaria, and other diseases

In November 2010, MAS provided volunteer medical services to poor people who can’t take enough health care in Ngoc Linh Hospital in Ho Chi Minh City. Especially MAS supported the hospital in order that ophthalmic surgery could be performed. And MAS volunteers helped construct houses in collaboration with “Water Love Exchange” which is one of big Korea volunteer organizations in My tho City. As a result, More than 400 local Vietnamese received free medical treatment and three houses were built for Poor people. MAS is determined to continue its mission of social contribution in close cooperation with local and global volunteer organizations.



Goal #1 Eradicate extreme poverty and hunger, #2 Achieve universal primary education

<Hope TV, SBS> program first started in 1997 with a different title <Famine Experience 24 Hours> to report on people all over the globe who suffer from hunger and diseases and to raise awareness among local Koreans. Even after the program changed its title to <Hope TV, SBS>, the program continues to serve the same role. It checks on children in the poorer countries in the African continent and seeks to find a way to help them. Every year, the program runs two 10-hour long live programs in spring and fall to raise funds for the suffering children in Africa. The program so far has more than 200,000 regular donators and the amount of donation has gone over 140 billion won.

Building total 100 'Schools of Hope' for the next five years.

The program, starting this year, is set to help building 100 Schools of Hope in the African continent for the next five years. The project is named "SBS Africa School of Hope."

The African continent is relatively young since more than half of the population there is under the age of 15. It also has around 1 billion population and abundant natural resources, which can be the source of further development in the region. However, even with all these potential, the children in the African continent are currently still suffering from fatal poverty, hunger, diseases and wars. It is urgent to help the African children to get out of poverty, and to help them have a different future. These children can be the powerhouse that can transform the future of Africa when proper education is given. The program will contribute in building more schools for the local African children as well as help establish other medical or additional educational facilities. The plan will help enhance the quality of life there and the chance of children getting properly educated.

School of Hope is opening!

"SBS African School of Hope" project is set to makes changes in the lives of children there than just helping with the construction of school facilities. Out of the 100 schools the project is set to build, the second school of hope "Lee & Chad School" opened in February this year in Dogore region in Chad.

The school provides clean water and clean bathrooms. A public medical service center and a pre-school will also be constructed soon so that the school can be located in the center of the new town. Children who used to study at schools with leaking roofs and without any desks will now be able to have a safe and clean environment to study.

The project is now set to build other school facilities in Kome Island in Tanzania, Anjabe region in Madagascar and Juba region in South Sudan. The project team already chose the location of school facilities and the constructions will begin in June this year. The project is set to start building total of eight schools in 2012.



<Before and after of the Chad, the second school of hope.>

Munhwa Broadcasting Corporation (MBC)



Goal #2. Achieve Universal Primary Education, #4. Reduce Child Mortality



MBC (Munhwa Broadcasting Corporation) is one of the major public broadcasters in Korea. Since it was first founded in 1961, MBC has contributed to the development of the Korean broadcasting industry based on its corporate philosophy that is to respect human dignity and the sanctity of life. By creating TV series and show programs that raised viewers' awareness of social responsibility and public interest, MBC has maintained just one time charity but practical and sustainable solutions.

From 2009 to 2010, MBC aired a Sunday night show, Danbi which toured 11 developing countries including Zambia, Kenya, East Timor and others, to help people with access clean water, be cured from endemic diseases and provide sustainable living and educational system. By cooperating with local NGOs and corporate groups in each country, MBC provides not just one time charity but practical and sustainable solutions.



MBC continues its efforts to promote public interest. Among many MBC programs, KOICA's Dream, which has aired from 2011 to 2012, had the greatest impact on Korean society for its genial spirit of sharing and volunteering. It is a documentary program created in commemoration of the 50th anniversary of MBC. MBC volunteer corp was dispatched to developing nations around the world to complete their mission in cooperation with KOICA (Korea International Cooperation Agency) volunteers who were already working there. For two months, KOICA's Dream has aired their volunteer work in 5 developing nations including Peru, Paraguay, Sri Lanka, Ethiopia and Senegal which helped the locals with access to clean water, treat diseases and improve their living conditions and social welfare.

The first country KOICA's Dream corps visited was Peru in South America. They went up to the village located at 4,000 meters above sea level to successfully complete their mission to renovate kitchens, build flush toilets and provide medical services.

Ethiopia was the only African country to dispatch its ground army (6,000 soldiers) to South Korea when the Korean War broke out in 1950, but now is one of the most impoverished nations in the world. The KOICA's Dream corps decided to help the country with three projects. The first was to renovate the old houses of the descendants of Korean War veterans. The second was to improve the living conditions of the local residents who had to sleep with goats to protect them from hyenas at night. The third project was to build the first soccer field in Ethiopia at Kokebe Tsiba Elementary School for children whose sole pleasure is to play soccer.

If you practice love for others, your love will become a light shining your life as well as the lives of others. To make tomorrow's world better than today's, that is KOICA's Dream!

Goal #1: Eradicate extreme poverty and hunger, #4: Reduce Child Mortality

RNL Bio has been running the 'Life is a Blessing' campaign for years. As one of the biggest biotechnology companies in South Korea, RNL Bio is actively involved in children's health and medical programs. The company conducts the 'Life is a Blessing' project with The Bethesda Life Foundation (Non Profit Organization) in Seoul to provide medical and financial support to children with rare disease such as cerebral palsy. While the Korean health care and medical standards are improving, treatment can be extremely expensive. That is why since 2010, RNL Bio has been conducting fundraising to mobilize public support and to provide Bethesda Life Foundation with medical facilities and therapeutic programs to give long-term medical support to children. This project extends beyond mere support. Over the years, the company has been increasing funding, promoting partnership with other organizations concerning children, and inspiring people to increase children's benefits. The company's fundamental goal is to be a platform for building integrated connection between for-profit and non-profit organizations with the aim of saving children's lives.

In addition, RNL Bio maintains a strong relationship with Goodwill Korea Suwon branch. Goodwill Korea Suwon is an accredited social enterprise which provides employment and job training to people with disabilities especially in 19-24 years old. Most of the employees have physical or intellectual disabilities. Since people with disabilities have relatively low tertiary education rates, and they are likely to be excluded from society, RNL Bio aims to help them reach their potential and gain dignity through the cooperation. It gives them opportunities to earn their living by themselves and to contribute to the community. RNL Bio provides regularly, products and services to create more jobs and to support the management of Goodwill Suwon. RNL Bio expects to develop the structure of social enterprise and empower disabled people by removing barriers and fulfilling commitments. Also, RNL Bio takes initiative in encouraging vulnerable youths with disabilities through education and through guiding them in the right direction to fully participate in society. RNL Bio shares technology-relevant knowledge to make the world more equitable and healthy.



AidGreen is a unique Appropriate Technology Company, which operates under Humanitarian Social Entrepreneurship business model of supplying life-saving products to the most vulnerable people and providing consulting service to NGOs involved in international development. We have regional partnership with Vestergaard-Frandsen, who collaborates with UN and WHO division of Public Health to create innovative products and concepts under the famous brand names LifeStraw®, PermaNet® etc.

AidGreen's Business Strategic objectives are direct and strong support of the Millennium Development Goals (MDGs) and working towards the achievement of MDG #4, #5 and #6 which are the health related MDGs regarding reduction of child mortality, improving maternal health and combating infectious diseases. Also, we supply a solar based lighting device to isolated communities which accelerates the achievement of MDGs #1, #2, #7.

Since 2010 we launched a campaign named "Life Water to Cambodian" because Cambodia was a region with one of the highest infant mortality rates due to water-related diseases. In March 2012 we supplied Lifestraw Family which prevents water-borne disease and PermaNet, Long-Lasting Insecticide Net, to prevent vector-borne diseases like Malaria to one of the poorest villages named "Ppurepak" in Cambodia with local NGO (Salvation Army Korea). The abovementioned products form emergency kits for families and maternal health and ensure Environmental Sustainability. During the campaign, education on sanitation and hygiene was carried out to encourage interest from recipient themselves and thereby ensure sustainability.

Initially, Lifestraw was solely a means of combating water-borne diseases. But now it is also one of the strongest tools in ensuring environmental sustainability through implementing Carbon credit financing to achieve MDGs. It reduces the need to cut down trees for firewood, and could remove millions of tons of CO2 from the atmosphere every year. Also, it can empower women and children and free them from labor involved in boiling water like cutting down trees and carrying woods. LifeStraw offers safe water to those living in the developing world without boiling water to purify it.

In addition, AidGreen places value on partnership with local NGOs in developing countries to achieve project efficiency and project transparency. Project transparency is one of the major issues of the project. That is why we host a local (Korea) forum and join in many types of events to encourage donors to understand what Safe Water is and how we can achieve MDGs as well as its practical effectiveness.



Solving water problems in the global village

Since its establishment in 1967, K-water has been implementing national water resources management policies regarding multipurpose dams, water supply dams and regional water supply systems. It is also making a great contribution toward the development of the national economy and improving the quality of life for local people. In commemoration of the 40th anniversary of its foundation, K-water has launched a strategic mission - Water for a Happier World - pursuing innovation and change in order to become the "Best Water Partner" in the world.

In 2009, K-water also established its 3 major values, 5 major core areas and strategic direction unique to K-water's social contribution activities to fulfill its mission. K-water is implementing its social contribution activities strategically based on choice and concentration strategies to achieve sustainable corporate development and fulfill its social responsibilities. Utilizing its business characteristics to its fullest, K-water selected its social contribution activity programs. Through participation in solving environmental problems by expanding its activity scope to include water, rivers and the environment, K-water is contributing to the development of the nation and local communities.

As a leading international water resources corporation, K-water has participated in solving global water problems since 2006. With the theme of activities in 'Making a happier world with water', K-water had undertaken drinking water development in Tajikistan in 2006, building 'Ger(tent house)' for the poverty stricken in Mongolia and making 'happy well' in Cambodia in 2007, and installing 8 drinking facilities in 4 villages in Vietnam in 2008. K-water also had undertaken the installation of 4 drinking tube wells in remote distanced schools in the State of Pampangga and Quezon City, the Philippines and the installation of 9 water facilities in 5 villages in the Bolikhamxay and Luang Prabang region of Laos in 2009, as well as the installation of a water tank and pipe route in 2 villages in the Vangvieng region of Laos in 2010.

In 2011, K-water had installed a 50-ton water tank, pipe route for 6.4km, 2 boreholes and a drinking fountain in 2 villages of Pakxan County, Bolikhamxay State of Laos. K-water had continued its efforts by doing other activities for local residents including providing free medical service with Korea Open Doctors Society (medical services organization), repairing of schools and town halls, giving poor families provisions and household goods, etc.

With the extension of overseas business, K-water has continuously tried to fulfill its social responsibilities in order to make a happier world with water.



KORES has grown into the only public corporation specializing in resources development in Korea and have many domestic projects as well as overseas ones. KORES has carried out domestic social contribution activities focusing on KORES Volunteer Service Corps., and provided KRW 195 million in support for 642 people in 2010 centered on four major fields. In the case of overseas activities, we implement by establishing region-specific social contribution activities plans. We make an effort to share the profits generated through resources development with communities.

Biodiversity Protection

A variety of species are living in Madagascar as it is an island with wide-ranging temperature changes. In particular, the Ambatovy project is located in a forest region, which is inhabited by many protected species of animals and plants. The Ambatovy project site spans 143.72km², and with mineral development carried out in the forest, many species of vegetation including trees are being damaged and the animals of the area may also be affected due to change in their habitats. Moreover, the infrastructure facilities built for mine development, such as pipelines, refineries and waste landfills, which stretch from the mine to the refinery, also affect the biodiversity of the region. We formed a team of more than 50 environmental specialists to protect biodiversity and carried out an inspection to identify and protect the affected species. As a result, of the 127 plant species scattered throughout the area, 53 species were added.

Support for community development

KORES supports local societies in global project areas such as Philippine, Panama, China, etc. In Lafulafu Project(Copper, Philippine) area, KORES donated 310thousands USD throughout the year of 2010 to the local society which amounts to 1.5% of annual operating cost of the project to secure the SOC(bridge, water supplies, school, Hospital) and give relevant education to the local children for free. In Panama(Copper), KORES made an arrangement with the society that KORES will donate 5million USD annually through the local company to support the local students by giving meals in school, scholarship and building dormitories, to secure medical and firefighting system. In China especially Xian(rare earth project) and Zhangjiagang(limestone project), KORES donates over thousand USD for scholarship and the poor of local area. In addition to those activities, KORES makes efforts to expand the quantity as well as elevating the quality of programs for community support.



<Sedating the indri discovered in the mine to attach transmitters and collect DNA samples, carried out jointly with animal protection groups.>



Overseas voluntary service for children with heart disease

Donation was gathered on the expressway in South Korea cross the border and touched the hearts of children in need. Korea Expressway Corporation and the Korea Salvation Army collected donation jointly at the Expressway tollgate and supported the treatment of children with heart disease in under-developed countries.

In 1999, cardiac services began with helping to cure Chosun compatriot children with heart disease in China. Voluntary activity has expanded the beneficiary countries from Mongolia in 2008 to Vietnam in 2010. For 13 years, 172 children were cured of heart disease and recovered, including 18 patients from China and Mongolia in 2011.

Korea Expressway Corporation, Korea Salvation Army and singer Soo and Jin signed an agreement for supporting Cambodian childrens' cardiac services in 19 May 2011. With the agreement, Cambodian children will be able to get treatment from 2012. Korea Expressway Corporation will continue to expand cardiac services in low-income countries in Southeast Asia



Incheon International Airport Corporation



Goal #1. Eradicate Extreme Poverty and Hunger, #2. Achieve Universal Primary Education

Incheon International Airport, the main gateway to Republic of Korea is one of the best airports in the world in terms of international passenger volume, cargo and service level. As a global leading airport operator, Incheon International Airport Corporation has engaged in social contribution program to improve educational and living environment of developing countries in line with its overseas business.

In 2011, Incheon Airport's volunteer team visited Teahean Krom Village, Svay Rieng Province in Cambodia in which Incheon Airport was conducting consulting service for Siem Reap Airport. Before dispatching volunteer group, Incheon Airport researched the pressing needs of the village in partnership with the COPION, Korean non-government organization which has a global NGO network connected with a variety of overseas local NGOs across the world.

As a result of field survey, it turned out the village had been in trouble with power supply. By cooperating with the local NGO, Incheon Airport decided to install the power poles in Teahean Krom Village and selected volunteers from its employees who have expertise in electric installation and construction. Incheon Airport project volunteer group arrived at the village and completed the work with great speed, thanks to its techniques and cooperation with local people. Along with electric installation project, volunteer group were committed to refurbishing community center and physical training facilities which was also needed for the villagers. During the project, volunteers had a chance to help local people lead better lives by providing practical aid with their specialty and learned how to share the love with global community.

In addition to this project, Incheon Airport has dispatched teacher volunteer group to developing countries in collaboration with primary and middle school in the vicinity of the airport. Since 2009, teacher group has visited developing countries such as Mongolia, Nepal and Cambodia during the period of summer vacation. Incheon Airport arranged the volunteering program cooperating with NGO and teachers prepared lessons and teaching material for local students. Education program was mainly focused on hygiene and science experience. Even though effect of volunteering is not tangible, the local teachers and students were deeply influenced by the advanced teaching methods of the experienced teachers.

Besides dispatching volunteers, Incheon Airport has provided free-of-charge aviation training opportunities to trainees from developing countries since 2010. Training and education is a fundamental solution to enhance the aviation level of developing countries and eventually will contribute to the development of aviation industry.



Korea Tourism Organization



Goal # 1 Eradicate Extreme Poverty and Hunger Goal, # 8 Establishment of International Partnership for Development

Korea Tourism Organization is a government invested company responsible for the Korean Tourism Industry with its aim to attract foreign inbound tourists and promote the domestic tourism industry. KTO has done global voluntary activities in affiliation with its overseas offices since it launched a global volunteer corps, 'Go-Every-Nook-and-Cranny-to-Share,' in 2006. And all KTO executives and staff members have participated in the volunteer work since its inception.

KTO gives hope and courage to foreign countries in need of help through sharing by utilizing its network of 26 overseas offices in 17 countries.

Medical Care Sharing Project

KTO conducted its medical care sharing project four times in 2011 as part of its global social contribution activities. The Medical Care Sharing Project is carried out on a humanitarian basis, and invites and treats people suffering from incurable diseases due to dire economic situation or their countries' inadequate medical technology. The KTO will continue to actively implement the Medical Care Sharing Project in order to show the global competitiveness of Korea's advanced medical science to the world and practice the spirit of humanistic care and sharing.

KTO has made great contributions to enhancing Korea's image and status in the international arena by performing sophisticated surgeries on patients aged between 2 to 44 years in Vietnam, Mongolia, Russia, etc. who suffered from diseases considered to be almost incurable in their own countries. In particular, the medical care sharing project for Mai Fengtang (a 7 year-old) on whom doctors in Hanoi were reluctant to perform surgery because of a low success rate, touched the hearts and minds of Vietnamese people. The financially strapped father of Mai Fengtang, who was desperate to save his daughter's life, felt helpless so he sent a letter to Hanoi TV for help. With the help of the KTO overseas office in Hanoi, Mai Fengtang was selected as the beneficiary of a free medical treatment provided by 'Medical Tourism for Sharing' and had brain tumor surgery. This project has grabbed great attention from Vietnamese people as a medical TV program of Hanoi's state-run TV, one of Vietnam's three biggest network broadcasting companies, came to Korea to cover the story. KTO will continue the 'Medical Care Sharing Project' in the future to give a new lease on life and love to overseas people who are badly in need of medical care.

Flood Recovery Assistance in Thailand

The middle and north region of Thailand including the capital city of Bangkok were hit hard by the flood which continued for four months beginning July 25, 2011, claiming the lives of at least 567 people. With the chief executive officer participating, KTO held a special campaign, "Korea loves Thailand," as part of a community based social contribution activity with Mr. Chantavit, a famous movie star and KTO's honorary ambassador to Bangkok, Thai travel agencies, and Asiana Airline to console flood victims in Thailand. The proceeds from the flood campaign promotion and the online fund raising as well as relief items donated by 12 Thai travel agencies and Asiana Airline were given to the flood victims. KTO will continue to make great contributions to help foster a strong bilateral relationship and enhance the image of the Korean tourism industry.

Earthquake Recovery Assistance in Japan

On March 11, 2011, the fourth strongest magnitude earthquake recorded since 1900 slammed Ishinomaki City in Japan, leaving 5,500 people missing or dead and another 5,000 people displaced from their homes. About 20 people from KTO's overseas office, the consulate, and Korean restaurants in Nagoya provided warm Korean food to the earthquake victims for 3 days without rest. In addition, KTO gave a donation equivalent to 100 million won that it collected with heart-felt consolation to the tsunami victims in Ishinomaki City.



Asia Pacific Women's Information Network Center (APWINC)



Goal #3. Promote Gender Equality and Empower Women, #8. Develop a Global Partnership for Development

Global organizations have engaged in tireless efforts for the advancement of women's rights. Enormous strides have been made to enhance gender equality worldwide. However, women continue to be denied the social and economic rights that they should be granted. Asia Pacific Women's Information Network Center (APWINC) has carried out various projects with international organizations, governmental organizations, and international NGOs, in an effort to address problems women face, including the digital divide.

APEC (Asia-Pacific Economic Cooperation) Training Program for Preventive Education on ICT Misuse'

As a joint project approved in April, 2009 from both APEC TELWG (Telecommunications & Information Working Group) and APEC HRDWG (Human Resources Development Working Group), both APEC TELWG and HRDWG, governmental organizations, and international NGOs agreed to disseminate the educational contents previously made by the 'Education Program on Effective and Productive Utilization of ICT for Novice ICT Users and Early Learners' project which was supported by APEC Education Foundation (AEF, Korea) and implemented by APWINC and KT Cultural Foundation (KTCF, Korea) in 2008.

Since every economy has different agendas and economic development level, the project contains specific strategies for each economy depending on their special features regarding the ICT misuse. The training program in this project is expected to contribute greatly in maximizing the preventive education on ICT misuse and to get evaluation and feedbacks on the educational materials from APEC member economies in order to provide them with the chances to make a full use of the revised one to share the prosperities. This project includes pilot training targeting teachers, students and community leaders, international conference, international ICT poster exhibition. The 4th pilot run of training in Malaysia was implemented in March, 2012.

Promotion of Rural Women's Livelihood with ICT Use

Leaders from ASEAN and Korea have agreed to share Korea's gender development experiences, especially in the fields of science, technology and Information & Communication Technology (ICT). With the support of ASEAN-ROK Special Cooperation Fund, APWINC endeavors to initiate an ICT capacity building project to foster gender equality and empowerment opportunities for women in ASEAN countries. This 2010 ROK-ASEAN project considers the different levels of ICT readiness, technology transfer and development goals across ASEAN member countries to realize the region's potential in economic growth and social developments.

There are five steps for the project activities targeting 10 ASEAN member states to nurture rural women's capability to use ICT for their livelihoods and to provide information and ICT training tools tailored to the needs of rural women in ASEAN: (i) Preliminary Research, (ii) Content Development, (iii) Trainers' Workshop, (iv) Local Pilot Training, and (v) Evaluation Forum. The project was successfully implemented. 2012 ROK-ASEAN project called 'Development and Delivery of Livelihood-Based e-Service for ASEAN Women' is expected to start at the end of this year.



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