(Unofficial Translation)

2050 Carbon Neutrality Commission	Press Release (2021.Dec.6.)	대한민국 대전환 한국판뉴딜

"The DO2 (action) to beat CO2 (carbon) continues!"

2050 Carbon Neutrality Commission, #DO2 Challenge (Do2 Challenge, December 1~10)

- Actress Park Jin-Hee ⇒ Comedian Kim Tae-Gyun, Influencer Weracle, and Co-Chairperson of the 2050 Carbon Neutrality Commission, Yun Sun-Jin, participated together with staff in the "Reduce the use of toilet paper towels and use handkerchiefs instead" challenge.
- The citizens' strong willingness to participate in the DO2 challenge was demonstrated by the large viewership of the Carbon Neutrality Balance Game surpassing 56,000 YouTube video views. "Public participation and support are important, and we expect to achieve our carbon neutrality goals through small daily actions"

□ The '#DO2 (DoToo)' challenge, which is being carried out by the 2050 Carbon Neutrality Commission(Co-Chairperson Yun Sun-Jin) in celebration of the 'Carbon Neutrality Week (From December 6 to December 10, 2021.)', has been well-received and encourages public participation.

○ The 2050 Carbon Neutrality Commission is promoting the #DO2 Challenge from December 1st to 10th to provide an opportunity for all citizens to easily participate in carbon emissions reduction actions in their daily life. The #DO2 challenge promotes the notion that 'I too can achieve carbon neutrality' with its motto "Do2 beats Co2(Carbon Dioxide)" .

○ This challenge, which is conducted through the 2050 Carbon Neutrality Commission's official Instagram page (www.instagram.com/2050cnc) aims to introduce ways, in which

the public can reduce carbon emissions in their daily life, and pledge to take action on social media. This challenge is being conducted in a relay manner, in which the next participant is nominated. [Details: Attachment 3]

□ Prior to this, the 2050 Carbon Neutrality Commission produced a YouTube video (interview with the creators of the 2050 Carbon Neutrality Balance Game) that teaches how to practice carbon neutrality with Park Jin-Hee, who is renowned for environment protection, and the number of views of the video exceeded 56,000*, having received high public attention. * As of 6 pm on December 5.

<2050 Carbon Neutrality Balance Game Interview Video>

· (Part 1) Park Jin-Hee's Balance Interview! What is the carbon-neutrality practicing method that Park Jin-Hee recommends?
https://youtu.be/c3uvmfN5rKM

❶ Reduce the amount of time you watch TV and use the washing machine less often
❷ Use multi-use cups instead of disposable cups
❸ Walk or bike for short distance
❹ Reduce food waste
❺ Use e-receipts
❻ Install windshields between window sills and doors

· (Part 2) Park Jin-Hee and Ryu In-Ho met! How do you two reduce your carbon emissions?
https://youtu.be/952KHdX4Hug

❼ Refill water bottles
❽ Use upcycled or recycled products
❾ Keep plants inside and outside the office
❿ Use personal towels instead of paper towels and hand dryers

□ Actress Park Jin-Hee also participated in the #DO2 Challenge through her personal Instagram account. Park Jin-Hee nominated comedian Kim Tae-Gyun, influencer Weracle*, and Co-Chairperson Yun Sun-Jin of the 2050 Carbon Neutrality Commission as the next challenge participants.

* Weracle: YouTube creator Park Wi with 300,000 YouTube subscribers, famous for being a positive influencer

□ Co-Chairperson Yun Sun-Jin, who participated in the challenge nominated by Park Jin-hee, certified the use of handkerchiefs as a carbon-neutrality action with the office staff. Co-Chairperson Yun said, "our staff at the 2050 Carbon Neutrality Commission are using handkerchiefs to reduce the unnecessary use of paper towels."

○ The handkerchiefs used by the 2050 Carbon Neutrality Commission staff were printed with the pattern of the '1901-2020 Korean warming stripes graphic'. [Details: Attachment 2]

○ Moreover, Co-Chairperson Yun said that "public participation and support is of the utmost importance to achieve carbon neutrality. We hope that with small, easy-to-follow actions will contribute to achieving our carbon-neutrality goals."

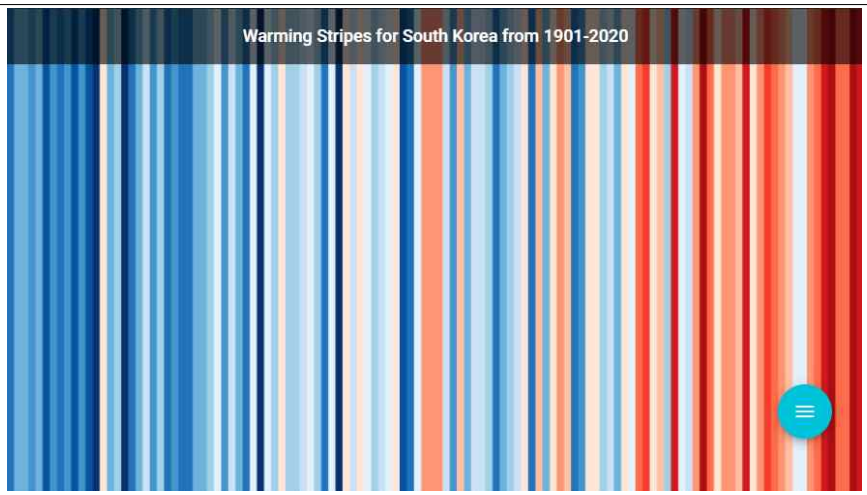
□ Next, Co-Chairperson Yun Sun-Jin nominated Cho Gyu-Ri, CEO of Green Environment Youth Korea(GEYK), Lim Choon-Taek, Director of Energy Economics Research Institute, and Cho Hee-Yeon, Superintendent of Education in Seoul.

□ The #DO2 Challenge aims to promote carbon neutrality in our daily lives. However, from December 1 (Wednesday) to December 10 (Friday), the end of the Carbon Neutrality Week, the 2050 Carbon Neutrality Commission will select 100 of the participants, who completed the challenge certification and will provide them zero-waste household items (solid soap, bamboo toothbrush, diatomite toothbrush holder, etc.).

Attachment 1

Image of Korea’s warming striped handkerchief





1901~2020 한국 온난화 줄무늬 그래픽(Warming Stripes for South Korea from 1901~2020), 출처=레딩대학교 누리집

This design was based on the **Warming Stripes** showing South Korea's climate change from 1901 to 2020 provided by the showyourstripes.info website. Similar to the global climate change trend, the stripes become markedly redder from left to right.