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The Moments in Jeju



Jeju, Dreaming Of Becoming the Center of a Nature-Positive World



Nature-Positive, Everyone's Vision for Restoring Biodiversity

Jane Goodall, famous for being a specialist on chimpanzees, compared biodiversity to the “web of life.” As plant and animal species disappear one by one, the web of life breaks, and a hole is created in the earth’s safety net. On October 13th, the World Wildlife Fund (WWF) announced in the Living Planet Report 2022 that the world’s wildlife population has declined by 69% over the last 50 years. Moreover, the fund called for a nature-positive society, saying



Tony Goldner
TNFD Executive Director



Bruno Oberle
IUCN Director General

the government, businesses, and all citizens should take urgent action to bring about fundamental changes in order to reverse the trend of biodiversity decline. “Nature-Positive” means enhancing the resilience of our planet to Prevent from nature loss and create a trend of biodiversity increase. Recognizing that being nature-positive goes beyond carbon neutrality (net zero) into restoring the resilience of nature, actors in different fields are making various efforts as they understand it is a global task that the survival of mankind is dependent on. WWF, the world’s largest international non-governmental conservation organization, is calling on leaders around the world to agree to be nature-positive as a global goal for nature and humanity, and to deliver a nature-positive society by 2030. More and more companies are making biodiversity a principle of

business management. Natural cosmetics company L’Occitane is implementing a strategy to preserve biodiversity by using plant-based materials as the main ingredients of its products by 2025. In the meantime, Korean company Hyundai Glovis is taking the lead in protecting endangered whales and marine ecosystems by participating in the Vessel Speed Reduction program in the U.S. Despite such efforts, fundamental and comprehensive action strategies to realize a nature-positive future has not yet been presented. The reason for this is that the different cultural and ecological situations in various parts of the world must be taken into account. To address the situation, the first edition of the IUCN Leaders Forum Jeju was held at the International Convention Center Jeju (ICC Jeju) from October 13th to 15th, 2022. The goal of the forum was to promote solidarity and derive action strategies to build nature-positive economies and societies.

Action Plans to Be Nature-Positive Searching for Specific

The Ministry of Environment, Jeju Special Self-Governing Province, and the International Union for Conservation of Nature (IUCN), held the World Conservation Congress (WCC) in Jeju in 2012, called the “Environmental Olympics.” In terms of the declaration adopted at the time, the World Leaders’ Conservation Forum was held in 2015 and 2018, respectively. The IUCN Leaders Forum was established to discuss how to realize a nature-positive future while maintaining cooperative relationships. The forum was attended by 568 participants from organizations, companies, and groups representing 75 countries over three days. Specific implementation directions for a nature-positive future were discussed in various areas including economy, finance, agriculture, and energy.

Director General Bruno Oberle of the IUCN said, “To create a nature-positive world, we should completely change the way we produce and consume, taking into account that the production and consumption processes are in relation to nature, and set clear and specific goals.” In other words, a new system different from the existing one is needed to restore biodiversity.

Tony Goldner, Executive Director of the Taskforce on Nature-related Financial Disclosures (TNFD), said that our mindsets need



<IUCN Leaders Forum Jeju 2022>
Opening Ceremony

to change so that we can see and invest in nature as an asset that should be protected. The need for a measurement to assess the value of nature was also discussed.

While discussing innovative measures to respond to biodiversity loss and the climate crisis through the concept of being nature-positive, the Jeju Province and the IUCN jointly launched at this forum the Nature Province Partnership as a network for the IUCN members. This network is expected to be a place for local governments, businesses, and civil societies, who know best about the characteristics of the region, to discuss and share diverse exemplary cases.

Governor of Jeju Province Oh Younghun suggested the formation of the joint network, saying “Our changed actions and innovative strategies will restore the resilience of our precious nature.” He added, “The Nature Province Partnership will be a strong alliance that converts nature-positive solutions into action. Jeju will be at the center in responding to climate and ecosystem crises in accordance to local governments around the world.” With this forum as an opportunity, Jeju is expected to lead the Agenda for Sustainable Development at the local government level worldwide.



From left, former UN Secretary General Ban Ki-moon, IUCN Director General Bruno Oberle, and Jeju Governor Oh Younghun are speaking.

Jeju Island,

Taking the First Step Toward Becoming a Plastic Zero Island

In 1997, Charles Moore, who participated in a sailing competition running from Los Angeles to Hawaii, discovered a huge island of garbage between Hawaii and California. This garbage island is about 1.55 million square kilometers in size, more than 15 times the size of Korea. The island, which had not been unveiled before, began to be called the Great Pacific Garbage Patch or GPGP. Environmental activists considered GPGP as a country and created its flag, currency, and postage stamps to raise awareness on the seriousness of the plastic problem. In 2017, the environmentalists even submitted a petition to the United Nations (UN) asking GPGP to be recognized as a state. However, despite the efforts of environmental activists, there are already more than four other garbage islands in the North Atlantic, Indian Ocean, South Pacific, and South Atlantic gyres, as well as the North Pacific Ocean, and islands around the world. Indeed, islands around the world are suffering from piles of plastic waste and are becoming garbage islands.



Jeju Governor Oh Younghun declares 'Plastic Zero Island'

Jeju Island Preparing for Transition to a Post-Plastic Society

According to the national waste generation and treatment statistics, as of 2020, Jeju Island generated 80,687 tons of plastic waste. Among them, 46,426 tons were produced from the daily plastic waste, including trash thrown away by tourists. The figure of Jeju is 1.25 times higher than the national average. In other words, Jeju, a clean island, may be facing a crisis of being named another plastic island.

In order to escape from this crisis, Jeju Governor Oh Younghun declared "2040 Plastic Zero Island" at the <2022 Jeju Plus International Environment Forum> held at the Jeju International Convention Center in August. The main goal is to reduce the adverse impact of plastics on the environment in Jeju Island by 2040 by reducing disposables and recycling waste.

The disposable cup deposit system, which has been in effect since December 2nd, marked the first step of Jeju Island towards evolving into plastic-free island. The disposable cup deposit system serves as an initiative in

which a consumer returns a disposable cup after purchasing a beverage with a resource circulation deposit at a store to which the deposit of 300 won is returned. In the meantime, on November 10th, the Jeju Special Self-Governing Province held the 1st working group meeting to prepare action plans for realizing plastic-zero island by 2040. The working group, which is composed of 14 people, including island residents, experts, civic groups, and public officials, is expected to develop an effective action plan for eliminating plastics in the future, select key tasks, and launch an island-wide action campaign.

Although various discussions and systems are still in the early stages of introduction, the world is paying attention to Jeju Island and its residents' efforts to reduce plastic use in order to return to a clean pristine island. Regarding the 2040 Plastic Zero Island promoted by Jeju Island, Dr. Shamila Nair-Bedouelle, Assistant Director-General for the Natural Sciences of UNESCO said, "It is a very important step in setting a higher standard for addressing the plastic problem, and this standard should be followed by the countries across the world," and added "UNESCO will proactively support Jeju's initiative so that 2040 Plastic Zero Island can serve as the best practice to the global community,"



The International Community Puts Their Heads Together to Solve the Plastic Crisis



Marine plastic waste is broken into microplastic by wind, sunlight, and waves, and marine organisms that ingest it reach the table at home, accelerating the disruption of the ecosystem. If the plastic crisis is left unaddressed, our lives will be put at even greater risks.

Dr. Costas Velis of the University of Leeds in the UK and researchers predicted in a paper published in the scientific journal *Science* saying if international community fails to take action, about 1.3 billion tonnes of plastic waste will be dumped into land and sea by 2040. Such amount is calculated assuming that the plastic is laid out on a flat surface, and the total volume would be staggeringly huge, equivalent to 1.5 times the area of the UK. According to Global Plastics Outlook data released by the OECD this year, plastic production and waste on the planet have more than doubled over the past 20 years, but the recycling rate is mere 9%.

As the plastic problem is grown to severity, the international community is promoting various policies and initiatives in relation to plastics. Last March, at the 5th United Nations Environment Assembly (UNEA-5) held in Nairobi, Kenya, a resolution was passed with the purpose of resolving the plastic pollution problem by 2024. Group of Seven countries (G7) and Group of Twenty countries (G20) are focusing on improving the resource efficiency of plastics and solving the problem of marine plastic debris. Meanwhile, the World Trade Organization (WTO) discusses how to promote sustainable plastic trade from a trade and environmental perspective. The European Union (EU) passed the Directive on Single-Use Plastics which entered into force on January 14th banning the use of single-use plastics with the goal of "ending environmental pollution caused by plastics."

Korea also is pushing forward diverse plastic-free policies with an aim of transitioning into a circular economy. The "Korean Type(K)-Circular Economy Implementation Plan" was announced in December 2021 which includes promoting replacement with pure bioplastics and imposing an obligation on plastic manufacturers to use recycled raw materials.

The Podo Hotel:

Jeju's Unique Venue
with Exceptional Charms



Jeju has a series of Unique Venues where MICE infrastructure has been established, highlighting the island's unique charms. Importantly, these Unique Venues shatter the stereotype that MICE events should be run only in conference hotels, convention centers, and other dedicated facilities. MICE events held in museums, golf courses, forests, or other sites that seem irrelevant to the event in question offer a unique experience, and this change in the way of thinking helps participants remember the event more intensely. A unique place can make any event more memorable, and when the place itself is fascinating enough to attract people on its own, the need for unique venues is accentuated. The local government and Jeju Convention Bureau, with the help of experts from various sectors, reviewed the local sites with the best natural and cultural appeal and characteristics. Last June, they came up with thirteen Jeju Unique Venues for 2022. Offering a panoramic view of Seogwipo scenery, the Podo Hotel leads Jeju's Unique Venues by providing a refreshing experience of nature and culture with the help of arts.

The Podo Hotel: A Tribute to Jeju's Nature and People

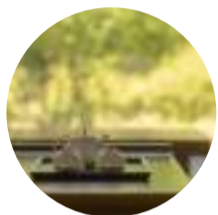
"Be humble if you are an architect. I build something on the land that I am allowed to use just for a moment. Therefore, the creation should look as if it were there from the beginning."
- Jun Itami



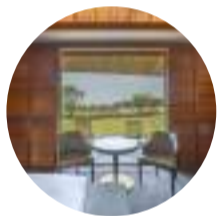
The Podo Hotel is an architectural work recognized for its artistic value as well as its function as a recreational facility. The creation by Korean-Japanese architect Jun Itami is one of the seven most beautiful establishments in Jeju.

Itami had to live as part of the diaspora in a foreign land, and so he wanted to build something that can deliver both the wild beauty of nature and the warmth of people. He seeks harmony between the natural setting that has been in place for a long time and the building that will be introduced. As such, he strongly believed that the best he can create should become part of nature over time. The Podo Hotel, which leaves the natural topography as it is and connotes the local people's coexistence with nature, is actually a masterpiece imbued with his philosophy.

The Podo Hotel is a single-story building that seeks to invite nature inside. It avoids competition but coordinates with the land, parasitic cones (*oreum*), and ridges in a harmonious whole. Taking full advantage of the curvature of the landform, the architect sketched a hotel reminiscent of a common Jeju village. The hotel design resembles a bunch of grapes, giving it the name of Podo (grape in Korean) Hotel. The curved roof is reminiscent of Jeju's traditional thatched-roof form, designed to adapt to the island's strong wind. The grapevine-like elegant curves are reminiscent of the typical Jeju village with low-built houses.



The 26 guestrooms avoid artificial decorations to display Jeju's unique ecological items and experiences. The walls of the guest rooms are finished with hemp fabric dyed with persimmon, which is the material for *galot* (traditional Jeju clothing). The passageway from the lobby to the rooms opens and closes or continues



and stops like the rhythm of *pansori* (a traditional Korean genre of musical storytelling), providing guests with the sensation of walking from the main street into the house over an *olle* (footpath) and through a courtyard.

The hallway with windows and gaps framing the authentic Jeju scenery leads to the open courtyard, Cascade. As the name suggests, Cascade is surrounded by a stream. It is an interchange of water going out and air coming in, bringing the local *gotjawal* (forest) to mind. Through the opening, thick fog settles low during the rainy season, while snow falls thick on the Christmas tree in December. Cascade blurs the line between inside and outside, allowing people to appreciate changing nature even when they are indoors.



The charm of nature and the people of Jeju never going against nature, which the hotel promotes, adds a distinctive touch even to the window design. The half-



Korean and half-Japanese style (*shoji*) wooden frame is a resounding embodiment of the architect's identity as a Korean in Japan and consciousness of self as a marginalized person.

"Architecture continues to live, just like humans do, and how architecture relates to time is important."

- Jun Itami

This 20-year-old hotel stands as it is and has never lost its magic to the sands of time, unlike so many of the others. Notably, being selected as a Unique Venue provides the hotel with more opportunities to hold a variety of small and medium-sized events. Aging like wine, the Podo Hotel refuses to confine itself to a single locality and pursues the spatial experience of coexistence with nature that transcends time and region, presenting guests with healing and touching moments.

TOUR INFORMATION

The Podo Hotel

▲ ADDRESS
863, Sanroknam-ro, Andeok-myeon,
Seogwipo-si, Jeju-do, ROK

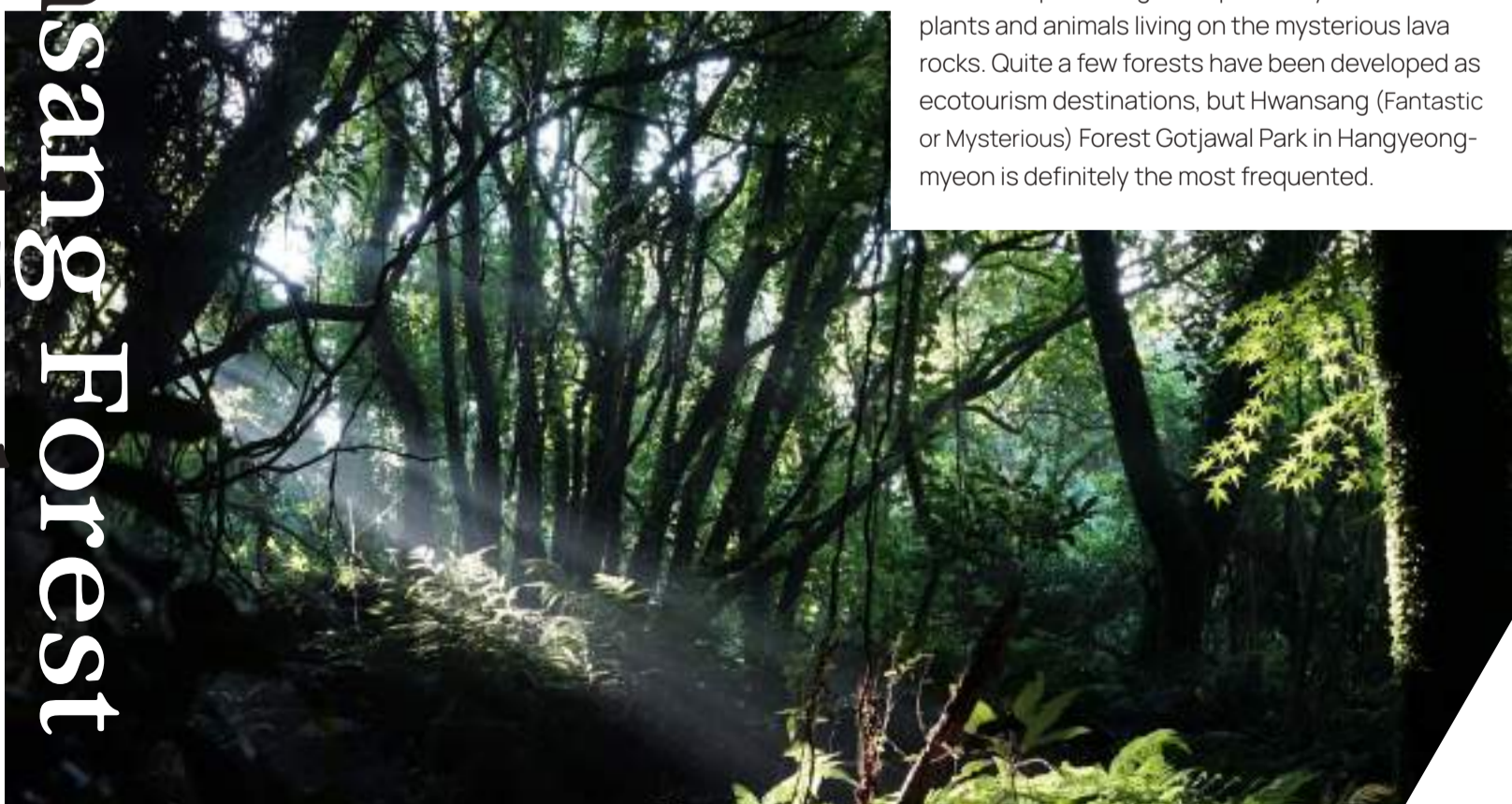
▲ CONTACT
+82-64-792-5200
<https://pinxc.thepinx.co.kr/>

▲ RESERVATION
+82-64-792-8000
pinxbooking@skpinx.co.kr

Meditation and Healing in the Enchanted Forest

Hwansang Forest

Gotjawal Park:



Gotjawal is a compound of two Jeju native words. *Got* means forest and *jawal* refers to trees and vines intertwining with each other between stones and rocks. Therefore, *gotjawal* is literally a rocky forest. Jeju is the only place on the planet with this type of wild forest where the northern limit and southern limit overlap, forming a unique ecosystem of diverse plants and animals living on the mysterious lava rocks. Quite a few forests have been developed as ecotourism destinations, but Hwansang (Fantastic or Mysterious) Forest Gotjawal Park in Hangyeong-myeon is definitely the most frequented.

A Unique Venue With an Attracting *Gotjawal* Commentary Program

Four parts (in terms of lava terrain), or about 6.1 percent of Jeju Island, have *gotjawal*. Hwansang Forest Gotjawal Park belongs to the Hangyeong-Andeok *Gotjawal* Zone, which was formed by lava from Donuri Oreum. The park is a Unique Venue that received the Forest Keeper Award at the 2015 National Beautiful Forest Competition and is one of the 100 Star Farms selected by the National Agricultural Products Quality Management Service. The unique topography and exquisite native flora have fascinated many artists, who filmed their music videos (BTS, f(x), AKMU, etc.), movies, shows, dramas, and animations at this location.

The biggest contributor to the park's becoming the most distinctive and popular *gotjawal* is its commentary program. The program never fails to begin on time even if there is only one booking and the comments are magic spells that turn disorganized trails into delicate and precious treasures. The sincere preparation and the guide's explanation will impress visitors deeply.

The visitors walk down an 850-meter trail, taking five minutes or so to look around; however, it takes 50 minutes to walk through with a guide. The slower you walk, the longer you can stay in nature, fully appreciating the vitality of the ever-green natural

wild woods, created by trees growing in every direction from the gaps between stones and rocks. "A giant tree, standing tall veiling the sky with its canopy, lost to a typhoon and knocked to the ground. Now, smaller trees and plants bask in the sun, healthy and flourishing with the dead tree serving as fertilizer," says the guide, reminding visitors that birth and death coexist, forming the cycle of nature and that humans are also a part of that sequence. Entering the Trail of Conflict, visitors can see with their own eyes how arrowroot and wisteria are intertwined and tightly lace each other, recalling why the Korean word for "conflict" is a compound of the words for "arrowroot" and "wisteria." During the program, visitors have time to become trees and unravel tangled arms and hands (branches), recognizing how nature feels when humans damage ecosystems. Thinking about the way nature and humans coexist peacefully, visitors reach the endpoint of the 50-minute guided tour. However, the questions and impressions from exploring *gotjawal* linger for a longer time.



Gotjawal: A Story Written by Nature and Humans

Gotjawal has been created not only by the nature but also by humans. Trees drove out thorny bushes populating a rocky point so densely that people could not walk through. The rocky place became *got*. After a while, people began to cut down fully grown trees for firewood and the sunny open spots they left behind again became overgrown by bushes, forming *jawal*. *Got* made way for *jawal*, which was replaced by *got* again. This 30- to 40-year cycle repeated until a unique ecosystem was born and recognized for its value, where the government entered to protect the place, now being called *gotjawal*.

Lee Hyeongcheol, the park director, liked *gotjawal* so much that he bought this useless wild tangle of trees and vines instead of a tangerine farm. A cerebral infarction that hit him in his late 40s paralyzed the right side of his body. He found the only comfort in

gotjawal. Staying in the woods every day, he worked on the path he walked down daily to make an easy trail. Three years later, he recovered from the hemiplegia. Proving how nature and humans help each other, his story decorated the first part of the book about Hwansang Forest Gotjawal Park.

The 10 years he worked creating a trail, which guides people together into nature. The walking path along the wild trees and plants attests to the comfort and wisdom Lee and his family have found in the woods. In addition to the commentary program, "healing foot spa in the forest," "farm party," and "education farm" have established Hwansang Forest Gotjawal Park as Jeju's leading Unique Venue providing special hands-on programs.

Now with more writers, the book of Hwansang Forest Gotjawal Park awaits the next story.

TOUR INFORMATION # HWANSANG FOREST GOTJAWAL PARK

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ADDRESS	594-1 Green Tea Bunjae-ro, Hangyeong-myeon, Jeju-si, ROK
CONTACT	+82-64-772-2488 www.jejupark.co.kr
OPERATING HOURS	9:00 am - 6:00 pm (until 5:00 pm / in winter, closed on Sundays)
ADMISSION FEE	KRW 5,000 (adult) / KRW 4,000 (child)
RESERVATION	Priority is given to those who make reservations ahead of time via <i>Naver</i> or phone. Tickets can be purchased on site only if they are not sold out through online reservations.



Farm party venue in Hwansang Forest Gotjawal Park



Korean Dessert *Ddeok*

Is Added
With the Tastes
of Jeju

Ddeok (rice cake) seemed to have fallen out of favor with the general public showing a preference for bread and confectionery. Recently, however, *ddeok* is regaining popularity and its revival is being driven by the younger generation with its modern reinterpretation. Thanks to this trend, *ddeok* that uses agricultural products grown on Jeju Island is also garnering attention from many people.

A *Ddeok* Workshop that Creates “Artworks” Using Agricultural Products Grown in Jeju

Sunny’s Playground, located in Jungmun, Seogwipo City, has gone viral in Jeju for its delicious and distinctive *ddeok*. Among young mothers there who are looking for healthy snacks for their children, there is no one who does not know of it. The Sunny’s Playground also received much attention from people with its unique *ddeok* at the general food expo <2022 Jeju Eat Suda>, held at the International Convention Center Jeju from April 1st to 3rd. It makes and sells Korean desserts such as *ddeok*, bread, and traditional Korean snacks that use agricultural products including mugwort, sweet potatoes, and potatoes grown on Jeju Island with Korean rice as the main

ingredient. Its signature item is the watermelon *ddeok* bar, which resembles a Korean ice cream with a similar name. However, *ddeok* and bread made of locally-grown sweet potatoes and potatoes are also popular.



“I wanted to make *ddeoks* that are nicer-looking and more delicious than ordinary ones. Also, we named the shop Sunny’s Playground in the hope that it would be a fun space like a playground with *ddeok* as a medium, rather than simply selling the rice cake.”



As CEO Lee Jinseon said, Sunny’s Playground is more appropriately described as a *ddeok* workshop than a *ddeok* shop. This is because all the products on sale in the workshop, including *ddeok* and fruit mochi, are pieces of art that CEO Lee has worked hard to come up with through creative ideas and designs. The workshop space in the building is used for classes and hands-on experience programs on *ddeok*, such as *Baramddeok*-making and *ddeok* cake-making classes. Lee also gives lectures at daycare centers, kindergartens, schools, agricultural technology centers, and welfare centers throughout Jeju.



Rice bread made of Jeju sweet potatoes and potatoes

Sunny's Playground Lives Together With the Local Community

Bread and *ddeok* made at Sunny's resemble the island. They are the fruit of CEO Lee's philosophy of coexistence with the local community and her constant efforts to develop products. Notably, Jeju sweet potato bread made using locally-grown sweet potatoes was so popular that you had to wait two hours to purchase it in the early days of its release. Such efforts have borne the fruit of a silver prize in the Signature Tangerine Dessert Contest held at the <Jeju Citrus Expo 2019>. In 2021, the Western Agricultural Technology Center in Jeju asked CEO Lee to create desserts using Jeju garlic. She then developed honey-preserved garlic, garlic cookies, sweet jelly, *ddeok*, and *ddeok* cake.

By far, CEO Lee's most outstanding achievement is *ddeok* made with tangerine peels. The story behind the development of this specialty is that she wanted to find ways to utilize tangerines that are overproduced and discarded on Jeju Island. Lemon peels and grapefruit peels are readily available in the market, whereas tangerine peels are rarely seen. This led Lee to study and investigate how to utilize tangerine peels without their unique bitter and pungent taste. Currently, the Tangerine Peel is in the process of being patented.

The workshop's efforts to coexist with the local community can also be seen in the supply of its ingredients. The Playground tries to use defective products as the ingredients for *ddeok* because it is regrettable that some perfectly delicious agricultural products are thrown away for not looking good. In addition, they make and sell *ddeok* on the same day, and donate leftover *ddeok* and bread to the Seobu Social Welfare Center in Jeju City. They are preparing to transition to operating as a social enterprise this year. We look forward to the future of Sunny's Playground, which is developing day by day as a Korean dessert workshop that represents the tastes of Jeju.



Dreaming Of a Clean Jeju Sea
with Small Actions



“Save Jeju Bada”

There is a non-profit environmental organization that believes cleaning the sea surrounding Jeju is the first step to contributing to positive change, as the whole world is connected via the world's oceans. That is the story of “Save Jeju Bada.” For the past five years, this organization has been carrying out a campaign to clean up the sea and reduce disposable waste with local residents and tourists.

CEO Han Jooyoung said she began to pay attention to this issue after witnessing marine debris floating in the sea during her surfing trip to Bali. When she saw marine debris in Jeju, ranging from fishing supplies to general household waste, she thought she should do something to make a difference. It was then that she started picking up trash on the beach with her friends and Save Jeju Bada began.

Hope Grows as People Take Action Together

Save Jeju Bada carries out sea cleaning activities under the name of “Beach Clean.” The most important value of Beach Clean is the philosophy of “we.” People who want to live an eco-friendly life but have so far hesitated to act can gain the courage needed to take action by participating in the cleaning

program. Although diligently picking up marine debris cannot fundamentally solve marine pollution, it has taught people about the severity of environmental pollution and inspired many to look at their living and consumption habits from an eco-friendly perspective.



More than 4,000 volunteers have joined the program over the past five years, and they have already collected more than 10 tons of marine debris. The number of tourists who participate in this activity to add more meaning to their trip to Jeju has also increased. Good travel experiences that consider the environment have become one of the cultural trends. Many companies sponsored Save Jeju Bada to show their support for tackling the marine debris problem in Jeju. The Million Dollar Round Table (MDRT) Korea even delivered the proceeds to the organization when they raised donation funds during an event held at the International Convention Center Jeju in October of this year.



When the novel coronavirus (COVID-19) spread in 2020, the cleaning program was suspended. The organization started operating a Beach Clean Center that enabled sea cleaning activities to be

performed safely without contact. In other words, the program was reorganized so that participants could apply to join in via social media, and receive gloves, tongs, and bags prepared at the center in Gujwa for sea cleaning activities. The participants expanded the philosophy of “we” by sharing their activities with many people on social media. Although the original program has recently resumed, the Beach Clean Center is still in operation for volunteers who cannot participate due to their schedules.



“Even if we can’t completely clean up all marine debris, this experience of small achievements gives us a sense of solidarity and hope.”



The Importance of One Step Walked Together

Save Jeju Bada expanded beyond the cleaning campaign and started a recycling business for collected waste in 2021. CEO Han couldn’t stand still when she saw the plastic waste collected by the public piling up in the garbage area. So, she not only made a camping box using the waste, but also created and donated Korean language learning braille blocks for visually impaired children together with Suhyup Bank and the Korea Marine Environment Management Corporation. She has plenty of other achievements as well. However, rather than developing better-looking, more complete products, she wants to focus on widely sharing how significant the costs and opportunity costs are for plastic waste recycling.

The reason Save Jeju Bada can continue its business that focuses on the process rather than the outcome is that it knows how much more valuable the approach of one step taken together is than many steps taken alone. They are already holding hands with many friends and moving forward together.

“We started this to show that not all of the garbage we picked up goes to landfill and some of it is recycled. But the waste plastics we picked up from the sea were contaminated not only with salt but also with various oils, so it was difficult to recycle. So, we don’t want to just tell but also show that recycling cannot be the complete solution, and that we need to reduce the use of materials that can become waste in the first place by advertising our recycling business process widely.”





Jeju *Haenyeo* Overseas Promotion 2022

A Challenge
for Global
Cultural Branding



The culture of Jeju *Haenyeo* (female diver) was listed as UNESCO's intangible cultural heritage of humanity in 2016. Since then, the international interest in and profile of *haenyeo* has greatly increased. However, they have been consumed as an image of a rare existence capable of diving into the deep sea on their own, rather than the spirit of the times and values embodied in the female diver culture. Jeju *Haenyeo* Overseas Promotion is a project jointly planned by Jeju Special Self-Governing Province and International Convention Center Jeju to promote the essence of the *haenyeo* culture and form an international consensus as a global cultural brand.

View of the opening ceremony of the <2022 Jeju Haenyeo Overseas Promotions> held at the University of Central Lancashire in Preston, UK



Haenyeo Gut Held on British University Campus

Jeju *Haenyeo* Overseas Promotion began its long journey with an exhibition in Belgium in 2019. This year's exhibition especially drew more attention from the visitors by preparing various hands-on experience events, *Haenyeo Gut* (exorcism rite) performances, and conversations with the audience. The promotion received good reviews for providing an opportunity for people worldwide to better understand the value of the female diver culture in Jeju. An exhibition in the UK was launched on November 3rd at the University of Central Lancashire, which has the largest Korean language institute in Europe.



Participants in the event, including students majoring in Korean language, showed great interest in the exhibition of Jeju *haenyeo* photos, their *Muljil* tools, and related souvenirs they had never seen before. In addition, many people flocked to participate in the hands-on experience events to make *haenyeo* mood lamps and music boxes in connection with the local culture. The success of the UK exhibition was greatly attributed to the display of winning works from the Jeju *Haenyeo* Cultural Product Design Contest. The works contained the values that people around the world can relate to, such as ecology, coexistence with nature, women, and a sense of community. The contest was held to present the expandability and direction of the culture as content. Although the audience's interest in the exhibited products led to purchase inquiries, it is somewhat regrettable that they are not appropriately responded to as many of the products are yet to commercially produced.

A Message of Peace From an Anti-aircraft Tower

The last exhibition of the <Jeju *Haenyeo* Overseas Promotion 2022> set its stage at the Haus des Meeres in Vienna, Austria on November 8th, marking the 130th anniversary of Korea-Austria diplomatic ties. It is the largest aquarium in Vienna, which renovated an anti-aircraft tower used during World War II. As the event was held in a building from the war era, the value of peace and the coexistence of mankind was further highlighted. *Haenyeo Gut* is a traditional ritual of *haenyeo* to pray for safe *muljil* and abundant catch and is a key content for understanding their culture as a community. It was an excellent choice to reconstruct the *gut* in the form of a performance to help foreigners understand better. Though it was by no means an easy task, we were able to reproduce the history of Jeju *haenyeo*'s global challenge to dive and catch seafood in many parts of the world. ▼



<Jeju *Haenyeo* Overseas Promotion 2022> exhibition poster in Vienna, Austria



Soprano Sumi Jo is conducting the opening ceremony of the <Jeju *Haenyeo* Overseas Promotion 2022> held at the Haus des Meeres in Vienna, Austria

Some of the foods used in the exorcism rite were replaced with local fruits. Some parts of the content were mixed with local stories. The audience showed great interest and even danced with the *haenyeo* at the end of the performance.

In particular, singer Sumi Jo, Korea's proud soprano and UNESCO-designated Artist for Peace hosted the talk concert in Austria and made headlines. Having always been interested in *haenyeo*, she tried to bridge the gap between the audience and them. Considering she still does breathing exercises as a singer, she asked how they are able to hold their breath for so long to satisfy her and the audience's curiosity. Jo said that their breathing method is an object of wonder because it enables them to hold their breath underwater for long periods of time. Her confession dramatically increased the audience's interest in them. Some audience expressed their astonishment and respect for them.

The deeper understanding of the *haenyeo* culture by the audience was possible as the female divers from Jeju *Haenyeo* Association and the masters from the Jeju Keun Gut Preservation Society who were designated as a national intangible cultural heritage staged the *gut* and answered questions in person. They were thrilled and said that the event gave them an opportunity to reconsider their profession of *haenyeo*, which was considered lowly in the past, and to be proud of their job. The promotion is all the more

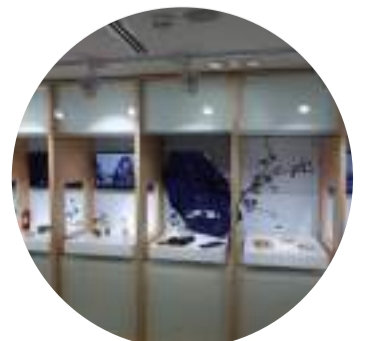
meaningful and valuable in that *haenyeo* was not just a subject of a program but they were able to tell their stories and communicate with the audience in person. This program will serve as a good guide when the government and the private sector explore ways to raise awareness of the culture of Jeju *haenyeo* on the global stage in the future.

The <Jeju *Haenyeo* Overseas Promotion 2022>, held in six countries worldwide, drew its curtains with exhibitions in the UK and Austria. The local response was very enthusiastic in all countries, so much so that the exhibition period was extended in Mexico. In Austria, more than 100,000 people visited the exhibition. The Jeju Special Self-Governing Province and the ICC Jeju are preparing the <Jeju *Haenyeo* Overseas Promotion 2023> in six countries, including Argentina, building on this year's achievements. Former French minister of culture and communication Fleur Pellerin said, "Jeju, with its beautiful sea and female divers, is always like a treasure island." We hope that the culture of Jeju *haenyeo* will be able to get closer to people around the world and they connected to it.

▼ Women who make a living by diving into the sea without oxygen supply equipment and gathering seaweed and shellfish.

▼ A work to go into the sea and harvest seafood conducted usually by *haenyeo*.

▼ Jeju *haenyeo* dived into the seas of the Korean Peninsula, Japan, China, and Russia to make money by collecting seafood during the Japanese colonial period.



2 Haenyeo Mother Was



<BIYANG NO.1>
2022, discarded *haenyeo* suits, cotton, wire, ceramics, 180 × 70 × 35

Jin's mother was an octogenarian just retired from her sixty years of *muljil* (diving activities) when she handed down her *gudeok* (seafood collection basket) to her daughter. She knew that her daughter was an artist and would never become a *haenyeo*. However, *muljil* is an occupation exclusively for women in Jeju, and it should not be her son but her daughter who could inherit something she had taken with her when braving the waters off Jeju Island. Therefore, Jin was perhaps fated to become an artist who explores and reflects on the traces the *haenyeo*'s way of life left behind by her mother.

Artist / Jin Jua



“I am a daughter of a *haenyeo* and shared Mother’s work around the time of her retirement. Nevertheless, the more I worked on the theme of *haenyeo*, the more unfamiliar it got. In terms of profession, *haenyeo* is very impressive. There is something more than this impressiveness, however. A kind of indescribable spirit in *haenyeo* echoes my desire to remain forever curious.”

JIN JUA'S SOLO EXHIBITION: BIRTH OF NEW SPECIES, MACROEVOLUTION

Jin Jua held a solo exhibition at the Gallery ICC in the International Convention Center Jeju from October 19th to November 17th. It was the seventh solo exhibition of the artist, who graduated from the Department of Sculpture at Hongik University Graduate School of Fine Arts and is the director of the Ga-in Art Center. In the exhibition titled MACROEVOLUTION, she presented 16 of her sculptural works using old wetsuits, an object representing the hard life of Jeju *haenyeo*. The marks and scars of the female divers left on the wetsuits were combined with her power of imagination, creating new life forms that can only be imagined in science fiction.

Reconstructing the Life of a *Haenyeo*, Who Swims in the Depths of Existence



Artist Jin Jua is creating sculptures in using old wetsuits at the Gain Art Center in Jeju City

Jin refused, in the name of arts and its metaphysical exploration, to overlook the demanding labor of women divers, who had to spend their whole lives at sea to support their families. She sticks to the arduous process of disassembling old wetsuits and then putting the pieces back together to pay honor to her mother's labor and reflect on life, disciplining herself to achieve her ends as an artist.

“The life of a *haenyeo* is constant hard work. My life as an artist taught me the hardest part of life is that I am the breadwinner. This is what I wanted to deliver. Work is exhausting. Life is never easy and there is no exception for living beings, including me. This is the message that I wanted

the traces of labor left on the wetsuits to contain.”

Her labor-intensive work efforts thus successfully brought out the vitality contained in the discarded materials. In fact, vitality was another reason behind her selection of old wetsuits as the material for her works. Her mother would hang the dripping wetsuit on the clothesline after work, which felt like a living thing to Jin. Sometimes, it seemed that the lifeless thing was trying to tell her what happened in the sea that day.

The wetsuits the artist collected for work were not just worn-out clothes anymore. They were narrators of their owners' lives. Although they came out of the factory looking the same, each one looked different at the end of its life.

"While taking them into pieces, I found every scratch on the wetsuits is unique. I couldn't help getting curious. 'What did you have to go through in the sea?' Looking at the unique marks left by what happened down on the ocean floor unbeknownst to me inspires me to visualize the individual stories of the wetsuits. It's as if they were living creatures. Artists inevitably incorporate their thoughts into their work. I fell into the depths of my own mind while disassembling those different-looking obsolete wetsuits, overlapping



<BLACK SARASVATI>
2022, discarded *baenyeo* suits, wood, ceramics, glass, 170×70×190

the image I had of my mother when I was little, my undersea view in my imagination, and the human body this creature no longer needed."

Jin was understandably shocked when she heard that her mother's old wetsuits, which she had regarded as

living creatures, had become a threat to the Jeju environment when they were discarded. It was 1975 that the *mulsojunggi* (traditional wetsuits of Jeju *baenyeo*) were phased out in place of the current wetsuit. The modern version is made of neoprene, which is thick, light, and soft enough to be called another skin, protecting the body of women divers who are always exposed to danger in the cold sea, as well as being comfortable to wear and work in, increasing harvest efficiency. She couldn't believe that the protector of life and livelihood ended up as an environmental threat. Confused, she decided to protect and reconstruct the life of *baenyeo* through art and began to use old wetsuits as the material of her work.

The pieces of neoprene reshaped by her connote her confusion. Therefore, the resulting works are in a shape that cannot be readily defined, in which beauty and ugliness, stable composition and elegant deformation are blended. The old pieces of rubber, which protected women divers like another skin, have been resurrected as the skin of a familiar and yet strange, somewhat grotesque creature.



<CONTEMPLATION>
2022, discarded *baenyeo* suits, wood, wire, ceramics, 170×70×190

The works restore the times of joy, anger, sorrow, and pleasure that the women divers experienced while communicating fears and warnings about what kind of future is waiting for humans from the current crisis of the marine ecosystem.

<HYACINTH>
2022, discarded *baenyeo* suits, cotton, waste plastic, 40×40×146

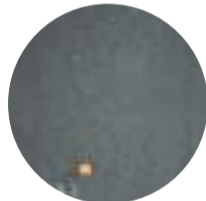
Macroevolution: Envisioning the Appearance of New Species

Jin's works are not familiar to us. They are somewhere in between a monster and a fantastic creature. They are like a variant of a sea creature in a science fiction movie. The contrast between the sturdiness of the shapes and the softness of the materials intensifies the strangeness. It is rather natural that her works are recognized as upcycling art as well as a strong warning message about the marine environment and ecosystem affected by the climate crisis in that the main material is the worn-out wetsuits. The artist admits the unfamiliarity inspires fear but hopes her works will be appreciated for than a warning about dystopian future.

"Dinosaurs lived and died out before we came. Maybe we are witnessing with our own eyes that the Anthropocene takes the course of the Cretaceous. No era can last forever. If we free ourselves from the human-centered point of view, we find that this disappearance is not a bad situation but a law of nature. 'People say 95 percent of living organisms will die out by 2050. Does this refer to an emergence of new species?' With this imagination, I have created those works. We all don't know the depths of the universe. I wanted to inform people that no matter what species emerge next, they are also important. Humans are



one of numerous passersby, and the planet will continue to take its course even after humans have long gone."



This worldview of the artist is well represented in the titles of works that contain fairly religious meanings, such as "Karma" "Meditation" "Gaea" and "Black Saraswati." As the wetsuits demonstrated, the distinction between good or bad from our point of

view fails to be effective even for a single generation. Just like the artist, who envisions the next without evaluating the present, we need to stop evaluation and take a deeper breath before accepting ourselves as we are and the surroundings as they are.

"My works are all just pretty to me (laugh). Many viewers say my works are grotesque. Contrary to their look, they are soft and warm as they were made from what women divers had actually put on. So, once feeling them, people say they look friendly."

Her solo exhibition, *Birth of New Species, Macroevolution*, held at ICC Jeju last October sparked great interest in her works. The sudden public attention sometimes felt too much, but it also brought her an opportunity for further development while creating new works and meeting with new viewers. Now, she is determined to find a way in arts for not only humans but all species on earth to be better off together. In her resolution, you may find a *baenyeo* swimming under the sea holding her breath.

ARTIST PROFILE	진주아	Director, Ga-in Art Center
	Jin Jua 秦周娥	Member, Jeju Ceramic Art Association
		Member, Jeju Fine Arts Association
		Member, Korean Sculptor's Association



A Message for a Sustainable Earth From Dr. Shamila Nair-Bedouelle Assistant Director-General for the Natural Sciences of UNESCO



Thank you and congratulations to Jeju Special Self-Governing Province for the 2040 plastic free initiative.

Thank you very much Mr. Chairman and Good morning, Good evening to all of you. Bringing you greetings from UNESCO your home in Paris! As you all are aware UNESCO is really the home of Education, Science, Culture, and Communication, and Korea is a very important partner of UNESCO in delivering all of its mandates. Today, more than ever we have seen that if we really want to go to 2040 plastic free, then we really need to bring on board the education, science, culture, and communication. All of these are essential not only to living in harmony with nature but living in harmony with one another and also in protecting our global public good, our common good for the future of humanity and that common good is our planet. We have seen over the years how plastics has destroyed lives of many people, plants, animals, and the planet, but we've also seen that plastic is also destroying our oceans from micro-plastic pollution. Plastics are also destroying our natural water resources.

Plastics are destroying our biodiversity which is the essential of humanity. So this initiative taken by the Republic of Korea and also the Jeju Special Self-Governing Province, government of Korea is really critical and sets a very high bar and standard for the rest of the world to follow. So, my sincere congratulations to the Jeju Special Self-Governing Province for this exceptional initiative which we hope other countries in the world will be able to follow. Now this is an example of how local governments "think locally and act globally" preventing plastics and banning plastics at local level will have a worldwide impact. Because we all live in a global interconnected world, and plastics between countries travel in oceans in water and within the biodiversity. When we kill biodiversity in one country, we are killing our biodiversity for the world and for humanity.

Therefore, this initiative is protecting our common heritage and our planet, our oceans, our water systems, our ecosystems. So, thank you very much and congratulations to you for the 2040 plastic free initiative. This zero plastic use by 2040 will raise the bar also for other countries to collaborate but it also raises the bar and shows that plastics are taken very seriously. In terms of plastics debris and the contribution as well, on the coastal zones contributing to global warming. So we see that this initiative will actually contribute to a multitude of different environmental concerns in the world today. We at UNESCO have established an inter-agency platform developed by UNESCO which is called, "Quest 4 Action," and I call upon all of you to please visit the site.

<https://quest4action.org> It gives you an idea of the challenges of plastics, environmental health, and economy.

Now I come to the economic aspects, the initiatives you have underlined, the previous speakers I want to congratulate you! "Yes," we do need a kind of plastic, low plastic transition, zero plastic transition and for that we need new innovative solutions. We need research, technology, and industry to come on board as a partner, as the key partner to produce alternatives. Alternatives not only to waste management but alternatives to plastics themselves and this will also put an emphasis on new types of materials recycling and also create new jobs. But, we also need a monitoring system and I think the monitoring and evaluation system must be critical to the zero plastic use 2040. We at UNESCO, we look forward to working with you on how we are going to monitor this. Finally, let me call upon the role of education. We need to educate from lowest to highest level on how plastic kills. We must educate downward plastics, so this is the message of UNESCO today, and I believe that children are the best carriers of these messages for the future of the planet that they would want. We must put to service all our science, and scientific knowledge and in that spirit, UNESCO has developed the open science recommendation in order to enable countries across the world to share scientific information on what plastic is doing to killing nations, killing oceans, killing our biodiversity. So, plastics and biodiversity are really critical, they are part of the same coin, we cannot have biodiversity with plastics. We can only have biodiversity without plastics so that two sides of the same coin so down with plastics. Because, plastics kill humans, biodiversity, our nature, and our planet. So, thank you very much and looking forward to working with you. UNESCO is your partner, and this triple crown your World Heritage, Geopark, Biosphere Reserve brings together all of UNESCO's programs valorizing what mother earth can offer to us, so it's our role right now to ban the plastics, "down with plastics."

Thank you very much and congratulations!



“Jeju’s Nature Becomes a World Heritage” Exhibition Will Be Held Until January 31st

An exhibition titled <Jeju’s Nature Becomes a World Heritage> which promises to enable viewers to feel the beauty of Seogwipo’s natural wonder, will be held at the Jeju World Natural Heritage Center until January 31st, 2023. This is a place where the National Research Institute of Cultural Heritage and 11 institutions will unveil the results of research that’s been conducted from 2019 to 2022. They have investigated biological taxa in various parts of Jeju, including the Seongsan Ilchulbong Tuff

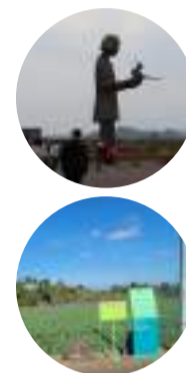
Cone Natural Reserve, and the Bijarim Forest in Pyeongdaeri. At the exhibition, you can enjoy roughly 300 specimens, photos, and videos of black pigeons, hooded cranes, and eagles designated as national treasures, as well as mammals and insects. Plants boasting natural beauty, such as the Centipede Orchid and Tamna Mountain Hydrangea, are also on display.



Jeju Province Holds the Jeju Cultural Exchange Program for Diplomats From 25 Countries

The Jeju Policy and Culture Exchange Program for Foreign Diplomats, which introduces Jeju’s policies and culture, has been running from October 25th to 28th, 2022. The 25 diplomats who visited Jeju looked at the history of the island by visiting Jeju 4.3 Peace Park. They also had the opportunity to learn about Jeju’s foreign policies by touring the International Peace Center Jeju, which symbolizes Jeju, the island of world peace. Through a collaboration program with Jeju tourism start-ups, they experienced the local culture

by visiting fishing villages and talking with *baenyeo*. This is a program that invites newly appointed foreign diplomats, who have participated in the Korean Language and Cultural Exchange for Diplomats at the Korea Foundation, to the island, and is being operated annually by Jeju Special Self-Governing Province.



“Flowing Moon, Embracing Land” Jeju Biennale Opens for the First Time in 5 Years

On November 15th, the 3rd Jeju Biennale 2022 set its stage. 55 teams from 16 countries participated in this biennale, which will run until February 12th, 2023 under the theme of “Flowing

Moon, Embracing Land.” A total of 165 pieces of art can be seen in six exhibition halls in the province, including the Jeju Museum of Art, the Jeju Museum of Contemporary Art, the International Peace Center Jeju, Samseonghyeol Shrine, Gapado Artist in Residence (AiR), and Next Door to the Museum Jeju. In addition to exhibitions, the Jeju Biennale presents a variety of art experiences such as international curator talks and virtual reality (VR) experience programs.



MDRT Korea Held the 2022 Korea MDRT DAY Face-To-Face in Jeju



The Million Dollar Round Table (MDRT) Korea held the <2022 Korea MDRT Day> on October 11th and 12th at the International Convention Center Jeju. The MDRT Korea, which celebrates its 20th anniversary this year, has held the Korea MDRT Day every year since 2003. This year, it was held as an in-person event for the first time in three years, with more or less 1,000 people attending. The MDRT DAY has also conducted an annual donation campaign for sharing and volunteering. A fund of KRW 28,077,777 was raised through a donation booth set up on one side of the venue, and the proceeds were delivered to Save Jeju Bada, which works to keep the natural environment of Jeju clean and pristine.

The Jeju Forum Was Held Under the Theme of “Beyond Hate: Reflections and Solidarity Towards an Era of Co-existence”



The <17th Jeju Forum for Peace and Prosperity> was held at the International Convention Center Jeju from September 14th to 16th, 2022. At this forum, held under the theme of “Beyond



Maryland Governor, Larry Hogan

Hate: Reflections and Solidarity Towards the Era of Co-existence,” solutions and countermeasures were actively discussed to promote global peace amidst the conflicts of the New Cold



Former UN Secretary-General, Ban Ki-moon

War and the post-COVID-19 era. The forum was attended by 1996 Nobel Peace Prize winner José Ramos-Horta, President of East Timor, former UN Secretary-General Ban Ki-moon, and Maryland Governor Larry Hogan. More than 30 institutions in Korea and abroad, including the United Nations World Food Program (WFP), Trilateral Cooperation Secretariat (TSC), and the Korea National Diplomatic Academy held more than 60 sessions to explore ways to move towards an era of coexistence beyond conflict and hatred.

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Gangseo-gu, Seoul, 07807, Republic of Korea / Tel. +82-2-775-1091~4 / Fax. +82-2-775-1108



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