

Korea Zero Waste Movement Network

Reduce packaging waste-Green Mileage campaign begins

July 2008

Korea Zero Waste Movement Network (KZW MN) launched [Green Mileage 30-80 campaign] to reduce over packaging and double packaging waste. This campaign is promoted by major newspaper ChosunIlbo and the Ministry of Environment and is involved by major markets and 18 major companies which produce health foods, shampoo, and detergent.

Green Mileage 30-80 campaign is the activity to reduce unnecessary packaging and double packaging.

The goal of the campaign is 30% reduction in packaging of shampoo and conditioner products in 2008 compare with the previous year. Furthermore, the final goal of this campaign is 80% reduction in packaging waste by 2012.

South Korea is notorious for over 70% of products is bundle packaging. Bundle packaging cause over packaging, double packaging, and also produce CO₂. Companies have spent extra 100 billion Won for double packaging in production and distribution.

Instead of bundle packaging, in this campaign, companies launch the marketing that only if customers buy two products, they get discount of one product price.

The benefits of the Green mileage campaign are decrease production expenses for companies, reducing products cost for consumers. Moreover, as a result of reducing packaging waste, the conflicts between local areas around construction of incinerators and landfill sites are resolved, and it will reduce CO₂ and prevent global warming.

One of the purposes of the Green mileage campaign is increase recycling by replace the packages materials (i.e. PVC) that are difficult to recycle.

If customers save up green mileage, they can get convenient shopping bags or extra discount when purchasing the products.

Each company participated in the Green mileage campaign should inform customers about the Green Mileage campaign through web page or at the store to customers to involve in the campaign. We expect that the campaign contributes to constraint the demand for over packaging if companies will show the outcome and information of the campaign.

Green Mileage campaign provides customers the education program how to reduce package waste. After the education, customers may volunteer in observation and activities for reducing packaging waste.

In Korea, it is expected that approximately 6200 tons ('06) of unnecessary package waste can be reduced every year, and this will save about 84 billion Won (80% until 2012) of package cost through the Green Mileage campaign.

Reduction of 6200 tons of package waste will result in landfill management efficiently, and also will reduce 12,000 tons of CO₂ and contribute to environment of the Earth.

Korea Zero Waste Movement Network (KZW MN) initiated the campaign with health/cosmetic industries' voluntary agreement. We will extend participatory industry to food industry by July 2008 and liquor, cosmetic, razor industries in November 2008.