

NOROO



Green Survival

Autumn . 2019

NOROO Quarterly Magazine | No.52, 2019

NOROO



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The Demand of the Times: Green Survival

Climate change and environmental pollution like ultra-fine particulate matter, deadly heat waves, the massive crisis of waste disposal, and plastic garbage filling up the ocean have direct influences on our lives. We must understand the severity of these crises and apply an equivalent sense of urgency to environmental friendliness so we change our views and actions. For “survival,” not for oneself or even for the earth, we must seek “Green Survival.” Green Survival is more than just a personal preference or opinion, it is an absolutely critical demand of our time.

时代呼唤绿色生存

雾霾威胁、炙热高温、垃圾成堆、吞噬海洋的废弃塑料等等，气候变化和环境污染正直接影响着我们的生活。“环保”变得更为迫切和必要，我们必须改变以往的思考方式和行动。不单是为了自己或者为了地球，而是为了“生存”，从现在起努力践行“绿色生存”——它已经不再局限于个人喜好的选择，而是整个时代发出的呼唤。



Reflecting on Consumption: A Virtue for Green Survival

There is a place called Easter Island. The place is famous for the Moai statues that were discovered on Easter in 1722 and hence the island was given the name “Easter Island.” Only the Moai stand erect on the island, the island itself is incredibly desolate. There is not a single tree, let alone a forest. Despite the present bareness, this site was once home to a beautiful, primordial, subtropical forest. Is this what is happening to our planet?

By_Choi Won-hyeong

对消费的凡反思, 绿色生存时代的品德

有个叫复活节岛的地方, 以摩艾石像闻名于世界。因为是1722年复活节这一天被发现的, 所以得了这么一个的名字。今天这座岛上只剩下一尊尊高大的石像, 别无其他, 可谓荒凉至极。别说是森林, 就连一棵树也没有。但这个地方也曾有一片美丽的亚热带原始森林。我们的地球会不会也变成这个样子吗?

文_崔元馨



Did the forest on Easter Island just suddenly disappear? According to traces from the past, the timber that was used to cut and make the Moai in addition to what was used to build boats for whale-hunting ultimately consumed all the forests. We look at Easter Island and can't help but wonder if our earth will be like this in the future. If the people had any idea of the looming future before cutting down the last tree, perhaps Easter Island would appear entirely different from what it is today. In Yuval Harari's *Sapiens: A Brief History of Humankind*, he describes these times, in which we are inundated with all these unimaginable objects, these times in which supply has surpassed demand for the first time in the history of mankind. Because all these objects are flooding the markets, people have been facing the question: “Who will buy all these things?” A sense of “necessity” was required to induce the mass consumption of objects that have been produced in bulk. The straw

is a great example. During one scorching summer when cool glasses of wine became lukewarm when held with the hand, straws made from rice. These rice straws became the beginning of straw use, which that allowed one to drink without using their hands. Even if this object didn't exist, people probably wouldn't miss it much. Continuous consumption is possible with continuously changing trends. One thing that was born as a result of this is “fast fashion.” The planned obsolescence of products to break down after a certain period of time was another new concept. We praised fast mass production and mass consumption and called it “growth.” Advertisements also help accelerate consumption. There is no way to escape the flood of advertisements. It only takes a moment for an ad to persuade us. There is an overabundance of things that we feel we absolutely need and things that seem trendy. We are happy living lives led by advertised needs. There's even an outlet

store that considers eleven o'clock, the hour they open, the time when happiness starts. However, will our lives of abundance, of convenience and happiness last? The aftermath of our consumption, the garbage left behind and discarded after we've consumed what we want is a variable incompatible with the formula for happiness. The same goes for all our natural resources that are in a crisis state, nearing depletion.

In the Midway Atoll in the North Pacific Ocean there are tottering and wobbly baby albatrosses, just a few months old, that are dying. The mother albatrosses, instinctually devoted to raising her chicks, has no idea that the food she eagerly gathered and fed to her babies was really just pieces of plastic. The message spelled out by the carcasses of these young birds, filled with PET bottle caps, disposable lighters, and other plastic garbage is clear: the same will happen to mankind in the near future. The seas, the soil of the entire planet, the Polar Regions, underground waterways, and the atmosphere all around us are polluted with micro-plastics. This plastic seeps out each time we wash off our synthetic fibers. How will the news that we consume roughly the amount of one credit card (5g) of micro plastic a week gain the attention of people? The counterattack by the products we use and throw out has already begun.

After China prohibited the import of plastic waste in 2018, other countries immediately projected problems with their own waste. This year, Korea experienced international disgrace when waste materials, disguised as recyclables, that were sent to the Philippines were returned. There are mountains of garbage throughout

复活节岛上的森林是什么时候消失的呢? 人们通过存留下来的痕迹推测, 这是古人为了建造摩艾石像、制造捕鲸船而大肆砍伐树木造成的后果。看着这座岛屿, 我们不禁思考, 地球未来的命运会不会也和它一样。如果当年砍掉最后一棵树的人能够预测未来, 也许复活节岛完全不会是今天的样子了。

对于过去人类从未想象过的产品大量涌现的当今时代, 尤瓦尔·赫拉利在其著作《人类简史》中是这样描述的: “人类有史以来第一次, 生产超出了需求”。也是因为如此, 产生了一个全新的问题“谁要来买这些产品? ”。为了消费大量生产的产品, 只能创造新的“需求”。吸管就是一个典型的例子。炎热的夏天, 冰凉的酒杯容易在频繁与手接触的过程中变得温热, 所以人们想出了用麦秆替代的方法。这根麦秆就是吸管的前身——一种可有可无的东西。

持续改变流行就可以持续推动消费, 快时尚就是这种理论的产物。有计划地让产品经过一段时间就出故障的陈旧化措施也是同理。我们欢呼, 说大量生产和大量消费的速度加快是发展, 是进步。光这些还不够, 还有广告这个加速器。我们没有办法面对来势汹汹的广告仍然淡定自若。只要一接触, 就会很快被说服, 觉得很多东西非有不可, 有了会很有个性。日子被广告的“必要说”牵着走, 我们对此觉得很幸福, 否则怎会有一个奥特莱斯商城, 把开门营业的11点叫作“开启幸福的时刻”呢?

但是如此富足、如此便利、如此幸福的生活可持续吗? 消费后被丢弃的垃圾便是尚未计入我们幸福生活中的变数。处于枯竭危机的资源亦是如此。

北太平洋中途岛上, 刚出生不过几个月的信天翁幼鸟挣扎着死去。忠于喂养本能的母信天翁不会明白, 是自己认真觅到的塑料碎片杀死了幼鸟。被我们丢弃的塑料瓶盖、塑料打火机等塑料垃圾填满肚子的幼鸟尸体传达给

the country. The garbage is beginning to overflow, but how many consumers will actually agonize over this problem? Can we solve the problem of waste without changing the paradigm of systems of mass production, mass consumption, and mass disposal? The date of the 2019 Earth Overshoot Day, announced by the Global Footprint Network, was April 10th. So, starting April 11th, we have begun taking time away from future generations. No one knows if, at some future point, we may chop down the last remaining tree for humanity's future generations. The world population is expected to reach 10 billion in the year 2050. How wisely will we use the limited resources of our restricted space called Earth? How will we protect the forests?

There are movements around the globe attempting to solve this problem, aware that the final destination for sea waste is ultimately the human body. In October 2018, the European Union passed a law that bans that use of disposable plastics. From 2021, use of disposable plastics such as straws, cotton swabs, and plates will be banned, and starting in 2025, 90% of plastic bottles must be recyclable. Encouraged by the European Union, Canada also established the same system. Vessel Works of Colorado, U.S.A. presents a model of this with their use of a mug-share system as a substitute for disposable cups. Eosta, an organic produce company based in the Netherlands, introduced the technique of imprinting information directly onto vegetables to reduce the use of packaging waste. A cycle system for recycling must begin from the production of products. It also requires reflection on our consumption. The time has come when such reflection is no longer a choice but a requirement for our future survival.

我们的信息很明确——在不久的将来, 那就是我们人类自己的样子。不止海洋如此, 包括极地在内的整个地球的土壤、地下水、大气都在遭受着来自微塑料的全方位污染威胁。微塑料随着每一次合成纤维的洗涤大量出现。那篇说我们一周摄取的微塑料量相当于一张信用卡重量(5g)的报道又警示着什么? 被我们用过后丢弃的, 已经开始反击了。

2018年中国禁止进口废塑料后, 各国的垃圾问题当即凸显出来。今年, 韩国还因为以回收再利用的名义送到菲律宾的垃圾被退回, 在国际社会大出洋相。韩国到处都有堆积成山的垃圾。可即便如此, 真正认真思考这个问题的消费者又有多少? 如果不改变大量生产、大量消费、大量废弃这种线性机制架构, 真的有什么办法解决垃圾问题吗?“全球足迹网络(Global Footprint Network)”发布的2019年韩国超过地球生态用量的日期是4月10日。也就是说, 从4月11日开始, 我们是在预支子孙后代的资源。没有人知道我们会在哪个瞬间挪用本应属于子孙后代的最后一棵树。有预测说到2050年, 全球人口将达到100亿。想要在地球这个有限空间内分享有限资源, 想要留住森林, 何为明智之举? 何为守护之道?

认识到海洋垃圾的终点站是人类自己之后, 世界各地也出现了试图解决这个问题的动向。欧盟在2018年10月通过了一次性塑料制品禁用法案, 规定从2021年开始, 禁止使用一次性吸管、棉棒和碟子等一次性塑料制品, 2025年之后, 塑料瓶回收率须达到90%。受欧盟的启发, 加拿大也制定了相同的制度。来自美国科罗拉多州的Vessel Works用平底玻璃杯代替一次性外带杯的共享系统也示范了非常好的模式。荷兰的有机农业企业“Eo-sta”也推出了用激光直接在蔬菜上蚀刻必要信息的技术来解决包装塑料问题。一个兼顾回收利用的循环系统应当在产品生产阶段就被考虑到, 对消费观的反省也须同步跟上。因为这直接关系到我们的生存问题, 这样的省察不再是可有可无的选择, 而是势在必行的义务。

Upcycling with Ideas, Green Survival with Resource Circulation

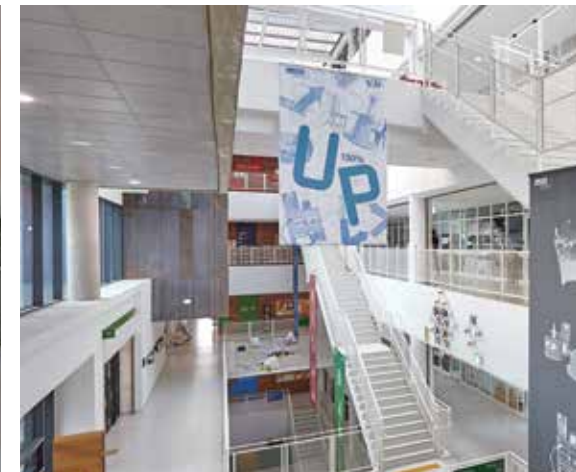
Seoul Upcycling Plaza

Seoul Upcycling Plaza is the world's largest complex cultural space that allows anyone to learn and participate in upcycling. The Plaza opened on September 5, 2017 following the Seoul Metropolitan Government's announcement for increased utilization of waste resources through the "Resource Circulation City Seoul Metropolitan Government Vision 2030" project.

用创意带动升级再造, 借资源循环营建绿色生存

首尔新活用广场

首尔新活用广场是依据首尔市为提高废弃资源利用率而发表的《资源循环城市首尔市愿景2030》创建的供所有人学习和参与升级再造过程的世界最大规模的复合文化空间, 于2017年9月5日开馆成立。



At Seoul Upcycling Plaza is the entire production of upcycling from the donation of materials to collection, manufacturing, product production, and sales. Residing businesses and workshops have upcycled waste resources of about 30,000 milk cartons, 260 tons of leather car seats, and 20,000 empty glass bottles into wallets, bags and lights. Autonomous districts throughout the country, as well as Hong Kong, Thailand, the UAE and Denmark, have visited the Plaza in hopes to solve the problem of waste. Going beyond recycling and achieving upcycling, Seoul Upcycling Plaza presents various methods for extending the cycle of resource circulation. What is upcycling and how is it applied to "green survival"? We heard from the Seoul Upcycling Plaza senior official of public relations, Choi Byeong-wook.

Q. WHAT KIND OF PLACE IS SEOUL UPCYCLING PLAZA? WHAT IS THE MEANING OF THE TERM "UPCYCLING"?

A. "Saehwalyong" is the Korean equivalent of the word "upcycling" in English. The different methods of extending the cycle of resource circulation are recycling, which is the use of carbon energy on waste resources to recreate resources, and upcycling, which is the grafting of designs and ideas for different uses. The word "recycling" is easily translated into a Korean word, but there was no precise term for the word "upcycling." Hence, the term "saehwalyong" was taken into consideration and then registered in the National Institute of Korean Language's Standard Korean Language Dictionary with the construction of the plaza.

To create civic education and an ecosystem for the upcycling industry that will widely communicate the upcycling culture, the Seoul Upcycling Plaza offers residential business incubating, establishment of international standards for upcycling policies, and policy-exporting activities. This is because internationally cooperative activities are absolutely essential for environmental problems through which the whole earth is connected through.

Q. SO THE PURPOSE OF UPCYCLING IS TO EXTEND THE CYCLE OF RESOURCE CIRCULATION. HOW WILL RESOURCE CIRCULATION CONTRIBUTE TO ENVIRONMENTAL PROBLEMS?

A. One resource is used for as long as possible and then reused to prevent wasting. There must be no wasting to reduce discharge of waste and preserve resources for protection of the environment. In terms of costs, it is cheaper for manufacturers and consumers to make new goods with new materials and buy them. However, the amount of waste that results from this will cost us even more. We need to bear with the small discomforts of today to prevent greater discomforts of tomorrow.

从材料捐赠和回收、加工, 到产品生产和销售, 升级再造的全部过程都在首尔新活用广场进行。到目前为止, 入驻企业和工坊已将约3万张牛奶盒、260吨汽车皮质座椅、2万瓶玻璃空瓶等废弃资源改造成钱包、箱包和灯具等产品。不仅韩国国内各自治团体, 甚至香港、泰国、UAE、丹麦等国家和地区也到这里寻求垃圾问题的解决方案。从回收利用, 到升级再造, 首尔新活用广场就延长资源循环周期的主题提出了多种解决方案。那么, 新活用是什么? 对绿色生存有什么帮助? 对此我们直接采访了首尔新活用广场负责宣传的高管崔炳旭先生。

Q. 首尔新活用广场是什么地方? 升级再造的涵义是什么?

A. 升级再造来源于英文词"Upcycling"。延长资源循环周期的方法有两种, 一种是投入碳能源, 使废弃资源重新变为资源后回收利用, 另一种是结合设计和创意, 赋予废弃资源其他价值的升级再造。在韩国, "Recycling"被译为"再利用", 但"Upcycling"没有准确的对应单词。所以我们把它翻译为了"新活用", 在建设广场的时候把这个词收录到了国立国语院《标准国语词典》中。

首尔新活用广场致力于开展市民教育来广泛宣传升级再造文化和为入驻企业提供孵化环境以营建升级再造产业生态环境, 并制定升级再造政策相关的国际标准, 推动政策输出。因为与全球命运息息相关的环境问题离不开国际范围的合作。

Q. 看来延长资源循环周期是升级再造的目的所在。那么资源循环对环境问题有什么意义呢?

A. 对于一种资源要尽可能地使用长久并加以重新利用来阻止浪费。只有减少浪费, 才能减少垃圾排放量, 进而保存资源, 达到保护环境的目的。事实上, 单从成本来说, 不管对于生产者还是消费者, 用新的原料生产新的商品、购买新的商品更为廉价。但这样的做法产生的垃圾会让我们付出更大的代价。只有接受今天小小的不方便, 才能阻止未来大的不幸。



SEOUL UPCYCLING PLAZA

Q. THEN WHAT ARE THE ROLES OF INDIVIDUALS, BUSINESSES AND THE COUNTRY AT LARGE THAT ARE REQUIRED FOR RESOURCE CIRCULATION?

A. The role of an individual is to bear with discomfort as I mentioned earlier. One must have the determination to purchase together the value of environmental protection. Upcycling requires more thought and ideas than making new raw materials. The costs rise as well. Products that are born through this need the understanding and consideration of consumers who accept the value, worth and merit known as resource circulation. They must also remember that though these may be baby steps, changes in the environment start with individuals. When everyone comes together as a whole, that is when the results of environmental protection surface. A person might wonder how waste sorting or the upcycling of one PET bottle matters, but entirely cannot be accomplished without that one person.

Businesses must take into consideration the cost of the environment when manufacturing products. They must make the effort to help consumers understand the rise in costs that result from this. Businesses specializing in upcycling must consider sustainable industrialization. They must receive investments, produce profits, and train individuals. Then national support must accompany them to institutionalize the system of resource circulation, and persuade citizens and businesses to increase the rate of resource circulation. However, all these efforts are not immediately put into action through force. Upcycling especially requires voluntary participation, and thus we strive to promote the upcycling culture and expand the market of upcycling products.

Q. 那么考虑到资源循环问题, 个人、企业和国家应该怎么做?

A. 作为个人, 就像前面提到的, 要接受一些不便。换句话说, 要有连带购买环境保护价值的决心。相比于创造新的原材料, 升级改造需要更多的思考和创意, 成本也更高。这样诞生的产品需要消费者去体谅和理解, 知道它是附带资源循环价值的。另外, 虽然微小, 但也不能忘记, 环境的变化从每一个人开始。只有所有人都加入进来, 环境保护才能显现出效果。可能有人会觉得一个人的分类排放、一瓶塑料瓶的升级改造能有多大的力量, 但没有这个一, 再多的零也只能是零。

对于企业来说, 应当在生产环节就考虑到环境成本。同时, 要努力让消费者理解由此产生的价格上升。专业从事升级改造领域的企业还应当思考如何实现可持续产业化, 它意味着要吸引投资、创收利润和发展人力。这个过程也需要国家的支撑, 将资源循环方法制度化, 说服市民和企业共同提高资源循环率。

但即便所有这些努力都被强制要求执行, 也不会有立竿见影的效果。特别是升级改造这一块, 需要自律性的参与。因此我们的工作重心就是推广升级改造文化, 进一步拓展升级改造产品的销路。

Q. YOU SAID THAT OTHER RESOURCE EXHAUSTION RESULTS FROM THE PROCESS OF RESOURCE CIRCULATION. WHAT ARE SOME THINGS THAT NEED TO BE TAKEN INTO CONSIDERATION IN THAT PROCESS?

A. Recycling is well-known to all. Iron, plastic and glass bottles are collected, washed, melted and reused. Resource exhaustion is inevitable in the heavy energy supply required for the process of melting and reprocessing the resources, and this exhausts carbon dioxide and pollutants. Still, we cannot give up on recycling. Upcycling also isn't the only alternative to this. The workshop on the first basement floor of the plaza receives about 40 tons of unworn clothes, toys and books daily. Some are selected for resales while some are used as materials for upcycling and others used as cleaning equipment for industrial wastes. There is more than one method for resource circulation. There must be continuous research and development for ways to minimize environmental pollution and resource exhaustion that are inevitably produced in resource circulation.

Q. WE HEARD THAT AN MOU WAS CONCLUDED WITH THE UNITED ARAB EMIRATES IN FEBRUARY. THIS IS QUITE IMPRESSIVE AND SOMETHING TO BE PROUD OF. PLEASE TELL US MORE ABOUT THIS.

A. Last October, the minister and secretaries of the UAE Ministry of Climate Change and Environment visited Seoul Upcycling Plaza to observe the facilities and programs, and they made a request to the ROK Ministry of Foreign Affairs that they would like to share in our information and experiences. Accordingly, the two ministries concluded the MoU on Enhancing Waste Recycling Practices and Applications in February as part of the program for the Korea-UAE Summit. The Middle East lacks forest resources and water resources and struggles with waste disposal. It is rewarding to know that our activities for upcycling are internationally recognized and applied to policies.

Q. WHAT IS ONE ACTIVITY THAT CAN'T BE MISSED OUT ON AT SEOUL UPCYCLING PLAZA?

A. I highly encourage you to experience Material Bank on the first basement floor. It's a place where upcycling ideas are actualized and material supply is stabilized for the industrialization of these ideas. Visitors can also donate waste resource materials or purchase them. Online shopping is available here as well. Material Bank also operates the Material Rescue Squad for separate collection of donated resources by material. This will be a meaningful activity with enjoyable participation in extending the cycle of resource circulation.

Q. 您说资源循环过程还会伴随其他资源的消耗。这个过程需要考虑的点是什么?

A. 回收利用很明显, 把铁、塑料、玻璃瓶等制品集中在一起, 清洗、融化, 再重新制作。在这样一个融化再处理的过程中, 不可避免地要消耗资源来提供大量能量, 还会有二氧化碳等污染物质的产生。但我们不能因此就放弃回收利用。升级改造也不是唯一的替代方案。广场地下一层的作业场内每天都有废旧衣服、玩具、图书等40吨左右的废弃物被运过来。部分经筛选被二次出售, 部分被留下来用作升级改造材料, 剩下的就被用作工业废弃物清洁道具等。资源循环的方法并非一种。我们需要做的, 就是持续研究和发展能够最大程度减少资源消耗和环境污染的方法。

Q. 我听说2月份, 你们与阿拉伯联合酋长国(UAE)签订了业务协议。这是个很让人引以为傲和欣慰的消息。具体内容是什么?

A. 去年10月份, UAE气候变化环境部部长一行访问了首尔新活用广场。在参观过我们的设施和项目之后, 他们向外交部提出想要分享我们的知识和经验。所以在2月份韩阿峰会时, 双方签订了《废弃物升级改造政策事例与应用相关业务协议》。据他们说, 中东地区因为缺乏森林资源和水资源, 垃圾处理困难很大。我们在升级改造领域的活动能够在国际社会得到认可并作为政策参考方案, 我们也觉得很有成就感。

Q. 如果您推荐一项在首尔新活用广场不能错过的活动, 那会是什么?

A. 希望大家一定不要错过体验位于地下一层的材料银行。那是为升级改造创意的实现和产业化过程提供稳定材料的储备库, 接受废弃资源的捐赠和出售。也可以通过网络购买。材料银行现场有“材料救助队”, 负责按材料类型分解和回收捐赠的资源。这是一项让所有人愉快地参与到延长资源循环周期的具有深刻意义的地方。



CHOI BYEONG-WOOK, SENIOR OFFICIAL OF PUBLIC RELATIONS OF SEOUL UPCYCLING PLAZA
崔炳旭 首尔新活用广场宣传专员





Rescuing the Great Earth Through Small Discomforts

“We need to bear with the small discomforts of today to prevent greater discomforts of tomorrow.” This was the most memorable comment from the Seoul Upcycling Plaza interview. The various environmental pollutions we see today are misfortunes made by discomforts ignored in the past for present convenience. We must begin to take on the challenges of small discomforts. Let’s protect the great earth with small acts.

忍受小小的不便, 拯救大大的地球

“只有接受今天小小的不便, 才能阻止未来大的不幸”, 这是首尔新活用广场访谈结束后, 印象最为深刻的一句话。今天的种种环境污染也许就是过去只顾眼前便利而种下的祸种。亡羊补牢, 为时未晚, 现在起就尝试忍受小小的不便, 用微小的行动守护大大的地球吧。

SHOPPING AT A ZERO-WASTE SHOP

There is a shop one must stop by at when passing by Sangdo-dong. A shopping bag is a must when visiting. At Jigu, a zero-waste shop that is both a eco-friendly boutique and a café, there are no plastics bags for bagging or packaging on products. Shoppers can fill the provided paper bags with the quantity of nuts they want and add only the number of fruits they need to their shopping bags. There are no bundles of products so shoppers can purchase goods without wasteful spending. The shop also sells natural sponges, stainless straws and glass straws, and cotton handkerchiefs, and at times teach classes about environmental issues. Visitors can enjoy coffee at a big discount with the use of a tumbler and read books in the café for heightened interest in the environment. Jigu products can also be found online. (www.instagram.com/zerowaste_jigu) Let’s also visit and use products from Bottle Factory (www.instagram.com/bottle_factory) in Yeonhui-dong where customers can borrow tumblers instead of using disposable cups, The Picker (thepicker.net), a zero-waste grocery and café similar to Jigu, and Earth Us (www.instagram.com/earth_us) in Yeonnam-dong where customers need to bring their own containers for when buying cake due to the shop’s intent to be plastic-free. As uncomfortable as eco-friendly activities can be, those who practice them will learn that these activities are absorbing.

在零浪费店铺购物

上道洞有个一定不能错过的铺子, 进店逛必须自备购物篮。这家名为“地球”的零污染店铺 (Zero-waste Shop) 既是环保精选店, 也是咖啡店。店内不提供购物袋, 产品本身也没有包装。购买坚果就用旁边的纸袋子, 吃多少装多少, 水果也是同样, 需要几颗就放几颗到自备的购物篮里。因为没有捆绑包装, 购买全程免去了浪费。另外店铺还出售天然钢丝球、不锈钢吸管和玻璃吸管、棉手绢等产品, 不定期举行环境问题相关讲座。用自带保温杯就可以大幅优惠的价格购买咖啡, 再看看店里的书, 对环境的关注度也会在不自觉中大大提高。“地球”的产品在网上也可以购买到。(www.instagram.com/zerowaste_jigu)

除了“地球”以外, 类似的店铺还有用外借保温杯代替一次性外带杯的“Bottle Factory(www.instagram.com/bottle_factory)”、零浪费饰品店兼咖啡店“The Picker (thepicker.net)”, 以及坚持零塑料理念, 蛋糕包装仅限客人自备非一次性容器时才提供的延南洞“Earth Us(www.instagram.com/earth_us)”等等。逛一逛这些铺子你就会发现, 环保活动虽然需要忍受不便, 但也有值得如此的魅力。



ZERO-WASTE SHOP



SHAMPOO BAR

SHAMPOO BARS INSTEAD OF SHAMPOO BOTTLES

The majority of plastic and vinyl waste produced by households are used for packaging. Those that take up the majority of the bulk are shampoo bottles, detergent bottles and various plastic bottles. How can we get rid of such plastics from our homes and the earth? Solid detergent distributed in paper packaging might be the answer. This will solve the problem of liquid detergent that is used excessively, contaminates water, and leaves residues on washed parts. We recommend plastic-free shampoo bars, conditioner bars and dishwashing bars of “The Soap Farm,” where natural soaps are made with farmed and harvested crops by individuals with developmental disabilities. A DIY kit for making soaps of animals about to be extinct offers a valuable time in making soaps with children and thinking about animals in danger of being extinct. Moreover, children will also wash their hands more often with soaps they made themselves. Various soaps like the basil soaps, peppermint soaps, and cucumber and eggplant soaps wrapped in paper will eliminate plastic wastes and also add brilliance to the face. (www.donggubat.com)

用洗发皂代替洗发瓶

家庭排放的塑料垃圾中, 用作包装的占大多数。其中体积较大的就是洗发瓶、洗液桶等各种塑料容器。如何才能让家庭、让地球远离这些塑料呢? 以纸质包装流通的固体清洁剂或许是个出口。这种设计不仅可以解决因过度使用清洁剂而污染水源的问题, 还可以解决被清洁物表面残留液态洗剂的难题。为此我们推荐“东九田”的零塑洗发皂和护发皂、洗碗皂产品。“东九田”是与发育障碍者共同播种和收获作物并以此为原料制作天然皂的品牌。尤其是以濒危动物为主题的DIY套装, 能够让大人和小孩在亲手制作动物皂的过程中更深入地思考濒危动物所处的环境。孩子们在使用亲手制作的香皂过程中, 洗手积极性也会随之提高。罗勒皂、薄荷皂、黄瓜茄子皂等各式纸质包装皂会在消除塑料垃圾的同时, 帮助使用者改善气色。(www.donggubat.com)



SMALL, SLOW, SUSTAINABLE, SOCIAL LIFE

SSSSL WITH NOTHING TO THROW OUT, A MENU THAT IS WORTHWHILE

If you want to do more than shop, welcome zero-waste into your life with Magazine SSSSL. A zero-waste life is the discontinuance of wasteful spending to reduce waste, increasing experiences instead of materialistic consumption, valuing one's possessions, and aiming for a slow and progressive society. Magazine SSSSL is an eco-friendly magazine containing stories of zero-waste life. "SSSSL" is an elongated phoneticization of the Korean verb "to use," for use of resources, and also is an abbreviation for "small, slow, sustainable, social life." The magazine was first published in 2018 and addressed daily life without packaging, disposable cups and handkerchiefs. Vol. 5 issued last August introduced all aspects of food waste under the theme "A table with nothing to throw out."

Not only does the magazine introduce specific ways to dispose of food waste but also smart ways to store food ingredients. It presents no-waste recipes, and Vol. 5 of Magazine SSSSL shines light on waste from the consumption structure of food that helps us examine our tables. Perhaps after subscribing to the magazine, our food waste cans and our shopping bags will become lighter.

物尽其用的SSSSL, 值得一用的餐谱

除了购物以外,如果你还想在日常生活中实践零浪费原则,《杂志SSSSL》会是一个很好的朋友。零浪费生活是指杜绝浪费,减少垃圾,以延长使用时间来代替物质消费,珍惜拥有,崇尚可持续慢节奏社会的生活方式。《杂志SSSSL》是收录零浪费生活故事的环保杂志。“SSSSL”是英文“small, slow, sustainable, social life”的缩写,韩文发音的意思为“可用资源”。2018年创刊后,针对无包装的日常用品、一次性杯、手绢等主题刊载了丰富的内容。今年八月,还以“物尽其用的餐桌”为主题发行了第5期,介绍了关于食物垃圾的多方面内容,包括具体的食物垃圾处理方法、食材的保管方法、远离浪费的烹饪方法等,对现下食物消费结构中的种种浪费现象进行披露的同时,也启发读者重新审视自己的餐桌。看了这期杂志,相信你们家中的食物垃圾桶和购物篮都可以“瘦下来”。

PLOGGING & BEACHCOMBING



PLOGGING WITH WASTE, BEACHCOMBING

Plogging, which first began in Sweden in 2016, made its landing in Korea. "Plogging" is the combination of the Swedish word "plocka upp" (to glean) and "jogging," indicating the act of picking up trash while jogging. This puts health and the environment together and quickly spread to parts of the world through social media channels. This spread through jogging clubs in Korea as well and was used in various ways as eco-friendly events by autonomous groups, schools, and other groups. There is now even the Korean-mixed word called "jugging," which substitutes the Swedish word for the Korean word for "to glean." There was even research that showed improved exercise results as the exercise burned more calories than just jogging thanks to the addition of squatting and lunging positions done when picking up trash.

There is even the beach version of "plogging" called "beachcombing." As this combination word implies picking up trash as though "combing" through the "beach," beachcombing events are often held independently but are also linked to upcycling activities. This is because glass pieces worn by the waves can be used to make neat items. Jejudo Island's art group Jaejudojoa (jaejudojoa.com), which uses glass pieces collected through beachcombing as art material, holds glass art workshops and various events together with beachcombing. The group uses crowdfunding for upcycling accessories called Badauri ("Sea Glass"), so be sure to keep that in mind.

Like such, environment protection activities lead to spare time, leisure, and art activities and the activities are beckoning to us. Let's take a joyful stroll with a bag in our hands so that trash can become jewels.

结合环保理念的拾荒慢跑、海滩清理

2016年起源于瑞典的拾荒慢跑也传播到了韩国。“拾荒慢跑(Plogging)”是瑞典词“plocka upp(拾荒)”和“jogging(慢跑)”的合成词,即在慢跑的同时捡垃圾。因为可以同时兼顾健康和环境,参与难度也低,这种活动通过社交网络在世界范围内迅速传播开来。在韩国也以慢跑同好会为主力广为传播,被纳入自治团体或学校、各种团体的各种环保活动中,甚至催生了“捡跑”的术语。有研究表明,捡垃圾过程随时伴随深蹲、箭步蹲等姿势,因而能够比单纯的跑步消耗更多卡路里,间接地提高运动效果。

“海滩清理(Beach Combing)”是拾荒慢跑的海边版本。它把捡垃圾的过程比喻为梳理(combing)海滩(beach),经常以独立活动形式举行,但有时也和升级再造活动结合进行,因为被海浪磨平的玻璃碎片也是制作漂亮工艺小件的材料来源。利用通过海滩清理收集来的玻璃碎片制作工艺品的济州岛艺术团体“喜爱济州岛(jaejudojoa.com)”就经常结合海滩清理活动举行玻璃工艺研讨会等各式活动。他们还以为“海玻璃”为名的废物改造配饰建立了基金,非常值得关注。

环保并不遥远,它就存在于我们日常的休闲活动和艺术品中,愉快地向我们招手。拿起身边的纸袋子行动起来吧,用实践的力量变废为宝、创造价值。

Growing as a Global Seed Company

THE KIBAN Research Center Thailand

In order to develop product varieties and expand to overseas markets, the agricultural business, THE KIBAN Co., Ltd., has established an overseas research center consisting of a research building, greenhouses, and open fields in Chiang Mai, Thailand last year. The research center in Chiang Mai, Thailand is THE KIBAN's first overseas corporate body. The Research Center is expected to become a strong advanced base of THE KIBAN. Using this base, THE KIBAN will expand its business all over the world, starting in Southeast Asia with a variety of R&D collaborative projects.



跻身国际种子公司之列

THE KIBAN泰国法人研究所

为了品种开发、扩大海外市场, 农业公司法人(株)THE KIBAN于去年在泰国清迈修建了研究所和温室、试验田等设施, 成立了海外法人研究所。作为公司的第一个海外法人, 泰国清迈研究所有望通过多方面的研发合作, 成为THE KIBAN走向东南亚甚至全世界舞台的坚实前沿基地。

SEED INDUSTRY, SEMICONDUCTORS IN AGRICULTURE

Food, clothing, and shelter are the three requisites of life. Among them, food is the most directly related to the survival of human beings. The agricultural science industry, especially the seed industry, is responsible for food. The seed industry is a higher value-added industry than the semiconductor industry. 3.75g of bell pepper seeds cost more than the same amount of gold. 1g of high quality tomato seeds cost several times more than gold. The seed industry is of growing importance since it is affecting the production, quality, and distribution of food, the agricultural materials industry, and now even life sciences R&D through generic resources. The International Seed Federation has forecasted that the global seed market will grow from \$40.6 billion in 2010 to \$165 billion in 2020. However, the Korean market share is only 1%. In addition, the Korean market is highly dependent on seed imports which are higher than seed exports, except for some select crops such as rice, barley, chili peppers, and cabbage. Based on the founding principle, “For the Homeland,” NOROO Holdings founded THE KIBAN in 2015 in order to lead the seed industry through technological innovations in agricultural sciences. In addition to making a domestic effort to produce seeds, THE KIBAN founded its first overseas corporate body in Chiang Mai, Thailand in 2018, so as to accelerate its overseas market expansion. THE KIBAN Research Center Thailand is penetrating into the the tropical seed export market by developing a variety of export seeds including cucumber, cucurbits, nightshades, radishes, nappa cabbage, and cabbage, and conducting various R&D projects for the Southwest Asian, African, and European markets.

THE HUB OF SOUTHEAST ASIA, THE RESEARCH CENTER IN CHIANG MAI, THAILAND

Local employees were concentrating on work despite the hot air in the greenhouses of Research Center Thailand. Employees who are working on green plants, wearing hats and masks evoke the image of the Anseong Research Complex, Korea. Local employees cool off from the heat with beverages during break time just like Korean employees do. However, the climate and soil are totally different from Korea. That is the reason why THE KIBAN founded its overseas corporate body in Thailand. Thailand is one of the agricultural powerhouses in Southeast Asia, along with Indonesia and Vietnam. We can expect continuous business growth thanks to the Thai government’s stable social systems as well as its agricultural infrastructure and human resources. Thailand has different climate and geographical conditions from Korea. Therefore, it will be the perfect hub for THE KIBAN to expand its market by producing import seeds and developing seed varieties.

农业的半导体——种业

衣、食、住是人类生活必不可缺的三大基本要素, 其中, 产生最直接影响的就是“食”, 即食物。能够支撑起这个要素的农业生命产业, 尤其是种业具有极高的附加值, 称得上是农业的半导体产业。一吨彩椒种子的价格高于同等重量的黄金价格, 一克优质的西红柿种子甚至可以达到黄金时价的几倍。粮食的生产量、质量、流通和农资产业, 还有今天利用基因资源探索生命科学领域的技术, 使得种子产业的重要性日趋提高。根据国际种子检验协会的前瞻数据, 2010年尚处于406亿美元的世界种子市场规模将迅速攀升至2020年的1650亿美元。但韩国市场在这样的增幅中, 仅占1%多一点, 且除了水稻、大麦、辣椒和卷心菜等部分作物之外, 种子进口远大于出口, 对进口种子的依赖程度很高。为此, NOROO集团在“为了我的祖国”这样的创业理念下, 成立了凭借农业生命领域的技术创新带动种业发展的THE KIBAN。THE KIBAN在致力于种子国产化事业的同时, 为了加快开辟海外市场, 于2018年在泰国清迈成立了第一家海外法人研究所, 负责通过培育海外用葫芦科、茄科以及萝卜、白菜、卷心菜等蔬菜种子进军热带地区出口市场, 并同步开展面向东南亚、非洲和欧洲等地的研发事业。

泰国清迈研究所, 东南亚的据点

尽管天气炎热, 在泰国研究所的温室内, 当地员工们仍全神贯注于手头的工作。佩戴帽子和口罩的身影在绿色作物之间来往穿梭, 这幅画面与韩国安城研究所并无太大区别, 甚至在休息时间用冰饮料抵御热浪的样子也几乎一模一样。但这里的气候和土壤条件却有实实在在的不同, 这也是THE KIBAN选择泰国成立海外法人的理由。泰国与印度尼西亚、越南一样, 都是东南亚地区的农业强国, 不仅拥有农业基础设施和人力资源方面的优势, 得益于泰国政府机关的稳定体制, 也有良好的环境支持企业持续发展。与韩国不同的气候和地理条件将充分推动THE KIBAN生产和培育海外用种子和品种、扩大市场占比, 在相关领域发挥枢纽作用。

**TO BECOME A SEED POWERHOUSE
WHILE PROTECTING SEED SOVEREIGNTY**

The global seed market has become an oligarchy dominated by international seed companies that have increased their sizes through M&A, etc. The top 10 multicultural companies account for 70% of the global seed market. In such circumstances, THE KIBAN is putting forth its effort to increase its domestic market share and penetrate into the global market. This is not just for the sake of the company's interests, it is also to protect Korea's seed sovereignty and Korean people's food culture, and to contribute to making Korea a seed powerhouse by strengthening the seed industry as a future growth engine for Korea, which has scant resources. THE KIBAN Research Center Thailand will keep studying suitable vegetable varieties for both the Korean and overseas markets by conducting breeding through generation shortening and developing high quality seeds and functional varieties through marker development. It will also accelerate overseas market development by establishing an annual production system. Just like how a seed turns into an enormous tree producing innumerable fruit, the efforts of THE KIBAN and Research Center Thailand are expected to cultivate significant results for improving the competitiveness of NOROO and the Korean seed industry.

守护种子主权, 迈向种子强国

近年来通过收购和合并等途径壮大起来的国际种子企业正在日渐垄断世界种子市场。世界排名前十的跨国企业占据了全球市场70%以上的份额。面临这样的环境, THE KIBAN努力提高国内市场占比, 力求登上国际市场的舞台。这不单是一个企业追求利润的过程, 也是为了守护韩国种子主权、保护韩国人的餐桌, 为摆脱韩国资源有限的困局, 以种业为动力推动国家迈向种子强国的过程。

THE KIBAN泰国研究所将通过缩短世代的育种和分子标记开发培育高品质种子和功能性品种, 为国内外市场提供优质蔬菜种子。同时, 构建全年生产体系, 加快海外市场开辟节奏。我们相信, 就如同一颗种子可以成长为参天大树、报以累累果实一样, THE KIBAN与泰国研究所的努力会成为一个良好的开端, 为NOROO和韩国种业的竞争力带来积极的意义。



THE KIBAN Research Center Thailand will keep studying suitable vegetable varieties for both the Korean and overseas markets by conducting breeding through generation shortening and developing high quality seeds and functional varieties through marker development.

Growing Together

2019 NOROO Group Education for Assistant Managers

From July 9 to 25, 2019 NOROO Group Education for Promoted Employees was provided to employees who were promoted to the position of assistant manager, manager, or deputy general manager. The purpose of this education was to promote understanding and mutual growth by teaching core competencies required for each position and expanding exchange between affiliates. A total of 96 employees participated in these three-day education programs and had meaningful experiences. Here, we will examine the education program for assistant managers, conducted from July 9 to 11.

共同进步, 共同成长

2019年NOROO集团代理晋升者培训

2019年NOROO集团晋升者培训于7月9日至25日按照代理、课长、次长级别进行。晋升者培训主要是为了培养相应职位所需的核心能力, 拓宽子公司之间的交流, 增进相互理解, 进而追求共同进步。本次培训共有96名员工参加, 各级别培训为期三天。我们走访了于7月9日至11日进行的代理晋升者培训现场。

ASSISTANT MANAGER, A POSITION THAT WILL CHANGE FUTURE

The position of assistant manager is a period for testing if you are qualified to become a full manager, that is to say, a high-ranking employee. Your future depends on how you perform as an assistant manager.” A senior colleague says this to his junior colleagues who were just promoted to the assistant manager role in a mentoring book for 30-year-olds, Psychology’s Answer to 30 Year Old. As mentioned in the book, assistant managers act as the bridge between high-ranking employees and not high-ranking employees. They have more duties and responsibilities but less rights. They have to handle a lot of work and prove their ability. They should be adapted to following high-ranking employees’ instructions and also leading junior colleagues. In addition, they should take the lead at work as the key working-level staff of the organization. They should obtain results by proactively participating in strategies for improving team performances and teamwork. To be promoted from assistant manager to manager or general manager, one must leap at the tasks that need doing. Employees participated in 2019 NOROO Group Education for Assistant Managers very sincerely because they clearly understood what they needed to do.

代理, 改变未来的职位

“代理资质的评估就是在一个职员任代理的这段时间内全方位评估他有没有成为课长, 也就是公司领导的资格。这段时间如何度过对未来的影响非常之大。”这是面向三十岁人群的指导书《心理学答三十岁之问》中, 一位前辈向晋升为代理的后辈说的话。就像书中所言, 代理是“领导和社员之间的过渡阶段, 义务和责任增多, 而权利减少, 需在大量负责业务中展现实力”的一个职位。既要适应听从领导指示、引导后辈的角色, 又要在组织中作为一个核心实务者主导业务的进行; 既要有能力制定为团队创造成果的战略, 又要积极参与团队合作的建设。从代理到课长, 再到部长, 职位的晋升始终伴随着对能力提升的要求。参加2019年NOROO集团代理晋升者培训的每一个人面露真诚, 他们深知“代理”这一职位的意义。





LEADERSHIP AND FOLLOWERSHIP

The three-day education started with a lecture at 8:30am. The first lecture was titled “New Assistant Manager’s Role: Follower and Leadership.” This lecture gave recommendations for how to work on the position of being an assistant manager, which requires both the ability to carry out tasks and also manage relationships. The instructor advised that employees should understand their position in their department, then find and maximize their own strengths in order to develop the competencies required to carry out their duties. The instructor also emphasized that possessing the followership necessary to support leaders in order to achieve the organization’s goal is as important as having leadership. He said that effective support is sticking to the organization’s perspective, to understand the leaders by putting themselves in their shoes, to effectively reflect on leaders’ intentions, and suggest clear alternatives in a modest way. Lastly, he categorized work into predictable routine work, incidental work which is contrary to routine work, and creative work which may bring about innovation, and introduced followership strategies for performing each type of work. During a questionnaire, participants revealed that they currently had a lot of incidental work and needed to make an effort to reduce such work. On the first day, participants learned stretching techniques to relieve body imbalances and pain that results from long working hours, and practiced writing proposals in order to develop their problem solving skills. On the second day, participants attended lectures on healthy organizational culture design, ethics management, and self-leadership. The healthy organizational culture design lecture suggested that employees should understand and empathize with each other’s situations for a smoother work environment and to promote cooperation and better relationships. Participants practiced putting themselves in others’ shoes through role playing.

Manager Yi Dae-hui from NOROO Holdings Co., Ltd. provided a lecture on ethics management. Participants learned how to change work results through concentration strategies and how to improve their own sense of purpose through a self-leadership lecture.

After dinner, participants socialized with each other through a meeting which was the highlight of the education programs. New assistant managers from different cities, affiliates, teams, and departments enjoyed break time after the densely scheduled education programs. They understood each other’s hardships and learned about the features and work expertise of different affiliates.

GO HIGHER WITH YOUR COLLEAGUES

On the last day, new assistant managers participated in the final education program which started early in the morning. During the recreation program for best team-work, they clapped each other’s hands to a rhythm and many seemed to be quite amused. For three days, new assistant managers participated in a variety of programs including followership, leadership, communication solutions, work tips, how to write proposals, and how to give a presentation. When they were asked about the most impressive program, most of the participants selected team activities and foot volleyball. Many participants evaluated the education programs similarly. They said they wouldn’t have had the chance to meet each other if not for the education programs. Some said that it was a good opportunity to learn about others’ work. Education for promoted employees helps employees become elevated versions of themselves. Participants could see their colleagues who always stand by them under the name of NOROO. Their friendships built through this education will help them get to a higher place.

与领导力同样重要的服从力

为期三天的培训从上午八点半的授课开始。对于代理这样一个“业务执行”和“关系处理”同样重要的职位,第一节课程便是“新任代理的作用和服从领导力”。讲师建议,为了开发工作中所需的能力,应正确认识自身在所属部门的位置,挖掘自身优势,加以深度利用,并强调为了达成组织的目标,辅佐领导的服从力和领导力一样重要,“有效的辅佐包括坚持整个组织的观点,设身处地地理解领导,有效反映领导意图并谦逊地提出明确的方案”。同时,讲师还建议区分可预测的“日常工作”和与此相反的“突发性工作”、可以为工作带来创新价值的“创新性工作”,介绍了针对不同特性的服从力战略。在实时调查环节中,培训学员回答道,目前“突发性工作”多,有必要在未来工作中采取措施降低这一部分的比重。

第一天的课程还包括拉伸练习和企划书拟写实习,分别针对因长时间采取固定姿势引起的各种身体痛症管理以及问题解决能力进行了说明和讲解。第二天的课程则围绕健康组织文化的构建、伦理经营和自主领导力三个主题开展。在构建健康组织文化方面,培训者处理好职场的工作与关系,其关键在于从充分理解对方的立场,从情绪上建立共鸣。培训者还通过分组和分角色饰演体会到了站在对方立场看待问题的方式。之后的伦理经营主题由NOROO控股股份有限公司的李大熙课长直接授课。

在提高自我要求的自主领导力模块,讲师介绍了通过集中攻克改变业务结果的方法。

晚餐结束后,举行了自由座谈会,这是本次培训的亮点之一,可以增进培训者间彼此的了解。来自不同地区、不同子公司和部门的新任代理们在紧凑的培训课程之余,得以放松精神,在愉快闲适的氛围中分享各自面临的难题、公司的特点和工作经验。

和同伴一起追求更好

新任代理们在培训的最后一天也早早来到了教室。在锻炼团队合作能力的游戏中,每个人和同伴一起跟着节奏鼓掌,满面生机。当讲师问及在这一次涉及服从力、领导力、沟通技巧、业务处理方法、企划书拟定和发表方法等多方面内容的培训中印象最为深刻的课程是什么时,大部分回答是能够让这个大家庭融合到一起的分组活动和足球等。几乎所有人的回答都提到“如果没有这次宝贵的机会,就不会遇到这些几乎不会有交集的同事们”、“通过这次机会,对彼此的业务更加熟悉了些”。

晋升者培训是帮助职员提升到更高水平的平台。它也让晋升者认识了在NOROO这个大家庭中一起共同成长的同事。相信通过这次培训增进了同事间的友谊,进一步推动了整个大家庭的飞跃发展。





NOROO PAINT & COATINGS CONCLUDES WAGE NEGOTIATIONS FOR THE 21st CONSECUTIVE YEAR WITHOUT DISPUTE



NOROO PAINT & COATINGS TRADE UNION HOLDS 32nd ANNIVERSARY CEREMONY AND THE 33rd ORDINARY GENERAL MEETING OF REPRESENTATIVES



NOROO PAINT & COATINGS SUPPORTS THE REVITALIZATION OF GYEONGNIDAN-GIL ROAD WITH PANTONE PAINTS FOR HONG SEOK-CHEON'S OH! MY ROAD



NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

NOROO PAINT & COATINGS CONCLUDES WAGE NEGOTIATIONS FOR THE 21st CONSECUTIVE YEAR WITHOUT DISPUTE

On July 12, NOROO Paint & Coatings (CEO Jin Myung-ho) and the trade union (President Park Yeon-soo) concluded wage negotiations without dispute for the 21st consecutive year.

For the negotiations, the trade union of NOROO Paint & Coatings Co., Ltd. collected members' opinions and objectively reviewed the guidelines of the Federation of Korean Trade Unions and the Federation of Korean Chemical Workers' Unions along with the current economic indicators of South Korea. In addition, the wage negotiation process focused on minimizing imbalances experienced among employees to ensure that there is no bias in the provision of benefits.

"I'd like to extend my gratitude to CEO Jin Myung-ho and the negotiating committee members who have made a big decision in the face of growing uncertainties at home and abroad due to the US-China trade disputes, Japan's economic retaliation and the decline in the domestic consumption index," said President of the trade union Park Yeon-soo. "We will continue a true labor movement based on trust and respect, changing and innovating ourselves on the foundation of NOROO Paint & Coatings' history and culture that it has built up so far," Park added.

纳路涂料连续21年达成无纠纷薪资协商

纳路涂料(法人代表:陈明浩)与工会(主席:朴然洙)进行薪资协商, 最终于7月12日达成“连续21年无纠纷薪资协商”。

为了此次薪资协商, 纳路涂料工会广泛听取了成员的意见, 对韩国工会总联合会和化学联盟的方针, 以及韩国当前经济指标等进行了客观评估。在协商薪资过程中, 将工作重点放在了最大程度降低可能在公司内部员工间造成相对偏重或不足的不平衡因素之上。 工会主席朴然洙表示, “中美贸易战争、日本经济报复以及韩国国内消费指数下降等韩国国内外不稳定因素不断扩大, 在此情况下, 陈明浩社长和公司交涉委员一方作出了如此重大的抉择, 我对此深表感谢。”他还透露, “纳路工会将以多年来积累的相互信赖的历史和文化为基础, 追求全新变化与创新, 积极开展具备信任和尊重的真正的劳工活动。”

NOROO PAINT & COATINGS TRADE UNION HOLDS 32nd ANNIVERSARY CEREMONY AND THE 33rd ORDINARY GENERAL MEETING OF REPRESENTATIVES

On August 21, the NOROO Paint & Coatings trade union held a ceremony for its 32nd anniversary and the 33rd ordinary general meeting of representatives. The ceremony was attended by many guests including high-ranking public servants from Seoul Metropolitan Government and Gyeonggi-do offices, and trade union leaders including Mayor of Anyang Choi Dae-ho and President Kim Yong-mok of the Gyeonggi-do Branch of the Federation of Korean Trade Unions who gathered to celebrate the 32nd anniversary of the NOROO Paint & Coatings Labor Union.

This year marks the third year of the term of the trade union's 12th executive committee. At the ceremony, the executive committee vowed to move

forward to realize the true labor whose values are respected. "I am grateful to our members who are always honestly working hard for the development of the company and to the management of the company who always warmly encourage employees," said President of the Trade Union Park Yeon-soo.

纳路涂料工会第32周年纪念仪式暨第33届定期代表大会隆重举办

8月21日, 为迎接成立32周年, 纳路涂料工会举办了纪念仪式暨第33届定期代表大会。安养市市长崔大镐、韩国工会总联合会京畿地区总部议长金容穆等首尔和京畿地区地方政府负责人和工会主席等贵宾出席了此次活动, 共同庆祝纳路涂料工会成立32周年。

今年是纳路涂料工会第12届执行部上任第三年。工会执行部承诺, 将以此次纪念仪式为契机全力发展, 真正实现值得信任且尊重真正价值的劳动。纳路涂料工会主席朴然洙表示, “各位工会成员无时无刻不以一颗正直的心致力于公司发展, 公司的各位管理人员也随时将鼓励员工放于首位, 我对此深表感激。”

NOROO PAINT & COATINGS SUPPORTS THE REVITALIZATION OF GYEONGNIDAN-GIL ROAD WITH PANTONE PAINTS FOR HONG SEOK-CHEON'S OH! MY ROAD

NOROO Paint & Coatings supported the TBS show Hong Seok-cheon's Oh! My Road with supply of PANTONE Paints to help create murals for the beautification of Gyeongnidan-gil Road's environment.

The popularity of Gyeongnidan-gil Road, located in Itaewon-dong, Yongsan-gu, Seoul, led to the fad of creating roads with similar names and atmosphere across the country including “Mangnidan-gil Road” and “Songnidan-gil Road.” However, as the number of visitors gradually diminished due to gen-

trification, the Gyeongnidan-gil Road area has recently lost its former vitality. Oh! My Road, hosted by actor Hong Seok-cheon who has long run restaurant business in the area and television personality Julian, showed the two-month process in which they strove to revitalize local businesses based on the merchants' ideas, experts' advice and policy support.

NOROO Paint & Coatings supported the mural painting creation to refresh the look of the alleys with PANTONE Paints and its professional construction team. The old, dark and distracting walls of Gyeongnidan-gil Road were transformed into refined, excellent works of art with the sensuous colors of PANTONE Paints. Famous artist Binoo & Last Boss and public art group Art Leaf painted various murals on the walls with the theme of peace. Hong and Julian, who visited the NOROO Paint & Coatings HOWHOME Interior's Euljiro store for color selection, were impressed by the variety of colors and fast toning features of PANTONE Paints.

"We decided to donate paint to this project of mural creation in Gyeonggidan-gil Road to revitalize the local economy. I hope this would be helpful to young business owners in the area," said an official of NOROO Paint & Coatings.

为《洪锡天的Oh! My Road》经理团街改善工作赞助潘通涂料

纳路涂料为tbs综艺节目、胡同共生项目《洪锡天的Oh! My Road》赞助了潘通涂料, 帮助主办方用壁画改善经理团街的美观。 经理团街位于首尔市龙山区梨泰院洞, 在韩国各地掀起了望理团街、松理团街等“~理团街”风潮, 成为了韩国具有代表性的热门景点。但是, 城市绅士化现象阻碍了人们的脚步, 该地区渐渐失去了以往的活力。而近期, 在经理团街元老级人物媒体人洪锡天和朱利安的主导下, 通过汇聚商人的创意、专家助力以及政策支援, 经



COOL ROOF PAINT CAMPAIGN DESIGNATED AS A LEADING GLOBAL CLIMATE CHANGE RESPONSE PROJECT



过两个月的时间, 胡同商圈被再次注入了全新活力。《洪锡天的Oh! My Road》展现了这一过程。

壁画工程旨在改变胡同的氛围, 纳路涂料提供了潘通涂料和专业施工团队支援, 为该项目贡献了自己的力量。曾经灰暗凌乱的经理团街墙壁在潘通涂料充满感性的色彩装扮下变成了一幅幅干练别致的作品。著名艺术家Binoo & Last Boss、公共美术团队art leaft以“和平”为主题, 绘制了多幅壁画。为了涂装和选定颜色, 洪锡天和朱利安亲自到访纳路涂料“HOW HOME家装”乙支路卖场, 对潘通涂料的色彩之多样和快速调色功能表示了称赞。

纳路涂料相关人士表示, 此次之所以赞助经理团街壁画工程, 主要是为了通过胡同商圈恢复地区经济, “期望能够帮助年轻自营业者尽一份力。”

COOL ROOF PAINT CAMPAIGN DESIGNATED AS A LEADING GLOBAL CLIMATE CHANGE RESPONSE PROJECT

Korea Land and Housing Corporation (LH) signed an agreement with the Local Sustainability Alliance of Korea, the Cool Roof Social Cooperative (Ten Years After Institute) and Sejong University on August 21 to jointly respond to global climate change and designated the Cool Roof Paint Campaign as their first collaborative project to lead global climate change response.

The agreement intends to build a sustainable climate change response model that can bring positive changes to the public by using LH's 1.1 million public housing units and land as a platform. To this end, LH and the Cool Roof Social Cooperative will identify leading projects effective in responding to climate change, conduct pilot projects, analyze the results, build standard models with a great ripple effects, and expand the scope of application. Ultimately, they aim at contributing to the creation of a climate-safe society by strength-

ening its capacity to respond to climate change including managing risks and uncertainties caused by climate change.

After the agreement signing ceremony on this day, the attendants participated in cool roof paint application to the rooftop of multi-unit housing together with local residents and high school students, emphasizing the significance and effects of their first leading project to respond to climate change.

NOROO Paint & Coatings has taken the head in the Cool Roof Paint Campaign for six years since 2014 carrying out the White Roof and Cool City project with the Cool Roof Social Cooperative. NOROO Paint & Coatings has continued in their social efforts to cope with climate change so that the brand name “NOROO Paint & Coatings” is now considered synonymous with “cool roof paint”. It has also proven its technological prowess with its energy saver cool roof paint. The agreement is expected to enhance the public awareness of cool roof paint and its importance and effects, expanding the application of it.

清凉屋顶(Cool Roof)涂料运动, 入选应对全球气候变化先导工程

8月21日, 韩国土地住宅公社(LH) 为应对全球气候变化, 与可持续发展协议会、清凉屋顶社会协同组合(十年后研究所)和世宗大学签订了业务协议, 清凉屋顶涂料运动被选定为首个气候变化先导工程。

此次协议旨在以LH持有的110万户租赁住宅和土地为平台, 构建可令国民有切身体会的可持续气候变化应对模式。为此, LH和清凉屋顶社会协同组合等协约机构将发掘可高效应对气候变化的先导工程, 促进试点项目, 根据结果构建普及效果较大的标准模式, 并逐渐扩大适用范围, 最终目标为加强气候变化应对能力, 为构建气候安全社会做出贡献。

签约仪式结束后, 与会者与地区居民、高中生等一起在公共住宅的屋顶进行了清



NOROO HOWHOME RELEASES TRIPLE FUNCTION ULTRA HIGH-SPEED COOKING BLENDER

凉屋顶涂装施工, 再次肯定了首个气候变化先导工程的意义和效果。

2014年, 纳路涂料与十年后研究所共同启动“白色屋顶冷却城市”项目, 如今已是第六次开展清凉屋顶涂装运动。现在只要提到“清凉屋顶涂料”, 人们就会自然联想到纳路涂料。一直以来, 为了应对气候变化, 纳路涂料不仅做出了社会性努力, 其节能清凉屋顶涂料的卓越技术也得到了证明。此次协约将在未来更加广泛地宣传清凉屋顶涂料的重要性和效果, 借此推动其普及。

NOROO HOWHOME RELEASES TRIPLE FUNCTION ULTRA HIGH-SPEED COOKING BLENDER

NOROO Paint & Coatings' total interior brand, HOWHOME, has released a new super-speed cooking blender. It was designed to meet the needs of those their 30s and 40s who seek after the lifestyle of making coffee and beverages themselves at their kitchen, or "home cafe," and cooking for themselves using clean, fresh ingredients retaining their original tastes.

HOWHOME's super-speed cooking blender has three major functions: heating, vacuuming and grinding, and it allows the user to easily cook a variety of food using three different containers (tempered glass, Tritan copolyester and stainless steel containers) depending on the characteristics of the ingredients. The tempered glass container enables the direct heating of ingredients, making it easy to cook soups, baby foods, porridge, soymilk and others that need to be boiled. Since the hot plate is directly heated, the food is heated even if the motor does not rotate, making the cooking process efficient. Tritan copolyester, a main ingredient of feeding bottles, is free of environmental hormones. The container made with stainless steel specialized in grinding can be used to finely grind hard and dry materials. Hard ice, as well as dried

fish and shells of nuts can also be finely ground, which facilitates the making of ice flakes and various condiments. The blender is equipped with the automatic container detection system to vary the mode of operation depending on the container used, and the six blades with increased surfaces contacting the ingredients grind them finely, quickly and efficiently in a three-dimensional way. With a large capacity, it can be used to prepare juice for four family members at once, and the system programmed to quickly start and complete 10 most frequently used process for various recipes (juice, shake, smoothie, nuts, soup, boiling, etc.) with just one button. The most well-received function is the vacuuming function. The blender vacuums the inside while grinding ingredients to prevent foaming, browning, and layer separation. This minimizes the oxidation of the ingredients, enhancing their taste and preserving their nutrition. The blender has the highest level of function of all blenders released so far in Korea.

"The blender was developed after a long research to so that it can be used not only for making juice by grinding fruits and vegetables, but also for various purposes in cooking process," said an official of HOWHOME.

纳路HOWHOME, 推出三重功能“超高速烹饪搅拌机”

纳路涂料的全面家装品牌——HOWHOME推出了“超高速烹饪搅拌机”。考虑到30~49岁主妇对生活方式的需求, 该产品可将厨房打造为家庭咖啡厅, 使主妇不仅可以来手制作饮料, 还可以制作保留食材原汁原味的洁净美食。

HOWHOME超高速烹饪搅拌机同时具备加热、真空和粉碎三重功能, 其特点是根据食材特征使用不同容器(钢化玻璃、不锈钢、新一代共聚酯——Tritan), 轻松制作各类料理。钢化玻璃容器支持加热烹饪, 可轻松制作浓汤、辅食、粥、豆浆等



ORIENTAL MELON AND TOMATO FARMERS VISIT
THE KIBAN'S RESEARCH COMPLEX

烹煮料理。热板可直接加热，无需转动电机即可高效加热。奶瓶材质的共聚酯容器则是非常环保的材质。使用不锈钢容器即可轻松粉碎坚硬的干料。无论是硬冰，还是海鲜干货，亦或是坚果壳都可轻松粉碎，非常适合制作刨冰、调味料等。

该产品具备容器自动感知系统，可根据容器自动选择不同模式。六个刀片可加大与食材之间的接触面，利用3D立体旋转方式实现快速高效的细致粉碎功能。该产品采用大容量设计，可一次性为一家四口制作果汁。此外还自带果汁、果昔、奶昔、坚果类、浓汤、烹煮等十种常用菜单功能，只需一个按键，即可结束繁琐的料理过程，非常方便。该产品最受欢迎的功能是真空搅拌。该功能是在将内部打造成真空的状态下对食材进行粉碎，可有效杜绝产生泡沫、褐变现象和分层，最大程度降低食材氧化，保留食材的原汁原味和营养。毫不夸张地说，这款产品堪称顶级配制，已超过了韩国其他所有搅拌机。

HOWHOME相关人士表示，“经过长期研发推出的该款产品不仅可以搅拌水果和蔬菜制作果蔬汁，还可以烹饪各种料理，”并强调“真空技术可以完整保留食材内的营养成分，且使用简单方便。”

Agricultural corporation, THE KIBAN Co., Ltd.
农业公司法人(株)THE KIBAN

**ORIENTAL MELON AND TOMATO FARMERS VISIT
THE KIBAN'S RESEARCH COMPLEX**
Farmers from Seongju, Korea's largest producer of oriental melons (70% to

80% of the national production) and from Sedo-myeong, Buyeo-gun, famous for tomatoes, visited THE KIBAN's Anseong Research Complex on August 23 and June 21, respectively.

While the interest in the melon and tomato varieties developed by THE KIBAN is growing in each region, the farmers had the chance to ask about the cultivation process and the features of each variety to the researchers and observe the varieties that they had been interested in. They also had in-depth discussion on each variety with the director of the research complex and the head of THE KIBAN R&D headquarters who cultivated the oriental melons and tomatoes. "We had a very meaningful time today. I hope that more excellent varieties will be developed," said a farmer who toured the research and cultivation facilities. Visiting farmers also expressed their hope that local farmers and THE KIBAN will maintain a win-win relationship in the future.

香瓜、番茄农户访问THE KIBAN研究园区

星州郡是香瓜产地，该地区香瓜产量占据韩国的70~80%，而扶余郡世道面的特产则是番茄。两地农民分别于8月23日和6月21日到THE KIBAN安城研究园区进行了参观学习。

各地区农民对THE KIBAN香瓜和番茄品种的认识不断提高，他们当面向研究员咨询栽培过程中遇到的各种问题和品种特性，并观察了感兴趣的品种。此外，还与培养香瓜和番茄的研究所所长、R&D总部部长就各品种进行了深入交流。众农民参观完研究园区的设施和大棚后，表示“这是一段非常有意义的时间，还期望研究园区可以在今后培育出更多高质量品种”，并表示希望彼此形成共生关系。



In the 2019 NOROO Group job training for those promoted to assistant managers, the participants enjoyed invaluable time sharing their ideas and opinions, and shared happy moments with their colleagues, newly discovering themselves and others through open discussions.

参加2019年NOROO集团代理晋升人员培训的学员在小组活动过程中分享了创意，度过了愉快的时光。这是十分宝贵的时间，通过自由讨论，学员们对“我”和“我们”有了进一步了解。

It is great to hear the Korean company name “THE KIBAN, Co., Ltd.” abroad in Thailand. THE KIBAN is actively taking on new challenges in the international market, contributing to the increased competitiveness of the Korean agricultural seed industry.

在泰国这片陌生的土地上看到(株)THE KIBAN的名字，非常欣喜。THE KIBAN将面向国际市场，通过挑战不断提高韩国种业的竞争力。