



소비자가 직접 뽑은

2020 대한민국

주최: 한국녹색

이제,
녹색은
문화다



Green Product of the Year Award Selected by Consumers

2020 소비자직접뽑은

대한민국
올해의 녹색상품

- 시상식 및 수상 제품 전시회

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Korea Green Purchasing Network

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01 The Concept & purpose



“a green product selected by consumers with expert advice and excellent environmental improvement”

The Green Product of the Year will be joined by consumers and experts to discover, award and promote eco-friendly products, and through this, we will **pass on a healthier planet to future generations.**

02 History

2005

Need to expand green purchasing to the private sector

2005
~ 2007

NGOs discuss together and decide to cooperate with the 'Selection of Green Products of the Year'

2008

First year of Green Product of the Year (pilot project)

2010

Green Product of the Year Selection,
Start in officially

2011

Establishment of the concept and selection system
(ERRC model)

2015

KGPN operates the Award independently /Expanding the scale of consumer evaluation group

2019

10th anniversary /
Enacted a slogan,
**"Now,
Green is a Culture!"**

2020

Establishment of
"The Award of Green MASTERPIECE"

03 Organization & Category

Organization

- Host : Korea Green Purchasing Network(KGPN)
- Supervision : KGPN Green Product of the Year Selection Committee

Selectable Category

- **Green products** in 11 items and 75 product lines
: Stationery and office supplies, office equipment, housing and construction materials, life and personal supplies, household goods, digital devices and mobile phones, IOT, furniture and bedding, automobiles and related products, food, etc.
- **Green service**
: Distribution stores, transportation(airline, railroad, delivery, etc.), accommodation, food and beverage stores, finance, cultural products, etc.

04 Selection System

3 committees and 2 consumer evaluation groups

Selection Committee

Expert Committee

**Consumer Evaluation
Committee**

Consumer Panel

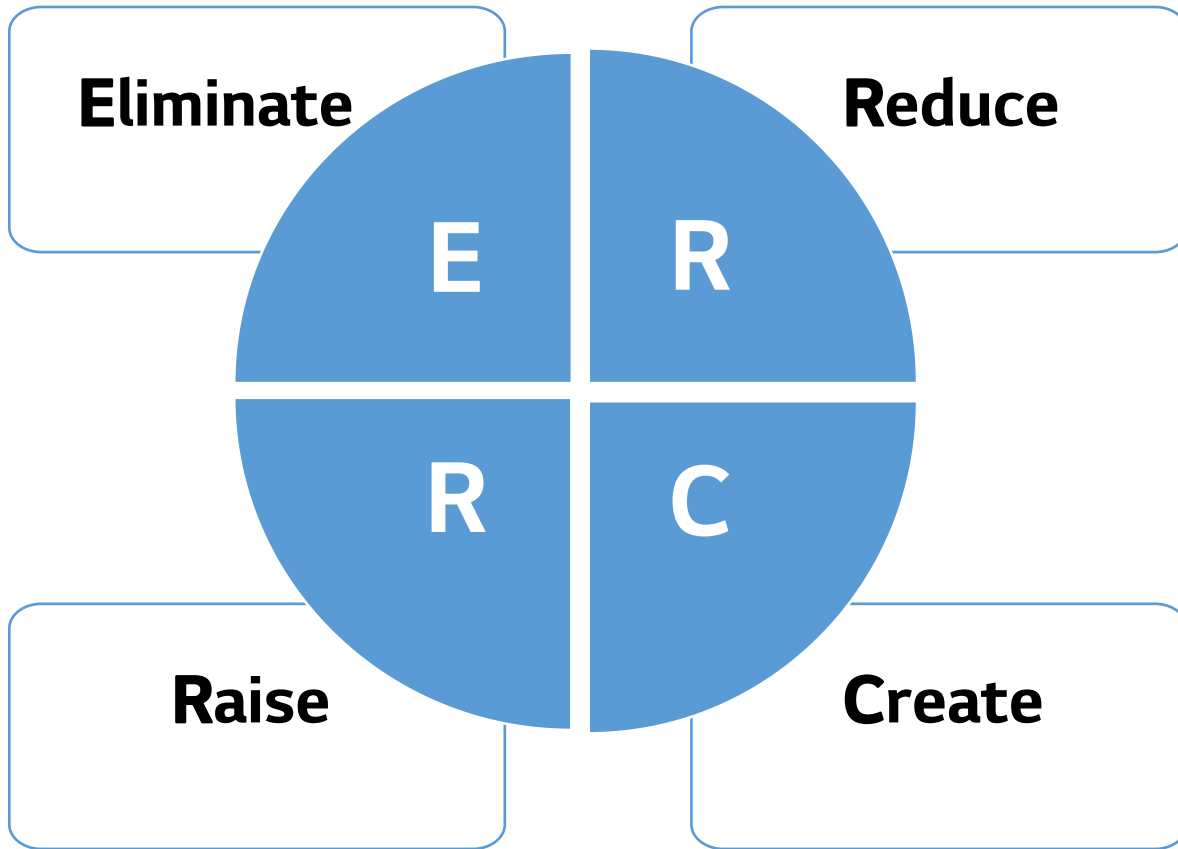
(300 people)

Consumer Voters

(250~300 people)

05 Selection Evaluation Tool : ERRC Model by KGPN

Environmental evaluation items



Merchantability evaluation items

Reflections of products of the value of green and communication with consumers

06 Selection Procedure



Composition of selection committee, expert committee, and consumer evaluation committee



Open recruitment of participating products & service



Environmental review and consumer evaluation
1st evaluation : Environmental Review(Expert Committee)

2nd evaluation : Consumer panel evaluation activities
(observation, use, and exploration of products)



3rd evaluation : Meet with producers and consumers and final presentations, Consumer voting



Comprehensive Review and
Selection the Green Product of the Year



Announcement of selection results



Awards Ceremony and public relations activities



07 Participants in Cosumer Evaluation Group

35 NGOs & 600 consumers

Seoul : 7 NGOs

InCheon : 3 NGOs

Gyeonggi : 7 NGOs

Chungcheong area : 8 NGOs

GyeongSang area : 5 NGOs

Jeolla area : 3 NGOs

JeJu area : 2 NGOs



08 Outcome

As public purchase became the government's business under legislation, KGPN operated the 'Green Product of the Year' program to revitalize the market and held its 10th anniversary in 2019, firmly establishing itself as a reputable award from the private sector.

For 11 years, a total of 280 products from 100 companies have been selected. In particular, in the 10th anniversary in 2019, 50 products from 24 companies participated in the award and we selected 34 products. In 2020, 62 products from 25 companies participated in the award and we selected 41 products

Products from various companies, ranging from large companies such as Samsung and LG to those of green small and medium-sized venture companies, are participating in the award every year.

In addition, on the 10th anniversary in 2019, LG won the corporate award for 10 years, while Samsung, LG Hausys, and Ecomass received awards for 5 to 9 consecutive years.

09 Experience & Plan

- Consumer evaluation opinions in the process of selecting the Green Product of the Year are being used to improve and develop products, and green products that reflect consumer opinions eventually lead to consumer choice, leading to the expansion of the market for green products and driving companies to produce green products.
 - In addition, excellent eco-friendly products from small and medium-sized enterprises, which have difficulty in developing markets, have been selected for the Green Product of the Year and have expanded their distribution channels to department stores, large retail stores, and life cooperatives.
 - Strengthen press promotion of the Award & selected products, service
 - Development of markets for products of small and medium enterprises among selected products
 - Diversification of selection areas
- ➔ Increase and diversify the brand value of all green awards



“Now, Green is a Culture!”

Thank you for your attention