



## 2012'Raonatti 7-country joint campaign

(Raonatti is an overseas volunteer program for Korean college students, supported by Korea YMCA and KB bank.

Raonatti has sent selected Korean college students to six different Asian countries every five months.

The joint campaign has taken place twice a year since 2011.)

### 2012 RaonAtti 350ppm Campaign Outline

**+Now that the CO2 emission is far beyond 400ppm, 350ppm Campaign has been designed to encourage people to live eco-friendly by letting them know the safe-cut level (350ppm) of carbon dioxide in the atmosphere.**

+ Korea YMCA mainly sponsors this campaign.

+ Raonatti has done the campaign in 12 different areas in the seven countries (Malaysia, Vietnam, Sri Lanka, Cambodia, Thailand, Philippines, South Korea) from May 30<sup>th</sup> to June 9<sup>th</sup>.

+ Joint action is to take pictures of the number "350" or any form that embodies the number 350.

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### 1. South Korea

#### 1) Seoul



<May 30<sup>th</sup> – June 1<sup>st</sup> Cheonggyecheon Campaign>



<June 3<sup>rd</sup>, Picture Puzzle at Hongdae>

#### -“Free coffee if you have a tumbler”

Raonatti returnees living in Seoul areas did the campaign targeted towards workers heading out for lunch at Cheonggyecheon area from May 30<sup>th</sup> to June 1<sup>st</sup>. It was effective in that they had done the campaign for the consecutive three days at the same place at the same time (lunch time 12~1, one hour for three days). The number

of people passing by during one hour was well over 3,000, but the average number of people who had a tumbler was 5-10 people a day, whereas it was estimated that there were about 500 people who used disposable cups. That is, we can say that more than 4,000 disposable cups are thrown away a day during one-hour lunch time, assuming that there are 10 bridges people pass by at cheonggyecheon. Not only that, they did a similar campaign on 3<sup>rd</sup> June at Hongdae by completing a picture puzzle where people were able to draw their own pictures on their own puzzle pieces about what they could do to reduce the level of CO<sub>2</sub>.

2) Busan



<June 3<sup>rd</sup>, Pusan Haeundae Campaign>

**-“Let’s reduce the number of disposable materials”**

Raonatti returnees in Busan areas did the campaign called “Let’s reduce the level of CO<sub>2</sub> with fewer disposable materials” on June 2<sup>nd</sup> near Haeundae beach where the sand festival took place. They explained the campaign and some practices to reduce the level of CO<sub>2</sub> and they gave vow stickers to people who participated and made a 350ppm logo. And they distributed pampas grass chopsticks to people who participated.

3) Ansan



< June 2<sup>nd</sup> Ansan 350ppm Campaign during ‘Environment Field Day’ >

The YMCA members of Gozan high school students made a tree thermometer to raise

awareness of global warming at Ansan Hwarang Park in Ansan on June 2<sup>nd</sup>. They explained 350ppm campaign and they took pictures by the 350ppm logo and encouraged people to reduce the level of CO2.

4) Pyeongtaek



<June 2<sup>nd</sup>, Pyeongtaek YMCA youth making 350 logo>

On June 2<sup>nd</sup>, the 60 teenage YMCA members out of the whole group of YMCA people who participated in the field day at Gunmoon elementary school learned about 350ppm campaign and made a human 350ppm logo and took pictures.

5) Mokpo



< June 2<sup>nd</sup>, Mokpo Youth Training Center members doing 350ppm campaign and making eco-friendly necklaces>

Members of Mokpo youth training center did a campaign at Mokpo peace park on June 2<sup>nd</sup>, letting people know about 350ppm campaign and created an event where people could make eco-friendly necklaces.

## 2. International

### 1) Malaysia



<June 1<sup>st</sup>-6<sup>th</sup>, Doing campaign while traveling Malaysia and overseas >

Malaysia Raonatti 7<sup>th</sup> batch explained 350ppm campaign by attaching the pictures on their clothes and bags during their travel period (June 1<sup>st</sup> – 6<sup>th</sup>) in Malaysia and Cambodia. They did the same campaign with Deaf children camp participants at Kuala Lumpur on 8<sup>th</sup>-9<sup>th</sup> June by using many visual materials.

### 2) Vietnam



<June 5<sup>th</sup>, Campaign near Ho chi min downtown areas>

Vietnam Raonatti 7<sup>th</sup> batch did 350ppm campaign in the Ho chi min downtown on 5<sup>th</sup> June. They attracted people's attention with hand-made trees and flower-printed clothes, and explained 350ppm. After that, people wrote about their vows to reduce CO<sub>2</sub> and took pictures. They tried to emphasize actual daily practices. They also planted trees with local 350.org organization.

3) Sri Lanka



<June 5<sup>th</sup>, Taking pictures at photo booth with Moratuwa YMCA members>

Sri Lanka Raonatti 7<sup>th</sup> batch did the campaign in Colombo with pictogram that showed daily practices to reduce CO<sub>2</sub> on 3<sup>rd</sup> June. They thought that it would be inappropriate to emphasize the reduction of the level of CO<sub>2</sub> as Sri Lanka's level of CO<sub>2</sub> emission was very low, so they encouraged people to put stickers on the practices that they were already doing and they explained why Raonatti did the 7-country joint campaign. On 5<sup>th</sup> June, they put a photo booth at Moratuwa YMCA and had people take pictures of themselves with pictogram, did street campaign with handkerchief on which 350 and YMCA logo were printed.

4) Cambodia



<June 5<sup>th</sup>, Siem Reap Dail community Children doing campaign>

Cambodia Raonatti 7<sup>th</sup> batch made an eco-friendly detergent with fermented rice water with local children after "Babpu" activity at Siem reap Dail community center. And they explained about real local environmental issues associated with the nearby area and the effects of the pollution. Lastly they made a big 350ppm logo with trashes and took pictures of it.

5) Thailand



<June 1<sup>st</sup> to 5<sup>th</sup> Campaign on people's way to school >      <June 1<sup>st</sup> – 5<sup>th</sup>, Campaign at local school>

Thailand Raonatti 7<sup>th</sup> batch explained 350ppm campaign to students who were going to school near the elementary school where they are working as assistant teachers. And they led an environment class with the permission and help of local teachers. At the same time they encouraged people to separate garbage collection by putting separate collection bins. They also put the number 350 on their clothes and bicycles and did a street campaign.

6) Philippines

-San Pablo city



<June 3<sup>rd</sup>, Balok community tree-planting>      <June 5<sup>th</sup>, 350ppm Parade>

Philippines Raonatti 7<sup>th</sup> batch planted trees at Balok community on 3<sup>rd</sup> June (their ongoing project site), arranging them to look like the number 350. On 5<sup>th</sup> June, they participated in 350ppm parade that started in San Pablo YMCA with local elementary children, and in the afternoon, they put up signs explaining 350ppm near the big department store and did a fund-raising event by selling 350ppm stickers.

-Nueva Ecija

At Nueva Ecija YMCA where Philippines Raonatti 3~5 batches stayed, some local youth people voluntarily participated in various activities in order to continue Korean Raonatti activities, calling themselves RaonAtt. So Nueva Ecija Raonatti will participate in the joint 350ppm campaign as well and demonstrate the collective power.

< Summary chart of Campaign >

- in Korea -

Area	Date	Venue	What They Did
Seould	May 30 <sup>th</sup> ~ June 1 <sup>st</sup> (Wed-Fri) 12~13pm	Cheonggyecheon Jangtong bridge	Offering free fair-trade coffee if people bring a tumbler. Encouraging people to reduce disposable materials.
	June 3 <sup>rd</sup> (Sun)	Hongdae Street	Offering free fair-trade coffee if people bring a tumbler. & Puzzle to make a 350ppm logo.
Busan	June 2 <sup>nd</sup> (SAT)	Busan Haeundae	Making a 350ppm symbol with the votes of their own practice for the earth & distributing pampas grass chopsticks.
Ansan	June 2 <sup>nd</sup> (sat)	Ansan Hwarang park	Doing a 350ppm campaign with Gozan high school YMCA members who participated in Environment Field day event.
Pyeongtaek	June 2 <sup>nd</sup> (sat)	Gunmoon Elementary school	The 60 members who participated in youth YMCA field day learned about 350ppm campaign and took pictures.
Mokpo	June 2 <sup>nd</sup> (sat)	Mokpo Peace Park	Doing a campaign with Mokpo youth center people who participated in World Environment day event & making eco-friendly necklaces.

- out of Korea-

Area	Date	Venue	What They Did
Malaysia	June 1 <sup>st</sup> – 6 <sup>th</sup> (Fri-Wed)	Malaysia Kuala Lumpur Cambodia	Explaining 350ppm campaign by putting 350 materials on clothes and bags during their travel period.
	June 8 <sup>th</sup> -9 <sup>th</sup> (Fri-Sat)	Kuala Lumpur YMCA	Explaining 350ppm campaign with visual materials and doing a performance symbolizing 350 at Deaf Children Camp.

Vietnam	June 5 <sup>th</sup> (Tue)	Vietnam Ho Chi Min downtown area	Doing 350ppm campaign with hand-made trees and flower-printed clothes / Tree-planting with local 350.org organization.
Sri Lanka	June 3 <sup>rd</sup> (Sun)	Sri Lanka Colombo downtown area	Explaining daily exercises for CO2 reduction with pictogram and explaining the campaign.
	June 5 <sup>th</sup> (Tue)	Moratuwa YMCA, Sri Lanka	Putting up a photo booth at YMCA and taking pictures with pictograms / Making handkerchief with 350 logo printed and doing a street campaign
Cambodia	June 5 <sup>th</sup> (Tue)	Cambodia Siem Leap Dail Community center	Making an eco-friendly detergent with rice water and letting people know the effects of local environmental issues / Taking pictures with 350ppm logo made out of local trashes.
Thailand	June 1 <sup>st</sup> – 5 <sup>th</sup> (Sun to Tue)	Thailand Chiang Mai	Doing campaign and leading environment class at school where Raonatti works as teaching assistants / Putting up separate collection bins to encourage separate trash collection
Philippines	June 3 <sup>rd</sup> (Sun)	Philippines San Pablo Area	Tree-planting at balok community (the ongoing project village) and arranging them in the shape of 350.
	June 5 <sup>th</sup> (Tue)		Participating in 350ppm parade starting at YMCA with local people / Doing campaign near local department store / Fund-raising with 350ppm Stickers
	To be done in June	Nueva Ecija	Will plan to do 350ppm campaign with local "Raonatti" Youth and local environment NGO