

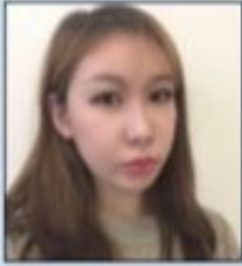
Immersive VR Tour Program

#8 Greenwich "Being a standard to the world"



NAYEON KANG (SARAH)

- ❖ Seoul National University Graduate School of Environmental Studies - Environmental Management
- ❖ **Keywords:** All-rounder, Environment-conscious
- ❖ Korean (Native), English (Fluent)
- ❖ "Food is the best vaccine against chaos" (SDG 2)
~ David Beasley, Head of UN WFP



DONGEUN SHIN

- ❖ University of Utah - Urban Ecology
- ❖ **Keywords:** Caring, Quirky
- ❖ Korean (Native), English (Fluent), Chinese (Intermediate)
- ❖ "There is no 'Plan B' because we do not have a 'Planet B'. We have to work and galvanize our action"
~ Ban Ki Moon (UN Secretary-General 2007-2016)



APOORVA JAYAKUMAR

- ❖ Yonsei University Graduate School of International Studies - Global Economy and Strategy
- ❖ **Keywords:** Curious, Compassionate
- ❖ Tamil (Native), English (Fluent), Hindi (Fluent), Korean (Intermediate)
- ❖ "Until justice rolls down like water and righteousness like a mighty stream"
~ Martin Luther King Jr.



EUNCHONG KIM (SAMUEL)

- ❖ Sungkyunkwan University - Department of Chinese Language and Literature
- ❖ **Keywords:** Slow, Steady
- ❖ Korean (Native), English (Fluent), Chinese (Beginner)
- ❖ "The Earth is a beautiful planet"
~ Scott Kelly (Retired Astronaut)



EJIN KIM

- ❖ George Mason University - Global Affairs
- ❖ **Keywords:** Passionate, Positive
- ❖ Korean (Native), English (Fluent), Chinese (Beginner)
- ❖ "Making peace with nature is the defining task of the 21st century"
~ Antonio Guterres, UN Secretary-General



1/3

of all food produced for human consumption is lost or wasted approximately **1.3 billion tonnes** every year

The bulk of food waste is incinerated.



1,000 Cars X 2,000 times



That's 1.3 billion tons of food each year, equaling **\$750 billion dollars**



Over one-quarter of the world's land grows crops that go to waste



The water used to grow these wasted crops could cover **all of the world's household water needs**

And yet, nearly **800 million people** do not have enough food to lead a healthy, active life

Most food wastage occurs at the consumption level

Cooking and Eating Habits



26%

purchase more than enough food for consumption



70%

said the reason was to ensure household members have more than enough to eat



80%

prepare food at home



39%

of those who prepare food at home have leftover food after a meal

Solution?

Devising **environment-friendly programs** to be fully aware of **food waste** and ultimately reduce them in our **daily lives**.



processing problems like overproduction/overbuying



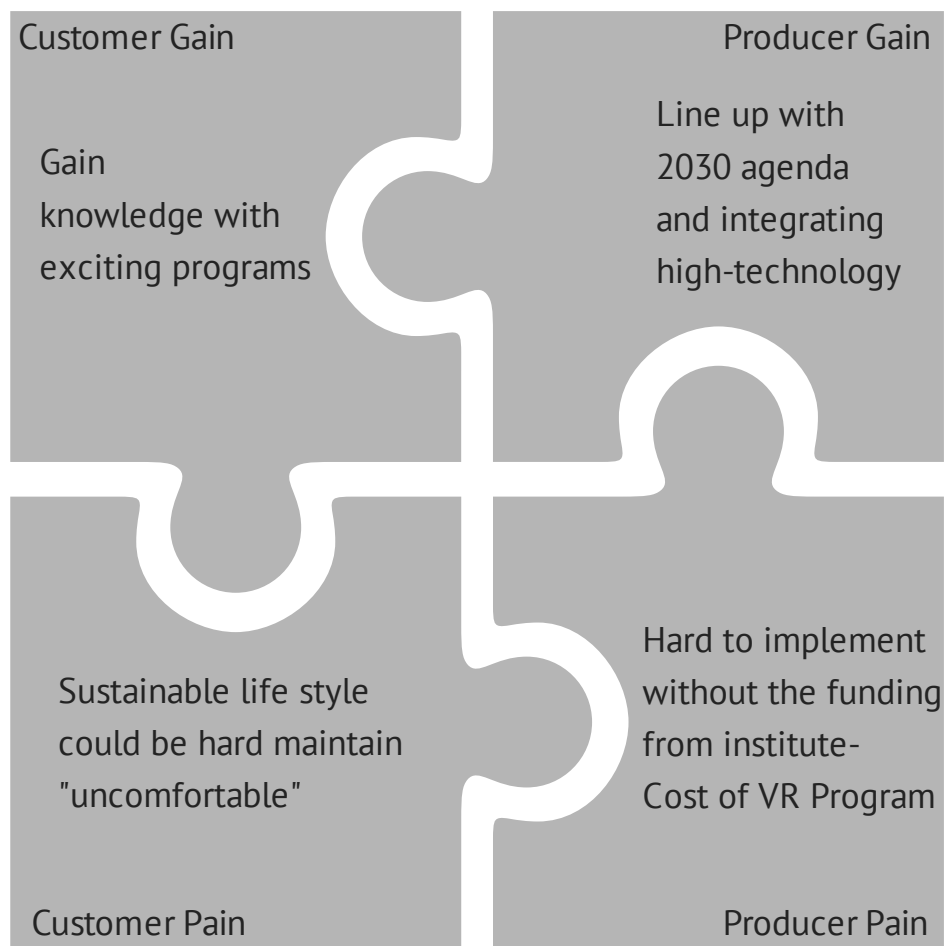
WHY?- protecting environment



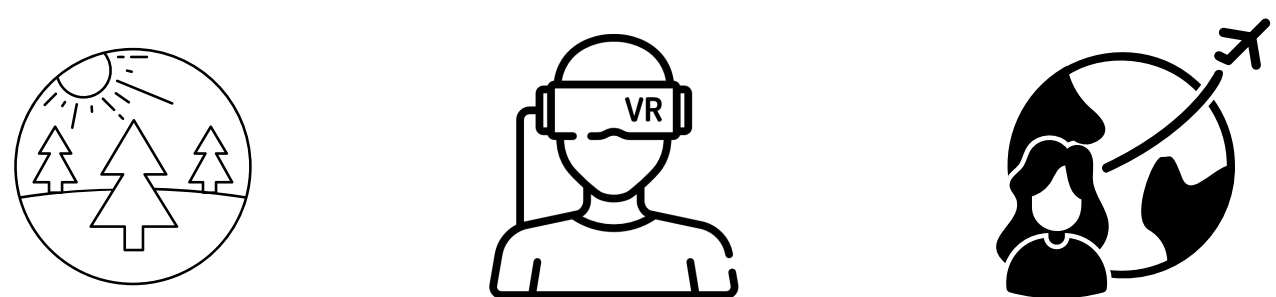
program to raise awareness and encourage participation

Sustainability Model

What are the pain and gains for the customers & producers?



What is unique about our solution?



Who is going to pay for this?



Prototype

Contents



VR
Walking landfill tour
4D cinema:
- life cycle of trash
- grocery shopping
- video game






DIY
Re-purposing the food waste



EDUCATION
- Expiration date
- Ugly agricultural products
- Individual efforts





After
-Growing own ingredients
-Writing contest (Incentive system)

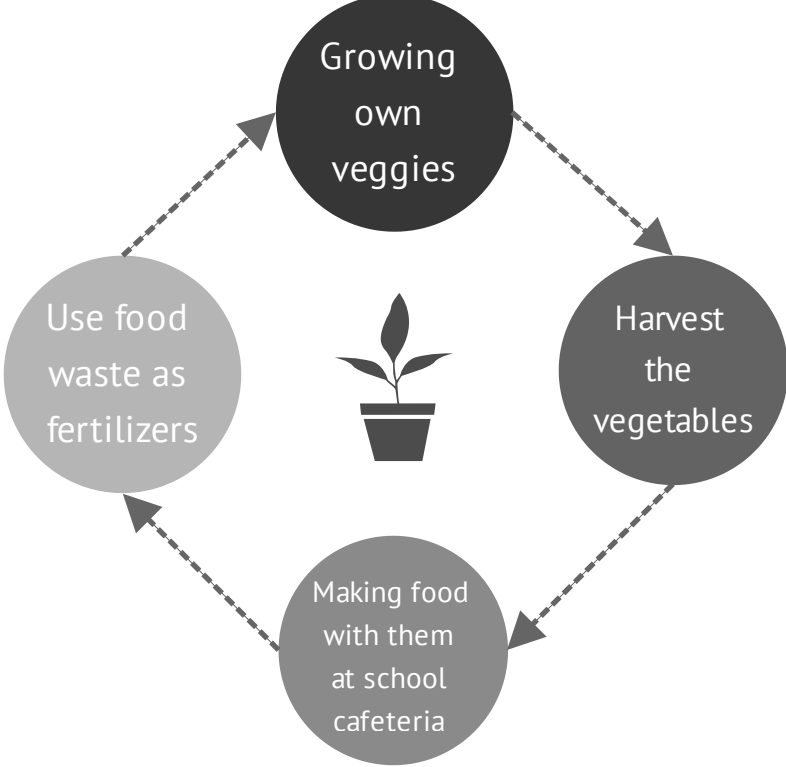
DAY 1 / Time	Content
9:00	Gathering - Bakmun Girls Middle School
9:20~40	Songdo ConvenisA VR center
9:40~ 10:10	Education 1 <VR 4D Ride> "Life of a Trash" <div></div>
10:30~ 12:00	Education 2 <VR Landfill Tour> - Nanjido Before / Now <div></div>
12:00~ 1:00	Lunch

1:00~ 3:00	Education 3 <VR Video Game> "Grocery Shopping"
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DAY 2 / Time	Content
9:00~ 10:30	Education 1 <Food Waste Education> <div>- expiration date , ugly agricultural product</div> <div>  </div>

10:30~ 12:30	Education 2 <DIY> - Re-purposing Food Waste <div>  </div> <div>-watermelon rind kimchi</div> <div>-compost out of vegetable peelings, core, pips, or stalks</div> <div>-facial masks</div>
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School	<div>After activities - growing plants, writing contest</div> <div> Sustainable cycle(model) - schools can also benefit from students growing their own vegetables, making compost out of food waste </div> <div>  </div>
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Potential for scaling up

- 1 Sustainable policy and program development - innovation in policies and program guidelines
- 2 Innovation is key - relevancy for addressing serious issues
- 3 Inclusive for all quality services - Human rights, equity and gender perspective

Conclusion



Nayeon

Apply this program to UN WFP, Knowledge tank



Dongeun & Ejin

Songdo Convensia - Public Relations



Apoorva

International target



Eunchong

Tech savvy