

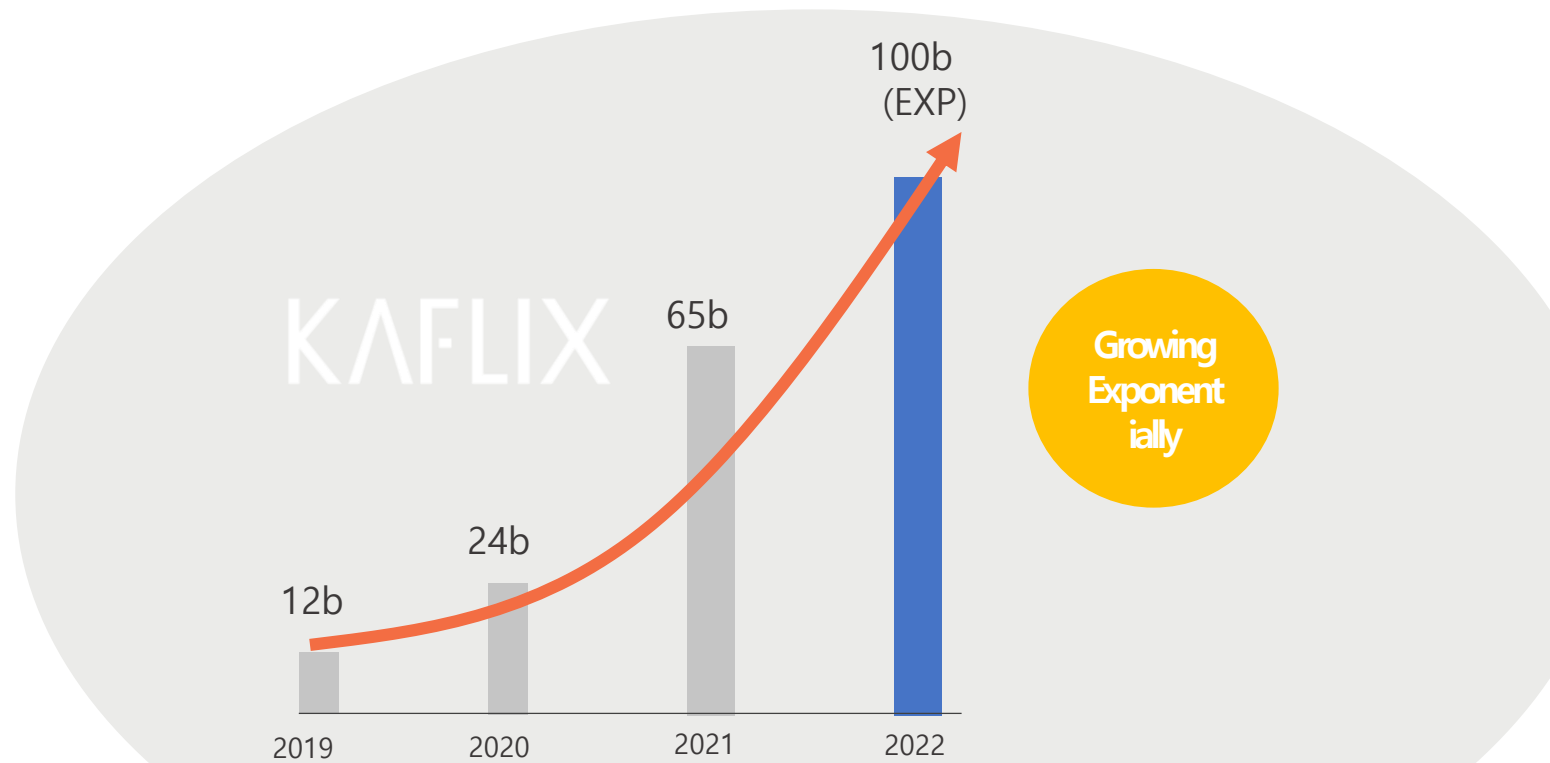
KAFLIX

Sustainable Tourism & ESG Platform

Yoon Hyung-jun / CEO of
KAFLIX



Despite the pandemic, Jeju attracted more visitors, and KAPLIX made greater strides.



However, Jeju is going through as much pain.



Waste



Unplanned Urban Development



Transportation

A woman wearing a black wetsuit and a hood with a pink diving mask on top is smiling. She is standing on a boat, and a green fishing net is draped over her shoulder. The background shows a body of water, a coastal town, and a large mountain under a cloudy sky.

Our **survival** depends on
the environment of Jeju

Make Jeju Better

So, in 2021, KAPLIX mulled over mutual cooperation that would make **Jeju a better place.**





MAKE JEJU BETTER

‘For a Better Jeju’

In 2021, JEJUPASS, besides the environment, gave a lot of thought to every kind of social activity and engaged in solving social issues.

This is how the ‘MAKE JEJU BETTER’ project started, and since then, JEJUPASS has become a campaign platform that contributes to the environment of Jeju and solving social issues by collaborating with various organizations.

Green Ambassador

Taking the pledge and participating in the campaign



Tourists

Practicing GOOD travel for Jeju by taking the pledge, MAKE JEJU BETTER

MAKE
JEJU
BETTER

Jeju Residents

Fostering civic consciousness by participating in both online & offline 'MAKE JEJU BETTER' campaign



Local and International Institutions

Running a campaign targeting residents and tourists for sustainable Jeju



Startups / Organizations

Developing a regional win-win business model for a better Jeju

'MAKE JEJU BETTER' is the first ESG platform in the domestic tourism industry created by JEJUPASS for sustainable tourism.

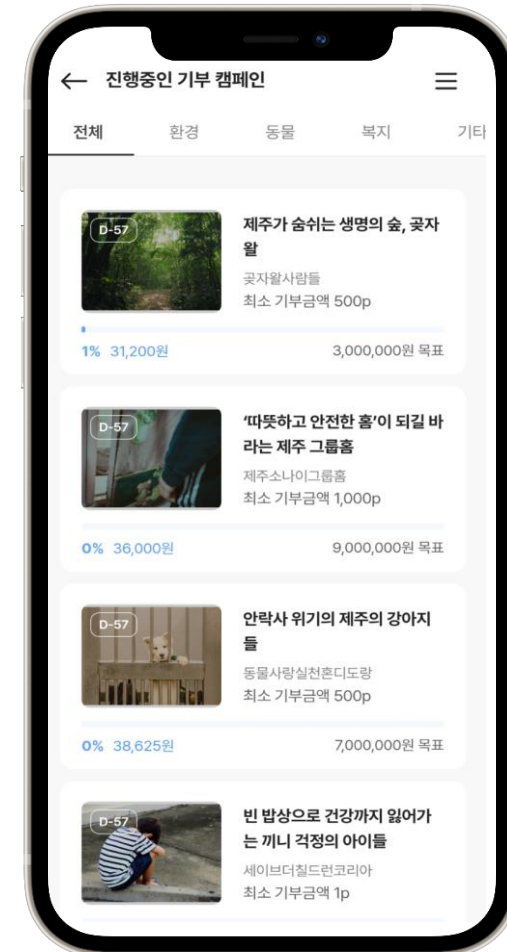
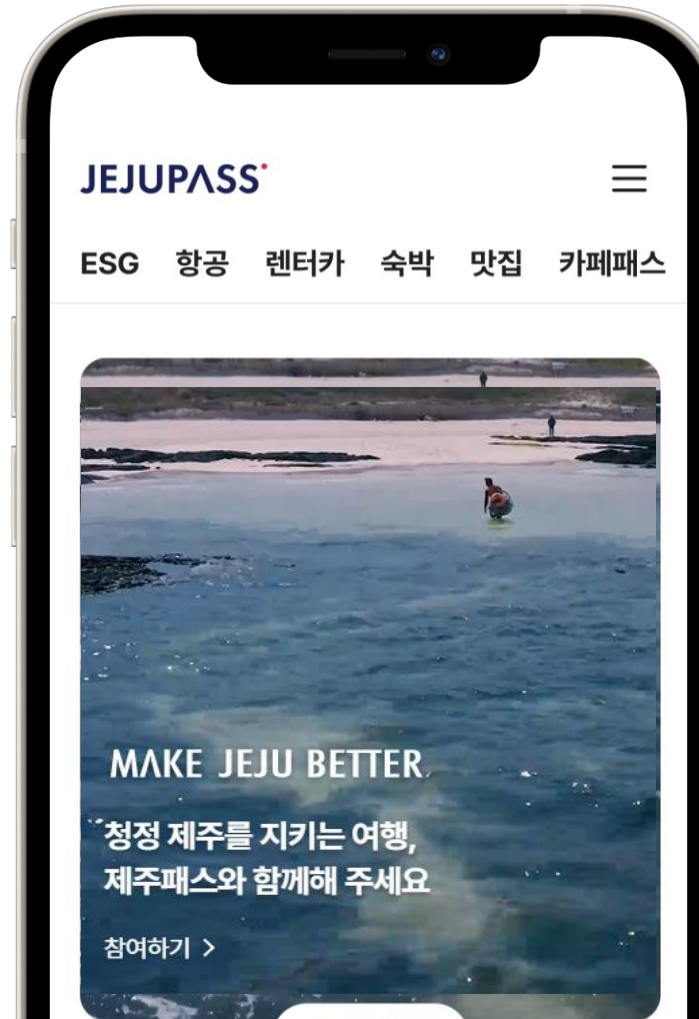
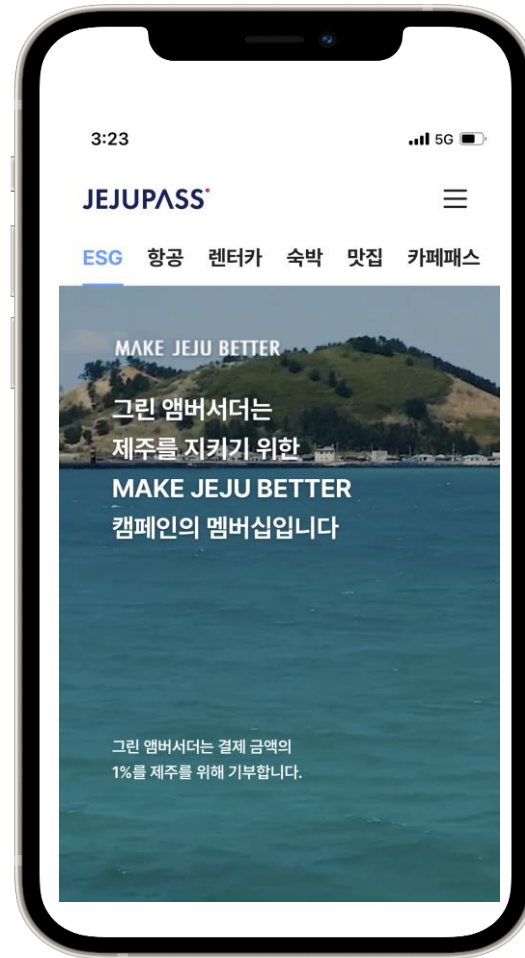
MAKE JEJU BETTER

The first ESG donation platform in the tourism industry

- 'MAKE JEJU BETTER' donation campaign targeting nonprofit organizations in Jeju.
- 1% of the total purchase is awarded as donation points which can be used for donation campaigns for Jeju.



MAKE JEJU BETTER



MAKE JEJU BETTER

- Donation amount exceeded 10 million won within just 3 months.
- Successfully ran 2 fundraising campaigns.

The screenshot shows the JEJUPASS ESG Campaign website. At the top, the JEJUPASS logo is on the left, and navigation links for ESG, 항공 (air), 렌터카 (rental car), 숙박 (accommodation), 맛집 (restaurants), and 카페패스 (coffee pass) are on the right. The main banner features the text "MAKE JEJU BETTER 제주패스의 ESG 캠페인" and a sub-header "더 아름다운 제주를 만들기 위해 제주패스는 다양한 ESG 캠페인을 진행하고 있습니다." Below the banner, two statistics are displayed: "총 기부액 16,173,735원" and "캠페인 참여자 2,341명". A section titled "진행중인 기부 캠페인 >" lists three active campaigns: "꽃자왈공유화재단 벨난 제주고사리삼, 꽃자왈 아니면 못 살주게", "제주소나이그림oom 제주 아이들이 마음 편히 지낼 수 있게 도와줍써", and "동물사랑실천헌디도랑 어떻게 하면 강생이를 살릴 수 이신지 들어보쿠과?".

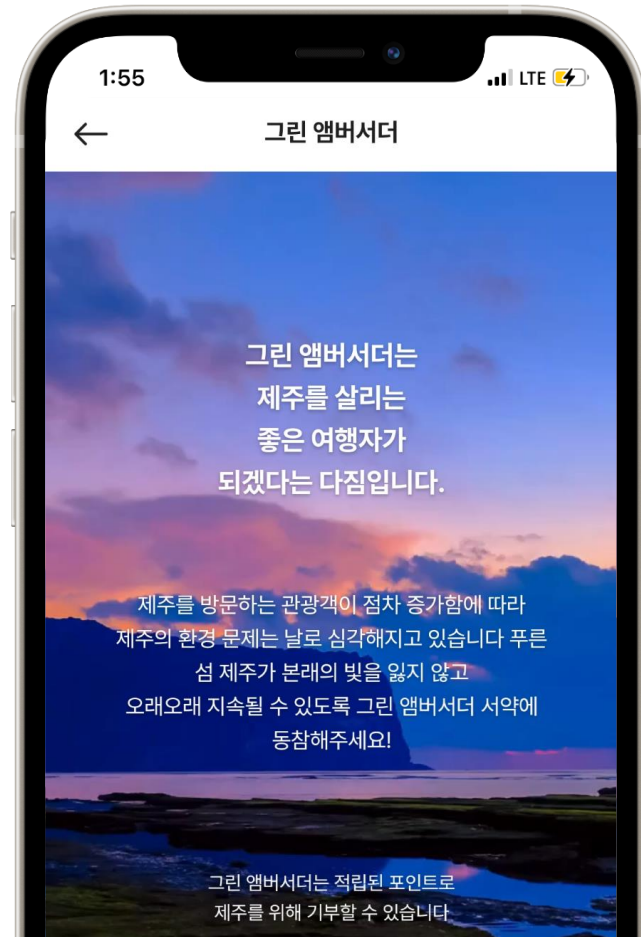
The screenshot shows a mobile fundraising page for a bird. The title is "이 꼬리 긴 새, 잘도 예쁘지 않...". The main image is a photograph of a bird in flight. Below the image, the text reads "이 꼬리 긴 새, 잘도 예쁘지 않수과?" and "제주환경운동연합 | 2022.03.10 ~ 2022.07.10". A progress bar shows "105% 5,262,888원" and "5,000,000원 목표". A table below the progress bar lists: "목표금액 5,000,000원", "최종 모금액 5,262,888원", and "최종 참여자수 1,639명".

The screenshot shows a mobile fundraising page for a forest. The title is "제주 꽃자왈이랜 들어봐마심?". The main image is a photograph of a forest path. Below the image, the text reads "제주 꽃자왈이랜 들어봐마심?" and "꽃자왈사람들 | 2022.03.10 ~ 2022.06.09". A progress bar shows "100% 3,000,500원" and "3,000,000원 목표". A table below the progress bar lists: "목표금액 3,000,000원".

Green Ambassador

Pledge Membership for Those Who Treasure Jeju

- Become a Green Ambassador, you will earn an accumulation benefit up to 5% and other various benefits.
- 1% of the total purchase is awarded as donation points.
- 12,000 have signed to practice GOOD travel.



Beyond Donation, Experiencing Sustainable Travel



Abandoned House Renovation Project by Dazayo X JEJUPASS

A regeneration project turning vacant houses into accommodations that fit the characteristics of Jeju.

As part of the 'MAKE JEJU BETTER' project, 1.5% of the sales are donated for village development.



DAZAYO X **JEJUPASS**

하천바람집은 제주패스의 Make Jeju Better 프로젝트의 일환으로
진행되며 매출의 1.5%는 마을 발전을 위해 사용됩니다.

Video clip of Hacheon Baram (Wind) House



Video clip of Hacheon Baram (Wind) House



Pilates Plogging

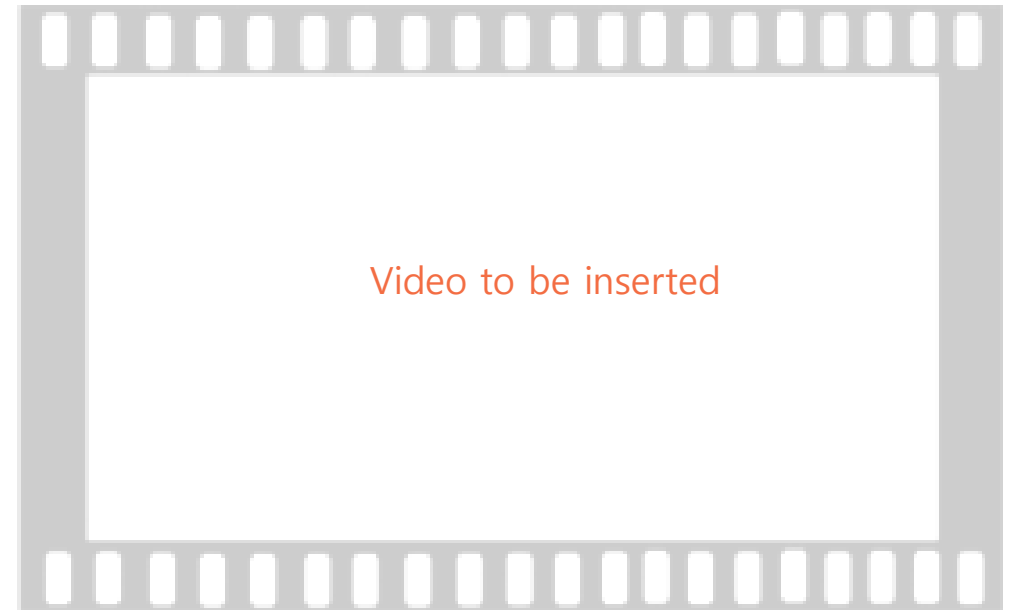
It is a trip consisting of learning Pilates and tea ceremony at the beautiful seashore of Jeju, and plogging to clean up the shore.



MAKE JEJU BETTER
JEJUPASS x 켈리타임

필라테스 플로깅 트립

참가자 모집



Jeju 5-day Market-Cooking Salon

Low-carbon travel experiences where you can shop for locally sourced ingredients and enjoy cooking specialties with Jeju residents at the traditional market.

MAKE JEJU BETTER
JEJUPASS' × 배지근연구소

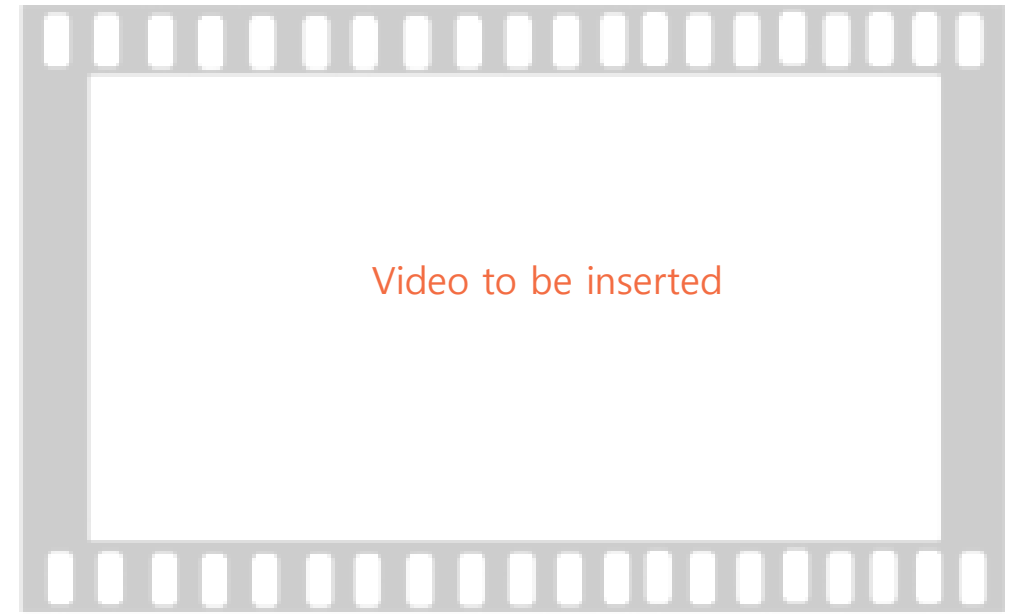
제주 오일장
쿠킹-살롱

제주 오일장의 생생한 식재료를 차린 제주음식 한 상.
내 손으로 직접 만들어 맛 볼 수 있다면?
제주 땅에서 난 식재료로만 차린 한끼로
식재료가 이동하며 생기는 탄소발자국을 줄인 친환경 트립

현지인이 오일장에서 쇼핑하는 방법을 배울 기회.
제주 토박이 가이드가 시장 곳곳을 함께 다니며
할망장에서 제철 식재료 고르는 법부터 제주 장인이
만든 차롱 소개까지 핵심만 짚어 알려줘요.

오일장 쇼핑과 쿠킹클래스를
함께 한 동기들과 함께하는 한 끼.
각자 만든 음식의 맛, 신기했던 식재료 이야기나
제주여행 이야기를 나누며 직접 만든
제주음식을 맛봐요.

제주 할망 밥상의 맛을 그대로 담은 레시피를 배우다.
로컬 식재료 손질법, 제주식 양념장 비법, 조리 팁과
함께 제주의 독특한 음식문화 이야기를 들으며
제주음식을 요리해봐요.



Traveling Jeju Wholeheartedly

Travel that cherishes Jeju, not consumes,
A Journey to discover the essence of Jeju,
JEJUPASS care for Jeju wholeheartedly.

JEJUPASS



