



PLASTIC ZERO WASTE

Don't Go Away! Zero Waste

THE DAY IN JEJU



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OUR GOAL



We are A Jeju Village Enterprise The Day in Jeju

We are a manufacturing company that promotes zero waste practices among consumers and fosters a culture of sustainable value consumption by distributing reusable and durable products to replace single-use products.

Founded as a cooperative of women whose careers had stalled, we are certified as a village enterprise of Nohyung-dong area in Jeju.

We also earned the Social Enterprise Certificate 2023 for fostering senior and multicultural women to become experts.

Since 2016, we have been consistently engaging in various social activities such as brand and product development, campaigns, and education centered around women's health and zero waste.

HISTORY



2016

Our story begins in 2016

Shoe Insoles and Sanitary Pads

At that time, a news article was published about teenagers in low-income families who could not afford sanitary pads resorting to using shoe insoles instead. Some even could not afford them and could not attend school.

As an adult, I felt both sad and ashamed.

Wishing for our children to stop struggling and

wishing for our children to use harmless sanitary pads,

it was from this heartfelt mind that we started our journey.

Shoe insole

Low- Income Class

Harmless

Sanitary Pad

Women

Teenagers

HISTORY



2023

Women

Animals

Plants

Earth

From women to every life,
from Jeju to the whole country,
we are going forward.

THE DAY IN JEJU



2023 Women



From women to every life,
from Jeju to the whole country,
we are going forward.



HISTORY



2023 Jeju

Every Corner of the Country

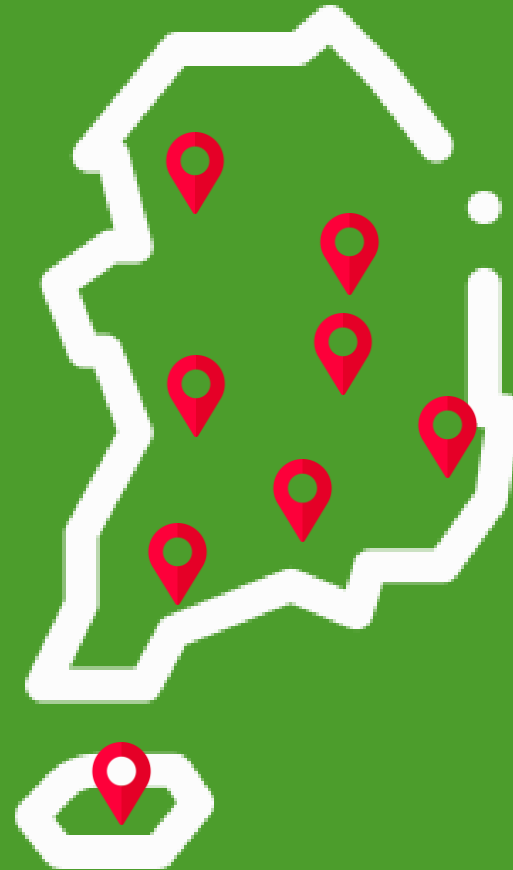
From women to every life,
from Jeju to the whole country,
we are going forward.



2023

Jeju

From women to every life,
from Jeju to the whole country,
we are going forward.





Plastic Zero Waste

We dream of a world
where everyone, not just me, is healthy and happy.

For the environment,
we each do what we can.

We are more enthusiastic than ever.
We recognize the limits of what we can reduce individually.
Thus, with the determination to involve many people,
we are carrying out various projects and campaigns.



We are

The **first** domestic zero waste **product manufacturing company** that has secured **300** domestic zero waste **member shops**

BUSINESS

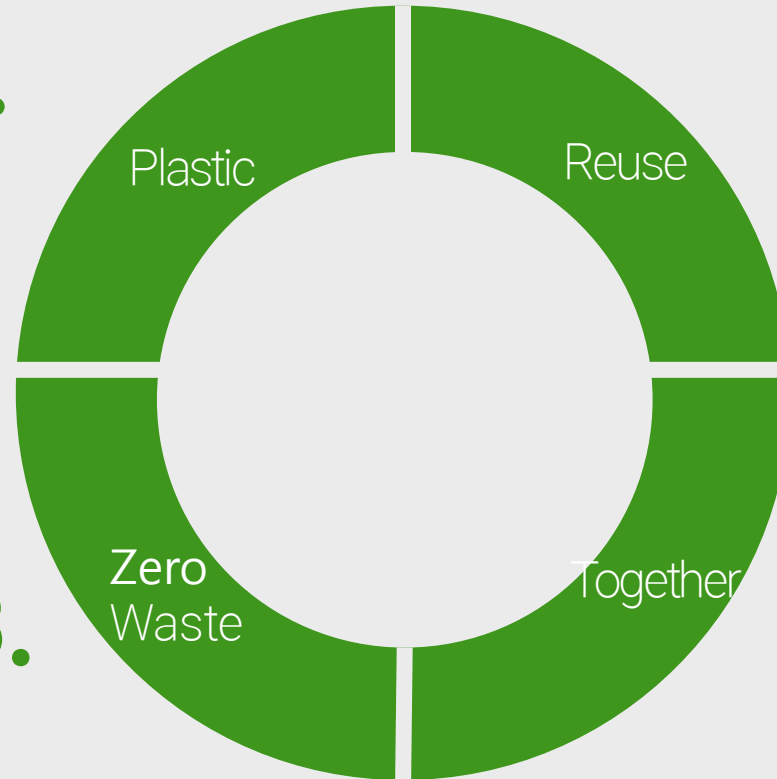


The Day in Jeju Cooperative

1. Jigubyul Store (Living Lab)

An offline shop located in Nohyeong-dong, Jeju
A place that sells zero waste products

1.



2. Sorak

A brand that handcrafts its own multi-use products
Product development and production using domestically produced organic pure cotton and fabric

3. Campaign

Making plogging tongs with bottle caps
Clothes swap party with everyone

3.

4. Education

For organizations, associations, and schools in Jeju
Up-cycling consignment business for the Office of Education

4.

BUSINESS

Jigubyul Store 1.

An offline shop located in Nohyeong-dong, Jeju
A living lab that sells zero waste products



of Brands

100

of Products

300



BUSINESS

R&D Project Status

- 2017** Sorak pads, 3 types
- 2018** Sorak wipes, etc. 12 types
- 2019** Sorak cotton masks, makeup wipes, etc. 8 types
- 2020** Sorak tulip bags, shower gloves, etc. 14 types
- 2021** Sorak underwear for women, 8 types

2022 “Liberation” bras, 3 types

2022 Underwear for men, 4 types



2. Sorak

A brand that handcrafts its own multi-use products
Product development and production using
domestically produced organic pure cotton and fabric

BUSINESS



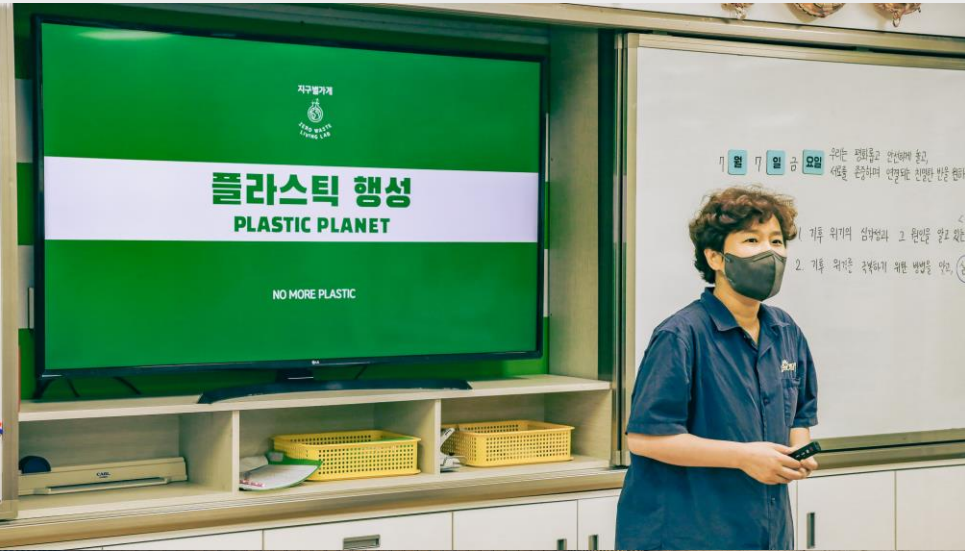
Campaign

3.

Zero Waste

Making plogging tongs with bottle caps
Clothes swap party with everyone

BUSINESS



4. Education

For organizations, associations, and schools in Jeju
Upcycling consignment business for the Office of Education

BUSINESS



Step by Step

R&D

Establishing an eco-friendly cotton pads brand Sorak

Developing cotton masks, tulip bags, makeup wipes, liberation bras, Sorak underwear, and men's underwear

Zero Waste Campaign

Making plogging tongs with bottle caps
Clothes swap party with everyone
Clothes swap party with Jeju Credit Cooperative

New

Up-cycle Brand

Every year, 100 billion pieces of clothing are produced.
33 billion pieces of clothing are thrown away.
We aim to become an up-cycling brand by repurposing the 33 billion discarded pieces into new items.

To that end,
we are striving to produce various up-cycle brands.

New

Community Network

Through offline stores,
we aim to broaden the platform for discussions about the Jeju environment and plan to serve as a center of communication for residents by building our footing as a village enterprise.

Next Step



Don't Go Away!

Zero Waste

OUR GOAL



Thank You