

A photograph of a lush garden courtyard. In the foreground, a wooden deck leads to a small, square, white-tiled fountain with a silver faucet. The fountain is surrounded by dense green foliage, including trees with yellow fruit. To the left, a stone wall is visible. The scene is illuminated by warm, low-angle light, possibly from the setting or rising sun, creating a serene and inviting atmosphere. The text "Adding Value: A Lifestyle Developer in Spatial Regeneration" is overlaid in white on the upper left, and "Dazayo" is overlaid in white on the lower center.

Adding Value:
A Lifestyle Developer in Spatial Regeneration

Dazayo



Segan, a wood upcycling company, created traditional Korean tables (soban).



Waste wood output: 2.44 million tons (2020, Korea Environmental Corporation)



Adidas' recycled shoes made from discarded fishing nets.



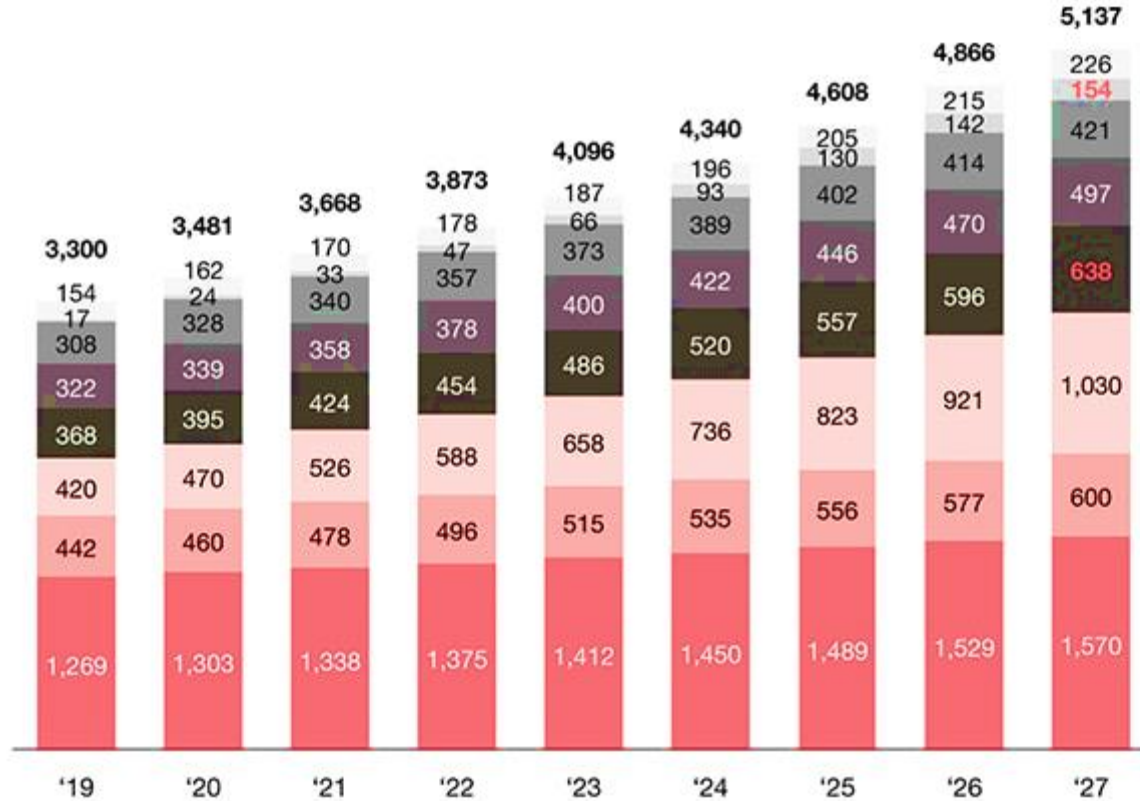
Discarded fishing nets: 640,000 tons annually (FAO, UN).



Global Recycling Market Outlook: By Type



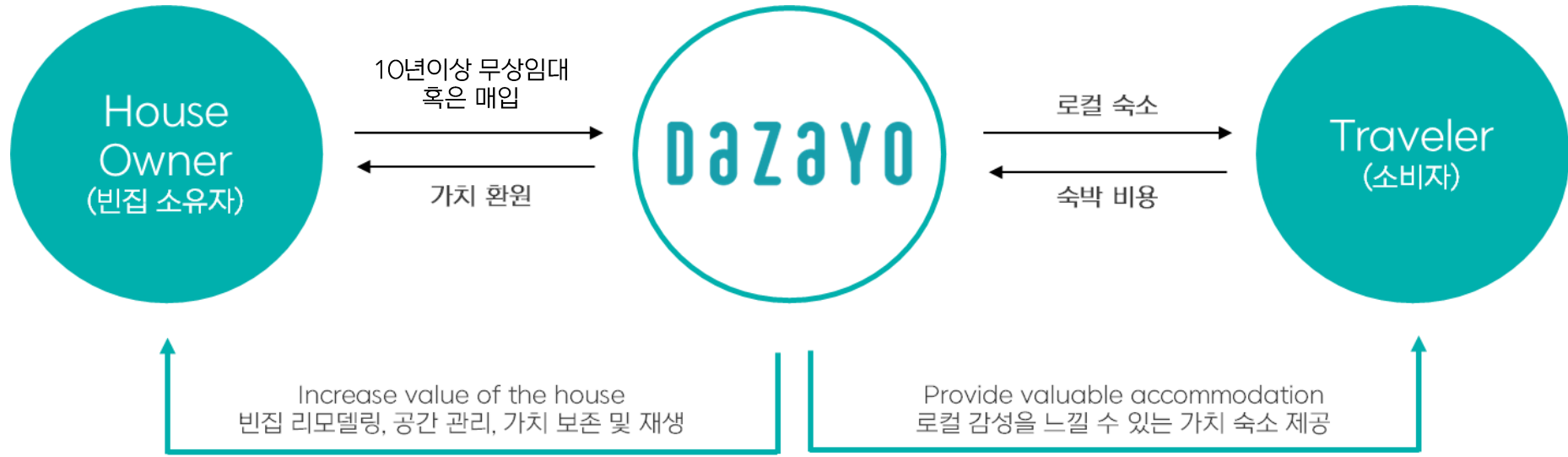
100 M \$



CAGR	Type
5.7%	전체
4.9%	Others*
31.8%	Waste battery
4.0%	Scrap metal
5.6%	Food waste
7.4%	Waste plastic
11.9%	E-waste
3.9%	Waste paper
2.7%	Construction waste

* 폐식용유, 폐섬유류, 폐유리
자료: PwC



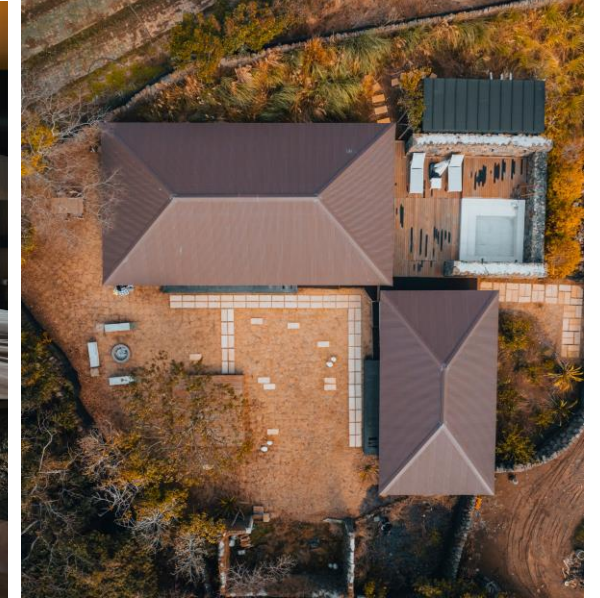


月	火	水	木	金	土
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24 _日	25	26	27	28	29

月	火	水	木	金	土
			1	2	3
	6	7		9	10
12	13	14	15	16	17
19	20	21	22	23	24
26	27	28	29	30	31

2003 APRIL 癸未年

	月	火	水	木	金	土
	MON	TUE	WED	THU	FRI	SAT

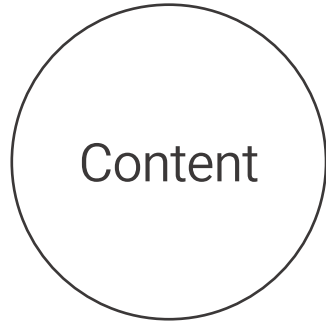


Dazayo regenerates abandoned houses, turning spaces that have lost their value into unique, emotionally resonant spaces. These spaces become destinations for rest and relaxation, contributing to the growth of community engagement.

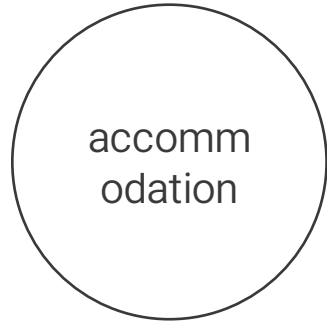




- Preserving original wooden structures and stone walls. Efforts to reduce carbon emissions by reusing materials and improving insulation and water systems to prevent leaks.



Content



accommodation



Workation/
Welfare
lodging



Marketing/
Showroom



River Breeze House (collaboration with actor Ryoo Seung-ryong)



LG Electronics marketing space



Illum furniture showroom

애월아빠들



애월아빠들 동물복지 유정란

REPLACE YOUR ORAL CARE
Dr. NOAH



닥터노아 치약/칫솔 세트



아침미소 목장 요구르트

UGLYCHIC



리얼캐롯 콜라겐스틱

owndo^o
yours purely



온도 앰플크림, 클렌징바

HALLASAN 1950
Chocolate & Bread



하라벳 초콜렛



흑돼지 육포

FROM FRESH CLEAN JUICE
JEJU
ARBANG
PREMIUM QUALITY JELLY



달하제주 아르방 젤리

AniBlock:



애니블록 보드게임

mamma
recipe



맘마레시피 그린잇 그레놀라

Collaboration with local businesses for product marketing.

2024. 5. 22

오빠(회사) 덕분에!!! N년만에 다섯 명이 모두 여행했다
신난당~ 싸우지 말고 재미있게 보내고 싶다.
숙고 개새새 좋다 우리집이면 좋겠다ㅋ

2024. 6. 11일 (화)

식사에
회사 친구 ♡
복차



경석이 회사 체고~♡
2박 3일 잘 놀다가유~♡

친구찬스로 흥도나게 성공~!

3일내내 비온거 여쌍하긴 온 지주였는데
비가 많이 안와서 잘 놀다갑니다!!!

숙소가 너무 좋아서 여기서 더 잘놀았어요!

고맙다... 좋은 회사 다녀온 덕분에

'유아한' 휴가 즐기 간다 ㅋㅋㅋ

다들 즐거운 시간 보내세요~

항상 행복하자 무리가족

기업들의 위케이션/복지공간

Dazayo's results so far

- Refurbishing vacant houses by Dazayo is equal to the local government's vacant house management
 - Activating local economy and utilizing empty house accommodation as a family unit workcation / welfare
 - Use as promotional spaces for local products
-

11 Houses

Gain design/construction experiences

7,400 People

Need to increase number of related population and personal subscription service in the future

2+ Companies

Need to develop corporate membership in the future to secure B2B customers

6 Companies

Hanatour, Kaflix, LG Electronics, Iloom, Kovea, Noroo Paint & Coatings

20+ Companies

Promote local products

400+ Sites

Secure various idle spaces (vacant houses, idle buildings, idle land)

30+ Local governments/organization

Various collaboration requests and policy task forces

- Establish a budget / policy for standardized refurbished vacant house lodging business
- Prove the role as a customer experience space

Local connectivity and sustainability

- As of 2023
- Contributing to the villages by hiring local residents and raising donations

11 Houses

Refurbished lodging

8 Villages

Bongseong-ri, Dumo-ri, Wolyeong-ri, Hacheon-ri, Sinpung-ri, Anseong-ri, Bukchon-ri, Gosan-ri

1.5%

1.5% of the sales of refurbished accommodations

4.7 Million won

Donations in 2023 (6 villages)

76.2 Million won

Amount of hiring local employment

6 People

Number of employed local residents

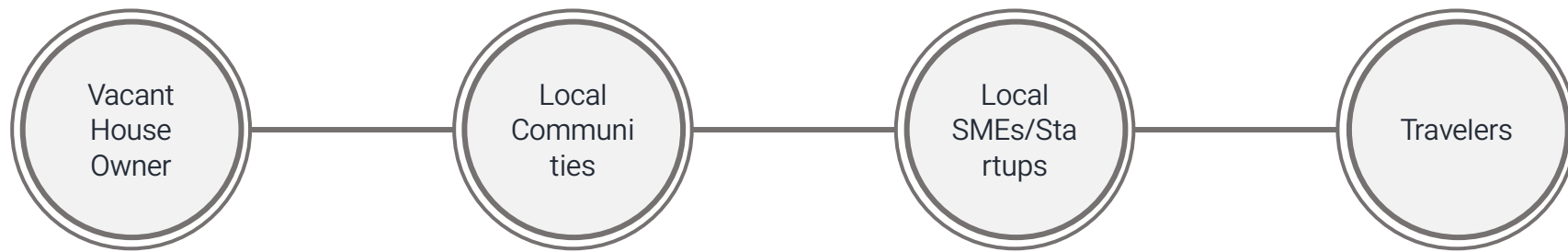
E Refurbishing idle spaces: recycle abandoned vacant houses to reduce construction waste, provide efficient resource use and provide an environmental alternative to indiscriminate development

S Regional coexistence and economic revitalization: a model of coexistence with the region, such as refurbishing abandoned vacant houses to solve regional problems and using them as accommodation facilities in order to revitalize the local economy and village donations

G Local coexistence and economic revitalization: utilize public funds through crowdfunding, transparent audit through an external audit company, and transparent operation through smooth communication with shareholders

UN SDGs

- 1. No Poverty (SDG 1):** vitalization of the local economy and reducing poverty via employment of residents using idle space
- 2. Affordable and Clean Energy (SDG 7):** improving energy efficiency and promote renewable energy use
- 3. Industry, Innovation, and Infrastructure (SDG 9):** innovative business model, development of local industry and infrastructure through IoT
- 4. Sustainable Cities and Communities (SDG 11):** refurbishing empty houses, improving urban idle spaces, and building sustainable communities
- 5. Responsible Consumption and Production (SDG 12):** promoting sustainable consumption and production, increasing resource use efficiency
- 6. Climate Action (SDG 13):** responding to climate change through carbon reduction and increased energy efficiency

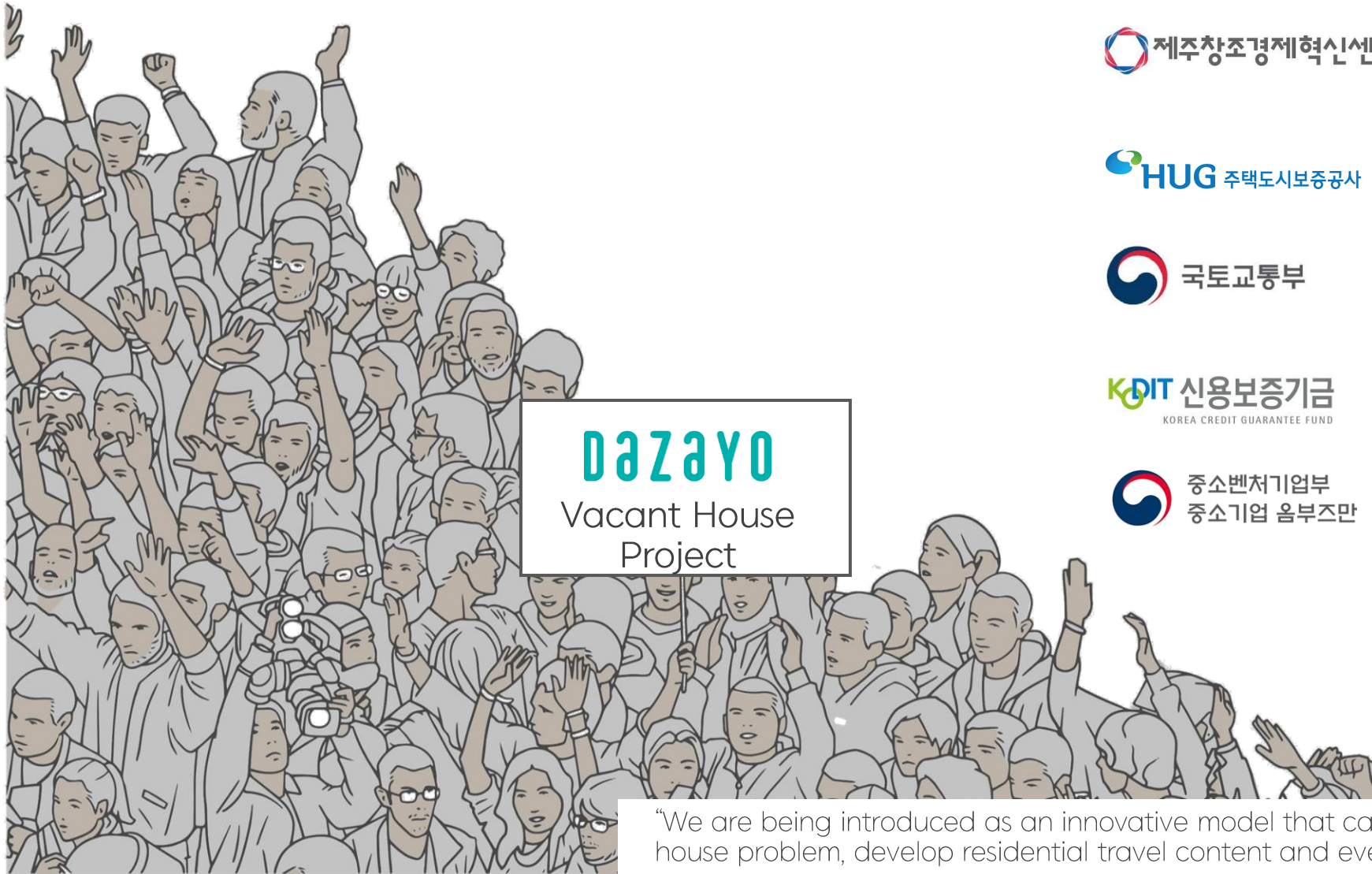


Increasing asset value

Solving the vacant house problem, creating jobs, increasing the related population, and revitalizes the local economy

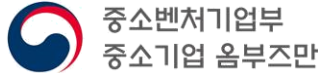
Securing spaces to promote products and services

Value consumption and residential travel



Dazayo
Vacant House
Project

“We are being introduced as an innovative model that can provide a new solution model for the vacant house problem, develop residential travel content and even create local jobs by providing local spaces.”





황당규제에 '한국판 에어비앤비' 접었다 자금 압박 '위기의 응진' 씨크비 다녀고 기그 ㅈ다

홈 > 산업 > IT

[단독]26年前 빛장에 꺾인 숙박 스타트업의 꿈

입력 2019-07-24 17:28:25 수정 2019.07.24 20:04:26 권경원 기자

파이낸셜뉴스 [+](#) 구독

규제로 두 번 운 다자요 "세상에 없던 혁신 하라더니 결국 현행 법이 발목"

입력 2019.07.25. 오후 4:51 [기사원문](#)

파이낸셜뉴스 [+](#) 구독

규제 묶인 빈집 재생... 다자요의 '한숨'

입력 2019.10.06. 오후 6:26 [기사원문](#)

朝鮮日報 [+](#) 구독

[경제포커스] 빈집 빌려주면 벌 받는 나라

입력 2019.10.03. 오전 3:13 [기사원문](#)

세계일보 [+](#) 구독

농촌 빈집 활용 공유숙박... '거주자' 있어야 허용한다는 정부 [심층기획]

입력 2019.10.05. 오후 12:02 [기사원문](#)

**Illegal because
no one lives
there**

Police investigation

459 Days

0

Won

60


%



“Forced to close down the business after being investigated by the prosecutor’s investigation; having zero sales for 459 days, with up to 60% of employees laid off.”

제주 북촌포구집 찾은 이상민 장관 "빈집 활용 모범 사례"

입력 2023.12.09. 오후 1:46 · 수정 2023.12.09. 오후 1:56 기사원문

 양영전 기자

 2  3

| 전국에 빈집 13만호↑... "세제 문제 해결, 재활용 노력"



[제주=뉴스시스] 양영전 기자 = 제주를 방문한 이상민 행정안전부 장관이 9일 오전 제주시 조천읍 '북촌포구집'에서 관계자들의 설명을 듣고 있다. 북촌포구집은 빈집 숙박 플랫폼 '다자요'가 빈집을 활용해 운영하는 숙박업소다.

2023.12.09. 0jeoni@newsis.com

Why the circular economy is difficult?

- "Towards the Circular Economy: Accelerating the scale-up across global supply chains" (2014, WEF)
 - "Circular economy in Europe: Developing the knowledge base" (2016, EEA)
 - "Growth within: A circular economy vision for a competitive Europe" (2015, McKinsey)
 - "Consumer Insights Survey" (2020, PwC)
 - "The Circular Economy: A Powerful Force for Climate Mitigation" (2019, WRI)
-

Technical
limitation

Lack of
economic
incentive

Inconvenience
and high price

Problems in
collection
process and
infrastructure

Absence of
regulation and
policy

Absence of regulation and policy

-페트병 이외에 다른 플라스틱 문제도 심각한데

△김정빈

=다른 플라스틱은 재활용이 거의 안된다. 환경의 복원은 불가능하다고 생각한다. 지구의 자정능력은 이미 해결단계를 넘어섰다. (환경부는 고시를 통해 2022년 2월 24일 '식품용기 사용 재생원료 기준'을 마련하면서 페트(PET)에 대한 재생원료 사용 기준이 처음 마련됐다. 식품용기가 아닌 용기 및 페트 이외 재질에 대한 기준은 아직 없는 상태다. 우리나라는 식품 이외에 해외에서 널리 사용되는 세제용기 등에서 사용할 수 있는 재생 원료 법적 기준이 미비된 상태다.)

-국내에선 재활용 신기술 사업화 단계로 이어지지 않는다. 신기술을 사업에 접목하는데 가장 큰 어려움은

△김정빈=

지자체 공무원들을 찾아가서 네프론(소비자가 페트병과 캔을 가져오면 인공지능 기술로 오염도 등을 선별해 수수료를 지급하는 수퍼빈의 수거 기기)이 순환경제를 위해 반드시 필요하다고 이야기하면 쫓겨나기 일쑤였다. 구미시에서 1억원의 예산을 투입해서 첫 매출이 났었다. 시범 사업 거쳐 전국 확대를 위해 15억원 예산을 환경부에 매칭해달라고 부탁했다. 그런데 환경부에서 혁신적인 기술이라 독점의 문제가 있다고 거부했다. 혁신기술은 일시적 독점 상태가 유지될 수밖에 없는데, 이런 점에서 정부 지원을 받기가 매우 어렵다.

Absence of system (rigidity)

Absence of cases (cases of overseas/other local governments)

Denial of proprietary technology/services

Generosity towards existing industries

-국내 산업계는 그동안 왜 재활용 분야에 진출하지 못했나

△김경민=

그동안 국가정책이 워낙 오락가락하니까 못하고 있었다. 우리는 법이 많 들어져야 산업이 큰 국가다. 그런데 이제 대기업들이 뛰어들려고 한다. 내수 시장이 아니라 해외 시장과 연계되어있고, 탄소중립 흐름이 있으니 국가가 흔들 수 없는 기반이 생긴거다. 이제 국내 석유화학기업들은 재생원료를 유럽의 제조사들에게 공급한다. 그런데 우리나라 폐기물로는 품질보증이 안되니 해외에서 수입해서 하고 있다. 문제는 내수 시장이 아직 글로벌 흐름을 못 쫓아간다. 우리나라에선 재생원료를 쓰지 않아도 판매가 가능하다. 그런데 우리나라 생수는 유럽에 판매할 수 없다. 유럽은 재생 비중이 의무조항이기 때문이다.

Just a little more



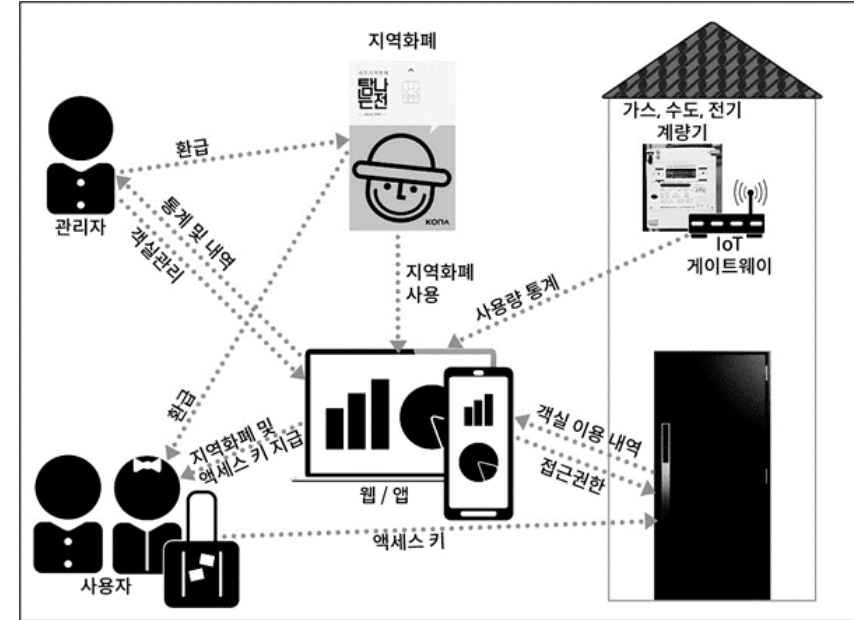
Amenities using local ingredients

- Recycled Plastic
- Non-spring
- Easily peelable adhesive paper labels



Installing water purifier

- Prohibiting on providing plastic water bottle



Guest room energy compensation system

- Compensating in the form of vouchers equivalent to the amount of energy data saved



“It is only natural that business is lonely and dream is constantly challenged by reality.

At times like such, support from others gives strength to take another step of confidence.”

- The reason for investing in Dajayo by one of 300 crowdfunding shareholders

DAZAYO