

Second Green Growth Policy Dialogue
 Role of Public Policy in Providing Sustainable Consumption
 Choices:

Resources Saving Society and Green Growth

Trend Analysis of eco-efficiency of
 consumption patterns in the Republic of
 Korea

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LCD TV sales increasing

- LCD TV 40-inch model ranked top of the TV market in April 2006
- LCD TV sales surpass Braun tube TV sales
 - 2005 fourth quarter sales exceed US \$10 billion
- A 53.4% billion increase from the third quarter sales of 6.4 billion
- According to the survey of Display Search, in 2010, over 50% of the world population is expected to have LCD TV

LCD TV sales increasing

(unit: 100 USD, %)

	2005 3Q		2005 4Q	
	Amount	% of total sales	Amount	% of total sales
Braun tube TV	6,808,830	35%	7,465,375	29%
LCD	6,486,451	33%	10,009,677	39%
PDP	3,967,939	20%	5,209,610	20%

(Source: The National Statistical Office of Korea)

Medium-large sized automobiles sales increasing

- large sized automobiles sales exceed compact car sales last year
- Domestic medium-sized cars doesn't know depression
- The medium-sized car sales are taking a favorable turn
- Medium-sized cars have exceeded 22% market share
- 5% increase from the same period last year

Medium-large sized automobiles sales increasing

Domestic demand (Factory shipment, 2005)

Type	Number of Units	YoY
Compact cars	112,864	-28.1%
Large sized cars (over 2000cc)	139,272	+ 58.5%
Medium Vehicles(1600-2000cc)	322,431	+42.5%
Small cars (below 800cc)	46,711	-0.8%

(Source: Korea Automobile Manufacturers Association)

Domestic medium & large sized automobile sales figures according to KAMA (Korea Automobile Manufacturers Association)

1) Medium-sized automobiles

Year	Sales Quantities	Percentage of total sales
2004	196,000	22.9%
2005	226,000	24.7%
2006	235,000	23.5% (expected)

(Source: Korea Automobile Manufacturers Association)

Domestic medium & large sized automobile sales figures according to KAMA (Korea Automobile Manufacturers Association)

2) Large-sized automobiles

Year	Sales Quantities	Percentage of total sales
2004	95,000	11.0%
2005	140,000	15.3%
2006	157,000	15.7% (expected)

3) SUV

Year	Sales Quantities	Percentage of total sales
2004	263,000	30.6%
2005	237,000	26.0%
2006	245,000	24.5% (expected)

(Source: Korea Automobile Manufacturers Association)

Large-sized refrigerator sales increase
(Over 400 l)

	Production		Shipment		Inventory	
	Average Annual Production	Average Annual Growth Rate	Average Annual Shipment	Average Annual Growth Rate	Average Annual Inventory	Average Annual Growth Rate
1995 - 2004	1,935,350	2.01%	1,930,127	2.13%	1,228,015	-3.63%
2001 - 2004	2,183,576	4.40%	2,193,396	6.02%	1,215,018	-42.10%

(Source: The National Statistical Office of Korea)

Large-sized apartments

- Demand exceeds supply
- 50 pyeong (: a land measure of six square cheok) apartments are located the most in Yongin city
- The demand of large sized apartment is rapidly increasing throughout the country
- Large sized apartment is experiencing an upward tendency
- Especially in the Southern suburbs of Seoul, Yongin city, Seongnam city

Large-sized apartments (over 50pyeong)

Large-size apartments out of total apartments

Region	Percentage out of total apartments
Yongin City	17.2%
District Seocho	15.6%
District Kang-nam	14.3%
District Yongsan	13.5%
District East-Kwangju	12.3%
Others	-

Source: Realty serve

Energy Saving Campaign- Consumers Korea

Energy : Sustainable Access For All

- Due to the increase in this consumption pattern, power consumption is on a continuous rise
- As have leading the energy saving campaign, Consumers Korea is working with CI and UNESCAP
- This year the 10th Energy Winner Award Ceremony will be held in Seoul
- The event is scheduled to take place on July 14th, 2006, and especially is expected to present the campaign's direction for the civilians.
- The yearly energy and energy winner reward in order to spread the energy streamlining campaign worldwide.
- We are planning to award this prize among the companies which have set an example in carrying out energy saving.
- Consumers Korea is involved in campaigns such as standby power campaign.

Increase in electric power usage

Demand and supply result (Unit :10,000 KW)

Date	Maximum Power		Growth Rate
	Previous Year	Current Year	
2006.05.14	3,802.5	4,041.9	6.3
2006.05.13	4,099.4	4,290.8	4.7
2006.05.12	4,356.1	4,614.6	5.9
2006.05.11	4,442.1	4,606.2	3.7
2006.05.10	4,439.2	4,551.8	2.5
2006.05.09	4,410.7	4,620.1	4.8
2006.05.08	4,407.2	4,538.7	3.0
2006.05.07	3,896.8	3,961.3	1.7
2006.05.06	4,098.7	4,185.0	2.1

Source: Korea Electric Power Corporation

Suggestion

Consumers Korea addresses to prevent the consumption overheating and conspicuous consumption

- Changing consumer's attitude in the current dynamics
- Sustainable economic growth which doesn't destruct the environment.
- Resource-cycle society construction plan
- Let's join actively in a future oriented campaign concerned with the environment
- Innovative approach is necessary in order to promote and improve sustainable consumption pattern
- There is a need to improve the environmental consumption pattern
- Less resources and energy should create much more economic efficiency
- Promoting environment-friendly products and spreading out sound consumption culture
- The economy and development policy have to take into consideration the environment's efficiency
- An anti-conspicuous consumption campaign
- More environment-friendly, eco-friendly mind
