

# ENVIRONMENTAL GRAND FESTIVAL

Side event of the 2012 IUCN World Conservation Congress, Jeju

## When?

From 16 August to 15 September 2012

## Where?

All over the island of Jeju, in a total of 11 venues that together represent culture, economy, society and education of Jeju.

## What?

The Environmental Grand Festival harnesses all the potential brought by the sheer size and scale of the 2012 IUCN World Conservation Congress.

It offers endless possibilities to the thousands of Congress participants from around the world, as well as visitors from Korea and abroad, to engage with the residents of Jeju in exciting joint activities.

Everyone can be a part of the IUCN World Conservation Congress through the Jeju Environmental Grand Festival. Held over 31 days, it aims to expand the scope of the Congress, so that people can enjoy it for longer, in more places and with more people. Its aim is to promote further diffusion of topics discussed at the World Conservation Congress, combining a wide range of studies and cultures in humanities and economics, through various opportunities to experience eco-friendly Korean culture.

## Free admission

## HIGHLIGHTS

- World Preservation Forum: Official and subsidiary functions
- World Local Government Summit (World Natural Heritage Centre, 4-6 September)
- Learning Opportunities on the environment
- Seminar, Exhibition, Self experience, Showcase programmes
- Festivals and functions surrounding the World Conservation Congress
- 15 festivals: Masterpiece eco-tourism festival, Global Organic Korean Food Festival, Tamna Grand Festival, Seogwipo Chilsibri Festival, Haynyeo Festival, Jeju Wooterreu Cultural Festival, and more.

## TYPES OF ACTIVITIES

### Seminars

Presentation, discussion and debate on issues as follows:

- Current issues for environmental conservations
- Eco-friendly Korea
- Internationalization of Jeju culture

### Exhibition

Various installations of art and culture pieces.

### Poster

Includes:

- Promoting conservation research and activities
- Promoting internationalization of Jeju and Korean culture
- Sharing various humanities and nature derived cases

### Reinforcing capability education

Mutual participation education programme for:

- New knowledge and technology in environment
- Issues for environmental conservation

### Self experience

- To lead eco-friendly daily lives
- To improve capability in sorting environmental issues
- To improve general understanding of the environment and nature

### Showcases

Plays, movies, dances, music concerts, and performances:

- To promote environmental conservation issues
- To promote the cultures of Korea and Jeju

### Contact:

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(064)-710-2859

**Environmental Grand Festival - 16 August to 15 September 2012**  
IUCN World Conservation Congress 2012

## PROGRAMME

### Venue 1: Halla Arboretum

Collect, increase, conserve, manage and exhibit resource recovery research on the genetic resources of Jeju's wild grown vegetation

- Seminar: To increase and preserve wild vegetation
- Photo exhibition: wild flowers
- Sharing natural grasses
- Theatre: Behind the story of climate change
- Experience: eco-friendly local foods
- Photo exhibition: rare birds
- Children's contest: drawing flowers
- Climate change festival plaza
- Making spray for nasal inflammation

### Venue 2: Sulmoondae Women's Culture Centre

Women's cultural complex, developing women's ability to pass on and create female cultures

- Discussion: increasing women's rights
- Eco friendly fashion show
- Jeju female movie festival
- Making eco friendly cosmetics, natural soap and home decorations using reused fabrics
- Culture exchange with inter marriage immigrants
- Forum: Jeju Green Mice natural dyeing
- Jeju female themes: the environment and women
- Jeju environmental culture concert

### Venue 3: Jeju Folklore Natural History Museum

The only museum in Korea, collecting and researching inheritances from Jeju's abundant folklore, artefacts, and humanities

- Storytelling Exposition: Jeju's Natural Heritage
- Edo-dancing: combination of ecology and arts
- Neuyoung Nayoung folk music plaza: Samulnori (Korean percussion quarter), Pansori, etc
- Making EM soap: utilizing used cooking oil
- Experiencing: pattern pressed candy and traditional tea
- Making: Jeju traditional pottery

### Venue 4: Jeju Stone Park (Kyorae Recreational Forests)

Complex celebrating various stone cultures from the formation of Jeju and its anthropology in the 21st century

- Seminar: valuing and preserving stone culture resources
- Photo contest: 4 seasons of Doldam (stone fence)
- Cultural festival: Jeju Doldam (stone fence)
- Visitation: stone culture and volcano geological features
- Experience: Hay roof, Tongshi (traditional toilet)
- Making: wooden musical instrument
- Experiencing: rubbing
- Performance: Traditional songs
- K POP green concert

### Venue 5: World Natural Heritage Centre

The landmark of natural heritage, linking the necessity of awareness education programmes and promotion for the world's natural heritage

- Seminar: World conservation systems today and how to restore the damages of the past
- Photo exhibition: weather photos
- Class: pottery making, natural dyeing
- Cooking contest: slow food cooking contest
- Contest exhibition: handicrafts, utilizing recycled resources
- Visiting: UNESCO triple crown world natural heritage sites
- Seminar: how to vitalize ecotourism
- Concert: commemorating 2012 Jeju WCC

### Venue 6: Jeju Haenyeo Female Divers Museum

One and only museum complex worldwide, dealing with the Haenyeo (female divers) culture, legacy, and the customs of fishery and fishing village life

- Seminar: strategy to preserve and maintain Jeju's Haenyeo
- Competitive exhibition: How to appreciate WATER
- Experiencing: marine ecology with Jeju Haenyeo
- Visiting: coasts and announcing the living marine organisms
- Exhibition: calligraphy of Korean brush
- Contest: essay writing contest
- Exhibition: Jeju ECO & GREEN

### **Venue 7: Jeoji Artist's Village**

Offering exhibition of cultural arts together with natural beauty

- Seminar: recreating arts utilizing nature
- Nature and art camp with natural artists
- Five Senses Stimulation Plaza: environment and arts
- Exhibition: Junk Art (recycled art works)
- Experiencing: pottery
- Experiencing: carpentry workshop
- Youth camp: environmental culture art camp

### **Venue 8: Seogwipo Museum of Tangerines**

The first museum in Korea, showing the universe of Jeju tangerines

- Seminar/speech: Status of Research in Organic Production
- Tangerine dish festival
- Poster promoting: Jeju's organic farming technology
- Sculpture exhibition: utilizing used tangerine boxes
- Cooking: utilizing Jeju grown plants and local food
- Natural dyeing: handkerchief, scarf
- Making: Makkulli (rice wine) and shwindari

### **Venue 9: Seogwipo Lifelong Learning Centre (Chunjiyeon square district)**

Offer various educational information programmes for people both young and old

- Speech: green consumption practices
- Making: Jeju's traditional beverage
- Making: a scrub brush
- Promoting and exhibiting: the green products
- Children's flea market
- Forum: EM environment education
- Making: EM soap
- Making: purses out of used banners
- Drawing contest: Saving the earth

### **Venue 10: Seogwipo Recreational Forests**

Over 50 species of thick tree variations ranging from temperate climate, warm climate and even polar climates

- Seminar: the need for bicycle routes
- Making: my own pot, using recycled plastic bottles
- Family eco camp
- Experiencing: atopy treatment by green life
- Experiencing: Planting Jeju wild flowers
- Experiencing: Jeju firefly
- Experiencing: Jeju persimmon natural dyeing
- Experiencing: local culture
- Experiencing: Scrub brush making

### **Venue 11: Jeju Marine Science Museum**

The biggest Marine Science Museum in Asia, exhibiting 450 species of Jeju fish and aquatic life

- Debate: Marine conservation and policy
- Photo exhibit: photos of polluted underwater
- Experiencing: Marine leisure sports
- Youth campaign: Making My Beach Clean at All Times!
- Experiencing and promoting: multiculturalism
- Making: hats of China, Hong Kong and Vietnam
- Marine literature contest