Inclusive Employment for All
Shaping the Future with All
Pursuing its mission of "creating a happy society through decent employment and reducing polarization," WT has engaged in diverse endeavors to introduce and increase sustainable, decent jobs. I would like to extend my sincerest gratitude to everyone who supported our journey at WT in 2018.

The protracted economic recession worldwide and uncertainty over economic prospects have meant growing precarity for workers in and outside South Korea, forcing the precariat to struggle further. WT has launched various projects toward resolving unemployment at home and worldwide by introducing and fostering sustainable environments for employment. In 2018, the Foundation supported 441 partner organizations through programs to create employment infrastructure and jobs, and enhance employability, helping to create jobs for 3,130 people and providing training for 650.

The Social Entrepreneurship Support Program, in particular, supported 40 budding teams of entrepreneurs. The Social Venture Contest and the Contest of Ideas for Social Jobs further boosted prospects for the social economy by recruiting and supporting creative ideas of entrepreneurship and social innovation. WT also increased funding for the Social Finance Loan Program to enlarge the pool of capital for social enterprises.

Furthermore, WT supported the creation of new jobs tailored to the marginalized and the underprivileged, including youth, young adults and seniors; introduced a new basis of support for creating jobs; and supported social enterprises abroad to fight child poverty worldwide. WT has also raised funds online and through the media.

WT has been able to do all this and produce meaningful outcomes thanks to support and encouragement from partner organizations and donors. I ask you to continue with us on our journey toward achieving a better society with decent jobs for everyone.

Thank you.
**About WT**

The Work Together Foundation (WT) was established in 2003 with the mission of resolving unemployment. Ever since, the nonprofit foundation has striven to support and introduce better jobs toward reducing polarization and making society healthier. The Foundation supports the employment of diverse minority and disadvantaged groups, including young adults, women, early retirees and seniors, as well as the sustainable growth of social enterprises as new models of employment.

**Legal Basis and Founding Mission**

WT is a “public-interest corporation” established in June 2003 pursuant to Article 4 of the Act on the Establishment and Operation of Public Interest Corporations, Article 32 of the Civil Act, and Article 4 of the Ministry of Employment and Labor’s Rules on the Establishment and Supervision of Nonprofit Corporations. Its mission is to resolve unemployment and reduce precarity in work. Its focus is on supporting the underprivileged, social jobs, employment for youth from low-income households, and social enterprises.

**Major Activities**

- **Expanding employment infrastructure**
  - Job policy research
  - Popular fundraising campaigns

- **Creating jobs**
  - Entrepreneurship incubation
  - Enterprise growth support
  - Overseas growth support
  - Financial support
  - Employment support

- **Enhancing employability**
  - Capability enhancement support for different groups

**About WT and Its Endeavors**

“Strives to usher in a happy society in which everyone who wishes to work can work.”

**Slogan**

A Society Where We Work Together, a Future We Create Together

**Vision 2025 & Mission**

WT shall become the most trusted organization on unemployment and work

WT shall contribute to the making of a happier society by supporting decent jobs and reducing polarization

**Core Values**

Professionalism
employment experts

Creativity
leading innovators

Field Focus
trusted activists

2018 Work Together Foundation Annual Report

Inclusive Employment for All
Shaping the Future with All
### Performance

#### Total Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>Program</th>
<th>Budget (KRW 1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanding employment infrastructure</td>
<td>Job Policy</td>
<td>176,977</td>
</tr>
<tr>
<td>Creating jobs</td>
<td>Entrepreneurship Incubation</td>
<td>1,394,544</td>
</tr>
<tr>
<td></td>
<td>Enterprise Growth Support</td>
<td>2,942,240</td>
</tr>
<tr>
<td></td>
<td>Overseas Growth Support</td>
<td>753,994</td>
</tr>
<tr>
<td></td>
<td>Financial Support</td>
<td>786,378</td>
</tr>
<tr>
<td>Job support</td>
<td>Employability Enhancement</td>
<td>1,251,954</td>
</tr>
</tbody>
</table>

**Total expenditures:** 7,853,786

#### Number of Organizations Supported

<table>
<thead>
<tr>
<th>Category</th>
<th>Program</th>
<th>Number of organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanding employment infrastructure</td>
<td>Job Policy</td>
<td>12</td>
</tr>
<tr>
<td>Creating jobs</td>
<td>Entrepreneurship Incubation</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>Enterprise Growth Support</td>
<td>233</td>
</tr>
<tr>
<td></td>
<td>Overseas Growth Support</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>Financial Support</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>Employment Support for Different Groups</td>
<td>14</td>
</tr>
<tr>
<td>Job support</td>
<td>Employability Enhancement</td>
<td>30</td>
</tr>
</tbody>
</table>

**Total number of organizations supported:** 441

#### Number of Jobs Created

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating jobs</td>
<td>39</td>
</tr>
<tr>
<td>Entrepreneurship Incubation</td>
<td>153</td>
</tr>
<tr>
<td>Enterprise Growth Support</td>
<td>2,392</td>
</tr>
<tr>
<td>Overseas Growth Support</td>
<td>546</td>
</tr>
</tbody>
</table>

**Total number of jobs created:** 3,130

#### Number of Beneficiaries of Employability Enhancement

<table>
<thead>
<tr>
<th>Category</th>
<th>Program</th>
<th>Number of beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhancing employment capability</td>
<td>Undersage youth</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>College/university students</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>Young adults (social entrepreneurs)</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>People in recovery</td>
<td>89</td>
</tr>
</tbody>
</table>

**Total number of beneficiaries:** 650
Highlights of 2018

Seunghun, a student at a specialized vocational high school

“I wish there were more support and resources for vocational high school students like myself who wish to go into information technology.”

IT Hope Growth Program: enables students at specialized vocational high schools to develop and commercialize their innovative IT ideas and solutions that may contribute to solving social problems.

▶ Project: Building Hope through IT: Specialized School Support Program

Kangcheol, who feels prevented by his disability from finding a career

“I want to have an active working life and reclaim hope and courage for myself.”

Career Support for People in Recovery Project: provides counseling and support with employability enhancement for young people coming out of medical recovery and wishing to return to society by landing jobs.

▶ Project: Employment for Young People in Recovery Project

Eunjoo, who is worried about her post-retirement prospects

“I can’t believe I am retiring soon, even though our life expectancy has risen to 100 years. I still want to work.”

Senior Care Manager Training and Support Program: provides instruction, training, and support for retirees to become professional senior care managers capable of helping with seniors’ physical and mental health needs.

▶ Project: Senior Care Manager Training and Support Project

Yeonsu, a university student struggling to find decent living space

“I’m here in this city all by myself to go to university, but the rent is too high. I have to work many part-time jobs to pay it, and I fear that I will have less time to study than my friends.”

HUG Share House Program: provides decent, affordable living spaces as well as support with employability enhancement for college and university students preparing to land jobs.

▶ Project: HUG Share House Program

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▶ Project: Building Hope through IT: Specialized School Support Program

Jeongyi, a jobseeker

“The latest trends in job-seeking continue to change so rapidly, and it takes money to obtain the qualifications necessary for a decent job. I would like to find an employment support program built just for people like me.”

Twenty-something Jobseekers Guide Project: provides up-to-date employment support for college and university students struggling in a rapidly-changing job market.

▶ Project: Employment Guide Project for University Students

Hanbo, who is worried about enterprising out on his own

“I’ve got an idea, but I don’t know where to start because this is my first time starting a business. I want to learn from experts.”

Social Entrepreneurship Incubation Program: provides support for the entire process of starting a social enterprise for individuals with aptitude and a willingness to become social entrepreneurs.

▶ Project: Social Entrepreneurship Incubation Program

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WT supports the creation and expansion of employment infrastructure.

Expanding Employment Infrastructure

1. Job Policy
   - Contest for Innovative CSR Ideas

2. Popular Fundraising Campaigns
   - Hankyoreh Charity Campaign
   - Kakao Gachi Gachi Campaign
Contest for Innovative CSR Ideas

WT organized a Contest for Innovative CSR Ideas in recognition of the growing public demand for corporate social responsibility (CSR) and the need to raise the public’s awareness of social resources available from corporations. WT supports field application of the selected ideas as well.

Program

Ideas sought
- Ideas for CSR projects supporting small and medium-sized enterprises (SMEs)
- Ideas for CSR projects supporting jobs
- Ideas for CSR projects contributing to education, culture and the arts
- Ideas for other CSR projects

Eligibility for participation
- Anyone interested in the social economy and job creation

Winners

<table>
<thead>
<tr>
<th>NO.</th>
<th>Prize</th>
<th>Team name</th>
<th>Area of competition</th>
<th>Idea</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Grand Prize</td>
<td>Intern-gers</td>
<td>Support for SMEs</td>
<td>Container lounge for on-site workers</td>
</tr>
<tr>
<td>2</td>
<td>First Place</td>
<td>Teodol</td>
<td>Support for the underprivileged</td>
<td>Support for settlement of North Korean escapee university students</td>
</tr>
<tr>
<td>3</td>
<td>First Place</td>
<td>Partners RUN</td>
<td>Support for SMEs</td>
<td>Exercise application for SME workers</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>KCG</td>
<td>Support for the underprivileged</td>
<td>Meal support for children from low-income households</td>
</tr>
<tr>
<td>5</td>
<td>Second Place</td>
<td>4-Misa</td>
<td>Support for education, culture and the arts</td>
<td>Student-SME partnerships for technical training</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Pacemaker</td>
<td>Support for SMEs</td>
<td>Sharing large corporation fringe benefits with SME workers</td>
</tr>
</tbody>
</table>

Winners’ Ideas

- **Grand Prize** - Intern-gers
  - ‘A mobile container lounge for on-site workers’
  - Designed to add to the convenience and comfort of workers as well as efficiency on site!

- **First Prize** - Teodol
  - ‘Financial training and volunteering opportunities to help North Korean escapee university students to settle’
  - Financial training and settlement support for North Korean escapees, volunteering for seniors living alone.

- **First Prize** - Partners RUN
  - ‘An exercise application for SME workers’
  - An application designed to encourage people to exercise with their coworkers after work.
Popular Fundraising Campaigns
Hankyoreh Charity Campaign

Hankyoreh Charity Campaign

How small donations, pooled together, worked out big change in young men’s lives

What made you organize the campaign?
We were most afraid that the failures of similar campaigns could happen to us, too. Specifically, we were worried that these boys might feel hurt as they participate and that the campaign might further stigmatize them. We thought the boys’ opinions mattered most. We wanted to use this campaign to show the world how hard these boys are trying to make a decent living, so that the general public would view people with juvenile detention records in a different light.

How has the campaign changed the men?
Byeong-cheon seems to think that he is not just selling something, but that he should take control of his business and life with a sense of ownership and responsibility. Dong-min, too, now has a clear motive for continuing with training despite personal difficulties and the challenges of competition.

The boys have also begun to care more for people around them. Our goal is to set up a business within this year to hire more recent graduates of juvenile detention and help them adapt better to the real world.

Dong-min wants to open his own gym so that he can continue to train.
Byeong-cheon hopes he can run a small café in that gym so the two can continue to work together. We are very grateful to all donors who have extended a helping hand to these struggling boys. We would also like to ask them to continue to root for these kids.

Messages to Donors

Koh Dong-min: Before the campaign began, I was frankly afraid of what people might think of me. I was grateful to see that there were many more people than I thought who were eager to help. The campaign gave me a reason to continue what I do and also the confidence I needed. I would like to thank every donor and tell them that I will do my best to pay the favor forward when I finally succeed.

Cho Byeong-cheon: There were times I just wanted to quit selling food on the street. The campaign, however, has significantly improved society’s view of people like myself. I now even have sponsors who call and help me sell food when they organize big events. I like what I am doing now and want to expand my business. I can so that I can continue to be with my friends at the center. Many donors have read our story and helped us. I want to work hard so that I can help people in similar situations, too.
WT organized another fundraising campaign, with the participation of other social enterprises on a mission.

WT and other organizations of the social economy together launched a crowd funding campaign on Kakao’s social contribution website, raising the public’s awareness of, and support for, the organizations. The campaign was also used to advertise the missions of the participating organizations.

<table>
<thead>
<tr>
<th>Number of participating donors</th>
<th>Number of participating organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>30,483</td>
<td>4</td>
</tr>
</tbody>
</table>

Total funds raised: KRW 13,245,000

### Program

- Select participating organizations in the social economy
- Launch a fundraising page and advertise the missions of the organizations
- Raise public awareness of these organizations

### Campaign Structure

2017
- Enter a crowd funding agreement (in celebration of the 10th anniversary of enactment of the Social Enterprise Promotion Act)
- Raise funds, offering cultural/artistic opportunities and gifts in return

2018
- Decide fundraising criteria for social economy projects
- Center the campaign on ethical enterprises
- Prepare agreement with other partner organizations to participate in the 2019 campaign

### Kakao Gachi Gachi Campaign

**Aloha Ideas**

Mothers with adopted children volunteered in a book-recording activity for the adopted children of other families. Throughout the campaign period, 4,611 people participated in total, through financial and talent donations. Those volunteering for recording underwent vocal training with instructions from professional voice actor, Lee Sang-heon, and read 10 children’s books in total. The products are to be given as gifts, along with a reading support device, to 10 families on Holt Children’s Services’ recommendation list of families waiting to adopt as well as 10 children awaiting adoption.

The adopting mothers who volunteered for book reading commented that it was fun and exciting as they thought about the children their gifts were meant to serve.

### Kkeulim

**Comfort shoes and first-aid kits for seniors gathering recyclables for a living**

After searching for some time as to what would most be needed by seniors gathering recyclables for a living, the organizers behind this campaign decided to bring the seniors comfort shoes and first-aid kits. The campaign drew donations from 10,570 citizens in total. The resulting funds went toward purchasing and distributing the shoes and first-aid kits for 115 seniors in total. These seniors walk for over 10 hours a day on average, but the scraps and recyclables they collect sell for very little (a meager KRW 40 per kilogram) that they find it difficult to afford new shoes. They were thus quite happy with the shoes they received. Seeing these seniors so happy and grateful for the shoes and the kits, the Kkeulim members commented: “Every time we saw these seniors, their worn shoes made us feel quite bad. Thanks to participation from so many citizens, we were now able to bring new shoes to them. We hope to see more and more people participate in campaigns for seniors collecting recyclables for a living.” The shoes and first-aid kits certainly did at least a little to ensure the comfort and safety of seniors who are forced to work on the streets even in the dead of the winter.
Creating Jobs

Fostering an ecosystem for organizations of the social economy

1. Entrepreneurship Incubation
   - Social Entrepreneurship Incubation Program
   - Social Venture Contest 2018
   - Civic Entrepreneurial Energy Initiatives Contest
   - Art Therapists Organization Project

2. Enterprise Growth Support
   - Social Venture Growth Sharing Program
   - Small Business Growth Support Program
   - Young People's Food Truck Fuel Cost Support
   - Rural Produce Fair with KEPCO
   - Social Enterprise Support
   - Crowd Funding for Social Economy Organizations

3. Overseas Growth Support
   - Smile Together Partnership
   - Social Enterprise World Forum 2018
   - Incheon Airport Tour Campaign 2018

4. Financial Support
   - Social Finance Loan Program
   - Young Enterprise Loan Program

5. Customized Employment Support
   - CSR Project for Expansion and Professionalization of Airport Porty Care Service
   - Care Worker Employment Security Project
   - Occupational Training and Referral Program
   - Senior Care Manager Training and Support Project
   - Employment for Young People in Recovery Project

Fostering an ecosystem for organizations of the social economy
Social Entrepreneurship Incubation Program

Finding and fostering entrepreneurial teams

WIT assists with the entire process of starting a business for people who have shown an aptitude for and willingness to engage in social entrepreneurship. The Social Venture Incubating Center selects 40 new entrepreneurial teams each term who have great business ideas, but who struggle to get started due to financial and other difficulties, and helps them start their businesses and make the transition into the growth phase.

**Number of participating teams:** 40

**Number of supported teams designated as social enterprises-in-the-making:** 8

**Number of expert advisors referred:** 67

**Number of jobs created by supported teams:** 39

**Program Structure**

- One-on-one mentoring
- Management mentor
- Entrepreneurial teams
- Expert advisors

- Minimize teams to establish their missions
- Provide management coaching throughout
- House-specific advice
- Business models/strategies
- Common/specialized training
- Share relevant industry information
- Improve social entrepreneurship and enterprise spirit
- Share business tips and advice

**Process and Outcomes**

- Support process
  - Enterprise spaces
  - Business expense subsidies
  - One-on-one mentoring
- Support process
  - One-on-one mentoring
- Outcomes
  - Entrepreneurial teams’ capabilities enhanced
- Outcomes
  - Entrepreneurial teams’ capabilities enhanced

**Structure**

- One-on-one mentoring
- Management mentor
- Entrepreneurial teams
- Expert advisors

- Share relevant industry information
- Improve social entrepreneurship and enterprise spirit
- Share business tips and advice

**Social Entrepreneurship Incubation Program: 8th Term**

<table>
<thead>
<tr>
<th>NO.</th>
<th>Enterprise</th>
<th>Business model</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tour Guides Cooperative</td>
<td>Training tour guides and interpreters, coordinating local tourism programs, and consulting</td>
</tr>
<tr>
<td>2</td>
<td>Positive Parenting Research Society</td>
<td>Promoting networking of people with developmental disorders through artistic activities and helping families</td>
</tr>
<tr>
<td>3</td>
<td>Threetrout</td>
<td>Popularizing traditional minhwa-style painting by selling minhwa-style portraits and organizing exhibits</td>
</tr>
<tr>
<td>4</td>
<td>Rookies</td>
<td>Training and employment referrals for people with arts and humanities degrees</td>
</tr>
<tr>
<td>5</td>
<td>Mally Art Makers</td>
<td>Renewing old alleyways of Mally-dong and Ahn-yon-dong in Seoul with cultural and artistic content for kids</td>
</tr>
<tr>
<td>6</td>
<td>Mean</td>
<td>Innovating preserved production using a new horticultural chamber (pressure reduced)</td>
</tr>
<tr>
<td>7</td>
<td>Meilleur</td>
<td>Using surplus local agricultural produce to make healthy pet food and also providing healthcare for pets</td>
</tr>
<tr>
<td>8</td>
<td>Moim</td>
<td>A platform for gathering gender minorities</td>
</tr>
<tr>
<td>9</td>
<td>Mongtko Project</td>
<td>Creating jobs for young musicians</td>
</tr>
<tr>
<td>10</td>
<td>Miro</td>
<td>A mobile e-commerce platform for trade of discount products removed from store shelves (to reduce food waste)</td>
</tr>
<tr>
<td>11</td>
<td>Bandal Company</td>
<td>A digital pet sitting platform for single- and two-person households with pets</td>
</tr>
<tr>
<td>12</td>
<td>Sanganseg Clean</td>
<td>Professional cleaning service for multi-household and two-story residential buildings</td>
</tr>
<tr>
<td>13</td>
<td>J-Go</td>
<td>A hands-on learning platform providing diverse learning activities for toddlers and children</td>
</tr>
<tr>
<td>14</td>
<td>Age-Free</td>
<td>Publishing books as well as online and offline content on matters of being happy people aged 40+</td>
</tr>
<tr>
<td>15</td>
<td>Edcplay</td>
<td>A playful learning model involving experiments that generate and test ideas</td>
</tr>
<tr>
<td>16</td>
<td>WeSta</td>
<td>Eco-friendly paper-based dog waste bags</td>
</tr>
<tr>
<td>17</td>
<td>WeHuddling</td>
<td>Food cushion and dietary management services promoting healthy eating</td>
</tr>
<tr>
<td>18</td>
<td>Yangdong Project</td>
<td>Coordinating “strong” performances of artists who perform and clean up at the same time at the end of events, concerts, etc.</td>
</tr>
<tr>
<td>19</td>
<td>Intopia</td>
<td>Education and training service for policy entrepreneurs and policymaking</td>
</tr>
<tr>
<td>20</td>
<td>Jassaj Art Inc.</td>
<td>Manufacturing and distributing fashion accessories for out-of-school teens</td>
</tr>
</tbody>
</table>

**Outcomes**

- Entrepreneurial teams’ capabilities enhanced

<table>
<thead>
<tr>
<th>NO.</th>
<th>Enterprise</th>
<th>Business model</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Klowrenz</td>
<td>An e-commerce venue supporting financial self-sufficiency of pet rescue shelters</td>
</tr>
<tr>
<td>22</td>
<td>Tech WiFi</td>
<td>Community-based literacy education for youth</td>
</tr>
<tr>
<td>23</td>
<td>Factorial</td>
<td>An e-commerce platform directly linking small manufacturers and consumers</td>
</tr>
<tr>
<td>24</td>
<td>Leaders Union Cooperative</td>
<td>Providing community-based career mentoring and advice based on new values</td>
</tr>
<tr>
<td>25</td>
<td>Korean All Year Door</td>
<td>Telephone-based Korean language education service from blind instructors</td>
</tr>
<tr>
<td>26</td>
<td>Medshare</td>
<td>Developing a database for sharing data on best practices provided by medical institutions</td>
</tr>
<tr>
<td>27</td>
<td>Nornice</td>
<td>Coordinating one-on-one donations to help reduce the financial burden of expensive medicines</td>
</tr>
<tr>
<td>28</td>
<td>Tech For All</td>
<td>Developing a video-modelling service to support smart learning for people with autism spectrum disorder</td>
</tr>
<tr>
<td>29</td>
<td>Town Bike Factory</td>
<td>Promoting and supporting bicycle tours and culture</td>
</tr>
<tr>
<td>30</td>
<td>Weable</td>
<td>Promoting universal design and developing maps to enhance convenience of people with disabilities</td>
</tr>
<tr>
<td>31</td>
<td>Knala</td>
<td>Offline coding study groups for novice and lay coders</td>
</tr>
<tr>
<td>32</td>
<td>Twineaardeul</td>
<td>An offline hobby-sharing platform making use of empty rooms</td>
</tr>
<tr>
<td>33</td>
<td>Cubrella</td>
<td>Developing water-repellent umbrellas to eliminate use of plastic wraps for wet umbrellas</td>
</tr>
<tr>
<td>34</td>
<td>Warm It Up Sports</td>
<td>Providing professional sports instructor training and seminars for retirees and housewives looking to return to work</td>
</tr>
<tr>
<td>35</td>
<td>Morrysome</td>
<td>An online dating platform for adults with disabilities</td>
</tr>
<tr>
<td>36</td>
<td>My Real Gym</td>
<td>A mobile application providing exercise lessons and health checkups for people in their 50s</td>
</tr>
<tr>
<td>37</td>
<td>Klum &amp; Company Academy</td>
<td>Researching and developing community-based jobs, education and training, and publishing for people with developmental disorders</td>
</tr>
<tr>
<td>38</td>
<td>Ursula Press</td>
<td>Web archiving and viewing of independently-published content</td>
</tr>
<tr>
<td>39</td>
<td>Hanbok Road Discovery</td>
<td>Relaunching unique identity for hanbok and developing hanbok-themed tour programs</td>
</tr>
<tr>
<td>40</td>
<td>E.E.R.T</td>
<td>Upcycling and 3D printing merging arts</td>
</tr>
</tbody>
</table>
Future of WT’s Social Entrepreneur Incubation Program

Interview: Kim Gwang-su
Member of the Social Entrepreneur Incubation Program Operating Committee (WT), and CEO of Sangsaeng Power Company
Park Byung-Ah
Head of Social Economy Department, WT

Issues informing the program and its process

There are numerous programs supporting social enterprises and entrepreneurs in Korea, so it was important to us to ask ourselves what was unique about WT’s Social Entrepreneur Incubation Program (SEP) apart from the fact that we compared incubation programs abroad and their Korean counterparts. In Korea, we have several programs specializing in subsidizing development expenses, reinforcing consulting on business models, and providing education and training, few programs pay attention to the diverse market responses to the products produced by manufacturers in the social economy. We thought it was important to establish infrastructure and a system of support to fill this void.

Part 1
Mr. Kim has spoken of incubation from the perspective of WT organizations that are starting out. I, on the other hand, would like to focus on the institutional and policy environment. I find limiting support for these organizations to only a single year rather inadequate. I believe it takes at least two to three years to help budding enterprises enter the track for continued growth. We need to consider extending the time frame of support and also introducing additional measures of support. Although we began, in 2019, to provide support for new social enterprises in their second year through a separate program, we need an integrated system that ensures continued support for all chosen enterprises from the very beginning.

Learning from the best examples abroad

Companies in China, like Hik and Send, manage incubation programs that last for several weeks and that allow budding entrepreneurs to internalize and systemize the knowhow shared by those companies with flexibility and speed. We need to introduce this kind of system into Korea as well. Entrepreneurship should be supported in a way that adapts the special ideas of entrepreneurs to the context of the real world. We can still make use of the government’s support system, but should also continue to add to the environment that fosters entrepreneurship. Rather than continuing the same old approach over and over again, WT should devise a distinct approach to supporting entrepreneurs that no other organizations have tried so far. It is important because good entrepreneurship creates good jobs.

Part 2
I agree that now is a time for WT to find its own system of following entrepreneurship. You [Mr. Kim] mentioned some examples abroad, and I believe the foundation has much to learn from those examples. Because entrepreneurial support programs are subsidized by the government, there are certain restrictions that bind us from experimenting freely. We also face a strict limit on the number of enterprises we can recruit and support in the given single-year span. I think it is important to adapt the examples from abroad to the making of actual entrepreneurial teams ready to start their business.

Entrepreneurial support and the future of WT

Kim: WT is an experiment organizations, but it should approach its endeavors from an entrepreneurial perspective. It needs to use its seed money well to raise enough proceeds, which should then be reinvested in helping more. This kind of entrepreneurial approach should become part of the foundation’s identity.

Park: WT was created from the very beginning to promote employment. It has so far focused on creating social jobs and fostering the social economy to resolve unemployment. WT is now at a stage where it needs to propose new models of employment that not only cater to those disadvantaged on the labor market, but that also promote technological innovation, environmental protection, and cultural progress. As Mr. Kim says, we need to establish a virtuous cycle of investment by establishing a strategy that sets different areas and divisions work together to produce synergy.

Part 3
We need visionary promoters to develop and implement good policies. That is the role intermediary support organizations can perform. I hope WT will find its own role that reflects the situation in Korea. We need to prepare to discover and support innovative business models. The 30 entrepreneurial teams WT incubates yearly are what set WT apart from other organizations incubating similar endeavors.

Summary
“Good entrepreneurship creates good jobs. WT should distinguish itself and set its own value by proposing new models of employment combining technology, environmental protection, and cultural progress.”

Social Venture Contest (Seoul Region) 2018

Helping contestants apply their ideas to actual entrepreneurial initiatives

The Social Venture Contest supports contestants to apply and commercialize their creative ideas into establishing innovative social venture enterprises. There are two areas of competition: ideas and entrepreneurial initiatives. Winners are given opportunities to participate in follow-up workshops that help them enhance the competitiveness of their enterprises and promote the social economy in general. The contest takes place across the nation, divided into five regions. The winning teams from each region go on to compete at the national level. WT organizes the Social Venture Contest for the Seoul region.

Number of entries 295 ▶ 73 selected for support
Number of Seoul teams chosen for national competition 22 ▶ 14 won awards
Number of mentoring sessions provided in the Seoul region 60

Program

Contest theme
Special Ideas That Change the World

Process
Entries received ▶ Preliminary screening ▶ Regional competition ▶ Employmentability enhancement ▶ National competition

Winners (Seoul Region)

Award Area of competition Team Idea/business model
Youth (Our Neighborhood’s Premier League) Woop A mobile application/website that gathers youth to organize their own soccer league and keep track of their team rankings, records, etc.
Postsecondary students (Our Neighborhood’s Premier League) Escape A one-touch emergency hammer so simple to use, even for kindergarten students
Global Growth Gamebridge A game development and service business that raises public awareness of social issues and funds for solving them
General Entrepreneurship (Our Neighborhood’s Premier League) SDRP (Self-Directed Research Platform) An expert-intermediated research service platform that enables researchers to propose ideas and share updates on processes and outcomes
Civic Entrepreneurial Energy Initiatives Contest

Unique solutions to energy problems

The contest gathers ideas from the public on solving energy problems and supports the translation of those ideas into the creation of actual startups. The contest has supported the creation, growth and advertising of various startups that solve energy problems with creative ideas that have social impact.

Number of entries: 52
Number selected for startup support: 10
Number of participants in fundraising campaign: 40,517
Funds raised through campaign: KRW 12,000,000

Program Structure

<table>
<thead>
<tr>
<th>Subject</th>
<th>Sub-Subject</th>
<th>Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovative entrepreneurial ideas to solve energy problems</td>
<td>Startups, aspiring entrepreneurs and others with innovative energy ideas to offer</td>
<td></td>
</tr>
</tbody>
</table>

Winners of the Energy Initiatives Contest

<table>
<thead>
<tr>
<th>NO.</th>
<th>Prize</th>
<th>Organizations</th>
<th>Idea</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Grand Prize</td>
<td>Rekisa (NineWatt)</td>
<td>An AI-platform offering energy-saving solutions based on big data</td>
</tr>
<tr>
<td>2</td>
<td>First place</td>
<td>Lumir Inc.</td>
<td>An LED lamp running on used vegetable oil and targeting underdeveloped countries</td>
</tr>
<tr>
<td>3</td>
<td>Second place</td>
<td>ZenStove Inc.</td>
<td>An electricity-generating gas stove for camping</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Ecoenergy</td>
<td>An application for managing nationwide energy supply and demand and encouraging energy saving with rewards</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Doublecatcher</td>
<td>An intelligent energy-saving controller</td>
</tr>
<tr>
<td>6</td>
<td>Third place</td>
<td>Liberty Inc.</td>
<td>A high-efficiency wind power generator optimal for urban use</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Big Walk Inc.</td>
<td>A mobile application converting energy from walking into electricity</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Energy Code Inc.</td>
<td>Photovoltaic energy prediction and power plant diagnostics services</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Abik Inc.</td>
<td>A blockchain-based Q2O platform for rooftop photovoltaic energy</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>Triple-E</td>
<td>A smart portable solar cell system and a platform for analyzing power generation big data</td>
</tr>
</tbody>
</table>

Art Therapists Organization Project

Supporting the employment security of art therapists

This project was launched in an effort to improve working conditions and rewards for art therapists in Korea by enabling them to develop an organization of their own to effectively enhance their employment security.

Number of art therapists supported: 7
Number of meetings held to find a business model: 18

Developing the business model

- Dance Business Model
- Art Therapy Business Model
- Fine art
- Theater

Business Model

- "Body Drawings" intended to help people in their 20s and 30s discover more about their bodies and emotions
- "Discovering Ourselves" - an organizational capability enhancement program provided for employees at GS Caltex
- "Hello, Black Dog" - a self-discovery program for people in their 20s and 30s
- "Art of the Good Fight" for young people in their 20s and 30s
- "Delicious Relations" - an interpersonal relationship skills program for people in their 20s and 30s
Social Venture Growth Sharing Program

Stepping-stone for the social enterprises

This program ensures the development and efficient sharing of resources between diverse stakeholders in the world of corporate social responsibility (CSR) and the social economy. The program provides a platform on which large corporations and social enterprises can share their social missions and on which best practices are disseminated toward promoting innovative solutions to social problems. The program ensures systematic undertaking of CSR projects and the transparent allocation of funds.

<table>
<thead>
<tr>
<th>Number of sponsor corporations</th>
<th>Number of sponsored organizations</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Number of matches made</th>
<th>Funds provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 (2017)</td>
<td>KRW 2,398,081,826</td>
</tr>
<tr>
<td>40 (2018)</td>
<td></td>
</tr>
</tbody>
</table>

Program Structure

Social enterprises matched with corporations providing CSR support for relevant social missions

Project plans reviewed and contracts signed

Budgets are allocated and funds set up to help support the growth of social enterprises

Process

- A basic system is established to support the project
- A pilot project is run to test the platform’s ability to match enterprises and corporations with shared interests

2017

- Specific rules of operation are introduced to ensure project stability

2018

Promoting Bonding between Corporations and Social Enterprises: Social Venture Growth Sharing Program

WeHuddling: A dietary support app for busy urbanites today

It’s becoming increasingly difficult to eat well and healthy these days. We don’t have energy and we’re too busy to prepare proper food for ourselves. After eating so poorly when we are young, we become quite prone to various illnesses in our 40s and beyond. At WeHuddling, we provide food coaching and curation to help people transition to healthier eating habits without anxiety and stress.

What led WeHuddling to participate in the program?

Last year, we produced a new product, named a Minimum Viable Product (MVP), and tested it on young adults. Most young adults leave their families and hometowns to study and work in big cities. Such a lifestyle makes it difficult for them to eat healthy. We contacted and worked with food companies, and developed a test program under which we provided food curation to help people transition to healthier eating habits.

WT Official’s Review

The Social Venture Growth Sharing Program until last year required social enterprises to develop their own contacts and networks and connected them to the corporate sponsors they needed through our platform only when requested by those entrepreneurs. Starting this year (2018), we began to apply a systematic model of support progressively matching corporate sponsor’s CSR resources and organizations in the social economy. This has doubled the financial performance of the program, and will likely contribute to the program further in the future. At WT, we plan to develop a monitoring system, too, for better matching.
Small Business Growth Support Program

Supporting small businesses to help create more jobs for seniors

The program concentrates support on small businesses capable of hiring seniors. Specifically, the program provides product and service development support for businesses intent on hiring senior workers and benefiting from their life experiences. The program strives to foster an ecosystem for active senior employment.

Program Structure

- Find and select platform-centered small businesses capable of creating jobs for seniors
- Help with finance, market research, service tests, recruitment of senior employees, etc.
- Increase jobs for seniors

Number of senior jobs created, directly and indirectly = 75 (408 cumulative since 2012)
Number of small businesses supported = 538 (cumulative since 2012)

Process

- Support manufacturers producing senior-oriented goods
- Support senior-oriented manufacturers and platform-centered small businesses hiring senior employees
- Support small businesses capable of creating jobs, both directly and indirectly, for seniors

Participating Businesses

<table>
<thead>
<tr>
<th>NO.</th>
<th>Business</th>
<th>Business model</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SayGlobal Inc.</td>
<td>A digital platform matching senior Korean instructors and foreign students</td>
</tr>
<tr>
<td>2</td>
<td>Its</td>
<td>An art merchandise brand working with senior artists</td>
</tr>
<tr>
<td>3</td>
<td>Banana Coding Inc.</td>
<td>Training senior coding instructors</td>
</tr>
<tr>
<td>4</td>
<td>Art Impact Inc.</td>
<td>A platform matching expert senior mentors with young entrepreneurs</td>
</tr>
<tr>
<td>5</td>
<td>Walkie Doggie Inc.</td>
<td>Training senior dogwalkers and matching them with clients</td>
</tr>
</tbody>
</table>

With Life Expectancy Approaching 100 Years, Demand for Jobs for Senior Citizens Grows

The growing demand for jobs for those nearing their golden years has led to an increasing number of businesses offering unique work opportunities for this age group. Some of the jobs available to seniors today that were not in the past include dog walking, where they take away the worry for busy pet-owners of having to walk their dogs; instructors who teach coding at primary and secondary schools under the revised Public Education Curriculum of 2015; and care managers, helping older seniors struggling with cognitive impairment.

01 Senior Care Managers

Senior care managers are former nurses, physiotherapists, carers, social workers and other such retirees aged 55 years old or older who support cognitive and psycho-emotional improvement activities at nursing homes and daycare centers for seniors. Senior care managers programs enable young seniors with passion and willingness to continue their work in therapy and nursing even after retirement from their fulltime jobs. WT’s senior care manager training program issues licenses for participants to work as cognitive activity instructors at facilities catering to elderly clients.

[Expert’s Comment]
Son Seung-woon, Director, Yuhan-Kimberly
“Participating actively in their own training, developing their own cognitive programs, and adapting those programs to actual senior care facilities are at the center of what senior care managers do. Working as senior care managers is a great way for active seniors to continue to work in meaningful jobs and participate in society with their knowledge and expertise.”

02 Senior Coding Instructors

Coding can be understood, most generally, as a process of developing computer and software programs using computer language. As coding began to emerge as a way of enhancing logical thinking and problem-solving skills in children and teens, it became incorporated into the revised Public Education Curriculum of 2015 in South Korea. Hundreds of thousands of students today learn coding at elementary, middle and high schools across the country. Programs training seniors to be coding instructors now enjoy increasing popularity. The number of startups training senior coding instructors and matching them with coding jobs at schools is also on the rise.

[Expert’s Comment]
Choi Eun-hee, CEO, Banana Coding (Small Business Growth Support Program)
“My company trains seniors to become coding instructors and matches them with coding instruction jobs. Our focus is on making it fun and easy to learn how to code so that they can develop their own learning content. Our senior instructors use the content they themselves have developed to help schoolchildren learn effectively how to code.”

03 Senior Dogwalkers

Senior dogwalkers are in growing demand today as many pet-owners and families struggle to find time to take their dogs out on their favorite activity. Dog walking is a rising profession among seniors as it sets no retirement age and can easily suit any and all seniors who are healthy and who love dogs. Professional dogwalkers are common in developed countries worldwide and seen as professionals who help manage canine stress and reduce problematic behavior. Seniors can walk dogs according to their own schedule. The job also does not require much intensive training.

[Expert’s Comment]
Kim Hye-jin, CEO, Walkie Doggie (Small Business Growth Support Program)
“Seniors participate eagerly in dog walking because this is a job without a retirement age. While anyone can become a dogwalker, being successful in this job requires a willingness to do one’s best to make the customer happy. Dogwalkers must remember that dogs are not just pets, but part of the family, to many dog owners, and that walking a dog involves taking good care of, and training, living beings.”

NO. Business Business model
1 SayGlobal Inc. A digital platform matching senior Korean instructors and foreign students
2 Its An art merchandise brand working with senior artists
3 Banana Coding Inc. Training senior coding instructors
4 Art Impact Inc. A platform matching expert senior mentors with young entrepreneurs
5 Walkie Doggie Inc. Training senior dogwalkers and matching them with clients
Young People’s Food Truck Fuel Cost Support

Supporting the creation of jobs for young people and boosting local economies

As food trucks move around a lot, WT decided to help young food truck owners with their transportation expenses, while also supporting their businesses to help create jobs for other young people.

<table>
<thead>
<tr>
<th>Number of supported enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>40 teams (25 teams in Seoul-Gyeonggi-Incheon, 15 elsewhere)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total number of individual beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>78</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total amount provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRW 80,000,000</td>
</tr>
</tbody>
</table>

Program Structure

- Food truck business owners aged 39 or under nationwide
- 25 teams chosen from Seoul-Gyeonggi Province-Incheon and 15 teams from elsewhere
- Entrepreneurs with financial needs prioritized

Description

- Provided financial support for transportation
- KRW 2 million per team

Outcomes

- Seoul-Gyeonggi Province-Incheon: 25 teams
- Gangwon Province: 2 teams
- Chungbuk Province: 3 teams
- Jeonnam: 8 teams
- Yeongnam: 8 teams

Rural Produce Fair with KEPCO

Promoting local economies and lending a helping hand to struggling rural producers

WT organized a rural produce fair at Gwanghwamun Plaza in an effort to help struggling producers and boost rural economies affected by KEPCO’s relocation. The fair provided new channels of distribution for social economy organizations specializing in rural produce, and brought a wide range of fresh produce and food to the general public in the heart of the city.

<table>
<thead>
<tr>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>37,028</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of transactions made</th>
</tr>
</thead>
<tbody>
<tr>
<td>12,932</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total proceeds</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRW 345,000,000</td>
</tr>
</tbody>
</table>

Program Structure

- Venue: Gwanghwamun Plaza
- Date: November 5 to 7, 2018
- Eligibility: 150+ social economy organizations helping rural producers

Participating social economy organizations recruited

Fair organized

A forum of cooperation opened up for struggling rural economies
Social Enterprise Support

Fostering social economy organizations and helping to solve social problems

WT makes use of its expertise in the social economy and extensive experience with supporting startups to find and support prospective social economy organizations with innovative ideas and technologies. The chosen organizations benefit from the financial assistance and corporate networking opportunities provided by WT so they can fulfill their social missions and generate a profit.

<table>
<thead>
<tr>
<th>NO.</th>
<th>Enterprise</th>
<th>Business model</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kkumteul Cooperative</td>
<td>Provides therapeutic activities for people with developmental disorders and informs public perception of people with disabilities</td>
</tr>
<tr>
<td>2</td>
<td>Small Cinema Social Cooperative</td>
<td>Distributes films and opportunities for culture and entertainment to rural regions</td>
</tr>
<tr>
<td>3</td>
<td>Updream Korea Inc.</td>
<td>Organizations matching donations of menstrual pads for menstrual pads purchased</td>
</tr>
<tr>
<td>4</td>
<td>Purple Peach Inc.</td>
<td>Trains the disadvantaged in product design and develops design merchandise</td>
</tr>
<tr>
<td>5</td>
<td>Healthy Tissue Inc.</td>
<td>Produces biodegradable and eco-friendly bamboo wet wipes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of enterprises supported</th>
<th>Total financial support provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>KRW 300,000,000</td>
</tr>
</tbody>
</table>

Dreaming of a Better World

Kkumteul Cooperative
Fostering an environment in which children with developmental disorders can grow and dream
“We are an organization of therapists who wish to help kids with developmental disorders. The funding and infrastructure support from WT have helped us expand our therapy space and open a playground where children, whether disabled or not, can all play together.”

Small Cinema Social Cooperative
Narrowing the urban-rural cultural gap
“Small cities and towns lack movie theaters and other such venues for entertainment. The funding and infrastructure support from WT have enabled us to distribute wall-mounted display panels to a greater number of small cinemas we set up in rural areas.”

Updream Korea Inc.
For safer and more equal menstruation
“Our project is to donate a pack of menstrual pads, for young girls and women who find it difficult to afford such products, every time someone purchases a pack. The funding and expert advice from WT have enabled us to develop and submit a product for KFDA review and prepare for its commercial launch.”

Purple Peach Inc.
Presenting a new paradigm of intergenerational relations
“We wanted to find a business model that would be open to both seniors and young people looking for jobs. Through our design program, we trained new designers and coordinated their collaboration to develop a wide range of art merchandise.”

Healthy Tissue Inc.
Eco-friendly products for nature and humanity
“We found problems with wet wipes, which are common household items, and developed an eco-friendly alternative. The funding and infrastructure support from WT have led us to purchase quality fabrics from abroad, develop and research our prototype, and prepare for soon commercialization.”
Crowd Funding for Social Economy Organizations

WT supports the social economy by enabling social enterprises and producers to introduce their products into popular channels of distribution. Our goal is to raise public awareness of, and support for, the social economy in Korea and also to help social economy organizations finance their business operations.

Policy emphases on support for social economy organizations
- Facilitating public procure-ment and prioritized government purchases of social economy products (45%)
- Developing a centralised system of support (25%)
- Reinforcing the human resource development system (19.5%)
- Enhancing organisational access to financing (10.5%)

Program Structure
- Find organizations in need of help with developing channels of distribution
- Raise public awareness of social economy organizations by expanding their channels of distribution (crowd funding, TV infomercials, e-commerce, etc.)
- Help lighten the financial burden of strapped organizations

The result of the crowd funding for the Social Enterprises
- Number of supported organizations: 20
- Total funding provided: KRW 493,405,258

Number of supported organizations vs. Total funding provided

Participating Organizations

<table>
<thead>
<tr>
<th>No.</th>
<th>Organization</th>
<th>Purpose for crowd funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Slow Mom Food Inc.</td>
<td>Raise funds for community renewal in Yangsan</td>
</tr>
<tr>
<td>2</td>
<td>Theokjini Inc.</td>
<td>Raise funds to support employment of the poor</td>
</tr>
<tr>
<td>3</td>
<td>Eden Babang Inc.</td>
<td>Raise funds to help with the operation of Seohae Orphanage</td>
</tr>
<tr>
<td>4</td>
<td>Eight Cups Inc.</td>
<td>Raise funds for developing healthy drinks for seniors, proceeds of which are to help the needy</td>
</tr>
<tr>
<td>5</td>
<td>Updream Korea Inc.</td>
<td>Raise funds for bringing menstrual pads to financially struggling women</td>
</tr>
<tr>
<td>6</td>
<td>Factorial Inc.</td>
<td>Raise funds necessary for distributing SME products</td>
</tr>
<tr>
<td>7</td>
<td>LAR</td>
<td>Manufacture eco-friendly shoes, sales of which are to help an orphanage</td>
</tr>
<tr>
<td>8</td>
<td>Jerrybag Inc.</td>
<td>Donate a backpack for every Jerrybag purchased</td>
</tr>
<tr>
<td>9</td>
<td>Menfurs Inc.</td>
<td>Help support employment of the poor</td>
</tr>
<tr>
<td>10</td>
<td>Nutt Inc.</td>
<td>Develop textbooks and learning materials for deaf and linguistically challenged children</td>
</tr>
<tr>
<td>11</td>
<td>Elly Roll House Inc.</td>
<td>Provide baking training and employment support for out-of-school teens</td>
</tr>
<tr>
<td>12</td>
<td>The Most Beautiful Tree in the World</td>
<td>Support rescue dogs and cats and support the employment of immigrant workers</td>
</tr>
<tr>
<td>13</td>
<td>Namu &amp; Dal Inc.</td>
<td>Promote employment of the blind and improve their working conditions</td>
</tr>
<tr>
<td>14</td>
<td>Daehyun IT</td>
<td>Provide baking training and employment support for those with disabilities</td>
</tr>
<tr>
<td>15</td>
<td>Seton House</td>
<td>Donate a mask for every mask purchased</td>
</tr>
<tr>
<td>16</td>
<td>Alice Inc.</td>
<td>Produce eco-friendly recycled leather products and support the distribution of products by social enterprises</td>
</tr>
<tr>
<td>17</td>
<td>Art Impact Inc.</td>
<td>Support fair trade and distribution of products by herb farmers</td>
</tr>
<tr>
<td>18</td>
<td>Ipool Cooperative</td>
<td>Promote environmental protection and support education of the poor in India through the distribution of eco-friendly products</td>
</tr>
</tbody>
</table>
**Smile Together Partnership (STP)**

**Fighting child poverty around the world**

WT supports the creation and operation of social enterprises in developing countries as part of efforts to promote local development and end child poverty by creating jobs for parents. STP, which began in 2011 with donations made by individual viewers watching a charity documentary on SBS, continues to recruit new partner enterprises and tackle poverty, famine, and other social problems in developing countries through sustainable methods based on job creation.

**Number of supported countries**

9 (14 cumulative since 2011)

**Number of supported partner enterprises**

15 (28 cumulative since 2011)

**Number of jobs created as direct results of STP**

2,285

**Program Structure**

Select countries and local social enterprises to be supported
Support the creation and operation of chosen enterprises
Create jobs to fight poverty in local communities

**Process**

2010
- Maintain relations with enterprises after program ends.
- Support their participation in international fairs (to boost their financial sustainability) and introduce them to HEAP (Happily Ever After Program).

2017
- Work with College of Management at Yonsei University to monitor social impact and business effectiveness of enterprises and publish STP Impact Reports.
- Establish relations with local NGOs and organizations in Asia and Africa for collaboration.
- Find organizations capable of generating social impact and expanding collaboration.
- Establish criteria for providing customized support for enterprises in growth phase.

2018
- Establish relations with local NGOs and organizations in Asia and Africa for collaboration.
- Find organizations capable of generating social impact and expanding collaboration.
- Establish criteria for providing customized support for enterprises in growth phase.

**STP: Highlights**

**PSPK (Association of Services and Community Development), Gombak District, Malaysia**

Creating jobs for single moms and helping raise income levels for local communities

**Du’Anyam, Indonesia**

Fighting local poverty by organizing local women to manufacture handicrafts

**Before**

Gombak is a district about an hour’s drive from Kuala Lumpur, Malaysia’s capital city. It is quite expensive for residents here to travel all the way to downtown Kuala Lumpur for decent jobs. The poverty and lack of infrastructure in the region have presented sizable challenges for local families. PSPK seeks to help locals overcome these obstacles by organizing communities for sewing businesses, which contribute to increasing local income levels and improving quality of life. The organization, however, needed equipment and a production management system to support the electronic business-to-business (B2B) commerce required for dressmaking.

**After**

PSPK trains local participants in sewing and other related occupational skills. These trainees go on to work at the organization’s dressmaking center. Some save enough money to venture out on their own. Trainees can also stay at home. There was one impressive trainee who earned KRW 500,000 (roughly KRW 25,000) a month on average, and who went on to earn MYR 2,000 (KRW 500,000) a month after she set up her own shop. PSPK provides training for everyone in need free of charge. Through the organization and its help, many have gone on to earn decent livings in Gombak.

**Before**

With an average monthly household income somewhere between KRW 10,000 and KRW 60,000 a month, the residents on the island of Flores, Indonesia, could not do much in terms of profitmaking beyond subsistence farming. Local women have long been manufacturing and selling handicrafts to add income to their struggling households. The island has poor health infrastructure, so much so that pregnant women often feel compelled to travel elsewhere to give birth, with some having stillbirths on the way. Du’Anyam is an organization that tackles pervasive poverty on the island by organizing local women for the manufacture of handicrafts made with palm leaves. In order to sell these products, however, it was necessary for the organization and local women to gain an understanding of the market.

**After**

STP has led Du’Anyam to participate in the Seoul International Handmade Fair, giving it a chance to test the waters for launching their products in Korea. Not only has the organization’s members confirmed their export prospects for their merchandise, but they even found a Korean social enterprise willing to collaborate on design. With the grant provided under STP, Du’Anyam was able to invest more in research and development toward increasing their social impact. The better quality of training it provided has also improved product quality, while STP has also boosted their marketing efforts. Du’Anyam currently works with nearly 700 women in eastern Indonesia. These women’s income has actually risen by 40 percent on average.
<table>
<thead>
<tr>
<th>Phase</th>
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<th>Description</th>
<th>Jobs created</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cambodia</td>
<td>Craft Peace Café (Bamisyai Prod)</td>
<td>Runs a café to support local families with disabled members, and provides wheelchair and housing for youth with disabilities.</td>
<td>80</td>
</tr>
<tr>
<td>1</td>
<td>Cambodia</td>
<td>L-Beauty Center (Lotus World)</td>
<td>Provides hairdressing and beautician training for financially struggling youth. STP has helped the center set up a training center, provided it with needed equipment, and boosted its network.</td>
<td>26</td>
</tr>
<tr>
<td>1</td>
<td>The Philippines</td>
<td>Camp Sewing Center (Camp Asia)</td>
<td>STP supported creation of a sewing center to help single moms who have been evicted from their homes and also aided meal and childcare services for local malnourished children.</td>
<td>194</td>
</tr>
<tr>
<td>1</td>
<td>Laos</td>
<td>Café Zum Dun (Phoudindang Youth Center)</td>
<td>STP supported youth leadership projects, education for children in poor villages and improvement of living standards.</td>
<td>29</td>
</tr>
<tr>
<td>1</td>
<td>The Philippines</td>
<td>Oasis Life Center</td>
<td>Creates jobs for locals in goat milk production and distribution and helps improve local living standard.</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>Cambodia</td>
<td>Friends‘N’Stuff (Friends International)</td>
<td>Increases household income through handicraft merchandise distribution, provides education and meals for poor children, and provides handcraft education and production/distribution support for struggling families.</td>
<td>374</td>
</tr>
<tr>
<td>2</td>
<td>Indonesia</td>
<td>Hoshizora Tour &amp; Travel (Hoshizora Foundation)</td>
<td>Provides accountable tourism programs to raise proceeds for education and meals for poor children, while also providing scholarships for them.</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>Vietnam</td>
<td>Sapa O’Chau</td>
<td>Provides accountable tourism programs as part of training and supporting poor youth.</td>
<td>48</td>
</tr>
<tr>
<td>3</td>
<td>Guatemala</td>
<td>Wekami</td>
<td>WT has helped the organization improve its distribution system for greater efficiency in production and distribution of its handcrafted bracelets and established a certification process to help local families earn greater income.</td>
<td>546</td>
</tr>
<tr>
<td>3</td>
<td>Uganda</td>
<td>Spouts of Water</td>
<td>Provides water purification filters for Ugandan schools to protect children against waterborne diseases.</td>
<td>49</td>
</tr>
<tr>
<td>4</td>
<td>East Timor</td>
<td>TimorGator Cookies (Global Civic Sharing)</td>
<td>Supports creation of community enterprises for manufacturing baked goods as well as the education and improvement of local children’s lives.</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>Kazakhstan</td>
<td>DiIay Handmade Café (DiIay Charitable Foundation)</td>
<td>Provides art classes for people with disabilities and runs a café to employ them and provide a source of income.</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>The Philippines</td>
<td>Happy Farm</td>
<td>Supports a homeless community, operation of chicken and wild hog farms to raise income levels for local households and help with their children’s education.</td>
<td>11/3</td>
</tr>
<tr>
<td>4</td>
<td>Nepal</td>
<td>Trija Nepal</td>
<td>Provides Bastani training and employment and entrepreneurial opportunities for youth victims of earthquakes.</td>
<td>14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phase</th>
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<tbody>
<tr>
<td>5</td>
<td>Cambodia</td>
<td>Cool Community</td>
<td>Uses the local dying tradition and employs local dye masters to produce fabric products, which are sold to help.</td>
<td>52</td>
</tr>
<tr>
<td>5</td>
<td>Vietnam</td>
<td>Toh</td>
<td>Provides free art education for local children (including those with disabilities) whose families cannot afford it, and turns their creative works into designs for creative and decorative objects. Proceeds from which go to helping local families in need.</td>
<td>30</td>
</tr>
<tr>
<td>5</td>
<td>Uganda</td>
<td>JeryBag</td>
<td>Offers a vibrant line of bag-based handicrafts. Helps provide employment and improve maternal &amp; child health. By leveraging existing skills and resources to provide additional off-farm employment.</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>The Philippines</td>
<td>WovenCrafts Inc</td>
<td>Produces and distributes wicker weaving crafts to empower women and improve maternal &amp; child health. By leveraging existing skills and resources to provide additional off-farm employment.</td>
<td>407</td>
</tr>
<tr>
<td>5</td>
<td>Indonesia</td>
<td>Unilad Kabayan Cochohus</td>
<td>Production of village-based biodegradable coco-husk product derivatives for domestic and international market by village women and youth. The first product line is coir-based handicrafts mats, rugs, etc. and second line in peat-based planting medium, oil absorber, etc.</td>
<td>70</td>
</tr>
<tr>
<td>5</td>
<td>Indonesia</td>
<td>Du’Anyam</td>
<td>Produces and distributes woven weaving crafts to empower women and improve maternal &amp; child health. By leveraging existing skills and resources to provide additional off-farm employment. Du’Anyam economically empowers women, promotes local culture, and improves access to health and nutrition.</td>
<td>938</td>
</tr>
<tr>
<td>6</td>
<td>Malaysia</td>
<td>PSM</td>
<td>Creating a gamified business model that can make 60 women self-entrepreneurs. They would plan for entire supply chain rol management, training, production and marketing, etc.</td>
<td>68</td>
</tr>
<tr>
<td>6</td>
<td>Myanmar</td>
<td>Linkage Training Restaurant</td>
<td>Trains street and needy community’s young adults in cooking and service and links the graduates into job placement after the training. Linkage serves traditional Myanmar cuisine, primarily to tourists, and is located in downtown Yangon.</td>
<td>25</td>
</tr>
<tr>
<td>6</td>
<td>Tanzania</td>
<td>Canaan Turawaso Leadership Center</td>
<td>Trains community leaders in organic poultry and piggy and their feed businesses. It has strong motivation of bringing holistic transformation within the poor farmer’s village into self-entrepreneur farmer’s village.</td>
<td>11</td>
</tr>
</tbody>
</table>

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<tr>
<td>1</td>
<td>Nepal</td>
<td>Good Hands Social Enterprise</td>
<td>Provides sewing lessons for women from low-income households so they can produce school uniforms and backpacks. Also provides day-care centers for local working women and their children.</td>
<td>19</td>
</tr>
<tr>
<td>1</td>
<td>Indonesia</td>
<td>Javara</td>
<td>Provides a training academy for poor farmers on Flores Island to help them process and trade products made with surplus local produce.</td>
<td>51</td>
</tr>
<tr>
<td>1</td>
<td>India</td>
<td>HRDF</td>
<td>Provides technical training and working opportunities for women in the lowest caste and thereby contributes to the economic stability of poor families.</td>
<td>413</td>
</tr>
<tr>
<td>1</td>
<td>Myanmar</td>
<td>Ayap Ayang Social Development</td>
<td>Helps poor families earn stable incomes during the rainy season by producing handicraft mats and other goods using locally sourced materials.</td>
<td>75</td>
</tr>
<tr>
<td>1</td>
<td>Cambodia</td>
<td>Goel Community</td>
<td>Uses the local dying tradition and employs local dye masters to produce fabric products, which are sold to help.</td>
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</tr>
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</table>
The Social Enterprise World Forum has been held annually on different continents since 2008, drawing participation from over 1,000 social entrepreneurs, activists, and officials and helping them establish and strengthen their global networks. WT has been attending the forum every year to help raise the profile of Korean social enterprises and boost their efforts at establishing international relations.

#### Program Structure

<table>
<thead>
<tr>
<th>Date</th>
<th>Venue</th>
<th>Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 12</td>
<td>Edinburgh, Scotland</td>
<td>Social enterprises, members of NGOs/NOGs supporting the social economy, etc.</td>
</tr>
<tr>
<td>2008</td>
<td>Edinburgh, Scotland</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Melbourne, Australia</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>San Francisco, USA</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>Johannesburg, South Africa</td>
<td>The first SEWF for WT</td>
</tr>
<tr>
<td>2012</td>
<td>Rio de Janeiro, Brazil</td>
<td>WT participated as a member organization of the Organizing Committee, helping to prepare for SEWF 2014 and holding presentations.</td>
</tr>
<tr>
<td>2013</td>
<td>Calgary, Canada</td>
<td>South Korea announced as chair country for the next SEWF and WT as chair organization</td>
</tr>
<tr>
<td>2014</td>
<td>Seoul, South Korea</td>
<td>First SEWF held in Asia, and successfully undertaken by WT</td>
</tr>
<tr>
<td>2015</td>
<td>Milan, Italy</td>
<td>WT shared its account of preparing for SEWF 2014 and its highlights</td>
</tr>
<tr>
<td>2016</td>
<td>Hong Kong, China</td>
<td>WT presented a case study on Korean social enterprises</td>
</tr>
<tr>
<td>2017</td>
<td>Christchurch, New Zealand</td>
<td>WT introduced successful examples of Korean social enterprises and gave a representation on the last decade of social enterprise policy in Korea and successful examples of enterprises WT supported</td>
</tr>
<tr>
<td>2018</td>
<td>Edinburgh, Scotland</td>
<td>Kim Jai-gu, a board member at WT, chaired a session debate on “Training for Enhancing the Capabilities of Social Entrepreneurs”</td>
</tr>
</tbody>
</table>

### Social Enterprise World Forum 2018

Growing expectations of, and demand for, social enterprises to create jobs and make employment more equal.

Although WT organized SEWF 2014 and has been participating in the annual Forum for the past several years, it has yet to establish a systematic approach to personnel management. Participating WT officials should share their performance at the forum with the Secretariat staff and advertise their work in the Forum to the public. WT should also encourage Korean delegates to participate actively in pre- and post-forum study tours to learn and adapt knowledge on social enterprise management. Participation in such tours will facilitate interaction between delegates and the hosting organization.

WT’s role in the new trend in future workforce training.

I was able to see that the forum has increased its programs oriented to the younger generation, such as the pre-Forum event encouraging young adults to participate and opportunities to hear children and teens speak. This interest in young people reflects the important role social enterprises can play in the education and training of the future workforce. Note that a stable number of social enterprises and fair trade organizations is thriving, for example, promoting local consumption and community involvement. They support local efforts to tackle and solve the global problem of inequality. They also provide primary and secondary schools with stage-by-stage education on ethical consumption and other aspects of the social economy. I believe these efforts attest to the fact that social enterprises have taken firm root in Korea as an essential part of a larger social movement. With much policy and private support for social enterprises focusing on creating jobs in Korea, WT should begin to ask itself how it should bridge greater community involvement in support for social enterprises and the social economy.

### Implications of the Social Enterprise World Forum on the Future of WT

**Writing by:**
Kim Jai-gu
Board Member, WT

For WT, Social Enterprise World Forum 2018 was a number of discussions on the role of social enterprises in resolving social problems, particularly poverty and inequality. Participants repeatedly discussed how the state, instead of increasing welfare spending on the poor and the disadvantaged, should rather increase support for social economy organizations and enterprises in order to foster more stable jobs for the poor and restore their self-esteem. They stressed the need to disseminate successful examples of social enterprises in a more organized manner through cooperation across multiple levels (e.g., the state, civil society, and the private sector).

WT’s review

**Yu Yun-hee, Senior Manager, International Cooperation Department, WT**

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Making the most of WT’s participation in the Forum

This year’s Forum was particularly helpful in that it allowed WT to communicate with diverse parties through the on-site networking opportunities. In order to make the most of participating in the Forum and the networking opportunities it provides, it is important for WT’s participants to keep clear of their roles and goals to be achieved. The Social Enterprise World Forum is quite popular among Anglo-American and European participants. The concept of “social enterprise” is inseparable from the larger movement demanding social change. WT should make better use of this underlying cultural understanding in designing its delegation of Korean social entrepreneurs and introducing Korean examples of social enterprises.

Participating in the study tours to share knowledge

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Incheon Airport Tour Campaign 2018

WT supported the overseas training of social entrepreneurs (in the making) to help them gain experience and skills necessary for their enterprises through interaction with their more experienced counterparts abroad. The participants toured pre-selected social enterprises in Nepal to observe their operations and interact with locals.

<table>
<thead>
<tr>
<th>Program Structure</th>
<th>Description</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social entrepreneurs (in the making) and employees-to-be</td>
<td>Tour of social enterprises in Kathmandu and enhancing capabilities</td>
<td>Enhancing skills and capabilities of Korean social entrepreneurs</td>
</tr>
<tr>
<td>Visiting Nepalese social enterprises and interacting with locals</td>
<td>One-Day Travel Book, Kathmandu map for tourists, video recordings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fair trade atlas, A fair tourism program of Nepal, video recordings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fair trade projects</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A social enterprise documentary, a concert, a music class using recycled instruments</td>
<td></td>
</tr>
</tbody>
</table>

**Eligibility**

- Social entrepreneurs (in the making)
- Employees-to-be

**Training period**

October 22 to 28, 2018

**Number of participants**

- 37 entrepreneurs (in the making)
- 13 employees (to-be)

**Number of visited organizations in Nepal**

- 19

**Number of Korean social enterprises that found new business opportunities**

- 24

**Team name**

- Follow Me to Nepal
- Walsh Nepal
- Dashain
- Prini
- Muari

**Tour focus**

- Fair tourism
- Fair tourism (Being Nepal)
- Promoting sharing through tourism
- Culture and the arts (Inclusive culture and arts)
- Social service (A better society for all)

**Description**

- Living the life of a Nepali for a day, truths and untruths about Nepal, taking part in local classes, making video recordings of the tour process
- Visiting fair trade cafes and handicraft shops, researching product quality/design/prices, business networking, making a world fair trade atlas
- Doing a music class with local children using recycled musical instruments and organizing a concert for local villagers
- Visiting social work NGOs in Nepal, taking photographs of locals and making photo frames, holding a color drawing class
- Social service poster, photography, photo frame craft, a color drawing class

**Outcomes**

- One-Day Travel Book, Kathmandu map for tourists, video recordings
- Fair trade atlas, business connections (eco-friendly shoes, tea, and other fair trade projects)
- A social enterprise documentary, a concert, a music class using recycled instruments
- Visiting photographs of locals and making photo frames, holding a color drawing class

**Interviews**

- Kim Mi-ji (Follow Me to Nepal)
- Lee Sang-hun (Dashain)
- Lee Sang-hun (Dashain)

**Participant Reviews**

**What led you to participate in the tour program?**

- *Kim*: When I was in university, I had a chance to volunteer for six months in the Philippines. I returned to the same NGO two years later and found that the organization was struggling because it had lost some of the financial support it had relied on. While wondering how organizations like that NGO could become more sustainable, I happened upon social enterprises. I wanted to set up an enterprise of my own, but gave up on that idea, thinking I should study more. Whenever I worked in entrepreneurial support for five years, I decided to take part in this tour program after I quit my job and began to prepare to open my own business.

- *Lam*: I have been running a fair trade community cooperative in Gangta-gu, Seoul, for five years. It was while working on behalf of the cooperative that I came into contact with a Nepalese company. The company wished to distribute its handicraft merchandise through us, but the idea fell through as our cooperative’s main focus was on coffee. When it began to dawn on me that it was time for the cooperative to diversify its business portfolio, I learned about the tour program and decided to become part of it, as it would be interesting to diversify its business portfolio, I learned about the tour program and decided to become part of it, as it would allow me to try out new ideas.

**How has the tour program changed your plans?**

- *Kim*: When I was in university, I had a chance to volunteer for six months in the Philippines. I returned to the same NGO two years later and found that the organization was struggling because it had lost some of the financial support it had relied on. While wondering how organizations like that NGO could become more sustainable, I happened upon social enterprises. I wanted to set up an enterprise of my own, but gave up on that idea, thinking I should study more. Whenever I worked in entrepreneurial support for five years, I decided to take part in this tour program after I quit my job and began to prepare to open my own business.

**What kind of social enterprises are you currently preparing to open?**

- *Lee*: I saw the potential of Nepal for fair trade. The tour program gave me an opportunity to explore the business horizons significantly.
Social Finance Loan Program

Our social finance program is intended to help social enterprises (including those in the making) that are struggling to finance their operations and that have not been able to find assistance from the established financing community and other social financing programs. WT provides not only financing, but also management consulting, training, and experts capable of serving as nonexecutive board members to support enterprise growth and enable them to create decent jobs.

<table>
<thead>
<tr>
<th>Financial support</th>
<th>Social Finance Loan Program</th>
<th>total value of loans provided</th>
<th>KRW 3,596,860,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young Enterprise Loan Program</td>
<td>Value of loans provided</td>
<td>KRW 76,000,000</td>
<td></td>
</tr>
</tbody>
</table>

Program Structure

- Find social enterprises (including those in the making) capable of making repayments in good faith
- Provide loans (at 3% per annum)
- Reinforce enterprises’ ability to sustain themselves

Social Finance Loan Program: Current Status

- Bank of Korea
- Korea Electric Power Company
- Ministry of Employment and Labor
- KEDI
- Inclusive Finance Agency

<table>
<thead>
<tr>
<th>Year</th>
<th>Cumulative since 2003 (Number of cases)</th>
<th>Still in amortization process</th>
</tr>
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<tbody>
<tr>
<td>2018</td>
<td>124</td>
<td>63</td>
</tr>
<tr>
<td>2017</td>
<td>36</td>
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<tr>
<td>2013</td>
<td>44</td>
<td>64</td>
</tr>
</tbody>
</table>

WT Official’s Review

WT was the first nongovernmental organization to introduce, in 2003, a financial aid program for social economy organizations. The Social Economy Department at the Foundation provides loans and assistance to support not only the self-sufficiency of social economy organizations that struggle to raise the necessary funds, but also the sustainable growth of organizations in their growth phase. We are doing our best to enable social economy organizations of diverse types to receive social financing and ensure a virtuous cycle of effects of our loans. We intend to provide diverse forms of social financing assistance in 2019 as well.

_Yun Seok-cheol, Senior Manager, Social Economy Department, WT_

Young Enterprise Loan Program

WT provides affordable loans for young entrepreneurs and helps them refine their business models with outside expert support. Acknowledging the criticism that strict administrative protocols impose significant constraints on entrepreneurs’ ability to use the funds made available to them, WT has simplified the restrictions on the loans it provides and also lowered the interest rates.

<table>
<thead>
<tr>
<th>Business model refinement support</th>
<th>Value of loans provided</th>
<th>KRW 76,000,000</th>
</tr>
</thead>
</table>

Program Structure

- Find and select young entrepreneurs in need of financing
- Reduce entrepreneurs’ financial burden through affordable loans (at 1.5% per annum, with a grace period of six years and installment repayments over 36 months)
- Incentivize entrepreneurs to repay by monitoring their amortization progress and rewarding them for early repayments

Process

- Evaluate the business model as part of loan qualification screening
- Help the entrepreneur refine and strengthen the business model
- Monitor and incentivize entrepreneurs to make repayments on time

WT Official’s Review

Social enterprises often struggle to build and enhance their competitiveness due to the shortage of financial resources they need for facilities and technical/management personnel. With the aim of helping social enterprises excluded from the established financing community and other financing programs, WT has been running the Local Development Chest Program since 2003, pooling social capital and providing timely financial assistance for struggling enterprises. The program has allowed WT to provide a comprehensive range of support spanning the starting and growing phases of social enterprises. Our goal is not simply to provide loans, but also to provide social enterprises with the expert help, advice, and training entrepreneurs need to ensure their sustainable growth. WT intends to raise private funds and continue to maintain strong partnerships with social enterprises so as to undertake more diverse social finance projects in the future.

_Park Ji-young, Secretary-General, WT_
CSR Project for Expansion and Professionalization of Airport Porty Care Service

Making airport careers more inclusive

Porty Care service helps people with impaired mobility, including seniors, people with disabilities, pregnant women, and even customers with bulky luggage, to get around airports with ease. The service provides jobs for seniors, facilitates the movement of all passengers in and around the airport, and ensures airport customer safety and convenience.

Program Structure

Hire Porty Care workers above retirement age (60+)
Tran the hired workers

Number of Porty Care workers hired
23 (19 aged 60 or older)

Number of services provided
141,705

Number of services provided
54,064

Proportion of mobility-impaired transportation users

71.1%
Ordinary person
28.9%
Handicapped person

More than one of every four Koreans

What led you to work as a Porty Care worker?
I am in my 60s now, but I would like to continue to work for a long time. I need the social interaction brought on by work to keep myself active and young. Porty Care is great because it allows people to work into their old age and also gives them more chances to be kind to people. I feel energized when the small acts of kindness I perform make airport users so happy.

What improvements do you wish to see made to the project?
The exact scope of mobility-impaired airport users we are supposed to help can be made clearer. From the perspective of someone actually providing service, I find myself wondering endlessly whether someone I see over there is one I should help. Even customers who use our service are unclear whether it is okay for them to do so. People are confused because Porty Care is still a relatively new thing in Korea. The project should be improved so that the service is well advertised throughout the airport and people can provide and receive it without much confusion.

Why do you think working for Porty Care is a great job for seniors?
Seniors may be less agile than young people, but they know better who needs attention and are also more willing to go the extra mile to ensure customer comfort. I am a senior myself, and I think agility and strength are something that seniors can work on through regular exercise. This job itself is not very physically demanding. Seniors can certainly work in it for years.

What skills are required of a Porty Care worker?
The willingness to serve is first and foremost. A good Porty Care worker is someone who is devoted to helping others. It’s even better if he has an engaging, lighthearted and kind personality. Driving the carts around is not so difficult, but we need to be prepared when non-Korean customers ask us for directions.

Results of Satisfaction Survey

User satisfaction (395 polled)
17.4% 40s and 50s
99.0% Very satisfied

Age makeup of Porty Care workers (seniors making up 82.6 percent)
82.6% 60s and 70s
17.4% 40s and 50s

Small Kindness, Big Happiness

What led you to work as a Porty Care worker?
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Care Worker Employment Security Program

Improving working conditions for care workers

WT supports the improvement of working conditions and rewards for care workers working for social enterprises (including those in the making) and social cooperatives providing care services. WT promotes the creation of jobs for senior workers and improvement of their working conditions by providing both financial support for increasing seniority allowances and performance incentives and also for encouraging and supporting their motivational activities. All this is to induce care workers to continue to work and improve the quality of services they provide.

Number of supported organizations 13
Number of care workers helped (hired): 430
Number of service recipients helped 9,176

Program Structure

- Strengthen employment security for care workers (increasing seniority allowances, performance incentives, holiday allowances, etc.)
- Strengthen care service agencies (occupational competency training, advertising campaigns, cost of fringe benefits, etc.)
- Encourage workers to work for the long term and improve service quality

Process

2017
- Expand program scope from care agencies serving senior clientele to care agencies catering to other needs as well, including babysitting and postnatal care, and increase available resources.

2018
- Instead of subsidizing workers’ wages and expenses only, diversify the types of support provided (performance incentives, training allowances, holiday allowances, etc.) to keep workers motivated.

Outcomes

- Wage and expense subsidies (15 agencies)
- Capability enhancement support (14 agencies)
- Performance and seniority incentives
- Agency advertisements
- Holiday and healthcare allowances
- Recreational programs
- Savings deposit support
- Performance and seniority incentives
- Agency advertisements
- Holiday and healthcare allowances
- Recreational programs
Occupational Training and Referral Program

WT seeks to enable the disadvantaged and the vulnerable to acquire training at actual sites of work that interests them and help them find job opportunities through their training process. Through a well-ordered system that provides capability-specific and level-by-level training for workers, from the moment they enter new workplaces to their assignment to specific posts, our program provides stable work for people from underprivileged backgrounds.

Program Structure

Recruit eligible job candidates (people from low-income households, single parents, housewives wishing to return to work, etc.)

Provide chosen candidates with career and practical training to ensure they fit the workplaces ready to admit them

Create non-discriminatory, decent jobs

Career training
- Career program (understanding careers, finding career paths, understanding tasks involved)
- Group counseling (objective and self-tests, sharing of life goals)
- Self-coaching
- Communication training
- Image training
- Fire prevention, safety and sexual harassment education

Practical training
- Visits to hiring employers and their shops
- Product and service training
- Mentoring 1 (observing employees actually at work) and talks with senior workers
- Cashier and inventory management training
- Mentoring 2 (observing employees actually at work) and verbal interaction training

Process

Work first
- Recruitment
- Character-building training
- Transformation into employees suited for work

Train later
- Hiring employers
- Hiring shop/retailers
- Skills training

Program background

While WT was the first in Asia to introduce a program like this, this kind of training-involved job referral program for the disadvantaged and the poor had been going on elsewhere around the world for some time. At WT, nevertheless, we take pride in the fact that we were the ones to try it first, not only in Korea, but in the whole of Asia. When we first began this program, we referred often to similar existing programs worldwide, but also worked hard to carefully tailor the process of screening and selecting job candidates.

Differentiation from other programs offering training and hiring opportunities

If you have researched enough, you have probably found similar programs provided by other organizations. WT's program is unique, however, in that it is the first nongovernmental program that helps people land jobs first and then train them afterward. There are few nongovernmental programs that merge training and hiring as effectively as we do in the program. I believe this is a program with quite a sustainable future.

Transformation of participants

The majority of participants have had lines of work that have little to do with what their jobs require now. The outlook to many of these participants seemed grim, and they thought they would not be able to handle their new jobs. Some were still haunted by past trauma. The character-building and skills training processes, however, renewed motivation in many of the participants. I think that is the biggest achievement of our program.

The on-site training for two to three weeks and skills training have also garnered feedback that it actually helps participants adapt to their new work better. As a result, we were able to secure employment for 11 of 12 participants this year.

Participant satisfaction and room for improvement

Once it is decided that they can stay on their jobs past their training period, participants themselves get to decide whether to work part time or full time. Full-time workers do shifts at shops just like other full-time workers. They are accorded the same respect and reward as everyone else, and tend to be quite satisfied with their jobs. Because our program ensures adequate participant training, they can go on to work as competently as their counterparts at the shops once they are hired fully. Yet the fact that so many people who could be eligible for our program have isolated themselves from society and shun efforts like ours limits the effectiveness of our program. Such isolated people are, if anything, in the greatest need for programs like ours. That is an area we should work on.
Senior Care Manager Training and Support Program

Senior care managers are professionals who have retired from their main careers and go on to help older seniors with cognitive and emotional health issues by providing and managing activities addressing their deteriorating functions. Not only does our program create new job opportunities for retirees, but it also provides a variety of cognitive enhancement activities to help seniors remain healthy and solve their own problems.

Survey Results for retirees

- Number of seniors hired and retained in employment: 82 (24 in Phase 1, 27 in Phase 2, 31 in Phase 3)
- Average senior care manager age and work: 62.5 years old / 5 years
- Hours of training (cognitive activities for seniors): 5,653
- Number of organizations: 163
- Number of benefiting seniors: 74,487

Program Structure

- Recruit retirees at least 55 years of age and provide them with specialized training (nurse’s aide, physiotherapy, caretaker, social worker)
- Send trainees to daycares for seniors and centers for preventing senile dementia
- Provide cognitive activities to stabilize older seniors’ physical, mental, and emotional health, while creating jobs for retirees who wish to continue to work
- Test program prospects with a focus group and market research
- Establish knowhow on training (development and rewards)
- Introduce systematic support for senior care manager activities
- Introduce quality programs into senior daycare centers, nursing homes, etc.
- Reinforce training curriculum to boost trainer professionalism
- Increase number of seniors hired and dispatched (24 in Phase 1, 27 in Phase 2, 31 in Phase 3)

Process

2016
- Test program prospects with a focus group and market research
- Design common training, consultation, and specialized training according to demand analysis

2017
- Establish knowhow on training (development and rewards)
- Introduce systematic support for senior care manager activities
- Introduce quality programs into senior daycare centers, nursing homes, etc.
- Reinforce training curriculum to boost trainer professionalism
- Introduce new employment that helps workers themselves to maintain their health and active life beyond retirement

2018
- Reinforce training curriculum to boost trainer professionalism
- Introduce new employment that helps workers themselves to maintain their health and active life beyond retirement

Reasons for working as a senior care manager:
- 65% - Having a sustainable job
- 34.2% - Having a sustainable job
- 18.5% - Staying active
- 29.2% - Self-improvement
- 46.2% - Making extra money
- 62% - Self-sustained
- 3.8% - Full sustainable
- 11% - Staying, (Staying) Problem
- 13% - Other
- 113% - Sustainable jobs
- 132% - Senior daycare centers
- 138% - Sustainable jobs
- 163% - Number of organizations helped

Perception of senile dementia

For a long time, people have thought that those with senile dementia must be confined to a home. Working as a senior care manager, however, I have come to realize how important it is to keep people with senile dementia engaged, through continuous get-togethers and communication. These seniors remember their hometowns and younger days quite vividly. I talk to them at length, trying to remind them of their memories that are still intact. Through this process, I feel that even those who are the shiest and most reserved eventually open up. Those who would not say a word to me are now on such friendly terms that, whenever I bring my two hands over my head, they instantly sing the song to which that move is tied. They remember me. We’ve become friends.

Attitude toward people with senile dementia

People with senile dementia do not trust others easily and do not open up. My own trick to induce some kind of response from the seniors in my class is to play it by ear and change the course of the class to make it fun. I try to be close to them, physically, and make eye contact. This is often enough to get them to participate in class. These seniors may struggle and fumble, but it is far more important for me to wait for them to complete their task on their own, and thereby feel proud of their achievement, than to hurry them by finishing their tasks for them. Doing challenging tasks and using the brain are what keep me awake and aware.

Remarkable results

I’ve been led to believe that I was fated to become a senior care manager. My own father-in-law struggled with senile dementia, so I know how important it is to keep seniors cognitively active. When Yuhan-Kimberly and WT together began to recruit retirees wishing to work as senior care managers, most of the candidates who applied had already been working as social workers or had some relevant experience or another. The seniors who underwent training for three years under this program went on to help 152,322 seniors at 385 facilities nationwide. I think that is remarkable.

Happiness of working after retirement

As South Korea is fast becoming an aged society, it is important for jobs like senior care managers to continue to arise for retirees looking for second careers after retirement. We are now at a stage society-wide where seniors look for one another. Working as a senior care manager, I think that I could also end up becoming like the seniors I am now looking after. The senior care manager program serves as a crucial bridge that sustains this emerging culture of seniors looking after seniors down the generations. Not only is the work itself satisfactory, but the fact that it allows managers to prevent and manage symptoms of senile dementia in themselves through continued training and also to work flexibly according to their own schedules makes it even more attractive. Because it is a sustainable model of employment that helps workers themselves to maintain their health and active life beyond retirement, I will most certainly continue to work in this job as long as I have the body and the mind for it.
WT launched a new project in 2018 to help young people, who wish to return to the real world after struggling with medical conditions, and who are still young (in their 20s and 30s), have a strong desire to get back to work and return to society and work full time. It is natural, as they are in the prime of life, to want to work in fulfilling occupations and professions. I have met, however, a number of people who are afraid that their medical histories might disadvantage them in the job-seeking process or that their medical conditions might impose extra barriers on their careers. Because my job involved undertaking CSR projects for Novartis Korea, I thought about what we at the company could do to help young people recover from medical conditions. Fortunately, CSR was high on the list of new priorities set by the new young chairman of our company, so I had some support in starting this project.

Kim: When Ms. Park first came to our Foundation with a written proposal in hand, I was quite impressed. The proposal showed that she genuinely cared for young people in recovery and also thought in depth about Korean society’s readiness to accommodate them. The struggles they must have experienced personally were evident on the proposal and convinced me of Novartis Korea’s sincerity. That proposal paved the basis for the strong and close partnership between the company and WT.

The purpose of this program was meant to serve people in recovery, we thought it was natural for us to seek out their views first. We also consulted medical social workers and psychologists. These efforts led us to conclude that, before sending people in recovery to work, we needed, first and foremost, to help them rebuild self-confidence.

What, as its designers, do you wish for this program to achieve?

Park: I hope each participant can see themselves through the people returning to the outside world. Because the program is new, we have not included too many participants yet. Our intent is to provide in-depth support and attention to every single one so that everyone can complete the program.

Program Structure

Individual and group counselling sessions are provided

Participants’ job-landing capabilities are enhanced through skills training, mock interviews and career counselling

Outcomes

Pre-training expectations 36.4% High 27.3% Neutral 27.3% Satisfied

Post training satisfaction 45.5% Very high 9.1% Neutral 27.3% Appropriate

Appropriateness of training for given purposes 63.6% Very appropriate 18.2% Useful 18.2% Not useful

Usefulness of training 54.5% Useful 9.1% Not useful 9.1% Neutral

Survey results

People who have spent years struggling with medical conditions were 17 times more likely to be dismissed than people who have not

Experienced being declined job offers upon making their medical histories known

Were let go after their medical histories became known to employers

Appropriate- ness of training for the program

Number of counseling beneficiaries 17

Number of individual and group counselling sessions provided 5-10 (per individual), 10 (group sessions)

Number of employment readiness certificates issued 13

Number of people landing jobs 7

Employment for Young People in Recovery Project

Supporting recovering people’s successful return to the real world

Employment for Young People in Recovery Project

Restoring Hope through Employment

Survey to the real world successful return people’s recovering Supporting Neutral Shaping the Future with All Program

Interview_

Park Se-yeon
External Relations Section Chief, Novartis Korea
Kim Yu-dong
Senior Manager, Workplace Enhancement and Job Creation Department, WT

What led you to start this program for recovering people returning to the work force?

Park: People who struggle with medical conditions, and why we are young (in their 20s and 30s), have a strong desire to get back to work and return to society and work full time. It is natural, as they are in the prime of life, to want to work in fulfilling occupations and professions. I have met, however, a number of people who are afraid that their medical histories might disadvantage them in the job-seeking process or that their medical conditions might impose extra barriers on their careers. Because my job involved undertaking CSR projects for Novartis Korea, I thought about what we at the company could do to help young people recover from medical conditions. Fortunately, CSR was high on the list of new priorities set by the new young chairman of our company, so I had some support in starting this project.

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Why WT?

Park: Because this program was intended to help people in recovery find jobs, I wanted to find an intermediary support organization active in employment support. While researching, I discovered that WT was an active nonprofit that has been helping people find jobs and create jobs since the days of the Asian Financial Crisis. Seeing the range of programs the Foundation ran, with the aims of creating decent jobs and reducing polarization in the larger society, I was convinced that partnership between Novartis Korea and WT would generate great synergy.

What was the central emphasis of the program?

Park: We had a single foremost mission: sending young people who have overcome medical conditions out to work. It was not an easy feat. Before we launched the program, we researched for wide and wide for possible experiences to reference all around the world, but could not find many. WT has extensive experience with supporting employment and reintegration of the elderly and the poor, but young people in recovery presents a completely new set of challenges.

Park: Designing and planning this program required very careful weighing of our resources and views. Because this program was meant to serve people in recovery, we thought it was natural for us to seek out their views first. We also consulted medical social workers and psychologists. These efforts led us to conclude that, before sending people in recovery to work, we needed, first and foremost, to help them rebuild self-confidence.

Park: While technical support was certainly needed, we decided that it was important to precede it by a hearing process in which participants’ views that society has abandoned them—would be rebuilt, with psychological support and assistance from experts and themselves. It was crucial that these participants broke through the walls they had set up, including vague fears of re-entering society and lack of self-confidence.

Park: That is why our program came to include individual and group counselling sessions. It is only after completing these therapy sessions that participants can go on to learn actual business skills, such as proficiency with Excel, finance and accounting, power speeches, giving presentations, and so forth.

What, as its designers, do you wish for this program to achieve?

Park: I hope each participant can see themselves through the people returning to the outside world. Because the program is new, we have not included too many participants yet. Our intent is to provide in-depth support and attention to every single one so that everyone can complete the program.

Park: kite and injury can be both of us through no fault of our own. The sense of isolation from society troubles people fighting medical conditions as much as the illness itself. This level of despair is difficult to fathom, or even to acknowledge, before we experience it firsthand. I really hope that our program will prove successful so that it can enhance the interest of general society in the fighting these people in recovery.
Enhancing Employability

Boosting the capabilities of various groups to secure employment

Employability enhancement programs tailored to different groups
- HUG Share House Program
- Small Artisan Collaboration Program
- Building Hope through IT: Specialized School Support Program
- Future IT Developers Support Program
- Employability Enhancement Program for Postsecondary Students in Busan
- Employment Guide Project for University Students
HUG Share House Program

Decent housing for postsecondary students

WT provides decent living spaces for affordable rent to college and university students preparing to begin employment. The houses also provide programs to help tenants enhance their abilities to land a job.

HUG Share House: Phases 1 through 3

While the number of single-person households is rapidly multiplying in Korea, the number of old and abandoned homes is also on a rise, turning into venues for illicit activities and threatening the peace of surrounding neighborhoods. Programs turning these old and abandoned residential buildings into affordable share houses are enjoying growing popularity today. WT introduced HUG Share Houses with the aim of providing comfortable housing for students in their 20s, struggling to keep up their grades, prepare to find employment, and work part time, where they can relax and also participate in active communities flourishing on employability enhancement.

**Phase 1**

- Location: Dapsip-ri (Floors 2 to 4, 96-8 Yongdap-dong, Seongdong-gu, Seoul)
- Facilities: Single-, two-, and four-person bedrooms, common spaces (including studies, a lounge, and a rooftop terrace)
- Note: Prioritizes tenants from regions outside Seoul-Gyeonggi Province and low-income backgrounds who are preparing to land jobs and begin careers.
- Benefits: Affordable rent (60% of ongoing rates nearby), additional housing subsidies for eligible tenants (KRW 50,000 per tenant per month), employability enhancement program (worth KRW 500,000 per tenant), community activities for tenants, amenities, etc.

**Phase 2**

- Location: Anyang (853-94 Anyang-dong, Manan-gu, Anyang, Gyeonggi-do)
- Facilities: Single-, two-, and four-person bedrooms, common spaces (including studies, a lounge, and a rooftop terrace)
- Note: Prioritizes tenants enrolled in schools in Seoul/Gyeonggi Province, from regions outside Seoul-Gyeonggi Province, and from low-income backgrounds.
- Benefits: Affordable rent, additional housing subsidies for eligible tenants (KRW 100,000 per tenant per month), employability enhancement training allowance (KRW 300,000 per tenant), community-building programs (allowance of KRW 10,000 per tenant per meeting), amenities, etc.

**Phase 3**

- Location: Sinchon (Floors 2 and 3, 112 Changcheon-dong, Seodaemun-gu, Seoul)
- Facilities: Co-working space underground, entrepreneurial space on first floor, living spaces and a rooftop terrace on next two floors
- Note: Provides entrepreneurial and training spaces for students and aspiring entrepreneurs specializing in urban renewal.
- Benefits: Affordable rent, career counseling and employability enhancement programs, financial aid for hobby and self-development gatherings, co-working space, cafe and food court discounts
Small Artisan Collaboration Support Program

WT supports the organization and collaboration of small local artisans, who form the bedrock of local economies and communities, toward strengthening employment of all workers involved and improving quality of life for local communities. WT supports the Yangcheon Bagmakers Cooperative by helping it establish and implement a sustainable business model and also develop unique brands and designs, while finding suitable channels of distribution necessary for growth of the cooperative.

<table>
<thead>
<tr>
<th>Number of channels of distribution and marketing</th>
<th>Number of members</th>
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<tbody>
<tr>
<td>35.5</td>
<td>175 (in 2017)</td>
</tr>
<tr>
<td></td>
<td>179 (in 2018)</td>
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Revenue
KRW 186,343,070

Program Structure
- Support the Yangcheon Bagmakers Cooperative, a group of local artisans in neighborhoods of Yangcheon District prone to air traffic noise.
- Support expansion of distribution channels and development of new brands and designs.
- Support job creation by small artisans and improve quality of life for local residents.

Number of members
175 (in 2017) ➔ 179 (in 2018)

Process
2016
- Develop unique brands and designs.
- Support establishment of a cooperative operating system.
- Support establishment and operation of a Yangcheon-based association of small artisans.

2017
- Review and support development of an umbrella brand.
- Support the cooperative’s business and establish a sustainable business model.
- Support prototype development and advertise the cooperative through a public design contest.

2018
- Support sales by introducing artisans’ products into the PR center at Gimpo Airport’s passenger terminal for domestic flights.
- Support expansion of channels of distribution and growth.
- Provide management consulting and include the case in the Impact Report.

Supporting small artisans and local economies

Comment from an Artisan
Local artisans who have dedicated their lives to their craft got together and launched the Yangcheon Bagmakers Cooperative, with the aim of shifting the manufacturing industry’s attention from overseas back to Korea. In 2018, we were able to set up a PR booth at an event celebrating the Korea Airport Corporation’s (KAC) 60th anniversary so that we could advertise and sell our products to the public. We were also able to start a program that helps struggling local families. In 2019, we intend to keep our workshops and launch a program to train unskilled and jobless local residents in bagmaking.

— Cho Gyu-nam, Chairperson, Yangcheon Bagmakers Cooperative

Building Hope through IT: Specialized School Support Program

WT supports crowd funding for raising funds necessary to organize a hackathon. The hackathon is meant to enable specialized high school students to generate new ideas, develop prototypes, and translate them into actual products and services that can contribute to solving social problems. The program helps WT find talented students capable of producing innovative products and services and foster their growth.

<table>
<thead>
<tr>
<th>Participating schools and clubs</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 schools, 16 teams</td>
<td>73 (since 2017)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hackathon</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Demo Day</td>
</tr>
<tr>
<td>Team presentations and evaluation</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Processing and team development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentoring for team project autonomy (development, business models, presentation)</td>
</tr>
<tr>
<td>Project check and mentoring</td>
</tr>
</tbody>
</table>

Process
2017
- Introduce the hackathon format.
- Recruit expert mentors to provide technical advice.

2018
- Brand and consolidate IT-related support programs.
- Test the market appeal of student ideas through crowd funding after the hackathon.
- Donate the funds raised (KRW 1,000,000 in total) and provide entrepreneurship grants for students.

Winners

<table>
<thead>
<tr>
<th>Prize</th>
<th>School</th>
<th>Team</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Prize</td>
<td>Korea Digital Media High School</td>
<td>COIN</td>
<td>A platform for headhunters and jobseekers, blind to differences in educational backgrounds.</td>
</tr>
<tr>
<td>First Place</td>
<td>Gyeongmin IT High School</td>
<td>SOLID</td>
<td>A simulation game designed to end discrimination against the blind</td>
</tr>
<tr>
<td>Second Place</td>
<td>Korea Digital Media High School</td>
<td>LUNA</td>
<td>A non-discriminatory coding education platform</td>
</tr>
<tr>
<td></td>
<td>Sunin IT High School</td>
<td>NEFUS</td>
<td>A care for the blind</td>
</tr>
</tbody>
</table>
Future IT Developers Support Program

Helping students acquire needed credentials and training

WT provides support for IT-specialized high school students from low-income families to help them acquire the necessary qualifications (CCNA and CCNP) and training. The network qualifications are required of students in IT-specialized high schools for them to prove that they have sufficient understanding of IT security and infrastructure to graduate. The examinations for these certificates, however, are quite costly. WT strives to eliminate informational disparity, particularly between teenagers, and enhance their ability to land jobs and start their own businesses.

Program Structure

- Recruit and select IT-specialized high school students with aspirations to go into networks
- Support student training and obtaining of network certificates
- Reduce informational disparity and enhance student capabilities to find employment/start their own businesses

<table>
<thead>
<tr>
<th>Number of students receiving help with qualifications</th>
<th>Number of students who obtained CCNA certificates</th>
</tr>
</thead>
<tbody>
<tr>
<td>35 (for CCNA training, 10 for CCNP training)</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hours of CCNA and CCNP training provided</th>
<th>Value of scholarships provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 and 120 respectively</td>
<td>KRW 10,000,000</td>
</tr>
</tbody>
</table>

Employability Enhancement Program for Postsecondary Students in Busan

Helping young people outside Seoul-Gyeonggi Province to find jobs

WT organized an employability enhancement program for postsecondary students in Busan with interest in finance, aiming to develop local workforces and reduce unemployment among young people. WT connected corporate executives, officials and experts with participating students so that the former can provide consulting and advice, based on their knowledge of corporate requirements of job candidates and expertise.

Program Structure

- Recruit college and university students in Busan interested in careers in finance
- Provide employability enhancement program (consisting of lectures and finance seminars)
- Enhance local workforce capabilities and reduce unemployment

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Mastering the Art of a Personal Statement</td>
<td>Tips on filling out online resumes for major finance corporations, learning about the purposes of personal statements in different segments of finance, writing episodes, etc.</td>
</tr>
<tr>
<td>April</td>
<td>One-on-One Personal Statement Clinic</td>
<td>Providing intensive consulting and training on how to write good personal statements for finance corporations</td>
</tr>
<tr>
<td>May</td>
<td>Preparing for Interviews (presentations/debates)</td>
<td>Analyzing presentation and debate formats of different companies and developing appropriate strategies</td>
</tr>
<tr>
<td>June</td>
<td>Presentation Coaching</td>
<td>Coaching and helping students preparing in a presentation contest prepare their presentations, holding mock translations among students not participating in the contest, and gathering feedback</td>
</tr>
<tr>
<td></td>
<td>NCS Aptitude Test</td>
<td>Taking mock NCS aptitude tests and analyzing each question to enhance student capabilities with written exams</td>
</tr>
</tbody>
</table>

Survey Results

- Pre-training expectations (116 participants)
  - 36% High
  - 45% Very high
- Post-training satisfaction (116 participants)
  - 10.3% Neutral
  - 17% Neutral
  - 45% Very high
  - 53.5% Very very high
Employment Guide Project for University Students

Guiding young people through their struggles to find a job

As the job market situation continues to change rapidly, presenting mounting challenges to university students seeking jobs, WT has introduced this employment guide program reflecting the latest job market trends. The career and coaching courses enable participants to prepare substantially for employment, while follow-up consulting and coaching are provided both online and offline after the program.

Survey Results

<table>
<thead>
<tr>
<th>Experience with similar career consulting programs</th>
<th>Satisfied with program</th>
<th>Gains from the program</th>
<th>Would recommend to others</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>51%</td>
<td>39%</td>
<td>82%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>Very satisfied</td>
<td>Systematic approach to job seeking</td>
<td>Would recommend to others</td>
</tr>
<tr>
<td>23%</td>
<td>45%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>High</td>
<td>Medium</td>
<td>No growth</td>
<td>Unsatisfied</td>
</tr>
<tr>
<td>87%</td>
<td>49%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>(102 participants)</td>
<td>respectful</td>
<td>Career consultation</td>
<td>Objective evaluation</td>
</tr>
<tr>
<td>7%</td>
<td>14%</td>
<td>39%</td>
<td>16%</td>
</tr>
<tr>
<td>(in 2018)</td>
<td>Laywers to recommend</td>
<td>to others</td>
<td>Very willing to recommend</td>
</tr>
</tbody>
</table>

Program Structure

Recruit and select job-seeking students and recent graduates of four-year universities nationwide
Provide an employability enhancement camp (two nights, three days) and career coaching (six months)
Enhance participant capabilities to land jobs

Process

2017
- Help university students in 11 cities nationwide.
- Prioritize students from low-income backgrounds.

2018
- Expand the program to the national stage.
- Refine areas of consultation further and reinforce mentoring from actual specialists.

Hours of consulting provided per participant

58.5 hours (in 2017) > 60.5 hours (in 2018)

Table: Number of camp participants

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>100</td>
</tr>
<tr>
<td>2018</td>
<td>120</td>
</tr>
</tbody>
</table>

Table: Number of participants who have landed jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>35</td>
</tr>
<tr>
<td>2018</td>
<td>87</td>
</tr>
</tbody>
</table>

“Expert consulting and mentoring helped me overcome my shortcomings”
Lee Gyu-yeong (Seoul)

I have been preparing for a career in the public sector since I was in my final year at university. I acquired the necessary qualifications, did some internships, and applied to nearly two-dozen public corporations, but was rejected in the document screening phase in most cases. This led me to suspect that my personal statements were not so good. But I was at a loss as to where and to whom I could go to get help. When I heard that WT was opening the second phase of its Employment Guide Project, I decided to join.

“The three-day camp allowed me to identify and overcome my shortcomings as a job candidate. In particular, I found the small-group mentoring session after the camp most helpful. For two months, expert consultants helped hapless jobseekers like me improve our skills over six sessions in total. I would have still been at a loss if I had to do it all alone. One-on-one coaching from expert consultants, however, gave me the chance to work on highlighting my strengths effectively to employers. Over the course of preparing myself for the career I want, I had lost much of my faith in myself because of the repeated rejections. This Employment Guide Project did a lot to renew my motivation. Thanks to the project, I was able to land a job at a public corporation in just a season after graduating from university.

“Offline career coaching and studying with team members really helped me”
Kim Young-geun (Busan)

I was preparing to find a career in finance when I heard about the Employment Guide Project. I thought it was perfect for me because I was interested in intensive camp-based career training. At the start of the camp, I barely knew anything about how to write a good personal statement and prepare for interviews. The one-on-one consulting on personal statements and the two mock interviews opened my eyes to what my exact shortcomings were. The camp, however, was too short. Afterward, I continued by participating in the offline career coaching program and studying with teammates. Because WT assigned participants from the same region and with similar interests to the same group, the group study was effective. The monthly offline mentoring sessions were inspiring for me because they gave me the opportunity to have my progress measured and checked by my teammates. The career mentoring also reminded me of where I was in terms of preparation on a regular basis. While no part of the job-seeking process is easy—whether preparing the requisite documents, taking written exams, or doing interviews—I kept a clear sight of my goals has allowed me to identify and overcome my shortcomings relatively quickly. There is nothing better than actual experience to teach us, so I strongly recommend career coaching and really check to other young people like me.
Inclusive Employment for All
Shaping the Future with All Inclusive Employment for All

1998

- The National Movement Committee to Overcome Unemployment (NIMCOU) launched amid the Asian Financial Crisis (co-chaired by the late Kang Won-yong, the late Kim Su-hwan, and Song Yil-Jo)

2003

- The NIMCOU reorganized as a nonprofit corporation-cum-foundation to develop more active solutions to the protracted structural problem of unemployment in Korea.
- Youth Employment Fair organized (with sponsorship from the Ministry of Labor, MBC, and The Hankyoreh)
- Programs for social work and social enterprises launched
- Financing program (Local Development Funds) for social enterprises launched
- Nongovernmental Social Security Net Development Program launched

2004

- Kyobo Dasomi Nursing Volunteers Project launched (which became Korea’s first-ever social enterprise, Kyobo Dasomi, in 2007)
- Fun Culture School launched (with support from Samsung Securities)
- Job-Creation Movement Headquarters launched
- Hope Fund Donation Relay Campaign launched (MBC)

2005

- Senior Traditional Culture Curators Program launched (with support from Samsung)

2006

- WT began to propose alternative solutions to unemployment and poverty
- WT Policy Institute established
- Happy Lunchbox Sharing Project launched (with support from SK)
- At-Home Nursing Assistance Project launched (with support from POSCO)
- Hope Networking Center for Young People launched

2008

- WT introduced a series of programs aimed at reducing social polarization and introducing sustainable work.
- Organization renamed the Work Together Foundation (WT)
- Launched a program supporting new and renewable energy social enterprises in abandoned mining towns in Gangwon-do (with support from Haneul Galleria)
- Launched a program fostering social enterprises with specialties in cultural heritage (with the Cultural Heritage Administration)
- Launched the Social Entrepreneurs Academy
- Hosted the Asian Social Entrepreneurs Summit (ASES)

2009

- Organized the National Context of Social Venture Ideas upon request from the Ministry of Labor
- Social Venture Incubating Center Mapo opened (with the Korea Life Insurance Association)
- Launched a project to support the growth of social enterprises in the making (with KEPCO and BIF Korea)
- Launched a project for training accounting experts for social enterprises (with support from Shinhan Bank)
- Launched a campaign promoting ethical consumption and social enterprises (with support from I&M Market)
- Began linking social enterprises to corporations for facility and equipment support (with Export-Import Bank of Korea)
- Launched the Hope TV live fundraising campaign (SBIG)
- Launched programs to support social enterprises with specialties in new and renewable energy and cultural heritage

2010

- Support began for the establishment of community enterprises (with Land & Housing Corporation)
- Social Enterprise Distribution Support Project launched (with support from Hyundai Home Shopping)
- Light A Lamp launched, supporting the unemployed breadwinners and their families in Korea
- Simis Together Partnership launched, supporting poor families and children abroad
- Youth Dream Field launched, supporting the dreams of teenagers (with support from KB Kookmin Bank)
- Care service project launched for the disadvantaged (with the Korea Housing Finance Corporation)

2011

- Systematic, expert management support provided for exemplary social enterprises
- Social Venture Incubating Center Yangcheon opened (with Ministry of Health and Welfare)
- Social Entrepreneur Incubating Program launched (with the Korea Social Enterprise Promotion Agency)
- Support for social enterprises in the making specializing in sustainable development (with support from LG)

2012

- Senior Business Growth Support Project launched (with support from Yuhan-Kimberly)
- Eco-Friendly Social Enterprise Support Project launched (with support from Samsung SDS)
- Social Entrepreneurs Guidebook published

2013

- Senior Employment Fund Project launched (with support from Yuhan-Kimberly)
- Cooperative Business Model Development Support Project launched (with KEPCO)
- Global Drive Project launched (with support from SK)
- Social Economy Seeds of Hope Project launched (with the Export-Import Bank of Korea)
- Supported the conversion of businesses into social enterprises (with support from Hanwha Galleria)

2014

- Hosted Social Enterprise World Forum 2014
- Social Enterprise Solidarity Mutual Aid Fund launched (with the Export-Import Bank of Korea)
- Social Enterprise ICT Support Project launched (with support from Samsung SDS)
- R&I on policy measures providing support to merchants of traditional markets and small artisans, upon request from the Seoul Metropolitan Government

2015

- Support began for small artisans in areas affected by aircraft noise (with KAC)
- Social Enterprise Support Program for Developing Countries launched (with KOICA)

2016

- Senior Care Managers Program launched (with support from Yuhan-Kimberly)
- Building Hope Through IT Project for Students in Specialized High Schools launched (with support from Shinsegae I&C)
- HUG Share House 1 and 2 opened for young people (with the Korea Housing Finance Corporation)
- Social Tech Venture Incubating Program introduced (with the Seoul Metropolitan Government)
- Recognized as a “diligent public interest corporation” by the Ministry of Strategy and Finance

2017

- Employment Guide Project for University Students launched (with KAMCO)
- Social Tech Innovation Lab opened
- Participated in the Hankyoreh Charity Campaign

2018

- Rural Produce Fair with KEPCO
- Inaugural ceremony for re-opening of the Social Venture Incubating Center at its new location
- Forty Care Service Project (KAC)
- Crowdfunding for social economy organizations (KEPCO)
- HelloNew(), a hackathon for IT-specialized high school students (Daneupge I&C)
Performance

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funds raised and proceeds from programs</td>
<td>7,776,698</td>
</tr>
<tr>
<td>Revenue from for-profit programs</td>
<td>780,211</td>
</tr>
<tr>
<td>Reserves carried forward</td>
<td>168,399</td>
</tr>
<tr>
<td>Other earnings</td>
<td>12,231</td>
</tr>
<tr>
<td>Total</td>
<td>8,737,539</td>
</tr>
</tbody>
</table>

Total Revenue
KRW 8,737,539

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program costs</td>
<td>7,853,786</td>
</tr>
<tr>
<td>Operating and administrative expenses</td>
<td>863,753</td>
</tr>
<tr>
<td>Total</td>
<td>8,717,539</td>
</tr>
</tbody>
</table>

Total Expenditure
KRW 8,737,539

※ Settled as of December 31, 2018
Board of Directors

Chairperson
Song Wol-joo, Chairperson, Good Hands

Directors
Lee Sae-jong, Honorary Chairperson, Korea Green Foundation
Choi Jong-tae, Professor Emeritus, Seoul National University Business School
Kim Jung-sook, President, International Council of Women
Park In-gu, Vice-President, Dongsin Corporation
Lee Woo-hee, Vice-President, S-Tec System
Park Jae-won, Professor, Sungkyunkwan University Graduate School of Governance
Kim Ju-young, President, Federation of Korean Trade Unions
Yang Sangwoo, CEO, The Hankyoreh
Kim Jae-gu, Professor of Management, Myongji University
Lee Woo-hee, Vice-President, S-Tec System
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Kim Ju-young, President, Federation of Korean Trade Unions
Yang Sangwoo, CEO, The Hankyoreh
Kim Jae-gu, Professor of Management, Myongji University

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Chairperson
Lee Sae-jong, Executive Director, WT

Members
Choi Jong-tae, Director, WT
Hwang Phil-kyu, Director, KCCK Human Rights Center
Oh Hye-ran, Executive Director, Seoul Women’s Foundation
Ryu Kang-jung, Director, Korea Employers Federation
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Byeon Cheol-hee, Central Coordination Team Leader, Central Self-Sufficiency Center
Park Young-sam, Planning Committee Member, Economic and Social Development Commission
Shim Sang-dal, President, Convergence Economy Institute / Research Fellow, Korea Development Institute
Yang Young-hee, Professor of Social Welfare, Hoseo University
Lee Kang-sung, Professor of Management, Sungkyunkwan University
Cho Young-bok, Dean, Pusan National University School of Management / President, Research Institute for Social Enterprises
Chang Jong-ik, Professor, Hanshin University College of Global Cooperation
Jang Hong-gyun, Director of Labor Relations Policy Research, Korea Labor Institute

Policy Research Institute

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Choi Jong-tae, Director, WT

Senior Research Fellow
Park Ji-young, Secretary-General, WT

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Kil Hyeon-jong, Research Fellow, Korea Labor Institute
Kim Kang-sik, Professor of Management, Korea Aerospace Institute
Kim Jae-gu, Professor of Management, Myongji University
Lyu Yong-jae, CEO, Sustinvest Corporation

Auditors
Oh Young, CPA, President, Yeil Accounting Corporation
Kang Hye-won, Professor of Law, Kyunghee University School of Law

Organization and People

WT consists of a board of directors, a steering committee, a policy research institute, and a secretariat. All its members work to realize the Foundation’s vision while ensuring the transparency and fairness of its management. The Secretariat undertakes the Foundation’s projects with its five teams.

※ 31 permanent workers: One Secretary-General, 28 administrative workers, and two technicians (as of the end of 2018)
Acknowledgements

Following is a list of major corporate sponsors who supported the diverse undertakings of WT in 2018.
Thank you for your participation in ushering in a better society.

How to Join Us

As an experienced and trusted partner for CSR activities of numerous corporations, WT has worked with companies to help them fulfill social missions through its knowhow and expertise. WT looks forward to working with more companies and ushering in a new welfare paradigm through collaboration.

Consultation
Identifying business needs through telephone conversations and personal visits

Proposal and negotiation
Suggesting appropriate CSR activities for given businesses

Confirmation
Confirming details of activities and signing agreements

Execution
Undertaking projects according to agreement

Evaluation and reporting
Reporting breakdowns of expenses and achievements

Continued participation
Monitoring sustainability and reorganizing projects where necessary

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Blog blog.naver.com/hamkkeorg
Instagram www.instagram.com/work_together_foundation
Purpose of Reporting
The Work Together Foundation (WT) publishes its Annual Report to further stakeholder understanding of the Foundation’s projects and activities over the previous year. Annual Report 2018 provides a glimpse into WT’s efforts for, and achievements in, promoting sustainability at individual and social levels. It also casts light upon diverse partners of the Foundation, both in Korea and abroad, who share the Foundation’s vision and support it through various projects.

Period and Scope of Reporting
This report summarizes the activities and performances of WT spanning fiscal year 2018, from January 1 to December 31 of that year.

Verification of the Report
All claims and information found in this report are based on the criteria of verification applied, through review and deliberation, by the internal working-level officials and executives of WT.

Should you have any questions or concerns regarding the report, please contact:
hamkke@hamkke.org
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