

OECD/UNDESA/UNESCAP WORKSHOP ON  
DEVELOPING SUSTAINABILITY STRATEGIES IN ASIA

## Increasing the Role of Stakeholders in Sustainability Strategies

– On the Korean Experience about SDS Conflicts

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환경분쟁연구소  
Korea Environmental Dispute Institute  
[www.bunjaeng.com](http://www.bunjaeng.com)

## Stakeholders of SDS Conflicts

- **Development NGOs**
  - KBCSD (Korean Business Council for SD)
  - BISD (Business Institute for SD)
- **Environment NGOs**
  - Radical, Moderate, Conservative
- **Other NGOs**
  - Labor Unions, Farmers, Women, etc
- **Journalism**
- **Political Parties**
- **Government**
  - National Government
  - Local Governments

## Issues of SDS Conflicts

- Presidential Election on December 2007
- Korea-US FTA (Free Trade Agreement)
- Weakening of the Middle Class
  - Housing and Education Costs on the Jump
  - Losing Jobs due to Restructuring
  - Low Birth Rate and High Old Rate
- Conflicts between
  - the Conservative and the Progressive
  - the Development and the Environment
  - the Economic Growth and the Social Welfare

## Environmental Issues

- Reclamation of the West Coast Tideland
- Greenhouse Gas Reduction Consensus
- Siting of the High Level Nuclear Waste Facilities
- Canal Projects through the Korean Peninsular
  - pledged by the Leading Presidential Candidate
- Legislation for the Development of the South East Coast in Marine National Parks
  - Seaside Resorts
  - Golf Courses
  - Entertainment Parks, etc

## SD Strategies in S-Korea

- **Peaceful Coexistence with North Korea**
- **Strengthening of the Middle Class**
  - Soft Landing of the Housing and Education Costs
  - Creation of Jobs
  - Middle Class Initiative of Economic Policies
- **Decentralization**
  - Ministries and Public Corporations Initiative
- **Balance of Power between**
  - the Economic Growth and the Social Welfare
  - the Development and the Environment
  - the Conservative and the Progressive

## the Most Effective Approaches

- **Contents Approaches**
  - Choice & Concentration Strategies
  - Development of the Message, easy and simple
  - Priority of the Education & Training Programs for “Whom and What”
- **Message of ‘Sustainable Development’**
  - ‘Happy Development’
    - : Happy Economy, Society, Environment
  - ‘Healthy Development’
    - : Healthy Economy, Society, Environment
  - ‘SD = H<sub>2</sub>D’ (like H<sub>2</sub>O)

## the Most Effective Approaches

- **Process Approaches**
  - ‘Sustainable Process’ for the SDS
  - Stakeholder Assessment
  - Negotiation and Mediation
  - Fair Play Rules of the Games
  - Sustainable Agreements
- **SDS Leadership**
  - Every Stakeholders
  - Slow and Steady Communication

## Stakeholder Assessment

- **Who are the Key Stakeholders ?**
  - Nat’l and Local Gov’t, Political Parties
  - NGOs, Journalism, Business
- **What are their Key Interests ?**
  - Political Power Sustainability
  - Business Power Sustainability
  - Environmental Power Sustainability
- **How to ‘Motivate’ the Key Stakeholders ?**
  - Gov’t (ex : SDS Leadership by Voters)
  - Business (ex : Tax Reduction, Subsidies by Gov’t)
  - NGOs (ex : SDS Awareness by Int’l Organization)

## How can NCSD contribute

- **Initiate the Stakeholder`s Influence over**
  - the Government, National and Local
  - the Political Parties
  - the Business
- **Convene, Facilitate, Mediate the Stakeholders**
  - Negotiation for the SDS Agreement Sustainable
- **Legislation of ‘the Nat`l SDS Governance Act’**
- **Check and Balance of the Ministries` Long Term Projects on the basis of SD**

## Overcome Political Obstacles

- **Voters Initiative toward the SDS**
  - Presidential Election Pledges
  - Manifesto Campaign on the National Election
  - Political Parties Awareness of SDS
- **Institutionalization of the National and Local Councils for SD**
- **Evaluation of the Implementation Programs of the Ministries` SDS**
- **Evaluation of the SDI (Sustainable Development Indicators), National and Local Level**