

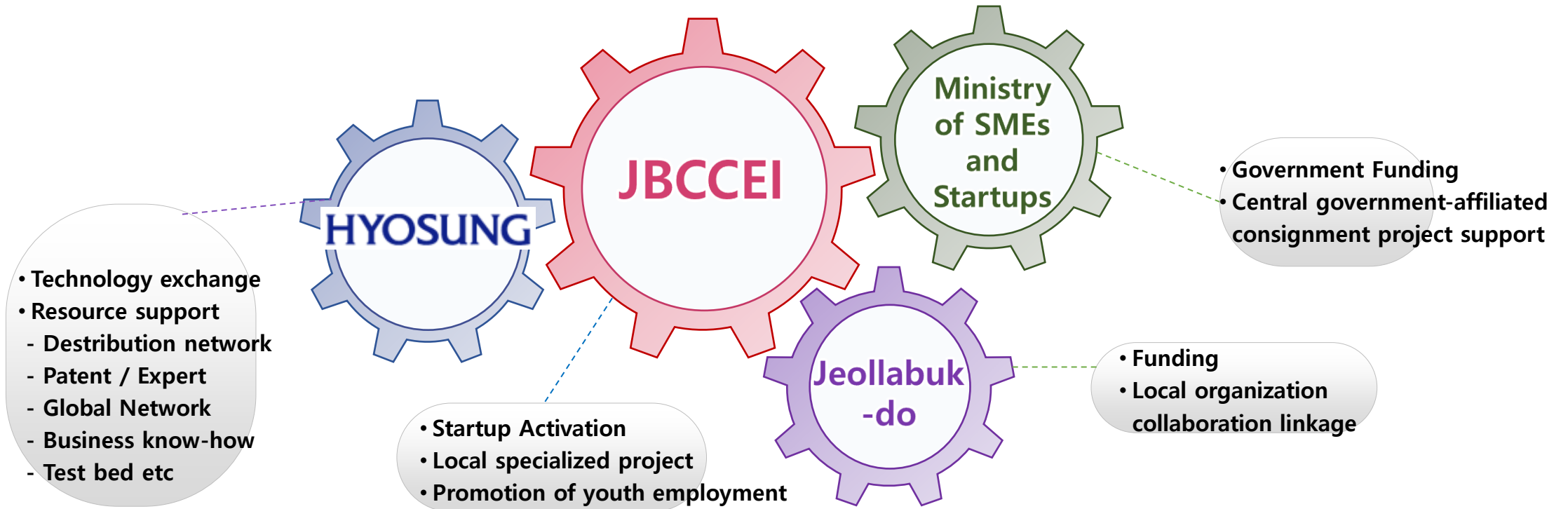
For responding to Climate Change and Building Resilience PPPPs Case in Jeonbuk

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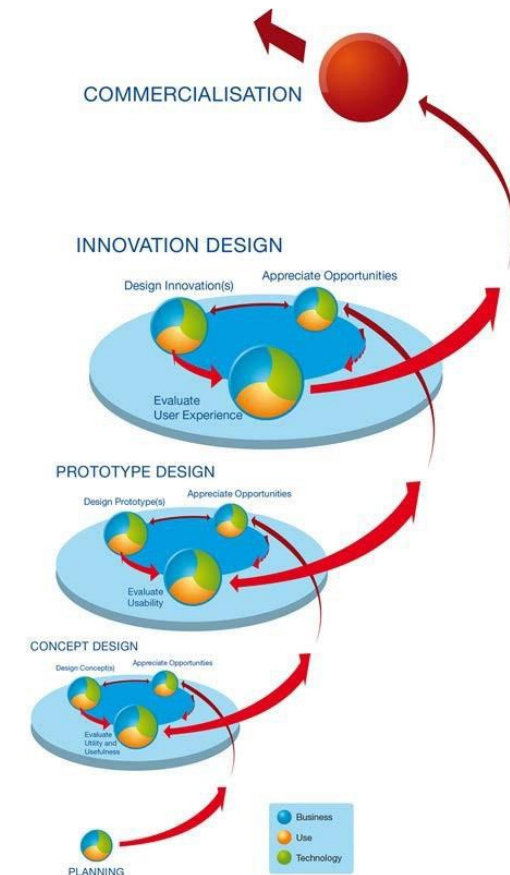
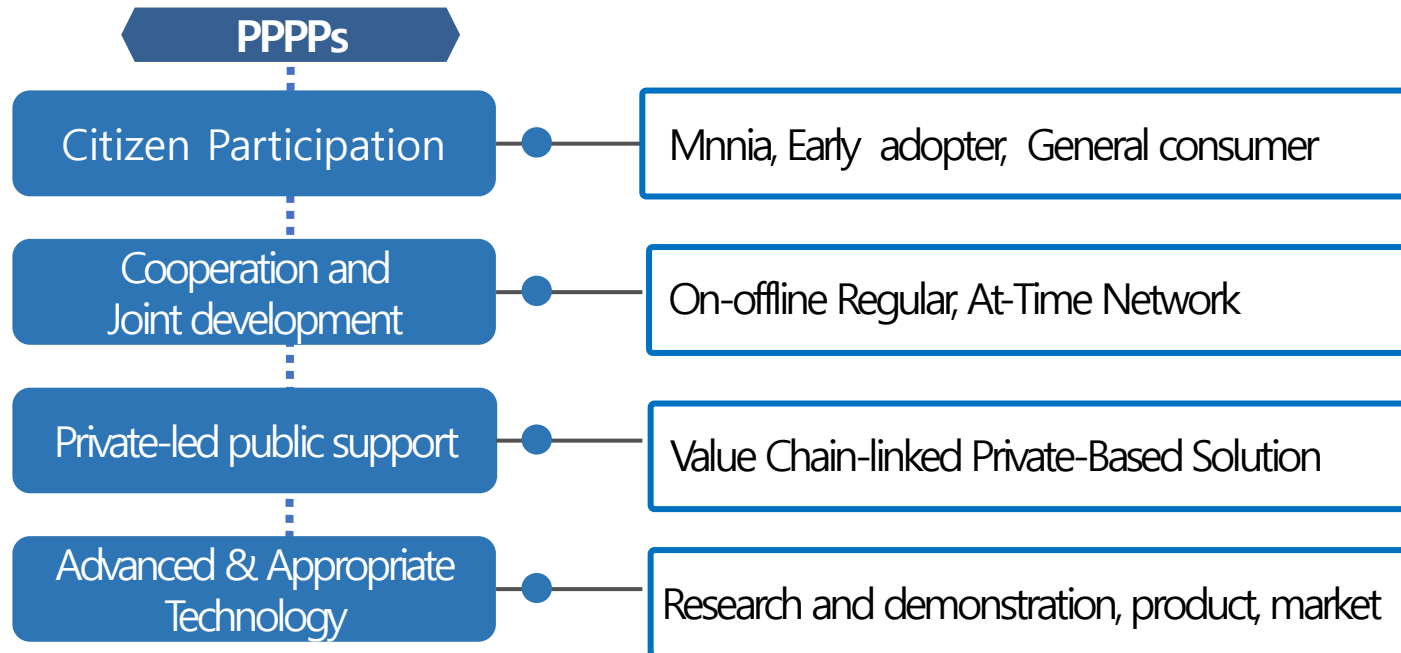
The Central Government + Local Government + Private Participatory Local Business Hub



Vision: " Enhancement of the Driving force of Jeonbuk Economy Through the Start-up of Innovation"



Living Lab : Real-life setting / User-led open innovation where various social entities such as public, private companies, and citizens participate and solve problems in the community and business together





2019

Jnoll Initiation

- 12 Public Institution
- 3 Civic Councils
- 1 Corporate council
- 3 Research Institutes,
- 2 Local Government
- Total 26 organs

20-21

Business Direction and Organisational Activities

- Recognition Extension
- Facilatator specialist Training
- Public and Private solidarity

2022

Case Derivation of localized Living Lab

- Case Study on the Agricultural and SW Field in Jeonbuk
- Urban Regeneration, Smart City, Extend Linked Business between Univercities





▶ Development of the Demonstration Technology for the Local Food Support System Based on Smart Agricultural Life

- (Goal) Enhancing Technology and Improving the quality of life for farmers

- (Main Content)
 - The smart work clothes for the repetition farming work secondary
(Development of a wearable device tailored to aged farmers)
 - Health emergency medical devices and services tailored to aged farmers (development of applications)
 - Development of Smart Storage System with High Freshness and Stability
 - Development of Integrated Operation System for Smart Farm Life Living Labs for Farmers' Participation
(PLS Information Monitoring-based Connected Farm)



Vision

Construction of Impact Ecosystem in Jeonbuk and Honam Area

Direction

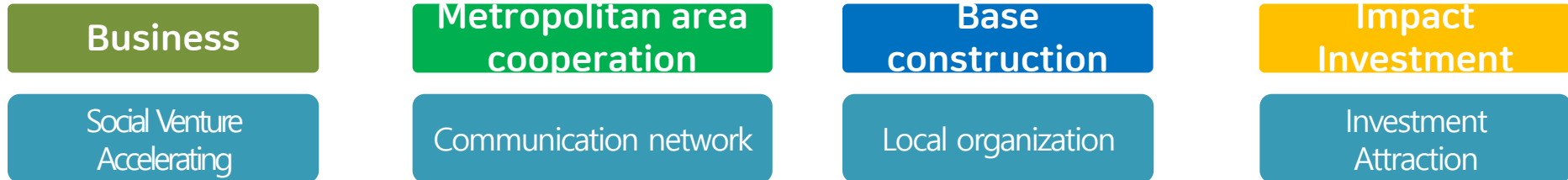


SV Upbringing-Based

Growth Solution

Best Case derivation

Goal



History

Local Creator Youth Innovator(2016~2017)



Local Social Venture Youth Innovator(2018)



Local Creator Project (2020~2021)
 Social Venture Project (2019~2021)
 Pre-Startup support Project (2019~2021)

Best Case- Cool Bears



Always in Bloom

"AVEN added four lines on ALASKA's wildflower logo to represent the commitment to protect the environment."





Cool Bears

Aven

The world's most comfortable 'biz-leisure' golf apparel using only premium eco-friendly fabrics

SOLUTION

Technology



Developed a new fabric by combining merino wool and recycled polyester

- Provides superior fit and quality compared to existing fabric
- Patents filed (June)

The world's most comfortable golf wear

Social Impact



Only sustainable fabrics are used

- Solve environmental problem
- Effective for skin disease

The most harmless material for the human body and Earth

Design



Produced simple golf apparel that is most preferred by customers in 20s and 40s

- biz-leisure look that can be worn daily

Simple design



Cool Bears

**Jeonju
city**

HYOSUNG

JBCCEI

**Cool
Bears**

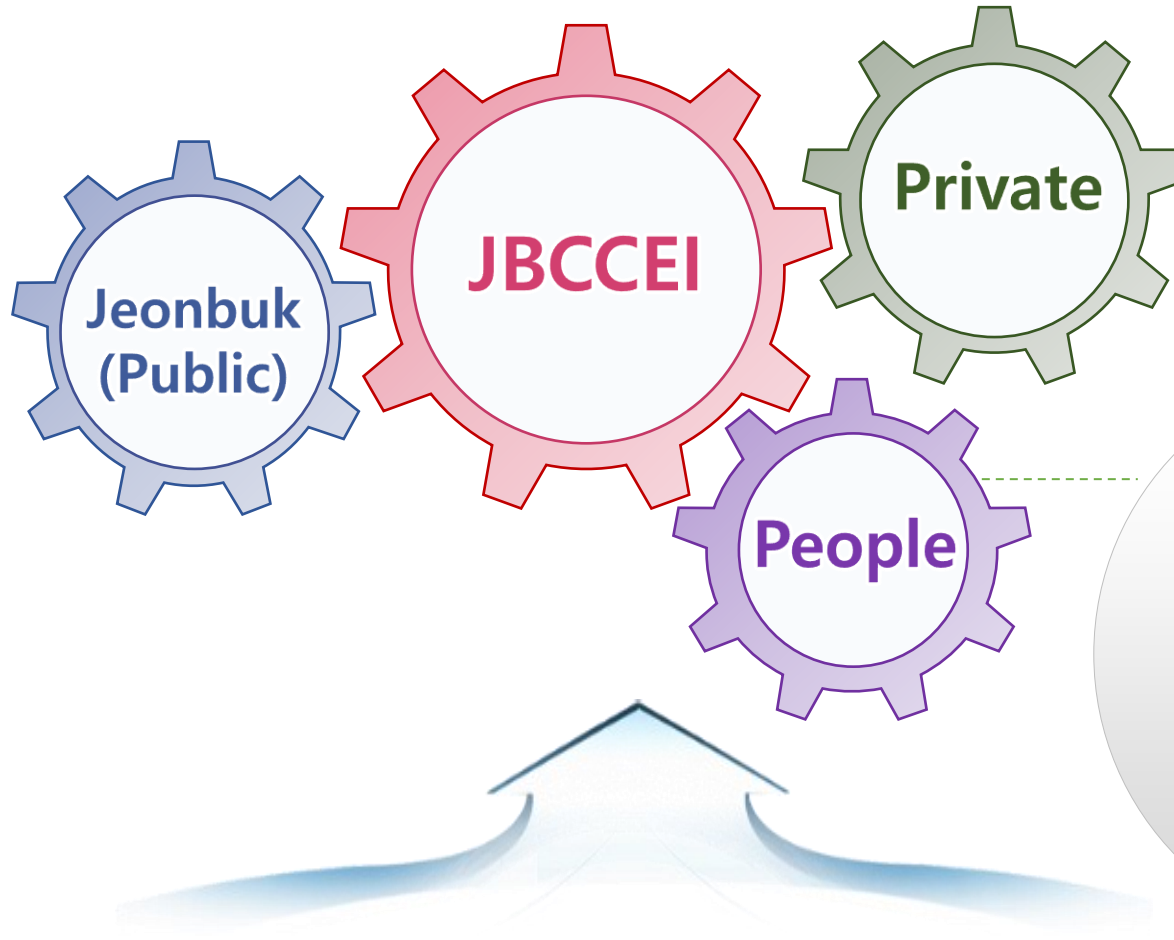
- Jeonju Citizen Campaign Activities
- Waste PET bottle collection
- Development of Fabrics using Jeonju Hanji

- Recycle fiber production Technology Cooperation
- Open Innovation

- Living Lab Process
- Citizen Participation Coordination
- JNoLL/ JRPSP cooperation

- Fabric Development commercialization
- Market Creation

* RPSP(Jeonbuk Reginal Problem solving platform)



Jeonbuk Social Impact intermediate organization council

- JNoLL
- JRPSP
- Local University
- Start UP support institution
- JADA(Jeonju Venture-Business Areas Development & Promotion Association)
- JSDC(Jeonbuk, Jeonju Sustainable development council)
- Jeonbuk Social Economy Network
- Jeonbuk Innovator Network Group

Deduction of Regional Change through Open Innovation Platform based on PPPPs (Public-Private-People Partnerships)

**THANK
YOU**

**Jeonbuk Center for Creative
Economy and Innovation**

