

Building a carbon-neutral city in Daedeok with residents

Daedeok-gu of Daejeon Metropolitan City established a Green New Deal policy called the “Daedeok Green New Deal” to realize the goal of a carbon-neutral city and has pushed for a transition to a decarbonized society. The policy contains 40 tasks in five sectors to promote the energy transition and self-reliance and reduce greenhouse gas emissions while building an efficient resources circulation system. The tasks include 100,000 carbon dieters training program; a net-zero emissions market that displays and sells eco-friendly products; a zero-waste platform to minimize waste with a higher recycling rate; and a carbon-aware budgeting system that reflects the environmental impact of policies.



01

Training 100,000 carbon dieters

Carbon dieters refer to individuals or organizations that practice and share carbon emissions reduction activities. Under the program, nearly all district residents, except the aged or children, become carbon dieters who carry out daily low-carbon life. The training program, divided into three sectors: schools, villages, and companies, allows participants to experience decarbonization activities through programs, such as decarbonization class, decarbonization products, family experience groups, and vegetarian day.



School Carbon Dieters
(Students learn frugal consumption)



Company Carbon Dieters
(Vegetarian Day)



Village Carbon Dieters
(Families experience decarbonized products)

02

Operating “Net-zero joint market” as the first in the nation

The net-zero joint market opened in Miho-dong, Daedeok-gu, is a space that enables residents to realize that environmentalism is not an abstract concept but a value that can be practiced in daily life. The joint market offers renewable energy research and education, sells eco-friendly products related to the energy transition, and holds educational and exhibition events with spaces for books on the environment, the climate crisis, and energy transition. In addition, visitors can experience renewable energy, such as a solar charger and a solar oven, which attracts many people.



1st floor, joint market
(Sells eco-friendly daily supplies)



2nd floor, library
(Books on energy transition, the environment, etc.)







Outdoor space
(Experience renewable energy)

03

Building zero-waste platforms

Daedeok-gu operates platforms that allow residents to practice a decarbonized lifestyle to save resources and improve recycling rates.

Zero-waste platform	Description
	<p>The district has signed an agreement with Hannam University to promote eco-friendly consumption and create jobs, where a zero-waste education center was installed. The center promotes eco-friendly and recyclable products and explores eco-friendly market models.</p>
Zero-waste Education Center	
	<p>In order to spread recycling awareness in Deokam-dong and increase the residents' interest in the climate crisis, Nephron (an AI-based recyclable waste collector) was installed. Users can receive points by depositing plastic bottles or cans into the collector, and the accumulated points can be converted into cash. As Nephron has drawn the residents' interest in recycling and generates economic effects, the district plans to install the collectors in more locations.</p>
Nephron	
	<p>Ice pack collectors were installed in community service centers to ensure the recycling of ice packs used at home or workplaces. Collected ice packs are cleaned and provided to traditional markets or distributors that handle fresh products. As of 2021, ice pack collectors were put up in 29 locations, and about 33,000 items were collected.</p>
Ice Pack Is Back	
	<p>Cleaned recyclable items can be exchanged for cash at set prices. It creates jobs for people who collect and classify items and increases the collection rate of recyclable products.</p>
Our Village Recycling Platform	

04

Introducing the carbon-aware budget system

Daedeok-gu introduced an ordinance for a carbon-aware budget to assess the impact of projects on carbon reduction and to reflect assessment results for budget execution as the first local government to do so in the nation. With this institutional base, the district aims to implement carbon reduction and overcome the climate crisis in terms of finance.



Held a forum on the carbon-aware budget system



Enacted ordinance for carbon-aware budgeting



Commissioned research on a carbon-aware budget system