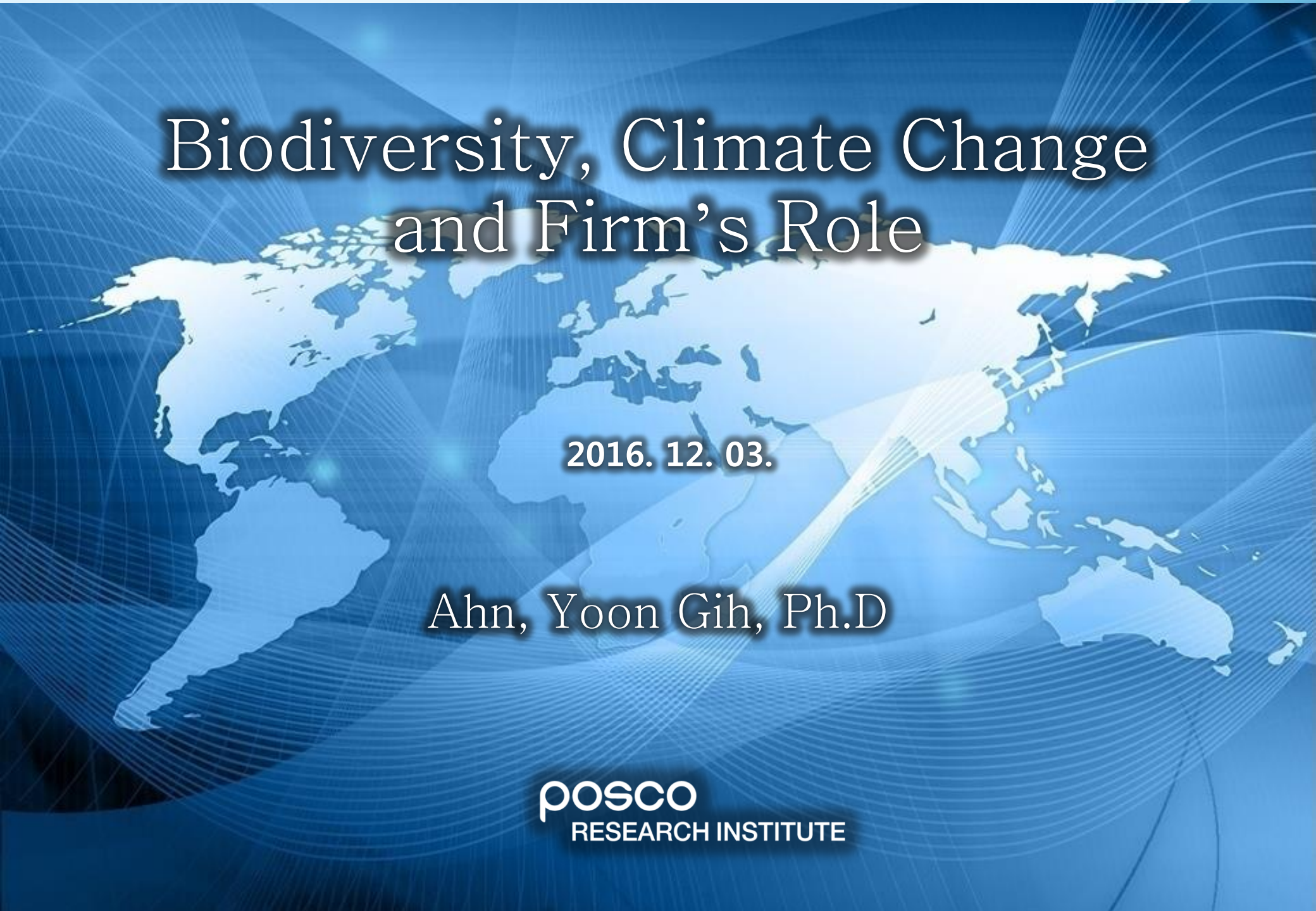


Biodiversity, Climate Change and Firm's Role



2016. 12. 03.

Ahn, Yoon Gih, Ph.D

posco
RESEARCH INSTITUTE

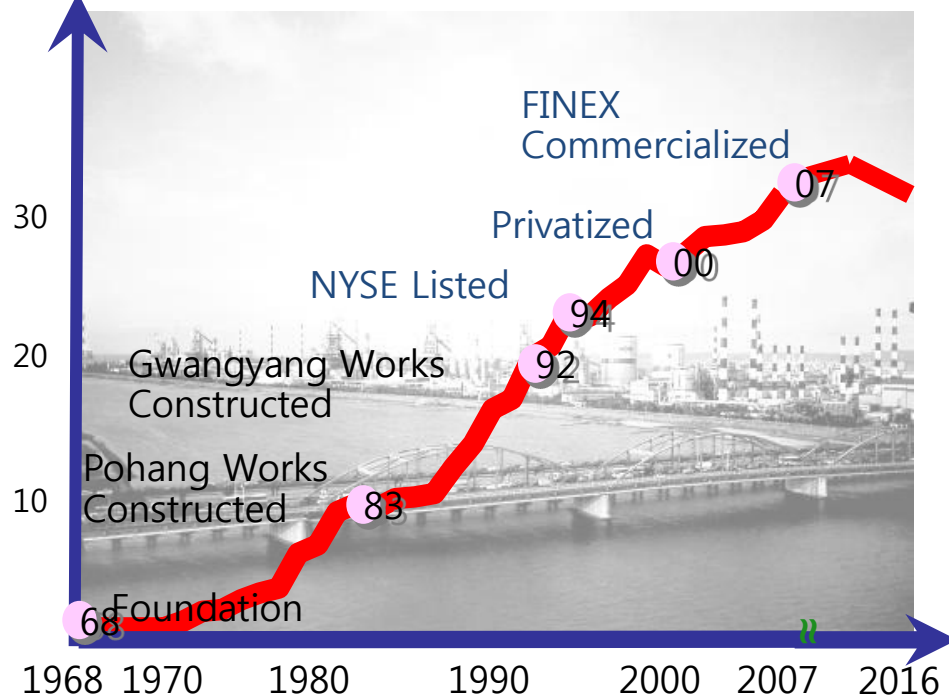
Snapshot of POSCO's History

1

❑ History of 'Creative Management'

- Ability to Create Something from Nothing

Crude Steel Production
(mmt)



POSCO Overview ('15)

- ❑ Steel Production : 42,027 thousand
- ❑ Employment: 17,045 employees
- ❑ Sales : 58,192 KRW 1bn

Evaluations for Global POSCO

- ❑ Davos Forum selected POSCO as 'Global Top 100 company' ('16.1)
- ❑ Dow Jones Sustainability Index included POSCO as a sustainable leading company for 12 consecutive years ('16.9)
- ❑ World Steel Dynamics recognized POSCO for the world's best competitiveness (WSD, '16)



Eagle Owl

Endangered Species Protection



Triton

Restoration of Marine Eco-system
by Recycling Steel By-products



**Clean Ocean &
Overseas business sites**

Employee participation
for Eco-System protection activity



Case #1: Biodiversity Conservation Activity

Publishing a Booklet to Improve Biodiversity Awareness

Eagle Owl

the Owl Family.

(Length about 70cm)



[Photo: Jung Da-Mi(one of writer,)'The Eagle Owl Book']

Ecosystem top predator feeding on pheasants, rabbits, poultry, etc.
Rapid over-exploitation destroys habitat and threatens survival

- Specified Endangered Species Class 2, Ministry of Environment

- Natural Monument No. 324

**Friendly Image
Healthy Ecosystem**

**Promoting
Awareness of
Biodiversity
as a youth target**

**Activity Experts
related to
Ecology & Biological
Protection**

MOE-Firms
Signature for
Biodiversity
Preservation

+

+

+

Eagle Owl

**Book
publishing**

NGO
Environmental Movement
Coalition

Government
Ministry of the Environment



People from all walks of life, such as environment, culture, and art, publish essay-style books based on various experiences and episodes.

Planning: Environmental Movement Coalition, Ministry of Environment, POSCO

POSCO the Great: The Most Respected & Beloved Company Globally



Case #2: Biodiversity Conservation Activity

Restoration of Marine Ecosystem by Recycling Steel By-Products



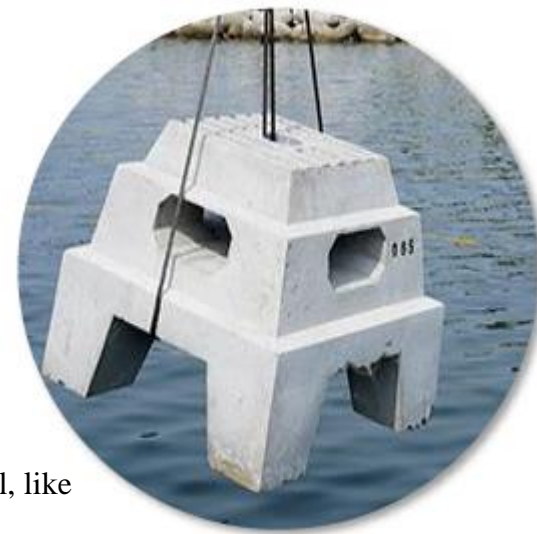
Steel slag

Steel slag is a by-product obtained after iron ore, bituminous coal and limestone, which are the raw materials of iron production, are melted at high temperature and separated from waste materials. It is an eco-friendly resource widely used for cement, fertilizer and road aggregate.



Triton

Since 2000, POSCO has been working with RIST to develop artificial fishes containing a large amount of minerals useful in the ocean, such as iron and calcium.



* **Triton:** The mythological Greek god of the sea that calls fish and dolphins blowing on a twist conch shell, like a trumpet. He has the ability to restore sea forests. It is also the brand name for the low-carbon artificial fish reef using steel slag as aggregate.



Darkness phenomenon*

Spread to east coast, south coast, Jeju island coast

As marine algae disappear, abalone, sea cucumber, and fish has been reduced, and the seawater's self-sufficiency decreases.

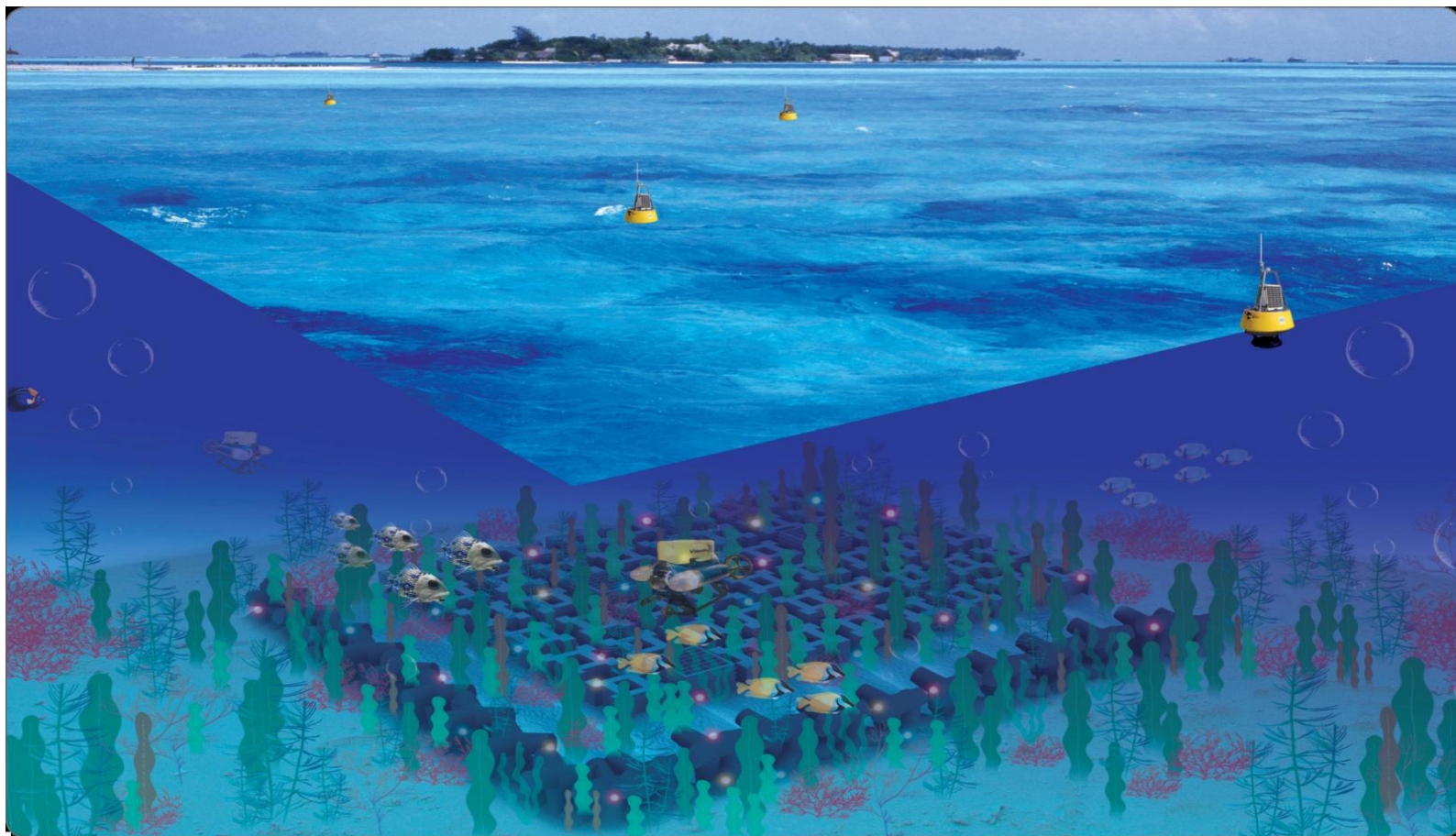
*Seaweeds such as seaweed and kelp in the coastal rock area disappear, and lime algae cover the rock (so called, 'coralline flat')

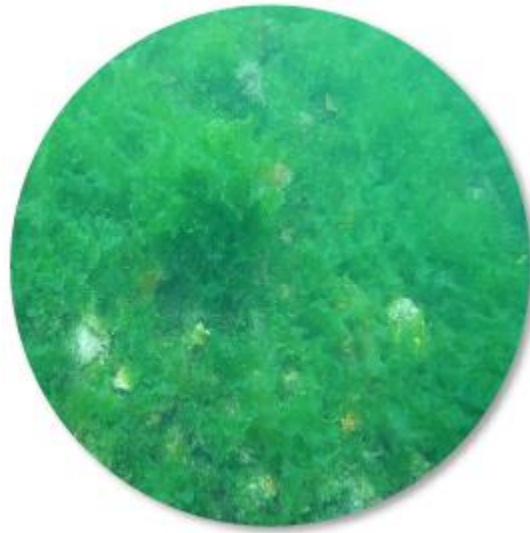
<Total 5,311 applications>

2010	Yeosu Expo Sea Forest
2011	Tongyeong, Gyeongsang-nam-do, and Euljin Gyeongsang-buk-do
2012	Samcheok, Gangwon-do, and Guryongpo Gyeongsang-buk-do
2013	Guman-ri in Pohang City, Gyeongsang-buk-do Province
2014	Yeongdeok-gun Sea Forest

411ha

Sea forest composition
(2011~'13)





Restoration of marine ecosystem and creation of fishery resource

Seaweed species vary by 2.5 compared to surrounding rocks

Improving the habitat effects of fish and shellfish such as abalone and sea cucumber

Contribution to increase fishery income and green growth in fisheries sector

Carbon dioxide reduction effect of 10 ~ 20 tons / ha per year through algae photosynthesis

“One of the most important environmental restoration projects in Korea”

Ashok Kosla
Governor of
the World Conservation Union



Introduction to Best Practice Cases

“Restoring Korean Coastal Ecosystems with the By-product of Steelworks”



Case #3: Biodiversity Conservation Activity

Employee Participation for Eco-System Protection Activity

POSCO Clean Ocean Volunteer Corps

Pohang, Gwangyang, and Seoul
Marine Environment Cleanup
Volunteer Corps

of Volunteers : 700

Annual average waste collection:
312 tons





Plant protection in crisis species



Wildlife protection

POSCO-Mexico



Cooperation Activity with NGO





UPI, UPS



POSCO-QPSS



POSCO-Volunteer Corps



POSCO-Mexico



POSCO-Japan



POSCO-Vietnam



POSCO-Malaysia

Sustainability Report



Carbon Report



* Since 2014, Sustainability Report + Carbon Report
= *POSCO Report*

Communication using SNS

Hello,포스코

포스코를 만나는 또하나의 방법 SNS를 통해
최신소식을 접하실 수 있습니다

[바로가기](#) ▶

Blog

facebook

YouTube

Global Blog



"포스코 패밀리와의 따뜻한 스킨십" 권오준 회장,
임직원들을 직접 만나며..

취임 이후 제철소를 가장 먼저 찾은 데 이어 고객사 방문,
소통간담회, 패밀리리사 방문 등 '현장 스킨십'..



효과적인 금연 방법 & 금연 이유 소개! 5월 31일 세계
금연의 날, 건강을 위해 ..

다가오는 5월 31일은 세계 금연의 날! 세계보건기구(WHO)
는 1987년에 창립 40주년을 맞아 '담배 연기 없는..

Social Contribution Report

포스코가 사회에 기여하는 모습은
바로 우리들의 삶 속에 있습니다.
포스코가 사회에 기여하는 모습은
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바로 우리들의 삶 속에 있습니다.

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POSCO the Great: The Most Respected & Beloved Company Globally

Government

NGO

Firms

Citizen

+

+

+

Policy Support

**Activity
Cooperation**

Activity Support

**Participation
in activities**

= Successful biodiversity conservation activities

<Concluding Remark>
Contributing to Biodiversity and Climate Change through PV, ESS, and Smart City etc.



Finding way for New Biz.





Become the base of the world.

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Thank you very much.