

APRU SWM Forum 2022

New ESG Perspectives in Plastic Pollution: Governance, Business Models and Tourism

28th September 2022 at the Hyundai Motors Hall B306,
Korea University, Seoul, Korea

APRU SWM FORUM 2022
New ESG Perspectives in Plastic Pollution: Governance, Business Models and Tourism
On 28th September 2022
At the Hyundai Motors Hall B306, Korea University, Seoul, Korea

 LYNN SORRENTINO IUCN  "SHIFTING THE PLASTIC PARADIGM: PLASTIC WASTE MANAGEMENT, CIRCULAR ECONOMIC MODELS, THE SDGS, AND IMPROVING THE HEALTH OF THE OCEAN"	 HANNA DIJKSTRA VRIJE UNIVERSITEIT AMSTERDAM  "BUSINESS MODELS AND SUSTAINABLE PLASTIC MANAGEMENT"	 ALEKSANDRA (ALLY) DRAGOZET SEA GOING GREEN  "NEW PERSPECTIVES ON PLASTIC POLLUTION: INNOVATIONS IN SUSTAINABLE TOURISM"
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REGISTER NOW!
For inquiries, please contact:
Prof. Yong Sik Ok (yongsikok@korea.ac.kr)

GRAB YOUR OPPORTUNITY TO ATTEND THIS IN-PERSON EVENT

 APRU Sustainable Waste Management  International ESG Association  ESG 연구센터 ESG Research Center

Registration link:

https://forms.office.com/Pages/ResponsePage.aspx?id=DQSIkWdsW0yxEjajBLZtrQAAAAAAAAAAAAANAQCI5_hURVhGNTVESFFaQ0k5ODZIMzBMN1hESTIETy4u

Agenda

Date: 28th September 2022

Time: 4.00 PM – 6. 00 PM

Venue: Hyundai Motors Hall B306, Korea University, Seoul

Time	Schedule
4.00 PM - 4.05 PM	Welcome Address Prof. Yong Sik Ok Chair and Program Director, APRU Sustainable Waste Management Program Full Professor, Korea University, Korea Co-President, IESGA Prof. Jay Hyuk Rhee Director, ESG Center, Business School, Korea University Co-President, IESGA
Session I	Plastic Pollution: UN SDGs, ESG and Sustainability
4.05 PM – 4.30 PM	Ms. Lynn Sorrentino <i>“Shifting the plastic paradigm: plastic waste management, circular economic models, the SDGs, and improving the health of the ocean”</i> Program officer, Ocean team IUCN (International Union for Conservation of Nature), Switzerland
Session II	Business Models and Sustainable Plastic Management
4.30 PM – 5.00 PM	Ms. Hanna Dijkstra <i>“Business models and sustainable plastic management”</i> Faculty of Science, Environmental Economics, Vrije Universiteit Amsterdam, Netherlands
5.00 PM – 5.10 PM	Tea Break and Networking

5.10 PM – 5.40 PM Ms. Aleksandra (Ally) Dragozet

“New perspectives on plastic pollution: Innovations in sustainable tourism”

Founder, Sea Going Green, Netherlands

5.40 PM – 6.00 PM Panel Discussion

Prof. Yong Sik Ok

Chair and Program Director, APRU Sustainable Waste Management Program

Full Professor, Korea University, Korea

Co-President, IESGA

Prof. Yongjun Sung

School of Psychology, Korea University, Korea

President, Korea Consumer Advertising Psychology Association

Prof. Jay Hyuk Rhee

Director, ESG Center, Business School, Korea University

Co-President, IESGA

Prof. Sung Yeon Hwang

College of Life Sciences, Kyunghee University, Korea

Director, Korea Bioplastics Association (KBPA)

Prof. Xiangzhou Yuan

Korea University, Korea

Director, Sun Brand Industrial Inc., Korea

6.30 PM - 9.00 PM VIP Networking and Banquet

Speakers and Panelists

Speakers



Lynn Sorrentino | IUCN

Lynn Sorrentino holds an MSc from Bangor University (Wales) in Marine Environmental Protection, where her thesis, “Quantifying linkages between coastal flooding human health and mental wellbeing in Wales” integrated social and marine sciences. She has worked directly in conservation since 2011, including several years at the Ramsar Convention on Wetlands, and now at IUCN in the Ocean Team managing Norad- and Sida-funded plastic pollution projects and the Save Our Seas Foundation funded project on “Defining Criteria for Important Shark and Ray Areas”.

For more information, please visit <https://www.iucn.org/>



Hanna Dijkstra | Vrije Universiteit Amsterdam

Hanna Dijkstra is a Ph.D. Researcher at the Institute for Environmental Studies, Vrije Universiteit Amsterdam, analyzing the societal and business case for preventing plastic pollution and managing marine litter. Specifically, Hanna has studied new business models and sustainable entrepreneurship within the context of (marine) plastic pollution. She is active in stakeholder engagement and education on a local and European level, and her work contributes to the EU Horizon 2020 CLAIM project advancing research and methods to manage marine litter.

For more information, please visit <http://www.claim-h2020project.eu/>

[Vrije Universiteit Amsterdam Research Portal](#)



Aleksandra (Ally) Dragozet | Sea Going Green

Marine biologist, social entrepreneur, sustainable tourism expert, and grassroots leader with 10+ years of experience working within the tourism industry as both a professional and an operator. Ally holds a Master of Aquatic Biology/Limnology from the University of Amsterdam and an undergraduate degree in Environmental Biology from the University of Toronto and the National University of Singapore.

Ally founded Sea Going Green in 2017 as a sustainable tourism consultancy and has been a leading voice within the tourism industry ever since, representing the title of Forbes 30 Under 30 social entrepreneur. She has been a keynote speaker and has stimulated discussions in panels at a range of tourism industry-focused events and sessions around Europe, the Caribbean, and China. Behind the scenes, Ally actively engages with tourism professionals, especially in light of the pandemic, to provide solutions for the upcoming build-back better phase.

For more information, please visit <https://www.seagoinggreen.org/>

[Forbes 30 Under 30](#)

Panelists



Yongjun Sung | Korea University & Korea Consumer Advertising Psychology Association

Dr. Yongjun Sung is a Professor at School of Psychology, Korea University, Seoul, Korea. Dr. Sung's main research areas cover Consumer Psychology, Advertising, Brand Personality, Brand Relationship, Marketing Communication, Human-computer Interaction, Computer and Society, Information Systems (Business Informatics), Social Psychology, and Media Psychology. He serves as the president of Korea Consumer Advertising Psychology Association. Dr. Sung holds editorships in Korean Journal of Advertising and Journal of Interactive Advertising. Before joining the Korea University, Dr. Sung worked as a professor at University of Texas at Austin and Southern Methodist University, USA.

For more information, please visit <https://www.captainkorea411.kr/>



Jay Hyuk Rhee | Korea University & IESGA

Dr. Jay Hyuk Rhee is a Professor at School of Business Administration, Korea University, Seoul, Korea. Dr. Rhee serves as the head of Sustainability management research group, corporate management research institute at Korea University since 2019 and the Director of Korea University Social Enterprise Center. Dr. Rhee's main research areas cover Global management, Management strategy and Sustainability including ESG, CSR and SDG. He has received many honors including 5th Stone Tower Research Award in 2020 at Korea University, Korea University Seok-Top Lecture Award, KUBS Teaching Award, Korea University Graduate School of Business Management Research Course Excellence Lecture Award, and many more. Dr. Rhee is the founding member and member of the Institute for Sustainable Economic and Social Development, and he has served as a member for many government institutes including National Pension Fund Trustee Responsibility Specialized Committee, Special Committee for Win-Win Cooperation Division, Ministry of SMEs and Startups, Corporate Governance Committee of the Korea Corporate Governance Service and Social Welfare Community Chest of Korea, Sharing Culture Research Center. His recent achievement was selected as a recipient of the 5th Stone Tower Research Award in 2020 at Korea University.

For more information, please visit <https://www.iesga.org/>



Sung Yeon Hwang | Kyunghee University & Korea Bioplastic Association

Dr. Hwang Sung Yeon is a researcher showing the most excellent research results in the field of plastics sustainability, one of the national challenges, and is leading the recent research trend in the field of bioplastics. He is serving as a planning committee member of the ministerial research project including the Ministry of Environment to solve social problems and is serving as a director of the Korea Bioplastics Association (KBPA), which aims to foster the bioplastics industry. The developed bioplastics was introduced to the president at the 2020 Ministry of Science and ICT work report and recognized as an innovative growth achievement in resolving issues felt by the people. It has been selected in the TOP 100 of environmental field and is leading the related research. In terms of award history, he has been awarded the Minister of Science and ICT's Citation in 2021, the Korea Research Institute of Chemical Technology in 2020, the Minister of Trade, Industry and Energy in 2019, and the Minister of Science and ICT in 2018. In addition, as the first biodegradable bioplastic manufacturing technology, the technology was transferred to a large company through domestic R&D and is about to be commercialized soon.

For more information, please visit

<https://scholar.google.co.kr/citations?user=0rmra08AAAAJ&hl=ko>



Yong Sik Ok | Korea University, APRU SWM & IESGA

Dr. Ok is a full professor and global research director of Korea University, Seoul, Korea. He has published over 900 research papers and books, 113 of which have been ranked as Web of Science ESI top papers (106 have been selected as “Highly Cited Papers” (HCPs) and 7 have been selected as “Hot Papers” (HP)) as of 31st July, 2022. He has been a Web of Science Highly Cited Researcher (HCR) since 2018 in Cross Field, Environment and Ecology, and Engineering. In 2019, he became the first Korean to be selected as an HCR in the field of Environment and Ecology. Again in 2021, he became the first Korean HCR in two fields: Environment and Ecology, and Engineering. He is working at the vanguard of global efforts to develop sustainable waste management strategies and technologies to address the rising crisis in electronic and plastic waste, and pollution of soil and air with particulate matter. Dr. Ok has also served in a number of positions worldwide including, as an honorary professor at the University of Queensland (Australia), a visiting professor at Tsinghua University (China), an adjunct professor at the University of Wuppertal (Germany), and a guest professor at Ghent University (Belgium). He maintains a worldwide professional network by serving as a Co-Editor-in-Chief of *Critical Reviews in Environmental Science and Technology*, an Editor of *Environmental Pollution*, a member of the editorial advisory board of *Environmental Science & Technology*, and an editorial board member of *Renewable and Sustainable Energy Reviews*, *Chemical Engineering Journal*, and *Environmental Science: Water Research & Technology*, and several other top journals. He currently serves as the Director of the Sustainable Waste Management Program for the Association of Pacific Rim Universities (APRU) and the Co-President of the International ESG Association. Moreover, he has served on the Scientific Organizing Committee of P4G Nature Forum: Climate Change and Biodiversity, and Nature Forum: Plastics and Sustainability. Dr. Ok has also served as the chairman of numerous major conferences such as Engineering Sustainable Development series (ESD series), organized by the APRU and the American Institute of Chemical Engineers (AIChE). In 2021, Dr. Ok hosted the first Nature conference among South Korean universities in Seoul on waste management and valorization for a sustainable future together with Chief Editors of Nature Sustainability (Dr. Monica Contestabile), Nature Electronics (Dr. Owain Vaughan), and Nature Nanotechnology (Dr. Fabio Pulizzi). Prof. Ok will host the first Nature Forum on Environmental, Social & Governance (ESG) for Global Sustainability: the “E” Pillar for Sustainable Business.

For more information, please visit

<https://scholar.google.com/citations?user=xL2ME-IAAAAJ&hl=ko>

<https://www.apru.org/our-work/pacific-rim-challenges/sustainable-waste-management/>



Xiangzhou Yuan | Korea University & Sun Brand Industrial Inc.

Dr. Xiangzhou Yuan is a Research Professor at Korea University in Seoul, South Korea. His academic background covers greenhouse gas adsorption and separation, low carbon technology, sustainable waste management, novel carbon materials, life-cycle sustainability assessment. He has published over 60 refereed journal articles including *Nat. Rev. Earth Environ.* (IF: 37.214), *Matter* (IF: 19.967). Dr. Yuan has registered 8 Korea domestic patents and achieved one technology transfer (KR10-2197821). He is also active in servicing as the Outside Director of Sun Brand Industrial Inc. from 2020 and the Key Academic Committee Member of the International Cooperation Research Centre of Carbon Capture in Ultra-low Energy-consumption, Tianjin, China from 2018. Moreover, he has been invited as the Keynote/Invited Speaker for over 10 international conferences. He is also serving as guest editors (*Applied Energy*, *Advances in Applied Energy*, *Environmental Pollution*, *Biomass & Bioenergy*, etc.), and editorial board members (*Biochar*, *Carbon Research*, etc.).

For more information, please visit <https://scholar.google.com/citations?user=D1t2RJYAAAAJ&hl=zh-CN>

Event organizer

APRU Sustainable Waste Management Program



Event co-organizers

Korea University ESG Research Center



International ESG Association

