

[The Necessity of Volunteer Activities to Solve SDG]

On April 12, 2018, I first learned about the United Nations Sustainable Development Goals (SDG) through a lecture by social enterprises 'THE BRIDGE' leader. SDG is composed of 17 goals and 169 detailed goals considering economic and social environments including climate change.

Although SDG differs from MDG in many ways, I think it was necessary to discuss more 'volunteer activities to solve SDG' in terms of the difference between targets and participation. While MDGs are targeted at developing countries, SDG includes developing countries or advanced countries. In addition, MDG requested government-centered participation, but SDG requires participation by all stakeholders, including government, civil society, and private companies. I think the cause of this change is that it involves parts of the world that need to work together, such as reducing inequality, sustainable consumption, and coping with climate change.

As I was doing Social Entrepreneurship Team Academy (SETA), I felt that it was really, really hard to make money from solving social problems. It was very difficult to get people to open their wallets for what they thought was a good thing but no intuitive benefit to themselves. In my experience, people didn't give up their time or money unless they had a great deal of empathy for the problem or the brand appeal of the organization.

After this experience, I went to Florida for the KSPO International Program last month. When I took a marketing seminar there, I learned about volunteering and giving. Professor explained in detail, "In some sector, capital can be filled with donate and labor can be filled with volunteer work."

SDG does not provide short-term, intuitive utility. It is all the more so for an individual to feel. The five building blocks of SDG: the global environment, prosperity, people, peace and partnership are essential for 'everyone' but they are difficult to approach and solve.

So I think volunteering is a necessity to solve SDG. When dealing with a social problem, it's very difficult to create an excellent revenue model in the beginning and to reach the public on economic principles. But SDG is worth it enough for all of us to pursue. Therefore, we should not regard what SDG as irrelevant

to me. We must recognize that SDG is connected to everyone's life, seek bilateral exchanges and mutual respect, and pursue values that learn from each other and create new things.

Through this process, we can expect to create a good flow of capital to help the self-reliance of the developing world and restore human dignity, and to see a virtuous circle of capital and a sense of coexistence in advanced countries.