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KOREA CREATIVE CONTENT AGENCY

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2022 KOREA CREATIVE CONTENT AGENCY SUSTAINABILITY REPORT

KOCCA

2022
KOREA CREATIVE CONTENT AGENCY SUSTAINABILITY REPORT

KOCCA
KOREA CREATIVE CONTENT AGENCY

ABOUT THIS REPORT

Report Overview

As the nation's leading comprehensive support agency specializing in the content industry, KOCCA published the '2022 Sustainability Report' to transparently disclose ESG creation activities and achievements in the environment, society, and governance sectors and to communicate with stakeholders.
The key issues for sustainable management derived through the materiality assessment were included in more detail, and the Annual Report was integrated and reported.

Reporting Period and Scope

The reporting period of this report is from January 1, 2021, to December 31, 2021, and contains the sustainable management activities and achievements of KOCCA.
In the case of quantitative performance, the figures for the last three years ('19-'21) were recorded so that annual trend analysis could be possible and, some of our qualitative achievements include our 2022 activities.
The publication cycle for future reports is one year.

Reporting Standards

This report is based on the core criteria of the Global Reporting Initiative (GRI) Standards, a standard for sustainable management, and the ISO 26000 principles. Reporting standards and definitions of financial information follow K-IFRS (Korean International Accounting Standards).

Assurance

This report received assurance from the Korea Foundation for Quality, a professional assurance organization, to improve the reliability and quality of the report. The assurance result can be found in the Appendix(p.70~p.71).

Inquiries

The '2022 Sustainability Report' of KOCCA can be downloaded as a PDF file from the KOCCA website(https://www.kocca.kr).
If you have any comments or questions about the report or ESG activities of the KOCCA, please refer to contact information below.

KOCCA ESG Strategy Team

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CEO MESSAGE

"KOCCA will lead and support the sustainable growth of the content industry along with content companies, partners, local communities, and the people by promoting ESG management, which leads the growth of K-content innovation."

Dear stakeholders,
This is Cho, Hyun Rae, the CEO of KOCCA.

Amid the global craze for K-content, the growth of our content industry, and rapidly changing environment, social interest in the healthy growth of the content industry continues to increase. And ESG is emphasized as the value of this era that we all aim for, at home and abroad, public and private.

In line with this, KOCCA declared one of the three strategic directions of the institution as "Establishing a sustainable management system" under the vision of "K-Content Innovative Growth Leading Promotion Agency" in 2021. In order to promote ESG management more systematically, we have prepared a mid- to long-term strategy for ESG management, including ESG vision of "A promotion agency that takes the lead in the sustainable growth of the content industry", and are striving to practice ESG management and spread ESG value.

Environment for the Future

KOCCA is striving for carbon neutrality in the content industry, spreading eco-friendly culture through content, and strengthening the environmental management of institutions. We have been practicing efforts such as environmental video competition, environmental protection functional game support, eco-friendly fashion brand support, and institutional greenhouse reduction, and we will work harder to establish eco-friendly management and spread value.

Unionizing with Society Together

KOCCA strives to strengthen human rights, labor, safety, mutual growth, diversity, and create a happy and safe working environment for all executives and employees in the content industry. Also, we have been practicing efforts such as providing emergency jobs for the private sector, supporting psychological counseling for workers in popular culture and arts, introducing subtitles for educational content sign language, and activating the flexible work system for the agency, and will continue to make efforts to realize a society together by spreading the value of diversity through content.

Genuinely Trusted KOCCA

Integrity and transparency are the most fundamental values for public institutions. KOCCA is constantly striving to establish the status of trusted institutions such as establishing a standing audit system, operating ESG management subcommittees, collecting opinions from the content industry, and operating the Citizen Participation Innovation Group.
With the publication of this report, we will strengthen measuring non-financial performance and disclosure, continue to expand stakeholder communication, and strive for more transparent and responsible management.

KOCCA is paying attention to the infinite expandability of content IP and the global influence of K-content beyond Korea. Beyond the institutional ESG practice, beyond the spread of ESG in the content industry, we will spread the value of ESG to the world through K-content and create a future together.

We pledge to move forward together as a sustainable organization loved by the people, and we ask for your continued interest and love for K-Content and KOCCA.

Thank you.

The CEO of KOCCA **Cho, Hyun Rae**

ESG Key Achievements

E

Supported sustainable fashion production for the environment and future generations

For the sustainability of the fashion industry, KOCCA has been supporting eco-friendly fashion designer brands by establishing eco-friendly fields in support of fashion content production since 2020. In addition, when the <Concept Korea Fashion Show> was held at <New York 2022 S/S Fashion Week> among the world's top three fashion weeks, we tried to foster fashion brands that lead ESG practice by giving additional points to sustainable fashion brands when selecting participating brands.

As a result, Ulkin, a supported company, introduced fashion that was reborn through recycling discarded wedding dresses as the main material, and KANEITEI, supported by the prototype support project, created a sustainable practice for the domestic fashion industry through launching eco-friendly products using abandoned military tents.

Sustainable eco-friendly fashion brand support project achieved 58% YoY sales growth (1.7 billion KRW in '20 → 2.7 billion KRW in '21), and in 2022, sustainable fashion production support project was established as a regular project (1 billion KRW) to spread ESG value throughout the fashion industry.

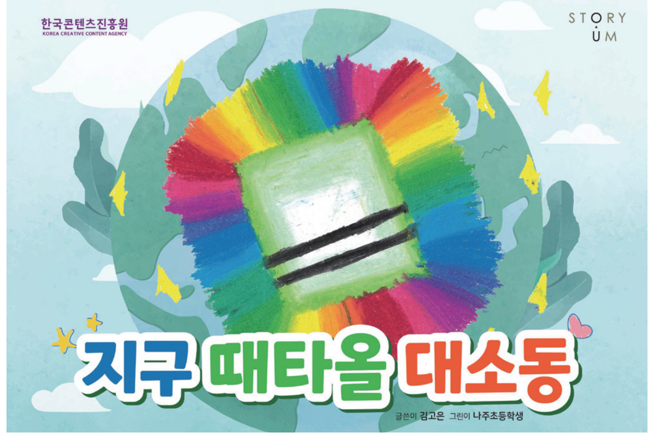
ULKIN 2022 S/S
COLLECTION "EVERLASTING"

E S

Held Environmental Fairy Tale Paintings Contest for local children

KOCCA has prepared a venue for writers and readers to easily explain environmental issues from the perspective of children and form a consensus through the "Environmental Fairy Tale Book Production Plan." As a result, we successfully produced an environmental fairy tale such as "Great Trouble for the Earth Bath Loofah," which adds illustrations of elementary school students in Naju to the writing of author Kim, Go Eun, who was supported by the support business of storyum, the part of the eco-friendly project, and <Please bathe the earth!> an environmental fairy tale illustration contest involving elementary school students.

Furthermore, KOCCA has contributed to improving the environmental awareness of the local childrens' through content by distributing environmental fairy tale books free of charge to childrens' centers in Jeollanam-do(377 places).


한국콘텐츠진흥원
KOREA CREATIVE CONTENT AGENCY
STORY UM
지구 때타올 대소동
글쓴이 김고은 그린이 나주초등학생

E S G

Problem solving with K-content, production support for functional game

Since 2020, KOCCA has been contributing to the spread of ESG by reflecting UN SDGs (Sustainable Development Goals) in designated public offering projects for "Support for Functional Game Production" and combining social values with fun elements, which are the favorable functions of games. Also the "Silver Generation Online Game" agenda collected through the 2021 Citizen Participation Innovation Group was reflected in the "Functional Game Production Support" business plan, and furthermore, the completion of the support content is enhanced through the process of experiencing and evaluating it directly. As a result, 75 locations nationwide (as of August, '22) were installed with the Silver Generation functional game <Summer Story at that time> to prevent dementia among the elderly.

In recognition of the discovery of content that can solve social problems and the creation of ESG value by content companies through collecting public opinions, we won the Excellence Award at the Korea ESG Innovative Policy Awards of the Korean Association for Policy Studies in 2022.

그때 그 시절
여름방학 이야기
나가기
시작하기

2022 한국콘텐츠진흥원 ESG 아카데미

S G

Education for ESG management and value diffusion in the content industry, the operation of the Social Value Academy(ESG Academy)

ESG management is becoming an essential element, not an option, throughout the content industry and society. In line with this trend, KOCCA has been jointly operating the Social Value Academy with Shinhan University ESG Innovation Foundation since 2020 to manage ESG and spread its value. Through the operation of the 'Social Value Academy' in 2021, we provided various education such as the process of establishing a strategic system related to ESG management, evaluation response strategy, and performance management to 80 social value managers in the content industry and public institutions. KOCCA expanded its meaning from the Social Value Academy to the ESG Academy in 2022, and is gradually expanding the scope and the frequency of ESG Academy education to spread the ESG management culture throughout the content industry and society.

G

Lead ESG management in the local content industry, launch an ESG Promotion Committee for local content-based institutions

Under the ESG vision of 'A promotion agency that takes the lead in the sustainable growth of the content industry,' KOCCA has formed(12.11.'21) "The ESG Promotion Committee of Content Local Base Agencies" with 16 regional promotion agencies, which play a pivotal role in fostering local content industries, to implement and spread ESG management. "The ESG Promotion Committee of Content Local Base Agencies" promoted consensus on ESG value pursuit and spread awareness of ESG management by holding meetings and sharing ESG management best practices, which provided opportunities for local base organizations to practice ESG management.

Furthermore, we will continue to discuss the ESG values of the local content industry through the operation of ESG divisions by 16 regional base agencies to drive sustainable growth of the content industry.

KOCCA Introduction

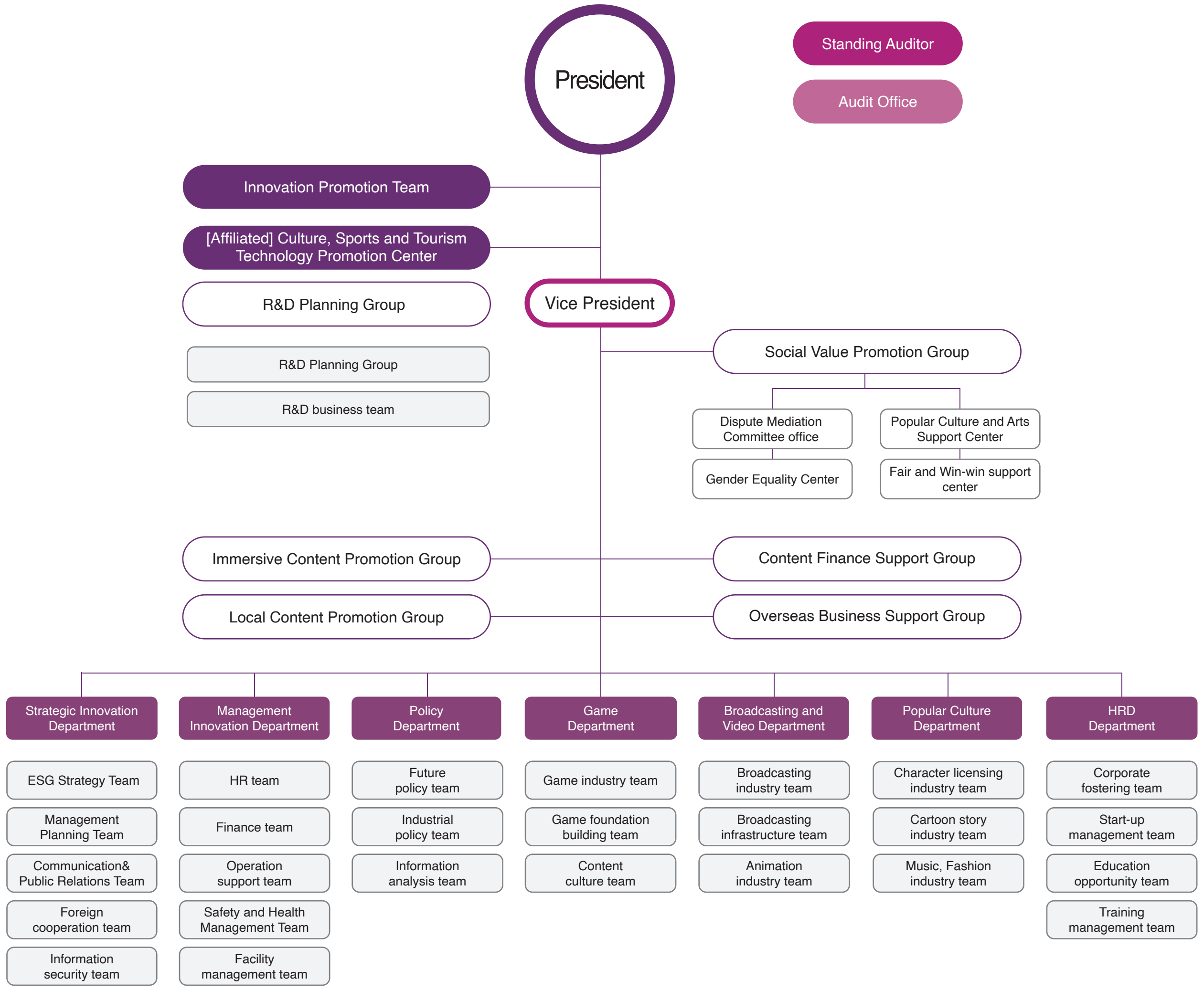
Founded in May, 7, 2009, KOCCA plays a key role in leading K-content innovative growth based on our mission 'Contributes to the cultural powerhouse realization and the people's happiness by promoting the content industry'. Through quick support business for the content industry in line with the digital transformation era, we will discover future content, and open the door to a new content industry.

General Status

Foundation date	May 7, 2009
Authority in charge	Ministry of Culture, Sports and Tourism
Number of employees	532 employees (As of '21)
Total assets	137,773 million KRW (As of '21)
Head office's location	35, Gyoyuk-gil(Bitgaram-dong), Naju-si, Jeollanam-do

Representitive (CEO)	Cho, Hyun Rae
Types of institution	Entrustment Execution-type Quasi-governmental Institutions
Captial	99,656 million KRW (As of '21)
Sales performance	479,861 million KRW (As of '21)
Legal basis of establishment	Article 31 of the Framework Act on the Promotion of Cultural Industries

Organizational Chart (as of July 2022)


President
Standing Auditor
Audit Office
Innovation Promotion Team
[Affiliated] Culture, Sports and Tourism Technology Promotion Center
R&D Planning Group
R&D Planning Group
R&D business team
Vice President
Social Value Promotion Group
Dispute Mediation Committee office
Popular Culture and Arts Support Center
Gender Equality Center
Fair and Win-win support center
Immersive Content Promotion Group
Content Finance Support Group
Local Content Promotion Group
Overseas Business Support Group
Strategic Innovation Department
ESG Strategy Team
Management Planning Team
Communication& Public Relations Team
Foreign cooperation team
Information security team
Management Innovation Department
HR team
Finance team
Operation support team
Safety and Health Management Team
Facility management team
Policy Department
Future policy team
Industrial policy team
Information analysis team
Game Department
Game industry team
Game foundation building team
Content culture team
Broadcasting and Video Department
Broadcasting industry team
Broadcasting infrastructure team
Animation industry team
Popular Culture Department
Character licensing industry team
Cartoon story industry team
Music, Fashion industry team
HRD Department
Corporate fostering team
Start-up management team
Education opportunity team
Training management team

Branch Office Introduction

Jeollanam-do Province

Naju	KOCCA Head Office / Knowledge Industry Center Branch

Seoul

Yeoksam	Social Value Creation Center / New Content Center
Gwanghwamun	CKL Corporate Support Center
Jongno	Content Culture Plaza
Hongneung	Content Talent Campus
Sangam	Digital Magic Space
Jamsil	KOCCA Music Studio

Gyeonggi Province

Pangyo	Global Game Hub Center

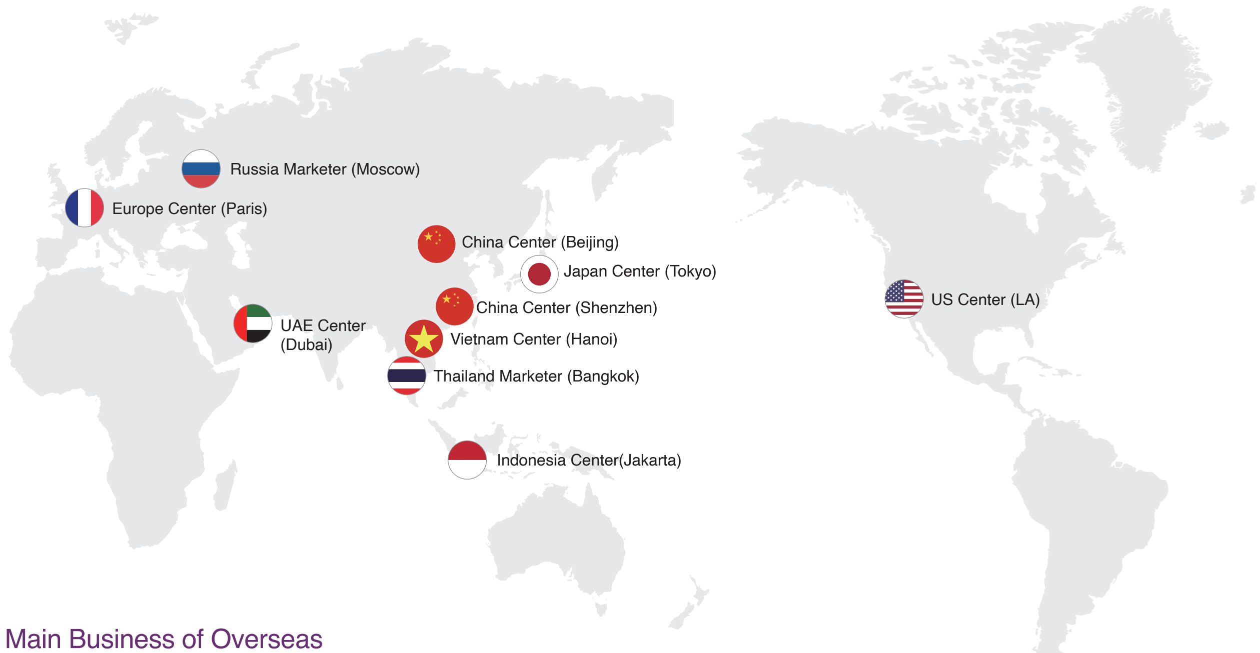
Daejeon

Daejeon	Culture, Sports and Tourism Technology Promotion Center / Studio Cube

Seoul
Gyeonggi Province
Daejeon
Jeollanam-do Province

Overseas Business Centers Introduction

Overseas Centers supports the development of Korean content companies that want to enter the global content market, and has established itself as a foundation for the spread of the new Hallyu by discovering internal and external cooperation projects and promoting specialized projects by region and genre.


Russia Marketer (Moscow)
Europe Center (Paris)
China Center (Beijing)
Japan Center (Tokyo)
UAE Center (Dubai)
China Center (Shenzhen)
Vietnam Center (Hanoi)
Thailand Marketer (Bangkok)
Indonesia Center(Jakarta)
US Center (LA)

Main Business of Overseas

- Overseas buyer matching
- Overseas trend information provision
- Overseas advancement consultation
- Building local network
- Delivering infrastructure
- Public relations marketing supporting

KOCCA History

2009

Jan.	The National assembly resolution on the amendment of the FRAMEWORK ACT ON THE PROMOTION OF CULTURAL INDUSTRIES
Feb.	Law revision announcement of the Act on the Establishment of KOCCA Establishment Committee
Apr.	Lee, Jae Woong, the first CEO of KOCCA, took office
May.	Establishment of KOCCA * [Integrated 5 institutions] Korea Broadcasting and Video Industry Promotion Agency, Korea Game Industry Promotion Agency, Korea Culture and Content Agency, Korea Software Agency and Digital Content Agency
June.	Global Game Hub Center opening
Nov.	One-person creative enterprise support center opening (Yeoksam)

2010

July.	Story Creation Center opening

2011

Apr.	The Secretariat of the Dispute Mediation Committee opening
Aug.	Mobile Game Center opening

2012

Mar.	Hong, Sang Pyo, the second CEO of KOCCA, took office
May.	Smart Content Center opening
July.	Content Comprehensive Support Center opening

2013

Sep.	Bitmaru (Broadcasting Support Center) Opening (Ilsan) ⋆Organized by: KOCCA/KCA
Dec.	Global Game Hub Center relocation(Pangyo)

2014

May	Content Korea Lab 1st Center opening (Daehak-ro)
June	KOCCA headquarters relocation (Naju, Jeollanam-do)
Dec	Song, Sung Gak, the third CEO of KOCCA, took office

2015

Dec.	CKL Corporate Support Center Opening(Gwanghwamun)
	Popular Culture and Arts Support Center opening(Yeoksam)

2017

Apr.	Content Talent Campus opening(Hongneung)
Sep.	Studio Cube Opening (Daejeon)
Dec.	Kim, Young Joon, the fourth CEO of KOCCA, took office

2018

Mar.	Content Gender Equality Center 'BORA' opening (Yeoksam)
Apr.	Content Fair and Win-win Center opening(Yeoksam)

2019

Aug.	Game Talent Center opening(Pangyo)
Nov.	Social Value Creation Center opening(Yeoksam)
Dec.	Occupational health and safety management system(ISO 45001)certification

2020

Mar.	Park, Ji Soo, the first standing auditor of KOCCA, took office

2021

Sep.	Cho, Hyun Rae, the 5th CEO of KOCCA, Itook office
Nov.	Culture, Sports and Tourism Technology Promotion Center Opening(Daejeon)

1

BUSINESS PERFORMANCE

KOCCA Strategy System
Strengthening the Content Industry Foundation
Securing Future Growth Impetus for the Content Industry

KOCCA Strategy System

KOCCA is carrying out various businesses under the agency establishment purpose that promotes national competitiveness by fostering the content industry and contributes to the national economy by establishing a support system necessary for the development of the content industry. Also, in order to continue to grow into a future cultural power through excellent K-content recognized by the world, the future value and action value of the institution were presented as a promotion agency leading the innovative growth of K-content. In order to respond environmental changes of rapid industrial growth, new technology and digital transformation, ESG management, three strategic goals for each strategic direction(company growth, industrial growth, and agency growth) were established, and nine existing strategic tasks were specified as 12 strategic tasks. KOCCA will continue to support the competitiveness of content companies, expand the future growth base of the content industry, drive ESG of the content industry, and establish a sustainable management system for the agency.

KOCCA Management Strategy System

Mission

Contributing to the realization of a cultural powerhouse and the happiness of the people by promoting the content industry

Vision

The leading promotion agency of K-Content's innovative growth

CoreValue

Creative innovation	Future guidance	Inclusive growth

2030Goals

2 trillion KRW sales 140 billion KRW investments and loans	60 billion KRW R&D commercialization sales 50 thousand job creation (accumulated)	The highest grade of customer satisfaction The highest grade of safety evaluation

Strategic Direction

Strengthen the competitiveness of content companies	Expand the future growth foundation of the content industry	Establish a sustainable management system

StrategicTask

· Company customized support · Diversification of overseas expansion support · Phase-based start-up growth support · Activating value-driven investment and loans	· Technology-based new industries support · Training the next generation professionals · Strengthening local base capabilities · Strengthening industrial policy functions	· Internalization of Ethics and Human Rights Management · Raising the level of safety and environment · Proliferating mutual-growth culture · Improving the efficiency of the agency's management

KOCCA Main Business

Strengthen the competitiveness of content companies

Company customized support

- Support for production by genres such as games, broadcasting, and animation
- Strengthen support for content incorporating new technologies
- Advancement of support system based on field demand

Diversification of overseas expansion support

- Strengthening non-face-to-face support for post&with COVID-19
- Expanding new overseas locations and emerging markets
- Strengthening Hallyu marketing in related industries such as tourism

Phase-based start-up growth support

- Preliminary, initial, growth, and leap stage support
- Providing a foundation for growth through residential and childcare support
- Support for start-up customized overseas expansion

Activating value-driven investment and loans

- Advancement of content valuation service
- Revitalization of private capital-linked investment loans
- Strengthening internal functions such as securing financial resources

Expand the future growth foundation of the content industry

Technology-based new industries support

- Support for convergence content linked to new technologies such as 5G and AI
- Establishment of R&D Governance for Culture, Sports and Tourism
- Discover and foster new business for Content New Deal

Training the next generation professionals

- Cultivating creative talent based on new technology
- Cultivating creative talents based on industrial demand by genre
- Support for customized capacity building for job seekers

Strengthening local base capabilities

- Support the creation of local specialized content
- Establish governance through local bases
- Spread the culture of enjoying content by local

Strengthening industrial policy functions

- Preemptive response to pending issues such as COVID-19 and jobs
- Establish mid- to long-term plans for next-generation content industries
- Expand the provision of content policy information and data

Establish a sustainable management system

Internalization of Ethics and Human Rights Management

- Advancement of ethics and human rights management system
- Human rights impact assessment and return
- The establishment of human rights culture in the content industry

Raising the level of safety and environment

- Establishment of the status of leading organizations in safety management
- Advancing eco-freindly work processes
- Support for the safety and environmental management of the content industry

Proliferating mutual-growth culture

- Advancement of mutual growth promotion system
- Internalizing the culture of mutual growth among executives and employees
- Spread fair trade culture in the content industry

Improving the efficiency of the agency's management

- Establishment of ESG management system reflecting the agency's characteristics
- Environmental change response function, business, and organizational efficiency
- Stakeholder communication-based institutional innovation

Strengthening the Content Industry Foundation

More than 87% of domestic content companies are small with sales of less than 1 billion KRW and less than 10 people, and have difficulty raising funds through commercial financial services. In addition, content exports have had rapid growth by an average of 18.7% over the past five years ('16-'20), but it is still necessary to strengthen the contactless support system for emerging markets and exports to create new Hallyu in the Post-COVID-19 era.
In response, KOCCA is striving to strengthen the competitiveness of content companies by supporting customized production by genre, diversifying overseas expansion support through contact-free export support, supporting startup growth by stage, and finally supporting investment and loans for small and medium-sized content companies.

1 Company customized support

We promoted customized production support reflecting changes in the market environment by content genre and the demand for support from the industry. We newly promoted production support that combines new content technologies, and strengthened the integrated support system that encompasses the entire genre and entire cycle of planning, production, and distribution content. We have discovered excellent domestic companies with content competitiveness and have support the production of projects worth 204 billion KRW to 1,270 companies over the past three years ('19-'21). Moreover, we contributed to the annual average growth of 4.8% of the sales volume of the content industry by promoting customized production support by major genres and advancing the support system based on field demand.

27,923

Content production support sales achieved a total of 299 billion KRW (52.6% increase from 196 billion KRW in 2020)

Providing infrastructure to produce excellent contents such as <Squid Game>, <Jirisan>, and <Space Sweepers> using DMS and Studio Cube

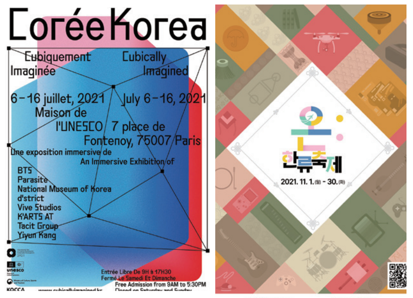
Creating a <C*Ream Store>, an offline character product store, to support sales and distribution of small and medium-sized content companies

KOCCA 뮤직 스튜디오

Opening KOCCA Music Studio (7.12.21) to support the production of online new technology convergence performance content

2 Diversification of overseas expansion support

In November 2021, the 'K-EXPO' and 'ON: HALLYU FESTIVAL' were held through the joint establishment of a contact-free export support system in the midst of the prolonged COVID-19 situation, and contributed to the spread of Hallyu content by supporting overseas expansion with related industries. In addition, the world's first exhibition in the main building of UNESCO "Korea: Cubically Imagined" was held to provide an opportunity to experience new technology convergence contents combining Hallyu content and cultural technology, and 29,000 people visited the site, showing the power of K-Content to the world again. Furthermore, the number of KOCCA overseas business centers has been expanded from 8 to 10 to support content companies' overseas expansion, such as local networking and business information provision.



<Korea: Cubically Imagined>

<On: Hallyu Festival>

3 Phase-based start-up growth support

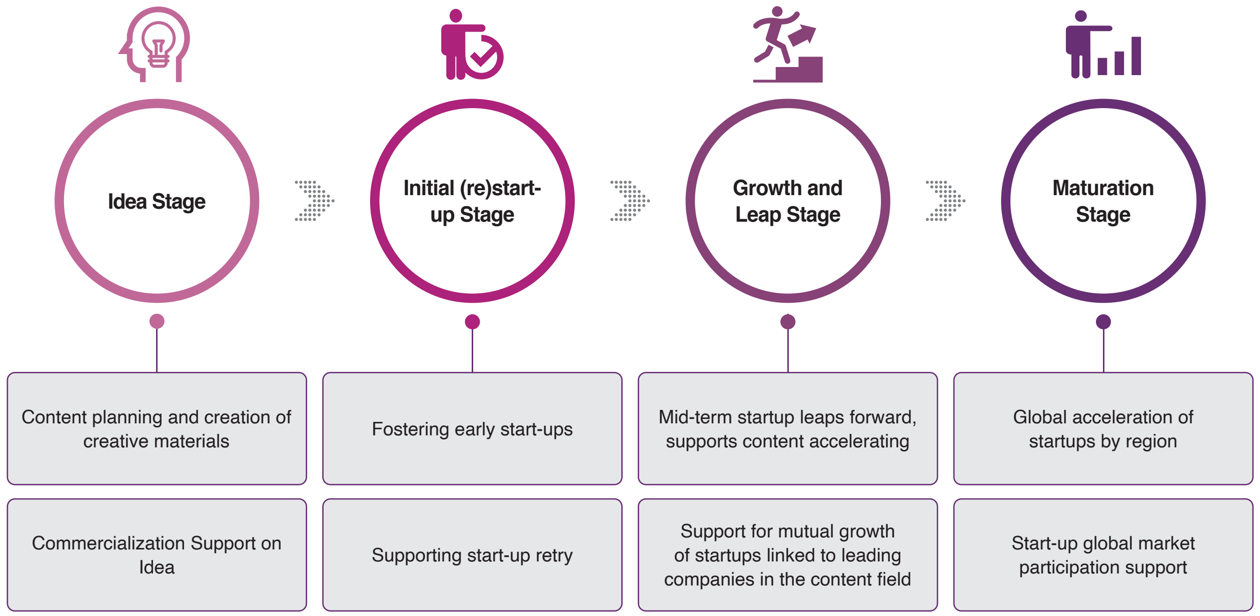
In order to revitalize content startups and strengthen startup competitiveness, we promoted customized support for startups by preliminary creators, early, mid-term, and re-challenge life cycle. To discover and foster content startups with excellent ideas and technologies, we supported the mutual growth of leading companies and startups in the content field, and in recognition of these contributions, we received the Presidential Job Committee "2021 Korea Job Merit Commendation". Furthermore, we won the Minister of Strategy and Finance <Korea Job Award> for the second consecutive year in recognition of providing a stable growth base for content startups through residential facilities, attracting business partners and supporting content job matching. Moreover, the 'content social venture support project,' which reflects ESG value for the purpose of attracting global investment of startups, will be organized as a regular project in 2022 after operating a pilot project in 2021 to support startups' global expansion and drive ESG in the long term.

79,293

Startup sales reached 79,293 million KRW (16.8% increase from 2020)

Start-up support by lifecycle	Global advancement support	Cooperation for mutual growth
Establish a one-stop support system for preliminary creators, early, mid-term, and re-challenge startups	Expand target areas and accelerators to expand global advancement	<Confinity>, focus on fostering venture companies through collaboration with large companies
Transition of business method focusing on <pivoting> and <investment attraction>	All time operation of optimal online and non-face-to-face biz matching	Support for attracting and fostering Biz Center partners in child care facilities (CKL/Gwanghwamun)

Start-up support by lifecycle



Idea Stage	Initial (re)start-up Stage	Growth and Leap Stage	Maturation Stage
Content planning and creation of creative materials	Fostering early start-ups	Mid-term startup leaps forward, supports content accelerating	Global acceleration of startups by region
Commercialization Support on Idea	Supporting start-up retry	Support for mutual growth of startups linked to leading companies in the content field	Start-up global market participation support

4 Activating value-driven investment and loans

We expanded investment and loan support centered on the intangible value of content and provided a foundation for value-oriented investment and loan support for stable content production and corporate operation of domestic small and medium-sized content companies. Content valuation services were provided for small and medium-sized content companies that were unable to raise funds due to insufficient material collateral and uncertainty of success, and 45 cases of 37.6 billion KRW were provided to content companies in 7 genres by upgrading the content valuation model. Moreover, the investment attraction program <KNOCK> expanded the investment capabilities of content companies and excellent content investment linkage, and formed a cultural account baby fund called 'Value assessment Linked Fund(12.2 billion)' to secure professional resources. With the support of such a customized financial system for small and medium-sized content companies, the amount of investment and loan attraction was 31.8 billion KRW.

318

Achieve 31.8 billion KRW in investment and loan attraction (21.5% increase from 2020)

콘텐츠, 금융을 누리다
콘텐츠 정책금융

❖ Valuation-linked funds: Specialized investment purpose funds in the content sector that determine investment execution through the valuation report of KOCCA

Securing Future Growth Impetus for the Content Industry

Demand for technology development that combines high-tech and cultural industries that can realize non-face-to-face interaction and realism has increased, and rapid response to the next-generation content industry has become more important due to accelerated development of content technologies such as metaverse, artificial intelligence, and new technology convergence contents. It is necessary to cultivate creative talents and convergence talents who have been trained in new technologies in the content industry amid such industrial changes, and lay the foundation for a sustainable content industry that leads the future by resolving the imbalance between the metropolitan and local content industries.

Accordingly, KOCCA wanted to proactively respond to pending issues in the content industry by strengthening policy functions that can predict the environment of the content industry and suggest business directions by genre and function. We also secured future growth engines by developing demand-oriented technologies, fostering creative talent, and supporting new technology convergence contents necessary for the content industry, and led the balanced national development centered on local contents through cooperation with local base institutions.

5 Support for new technology-based industries

KOCCA was designated as a research management institution to strengthen the research management function and expertise of the Ministry of Culture, Sports and Tourism, and established the "Culture, Sports and Tourism Technology Promotion Center" to plan, evaluate, and manage R&D in various fields such as content, art, tourism, copyright, and sports. Moreover, R&D commercialization sales reached 27,923 million KRW and 163 R&D patent applications through designated public offering, corporate autonomous public offering support, new technology project development, and step-by-step consulting. Furthermore, the status of a research management institution representing the Ministry of Culture, Sports and Tourism has been enhanced through mid- to long-term organizational maintenance such as securing a R&D budget for culture and technology and expanding professional manpower.

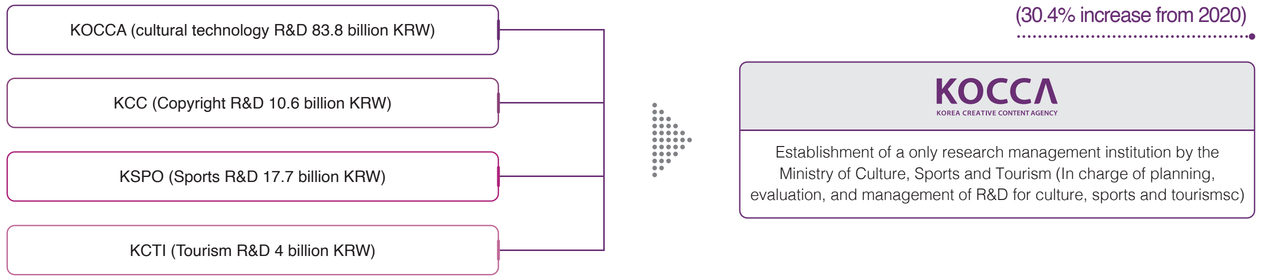
27,923

Achieved R&D commercialization sales 27,923 million KRW (30.1% increase from 2020)

163

163 R&D patent applications (30.4% increase from 2020)

Facilitating the unification of cultural, sports, and tourism research management functions and budgets



KOCCA (cultural technology R&D 83.8 billion KRW)

KCC (Copyright R&D 10.6 billion KRW)

KSPO (Sports R&D 17.7 billion KRW)

KCTI (Tourism R&D 4 billion KRW)

KOCCA
KOREA CREATIVE CONTENT AGENCY

Establishment of a only research management institution by the Ministry of Culture, Sports and Tourism (In charge of planning, evaluation, and management of R&D for culture, sports and tourismsc)

6 Training the next generation professionals

Based on the demand for jobs in new technologies and new industries, we have fostered creative talent for new technology convergence with content planning and production and high-tech capabilities. Along with industry, academia, and research institutes, we have newly promoted an artificial intelligence-linked cultural content convergence creative talent training project, and have improved the employment/start-up rate by supporting follow-up programs for career paths. Moreover, we supported apprenticeship mentoring through experts to foster practical content creative talent, and supported the career management of creators by supporting the commercialization of excellent projects. Through this, 721 creative talents were trained and the employment/start-up/creation rate was 39.4% (increased 6.2% from 2020). Furthermore, we fostered talent in the game field through the operation of the Game Talent Institute (Pangyo), and received the highest grade (excellent) in the job business of the Ministry of Employment and Labor with a 71% employment and start-up rate of the first graduates.

721

Training 721 creative talents (16.5% increase YoY)

The Creative Talent Partnership Business

<Extraordinary Attorney Woo>

<Juvenile Justice>

<Chun Tae-il>

7 Strengthening local base capabilities

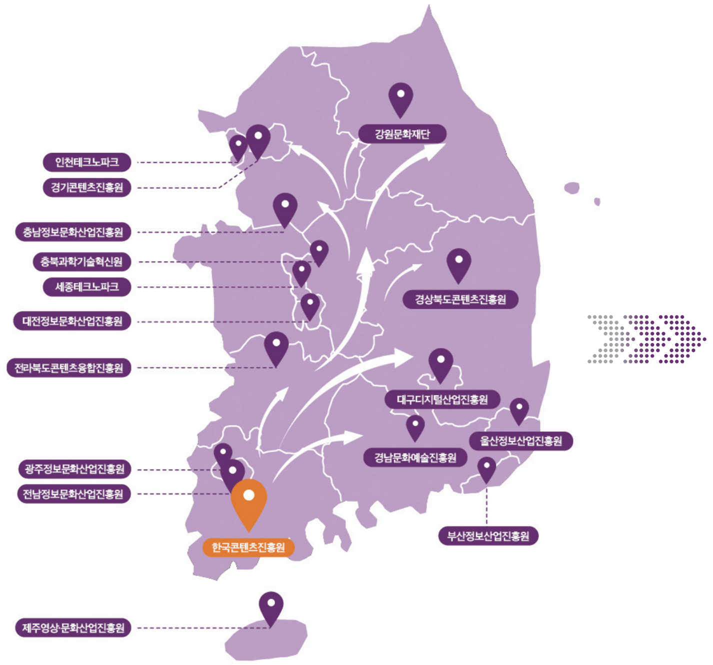
In order to support the balanced development of the local content industry, we established a mid- to long-term specialized content strategy for each regional base (16 institutions) and through this, expanded the infrastructure of the local content industry, including the expansion of three regional business development centers and support for the local Content Korea Lab. In addition, we are promoting various support such as support for excellent regional contents and support for fostering games, music, and stories by region to expand cultural enjoyment and balanced development of local contents. Moreover, KOCCA established the "The ESG Promotion Committee of Content Local Base Agencies" to build local base governance and spread ESG management of the local promotion agency. By strengthening the competitiveness of local content centered on local base institutions, residential support for 386 local companies and creation of 1,974 local jobs were created.

386

Creation of 386 local companies residential support (Increased by 23.7% compared to 2020)

1,974

1,974 local jobs (Increased by 16.0% compared to 2020)



콘텐츠 지역거점기관 ESG 추진위원회
2021. 11. 12. (금)
문화체육관광부
한국콘텐츠진흥원

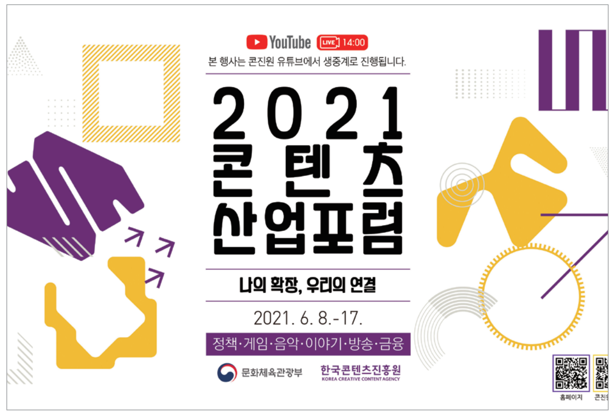
The ESG Promotion Committee of Content Local Base Agencies

8 Strengthening industrial policy functions

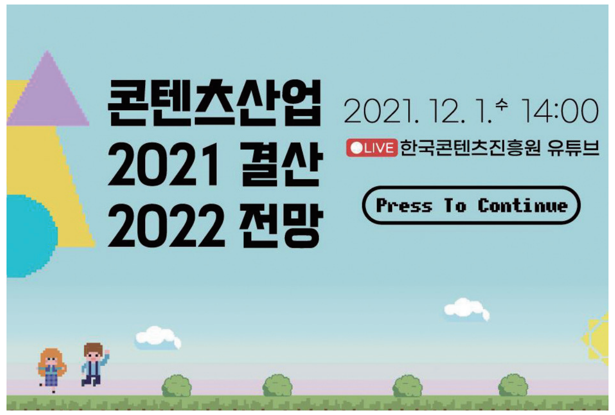
We have established a mid to long term plan for each genre based on the future vision of the content industry and preemptive response to issues by genre, research and analysis of issues by genre, improvement of laws and systems, and changes in employment and jobs. As a result, we provided key industry information such as research reports, statistics, and surveys, white papers, policy forums, and seminars to enhance our role as a strategic and policy research institution for the content industry. In particular, the Content Industry Forum and the settlement outlook seminar sought ways to spread policy consensus as a communication channel for the public, and the concept of <digital transformation> of the overall content was applied and presented for the first time.

Provision of policy information and data

to proactively respond to changes in the environment of the content industry



<2021 Content Industry Forum> poster



<Content Industry 2021 Settlement 2022 Forecast> seminar poster

2

SUSTAINABLE MANAGEMENT **SYSTEM**

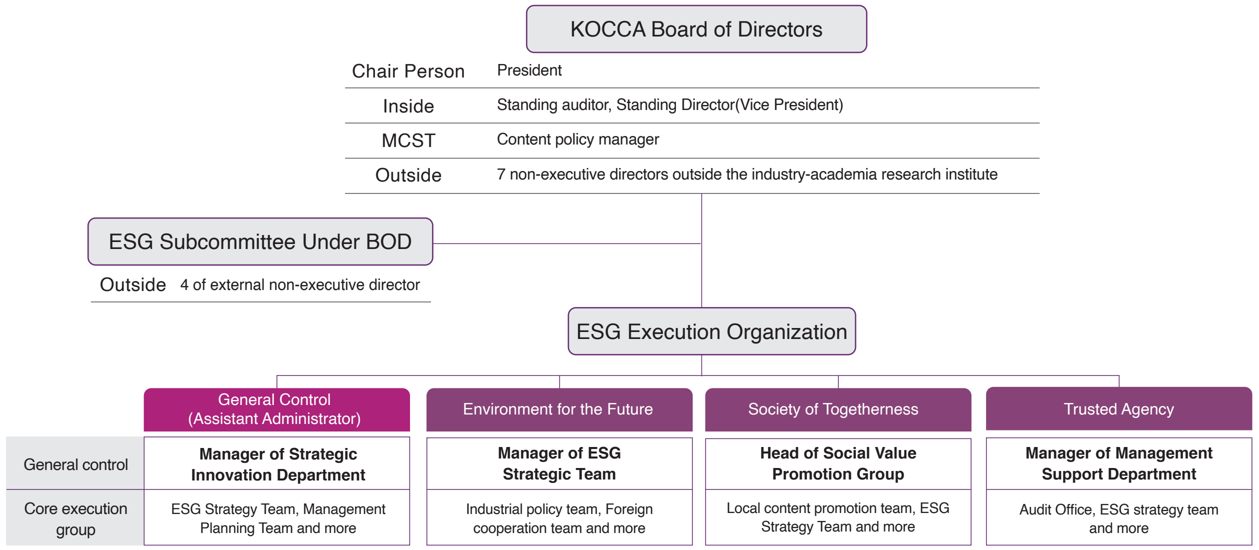
- ESG Management Strategy System
- Re-establishing Stakeholders
- Stakeholder Engagement
- Materiality Assessment

ESG Management Strategy System

KOCCA is a promotion agency that drives the sustainable growth of the content industry, and has set its approach as lead ESG in the content industry, support ESG of content companies, and strengthen ESG management of the agency based on the industry.

ESG Vision	A promotion agency that takes the lead in the sustainable growth of the content industry		
Stakeholders	Employees I Content businesses, partner companies, and cooperating agencies I Local Communities and the Public		
	Core objectives/strategic tasks by the ESG sector		
Factors	Environmental **Environment for the Future**	Social **Society of Togetherness**	Governance **Trusted Agency**
Directions	Taking the lead in achieving carbon neutrality of the content industry	Creating an industrial environment for mutual growth	Establishing ourselves as the Agency trusted by the public
Goals (~2025)	·Ten or more guides to eco-friendly production and service Support for application of the guides; 30% reduction in GHG emissions by service businesses 40% reduction in our GHG emissions	· 100 billion KRW for balanced development of regional content · Establishing itself as a leading agency for harmonious growth · Having no occupational accident	· Winning the highest grade in customer satisfaction with us · No fraudulent contract and employment · Winning the highest grade in information disclosure evaluation
Strategic Tasks	1-1 Developing and distributing the guides to eco-friendly production and service for each content genre 1-2 Discovering and promoting new support projects reflecting eco-friendliness 1-3 Making eco-friendliness entrenched in our management practice and inculcating eco-friendliness into our culture	2-1 Helping the content industry improve human rights conditions, working environment, and safety 2-2 Increasing support for balanced development of regional content and collaboration with regional hubs 2-3 Expanding projects for harmonious growth with large, mid-sized, and small enterprises, KOCCA, partner companies, and local communities 2-4 Providing more support for enhanced diversity when creating and enjoying content 2-5 Creating a happy and safe working environment for all employees	3-1 Facilitating innovation in ethical management based on the established independent audit system and the culture of employee integrity 3-2 Advancing the system to measure and disclose non-financial management performance
Management Base Advancement	4-1 Advancement of execution and monitoring system	4-2 Strengthen the sharing and reporting of the performance of implementation	4-3 Internalization and External Spread

ESG Management Promotion System



KOCCA Board of Directors

Chair Person	President
Inside	Standing auditor, Standing Director(Vice President)
MCST	Content policy manager
Outside	7 non-executive directors outside the industry-academia research institute

ESG Subcommittee Under BOD

Outside 4 of external non-executive director

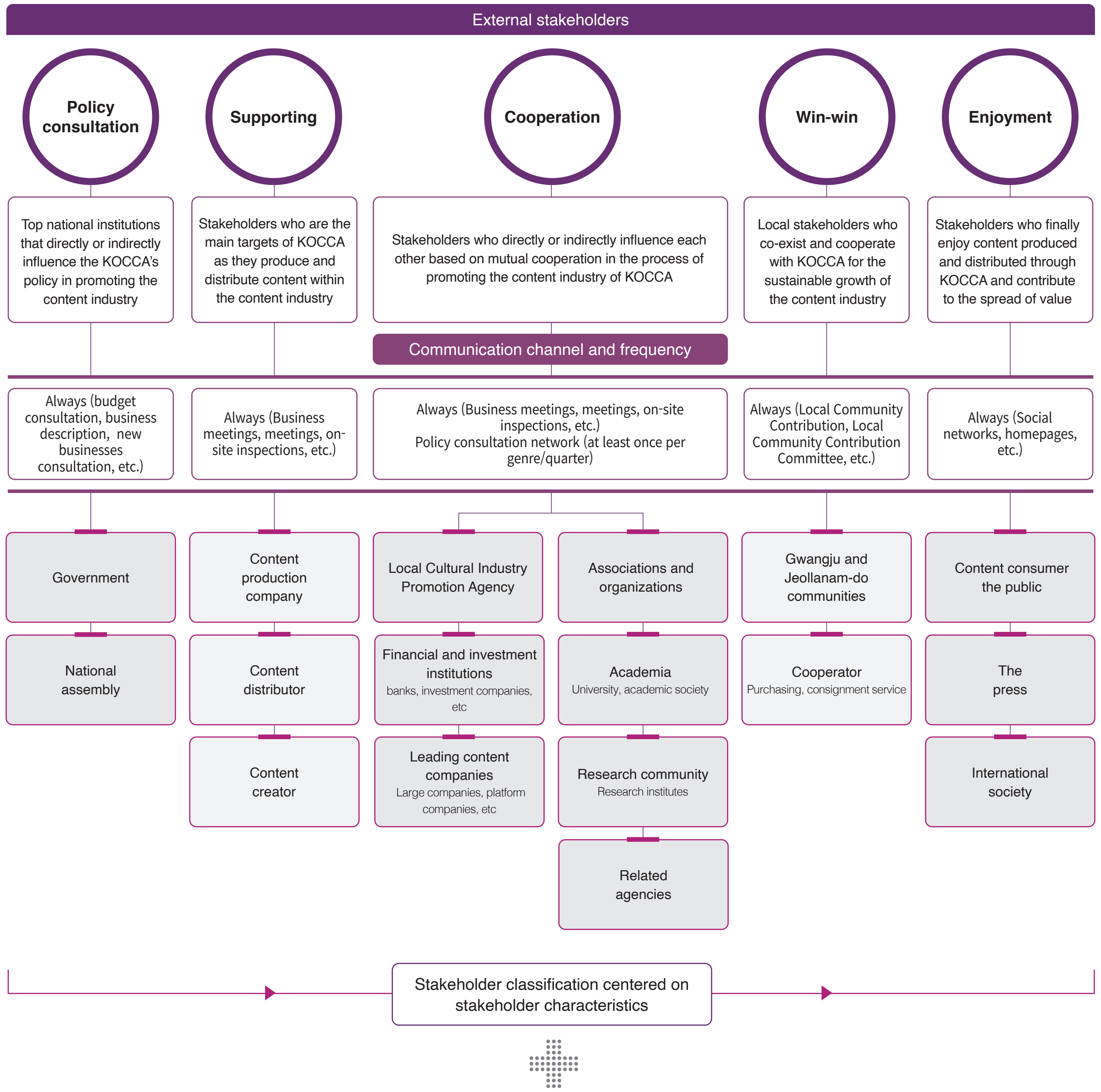
ESG Execution Organization

	General Control (Assistant Administrator)	Environment for the Future	Society of Togetherness	Trusted Agency
General control	**Manager of Strategic Innovation Department**	**Manager of ESG Strategic Team**	**Head of Social Value Promotion Group**	**Manager of Management Support Department**
Core execution group	ESG Strategy Team, Management Planning Team and more	Industrial policy team, Foreign cooperation team and more	Local content promotion team, ESG Strategy Team and more	Audit Office, ESG strategy team and more

Re-establishing Stakeholders

External stakeholders of KOCCA were classified based on the characteristics of policy, support, cooperation, win-win and enjoyment from the perspective of promoting the content industry, and internal employees, labor unions, and the board of directors were classified separately as stakeholders who influence KOCCA management. In addition, we are striving to hear various voices of internal and external stakeholders, and we are establishing and expanding communication channels for each stakeholder classification to promote communication.

KOCCA Stakeholder Classification



External stakeholders

Policy consultation	**Supporting**	**Cooperation**		**Win-win**	**Enjoyment**
Top national institutions that directly or indirectly influence the KOCCA's policy in promoting the content industry	Stakeholders who are the main targets of KOCCA as they produce and distribute content within the content industry	Stakeholders who directly or indirectly influence each other based on mutual cooperation in the process of promoting the content industry of KOCCA		Local stakeholders who co-exist and cooperate with KOCCA for the sustainable growth of the content industry	Stakeholders who finally enjoy content produced and distributed through KOCCA and contribute to the spread of value
		Communication channel and frequency			
Always (budget consultation, business description, new businesses consultation, etc.)	Always (Business meetings, meetings, on-site inspections, etc.)	Always (Business meetings, meetings, on-site inspections, etc.) Policy consultation network (at least once per genre/quarter)		Always (Local Community Contribution, Local Community Contribution Committee, etc.)	Always (Social networks, homepages, etc.)
Government	Content production company	Local Cultural Industry Promotion Agency	Associations and organizations	Gwangju and Jeollanam-do communities	Content consumer the public
National assembly	Content distributor	Financial and investment institutions banks, investment companies, etc	Academia University, academic society	Cooperator Purchasing, consignment service	The press
	Content creator	Leading content companies Large companies, platform companies, etc	Research community Research institutes		International society
			Related agencies		

Stakeholder classification centered on stakeholder characteristics

Internal / etc.

Internal employees	Labor union	BOD
Always (survey, bulletin board, meeting by position, etc.)	Holding regular conferences of delegates once a quarter, Share agenda progress once a month	Once a quarter

Stakeholder Engagement

As KOCCA institute the concept of ESG in its business, **related entrepreneurs are also walking toward considering ESG important.** Moreover, with KOCCA's transparent and rigorous fair bidding contracts, SMEs are provided with equal opportunities. Henceforth, in addition to the transparency secured through strict operations, the inefficiency problem of the Agency is expected to be reduced if the flexibility in the operation of the Agency is secured. In the future, I hope that the Agency will not be buried in numerical values, but will spread ESG values by expanding investment and communication in SMEs from a long-term perspective.

CEO Han, MI JI
Corporation BOM COMPANY

As a public agency, KOCCA has already practiced ESG within the existing social value extension. However, the ESG level of KOCCA is still a rudimentary step, and it is necessary to consider the establishment of an ESG system and strengthening of ESG goals and executive ability. All issues within the current KOCCA business should be handled from an ESG perspective, including diversity and carbon emissions management in terms of support for executives, employees, partners, and content production, including supply chain. **From now on, KOCCA should establish good governance by identifying internal and external stakeholders and linking requirements, and take the lead in solving environmental, social, and governance problems by considering the direction of internationalization and advancement of ESG within the board of directors.**

Executive Secretary Lee, Jong Oh
KoSIF

ESG can be said that it is a management strategy to address the issues facing public institutions for sustainable growth. The importance of ESG is felt in the field, and the safety&health management team is also expanding the scope of safety and health management to the field. In terms of safety, KOCCA needs to **expand safety and health education to enhance the understanding of safety-related laws,** and above all, **promotion of campaigns to raise safety awareness is necessary** because the most important thing in safety is prevention. Furthermore, safety should be considered not only within the Agency but also in the industry, but in reality, it is not easy due to budget and manpower shortages. However, it is important to keep in mind that rather than blindly pursuing ESG leadership, it is desirable to consider main businesses and find the right level.

Deputy Head Kim, Sung Dong
KOCCA Safety&Health Management Team

More than simple financial support, KOCCA has actively promoted Korean content companies to the public and overseas tourists and practiced the value of win-win cooperation well lately. However, it is necessary to strengthen support for source content that actually needs a help of the Agency, in addition to the targets that have a lot of related support, such as technology-based content. When evaluating source content, in addition to quantitative indicators such as sales, qualitative value assessments should be performed and various success stories should be identified. **Advanced evaluation and various forms of support will be the foundation of diversity and will be able to proliferate ESG values to society.** Also, KOCCA should provide guidelines and support for ESG activities accessible to producers and lay the foundation for ESG practice to meet their needs.

CEO Hong, Sung Wook
GRAFIZIX

ESG in the content industry can be implemented in two ways: ESG in the content creation process and spreading value through content storytelling, which must be internalized in the process of doing business so that all teams, not just ESG teams in the company, can manage. KOCCA is a leading public agency in charge of the content industry and can not only practice ESG within the Agency, but also play a role in motivating content companies to practice ESG. Through activities such as the establishment of certification systems and initiatives, **I expect the propagation power of KOCCA, which will bring about the wind of ESG participation in the content industry.**

Team Leader Jeon, Seung Hyae
CJ ENM ESG Team

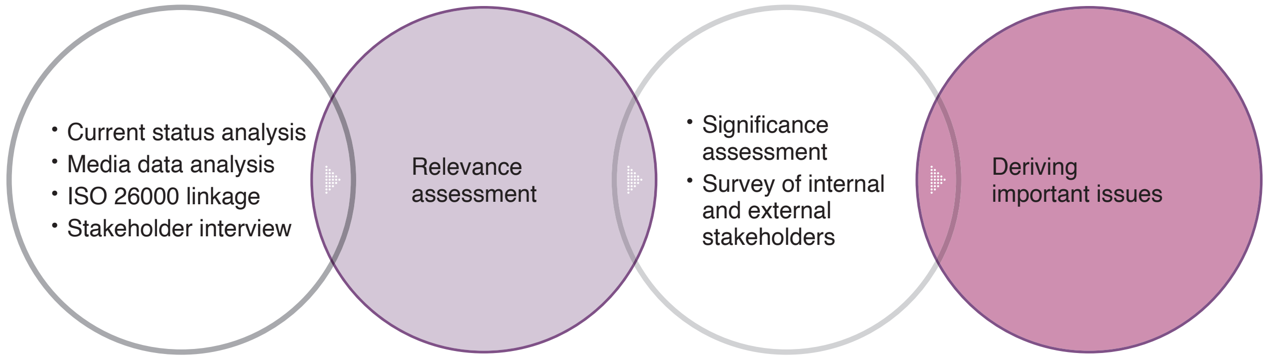
ESG is a concept of development and absorption, not a new injection. In other words, since it is a succession structure, **KOCCA needs to strive for education and promotion for the proliferation of ESG with strong win-win capabilities to promote with content companies.** Also, KOCCA provides a lot of support to various SMEs due to the nature of public agency. However, there are often cases of exploitation of these systems, so it is necessary to increase the hurdles in the guidelines to regulate them. Rather than providing so-called giving support, we need to think about providing quality companies with the support they need. So to speak, KOCCA should ensure efficient use of subsidies through selection and concentration.

Deputy Representative Oh, Sang Min
LOGAN VENTURES

Materiality Assessment

KOCCA conducted Materiality Assessment based on the materiality assessment method presented by ISO 26000 and Global Reporting Initiative. Major issues were selected to understand the various interests of the internal and external circumstances and major stakeholders that affect sustainable management, and related important issues were additionally derived and reflected from the ESG management strengthening of the Agency. The detailed process and framework of the test are as follows.

Materiality Assessment Process



• Current status analysis
• Media data analysis
• ISO 26000 linkage
• Stakeholder interview
Relevance assessment
• Significance assessment
• Survey of internal and external stakeholders
Deriving important issues

Assessment Frame

Step. 1
Relevance assessment

Step. 2
Significance assessment

Meaning

Apply assessment criteria to check various issues related to KOCCA

Evaluate how important the relevant issue is to KOCCA and its stakeholders

Assessment Criteria

- Test the relevancy based on five analysis results under the process
- Select Relevance issues that meet specific criteria as a result of the analysis

- Quantitative assessment of the questionnaire on a 5-point scale for relevance issues
- Ranking by averaging the respondents data
- [Materiality] Significance to stakeholders
- [Materiality] Significance to KOCCA

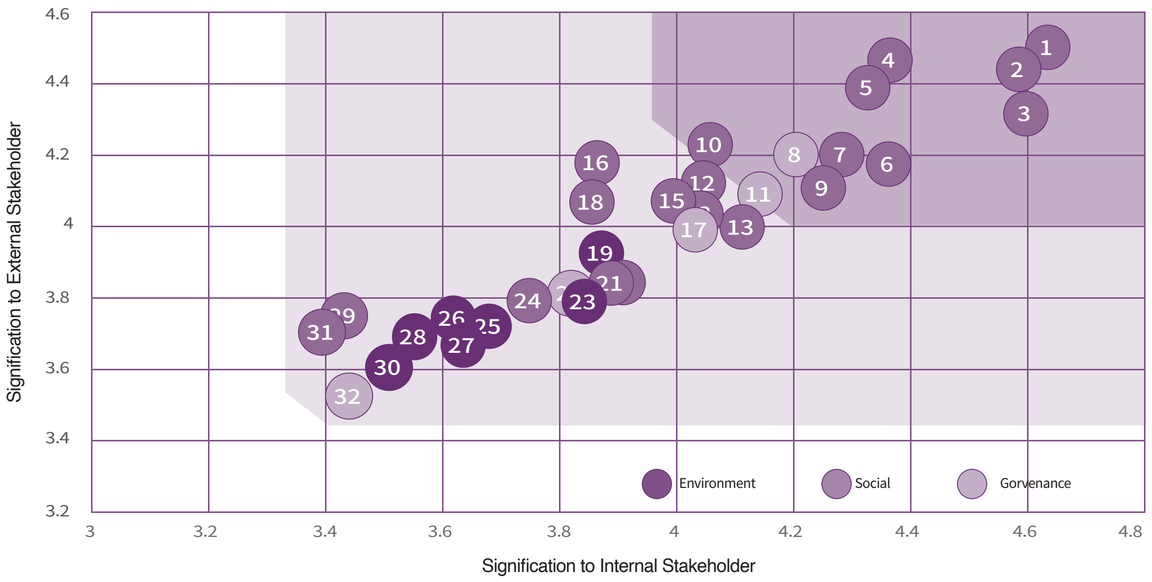
ISO 26000 Relevance Test Criteria

ISO 26000
- [Trend] Affect the organization
- [Impact] Affect stakeholders and sustainable development

ISO 26000
- Interests of stakeholders, social expectation
- Level of impact, potential impact

GRI Review
- Probability, Severity, Opportunity Risk Element, Long-term Performance
- Impact on financial meaning, strategy and competitive advantage

KOCCA conducts Materiality Assessment on a total of 32 issues to understand the internal and external circumstances and the interests of major stakeholders that affect sustainable management. Issues produced through the assessment are reclassified according to stakeholder and business importance and are monitored by dividing them into environment, society, and governance.



Derive Top 10 Material Issues and Material Issues by ESG Area

We have derived material issues by analyzing the degree of interest of internal and external stakeholders, and individually manage material issues in each area along with the top 10 priorities considering the differences in environmental, social, and governance areas depending on institutional and industrial characteristics.

Priority by ESG area

Environment		Social		Governance	
Spreading and internalizing eco-friendly culture	31-33P	Developing employee expertise and capabilities	47P	Strengthening ethical management (anti-corruption, anti-bribery)	56-57P
Expanding eco-friendly integration of content events	32P	Fair evaluation and compensation	43P	Improving transparency and fairness of governance	57P
Reducing resources and improving energy efficiency	31P	Pursuit of work-life balance	47P	Strengthening the risk management system	55P

Top 10 material issues of KOCCA

Rank	Material Issues		Stakeholders				
			Public	Employees	Partnership	Local Society	Government
1	S Developing employee expertise and capabilities	47P		●			
2	S Fair evaluation and compensation	43P		●	●		
3	S Pursuit of work-life balance	47P		●			
4	S Fostering content companies and fostering future talent	37-39P	●		●	●	●
5	S Content copyright protection and management	46P	●		●		●
6	S Spread healthy labor-management culture	51P		●			
7	S Creating a safe working environment	48-49P		●			●
8	G Strengthening ethical management (anti-corruption, anti-bribery)	56-57P	●	●	●	●	●
9	S Creating inclusive working conditions	44-46P		●			●
10	S Job creation in the content industry	40-42P	●		●	●	●

3

SUSTAINABLE MANAGEMENT **PERFORMANCE**

E . Eco-friendly Management System
S . Unionizing with the Society Together
G . Genuinely Trusted KOCCA

E

ENVIRONMENT FOR THE FUTURE

The Importance of Issues

Climate and environmental change is the main agenda facing the content industry just like as other industries. Therefore, the content industry is also required to internalize eco-friendly management in the entire process from production to consumption, and many companies are already planning and proceeding with specific plans. Furthermore, amid a surge in the public's eco-friendly interest in the abnormal climate, the government and the content industry are promoting eco-friendly management such as Green New Deal and ESG management to meet the needs of the times. Accordingly, KOCCA intends to enhance the sustainability of the content industry and the agency and faithfully fulfill the role of a general promotion agency covering all areas of the content industry.

Approach

In order to lead the carbon neutrality of the content industry, KOCCA has established three directions: Strengthening the Eco-friendly Management of the Agency, Promoting the Eco-friendly Content Industry, and Spreading Eco-Friendly Culture to the Public. As a strategic task, we developed and distributed eco-friendly guides and promoted new support projects reflecting eco-friendly values so that the foundation for eco-friendly content production environment could be laid. Also, efforts were made to establish eco-friendly management of the agency and internalize eco-friendly culture of employees, and efforts were not neglected to establish environmental preservation directions and derive tasks reflecting the original business of the agency.

Strategic System

Directions	**Taking the lead in achieving carbon neutrality of the content industry**		
Goals (by 2025)	Ten or more guides to eco-friendly production and service **10 + α**	Support for application of the guides up to 30% **30%**	40% reduction in our GHG emissions **40% Reduction**
Strategic Tasks	Developing and distributing the guides to eco-friendly production and service for each content genre	Discovering and promoting new support projects reflecting eco-friendliness	Making eco-friendliness entrenched in our management practice and inculcating eco-friendliness into our culture

Major Achievements

Sustainable fashion support business successfully organized as a regular business in 2022

Created an upcycling case for the agency's content events

600,000 downloads of the environmental-themed functional game 'Forest Island' have been achieved

GHG reduction of the agency by 33% compared to the three-year average between 2008 and 2010 (overachieved the government's recommended target)

Future Plan (by 2025)

The development and dissemination of 10 eco-friendly production and service guides

The proportion of support services for the application of eco-friendly guides will be expanded to 30% of the implementation project by 2025

Discovery and implementation of 10 new eco-friendly projects

Promoting eco-friendly culture to the public in connection with the agency's original businesses

40% reduction of GHG in the agency compared to the three-year average between 2008 and 2010

Increase the purchase rate of green products to 90%

Eco-friendly Management System

In order to realize sustainable environmental management, KOCCA has established and implemented a strategy to promote environmental conservation based on business. Moreover, through the promotion of carbon neutrality through energy saving and the internalization of an eco-friendly culture of executives and employees, we are inducing eco-friendly activities of executives and employees and building infrastructure.

Strengthening the Eco-friendly Management System

Advancement of environmental conservation strategy based on business

In order to improve the eco-friendly implementation system for the campaigns, in 2020 the agency established an environmental conservation promotion system that reflects the original characteristics of KOCCA. In order to achieve the strategic goal of "Taking the lead in achieving carbon neutrality of the content industry" based on the environmental conservation promotion system, we have established a direction to strengthen the eco-friendly management of the agency, promote eco-friendly industries, and spread eco-friendly culture to the public. In addition, we structured stakeholders as inside of the agency, content industries, local communities & the public, and cooperating agencies to derive tighter environmental preservation tasks and encourage eco-friendly content industries. KOCCA will continue to strengthen the functions and capabilities of promoting the entire genre and cycle of content in order to internalize the content industry in an eco-friendly manner.

Taking the lead in achieving carbon neutrality of the content industry

Stakeholders

- **Inside of the agency**
- **Content industries**
- **Cooperating agencies**
- **Local communities and the public**

Directions

- Strengthening the eco-friendly management of the agency
- Promoting the eco-friendly content industry
- Spreading eco-friendly culture to the public

Implementation Tasks

- Establishment of an eco-friendly management system
- Internalization of eco-friendly culture for employees

- Support for the eco-friendly content industry
- Incorporating eco-friendly concepts and values for content events

- Spreading eco-friendly culture based on content
- Expanding eco-friendly activities based on cooperation

ESG management plan(2021~2025) <Environment> section

Top 3 Strategic Tasks

- ❶ Developing and distributing the guides to eco-friendly production and service for each content genre
- ❷ Discovering and promoting new support projects reflecting eco-friendliness
- ❸ Making eco-friendliness entrenched in our management practice and inculcating eco-friendliness into our culture

Implementation Tasks/ Indicators

Development of 11 implementation tasks such as the distribution of eco-friendly guides (10 types) and reduction of greenhouse gas emissions (40%) and setting an annual goals

Promotion of carbon neutrality through energy reduction

KOCCA continues to make efforts to reduce GHG by achieving 33% reduction in greenhouse gases in the agency and forming an energy-saving promotion committee. In addition, the agency realized that electricity use accounts for a significant portion of GHG emissions in the building and saved 267 thousand kwh per year by operating a geothermal and solar power generation facility system. Moreover, we continue to discover carbon-neutral ideas through discussions on carbon reduction of innovative junior boards and public officials in order to gather opinions from executives and employees on achieving carbon-neutral.

33% ⬇

Reduction of the agency's greenhouse gases

Examples of Carbon Neutrality in the agencies

Install eco-friendly electric vehicle chargers

Normal operation of solar power generation system

Internalization of eco-friendly culture to employees

We strive to internalize the eco-friendly organizational culture to our employees. Employees' education on RE100 was conducted in connection with the local problem platform, and ESG bulletin board was newly established to share eco-friendly information. Through these efforts, the lights off event is held twice a year, and employees were encouraged to participate in eco-friendly activities through ESG competition and green product card news. As a result, the green product purchase rate of the agency has increased by 31% YoY, continuing to generate eco-friendly results.

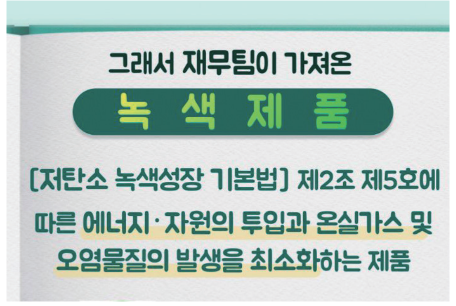
31% ⬆

Green product purchase rate YoY

A case of the internalization of eco-friendly culture

RE100 에너지전환 아카데미
2021 지역문제해결플랫폼
RE100 시민클럽
공공기관 캠페인
행정안전부
전라남도

RE100 education



그래서 재무팀이 가져온

녹 색 제 품

[저탄소 녹색성장 기본법] 제2조 제5호에 따른 에너지·자원의 투입과 온실가스 및 오염물질의 발생을 최소화하는 제품

Green product card news

Eco-friendly Content Industry

In order to internalize eco-friendly awareness within the content industry and spread eco-friendly activities, we are expanding eco-friendly content support in connection with major projects along with the ‘Development of eco-friendly productions and service guides for each genre’. In addition, we are striving to make the content industry eco-friendly by incorporating environmental values such as utilizing eco-friendly products and activating upcycling in content events hosted by the agency.

Promoting the Eco-friendly Content Industry

Support for the eco-friendly content industry

As a public agency leading the content industry, KOCCA is developing guides of eco-friendly production and service for the content industry. Therefore, in 2021, the Citizen Participation Innovation Group drafted guidelines for sustainable events and plans to develop and distribute 10 types of eco-friendly production and service guides by content genres and functions by 2025. Also, the agency fostered eco-friendly fashion designer brands to lead the eco-friendly fashion industry, the second most polluting industry in the world and discovered cases of sustainable fabric use. In detail, we developed non-animal materials such as wine leather and cactus leather, and supported the upcycling of waste wedding dresses and waste military tents. Through this support business, sales of the brand increased by 58%, and in recognition of the brand’s eco-friendly value and performance, the “Sustainable Fashion Production Support Business” successfully became a regular business in 2022. Furthermore, the agency will continue to discover and support related R&D to internalize eco-friendly values in the cultural area using media art, textiles, and pigments.

Sustainable fashion production support project

formulation of regular business in 2022

Achieving **58**%

sales growth rate for eco-friendly fashion brands

Eco-friendly fashion industry promotion case

<Ulkin> Enters New York Fashion Week 2022 S/S

<KANEITEI> Products of upcycled abandoned military tents.

Eco-friendly content event

In order to spread eco-friendly awareness in the content industry, recycling and eco-friendly products are fully utilized for content events (BCWW*, etc.) hosted by the agency. At the NCF(Next Content Fair) held in 2021, a lounge was created that recycled waste wood used in other exhibitions, and a card wallet that recycled banners used for the event was produced and distributed. KOCCA will continue to strive to internalize eco-friendly culture to various events.

A case of eco-friendly value grafting in the agency’s events

ESG라운지 X Cafe B

<ESG Lounge, which recycled waste wood>

Banner Upcycling Card Wallet

★ BCWW: International broadcasting video market hosted by KOCCA

The Proliferation of Eco-friendly Culture

We actively support eco-friendly activities such as producing eco-friendly functional games and writing environmental fairy tales to spread eco-friendly culture to the public by utilizing the cultural ripple effect of the content industry. Also, we are taking the lead in spreading eco-friendly culture through eco-friendly activities in cooperation with local communities, citizens, and related organizations.

Spreading Eco-Friendly Culture to the Public

Supporting content production to spread the eco-friendly culture

KOCCA striving to spread eco-friendly culture to the public by connecting eco-friendly values with KOCCA’s original businesses such as video content, games, and public performances. In addition, we are striving to spread eco-friendly culture to the public by supporting the production of eco-friendly functional games in connection with UN SDGs, producing eco-friendly fairy tale books, video competitions on environmental conservation, and K-Pop concerts reflecting ESG values.

Supporting the production of eco-friendly functional games

Forest Island(Nanali) 2020 functional game production support

Platform: Mobile (Global launch in October 2021)
- A self-contained healing game that brings the devastating nature back to its own beautiful island
- Creating forests and animals and plants with the seeds of life in a world where life has disappeared due to climate change
- 1 million downloads after launch
- Google Play Indie Game Festival 2021 TOP 20 selection

plant world

Plant World(Must Games) 2021 functional game production support

- International organization simulation game to solve global environmental problems (climate crisis)
- The signing of the AFoCO MOU donated part of the game’s profits to plant roses in Cambodia’s Campongs Nang
- 2022 Google - the Ministry of SMEs and Startups joint program selection

Writing environmental fairy tales through storyum environmental fairy tales business

STORY ÙM
지구 때타올 대소동

Environmental fairy tale “Great Trouble for the Earth Bath Loofah” production

To explain the importance of environmental protection to children at an eye level, a fairy tale book was produced in collaboration with an environmental fairy tale writer and an award-winning writer in the 2019 Korea Content Awards

Holds fairy tale book illustration contest

Holding an environmental fairy tale painting contest for children at children’s centers in Naju to draw illustrations for environmental fairy tales, future generations can directly feel the importance of the environment

Expanding eco-friendly activities based on cooperation

KOCCA is promoting the internalization of eco-friendly culture at inside and outside through cooperative activities with various stakeholders. Through the operation of the Citizen Participation Innovation Group in 2021, the agency discovered the eco-friendly agenda in 2022 and promoted five eco-friendly social contribution activities such as donating eco-bags and collecting bottle caps in cooperation with local communities and related agencies. In particular, we are taking the lead in spreading eco-friendly culture by holding a carbon-neutral challenge in cooperation with 4 public institutions* in the field of cultural and art.

Donating eco-bags

Collecting bottle caps

★ KOCCA, ACI, KOFIC, ARKO

S

UNIONIZING WITH THE SOCIETY TOGETHER

Strategic System

<table>
<tr><td>Directions</td><td colspan="5">Society of Togetherness</td></tr>
<tr><td>Goals
(by 2025)</td><td>100 billion KRW for balanced development of regional content
100 billion KRW</td><td colspan="2">Establishing itself as a leading agency for harmonious growth
leading agency</td><td colspan="2">Having no occupational accident
Zero</td></tr>
<tr><td>Strategic Tasks</td><td>Helping the content industry improve human rights conditions, working environment, and safety</td><td>Increasing support for balanced development of regional content and collaboration with regional hubs</td><td>Expanding projects for harmonious growth with large, mid-sized, and small enterprises, KOCCA, partner companies, and local communities</td><td>Providing more support for enhanced diversity when creating and enjoying content</td><td>Creating a happy and safe working environment for all employees</td></tr>
</table>

The Importance of Issues

Among the MZ generation, which is the main consumer in the consumer market, there is an increasing tendency of "value consumption", which is to use products and services of companies that take the lead in social values and ethical management. As a result, content sustainability has emerged as an important issue, and the demand for internalizing ESG is increasing in the entire production and consumption process beyond the marketing level. In addition, media content has a strong impact on consumers, and it plays a significant role in shifting awareness of sustainability and ESG and social change. As a bridgehead for the government and content creation companies to the ESG system, KOCCA is making great efforts to spread social values and ESG and to drive sustainable growth within the content industry.

Approach

KOCCA is making various efforts to create a content industry environment that grows together. We made efforts to create a fair and win-win content industry ecosystem and promoted balanced cultural development between regions by strengthening regional content competitiveness. In addition, we have operated and supported various programs to create a safe content production environment, and are promoting a project to embrace diversity so that everyone can enjoy content and enrich their daily lives without discrimination. In addition, we made efforts to support small and medium-sized production companies and their employees suffering from economic difficulties due to COVID-19 and to create high-quality jobs. KOCCA will continue to strive to create a sustainable content industry environment and create a society where all citizens can be happy.

Major Achievements

Supported 726 companies to expand their sales during COVID19

Supported 7 content social venture companies

Created 5,200 private jobs by supporting the content industry and fostering human resources(increased 22.4% YoY)

Achieved 250 standard labor contracts(increased 22.4% YoY)

Safety support for broadcasting production
(Medical support 366 times, provided safety goods 6,117 times)

Establishment of a consultative body to improve joint labor-management treatment

Future Plan (by 2025)

Propose more than two representative policies related to human rights and labor rights in the content industry each year

Expand Content Balanced Regional Development Support Budget to 100 billion KRW

Discover and implement at least four joint projects linked to the agency's original business

Discover at least two cases of active administration representative cases to support the growth of small and medium-sized enterprises

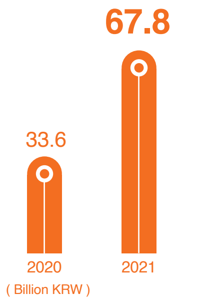
Expand and upgrade the application of barrier-free value for Isupport projects

Collect opinions on welfare and labor of executives and employees at least twice a year

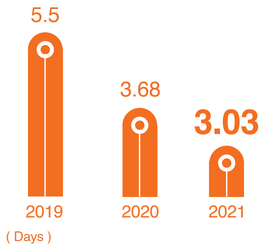
Coexistence with Cooperation and Local Development

KOCCA is taking the lead in establishing a fair economic order and expanding businesses to support win-win cooperation to create a fair and win-win content industry ecosystem. Moreover, we are striving for balanced cultural development between regions by strengthening the competitiveness of various regional contents and revitalizing local communities.

Establishment of a Fair Economic Order



Continuous expansion of advance payment scale



Shortened payment processing period

Strengthening the fair trade foundation

Support for enhanced liquidity for partners

KOCCA continued to announce the government's policy of raising advance payments from 70% to 80% and actively implemented contract advance payments to ensure liquidity, expanding the amount of advance payments from 33.6 billion KRW in 2020 to 67.8 billion KRW in 2021. In addition, the contract and purchase manual were announced to shorten the payment processing period, and the next generation ERP system was opened to enhance work efficiency and strengthen the linkage of information and procedures. Through these capacity-building efforts, the payment processing period has been drastically reduced to 3.03 days.

Internalization and institutionalization of fair trade

In 2021, KOCCA conducted consignment transactions with a total of 510 suppliers, and is working internally and externally to resolve unfair issues that may arise behind the growth of the content industry. Thus, the fair trade culture within the agency was internalized by strengthening education on fair consignment transactions and conducting self-diagnosis of power abuse. In addition, to improve the rights of consignees, the standard consignment notice and standard service contract stated reporting channels and notices for unfair practices, and online education for fair consignment transactions was publicly operated using the infrastructure of the agency.

Direction	Efforts
Strengthen internalization of employees	• Strengthening Fair Trade Education for Consignment Transactions(28 people in charge of contracts completed the education→All employees(277) completed the education in 2021) • Efforts to prevent power abuse led by a standing auditor including self-diagnosis of power abuse in contract work
Improve consignor rights	• Indicate external reporting channels for unfair practices in standard consignment notices(Anti-corruption & Civil Rights Commission, Integrity Portal) • Conducted an open education on fair consignment transactions utilizing institutional online education infrastructure(from October, 90 people attended)
Improve contract and consignment business system	• Revised contract guidelines(increased the contract amount based on the act on the promotion of mutually beneficial cooperation and the obligation to maintain confidentiality equal to each other) • Introduction of a new fair contract pledge (employees pledge to eradicate power abuse for each service contract)

The spread of fair trade culture in the content industry

In order to spread and establish a fair trade culture throughout the content industry, we developed and distributed a manual to respond to 10 unfair practices in the content industry, such as hoarding cultural products, unpaid production costs, and passing promotional costs. In addition, we strengthened our efforts to spread the culture of fair trade by promoting card news, a collection of cases in cartoon industry, and promotional booths that promote the improvement of unfair practices. Furthermore, we have prevented unfair issues and alleviated damages. Also, a campaign and a public-private fair music distribution consultative body was launched and operated to create a healthy music distribution services market, and an independent producer's payment process was prepared to respond quickly to industrial issues.

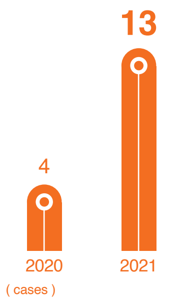
2021.11
콘텐츠
불공정행위
제대로 알고 대처하기
한국콘텐츠진흥원
KOREA CREATIVE CONTENT AGENCY

Produced Unfair Response Manual

2021 건전한 음원(반) 유통 캠페인
모두 함께
Good Listener
건강한 음원시장
건전한 음원유통
문화체육관광부
한국콘텐츠진흥원
건강한 음원시장
건전한 음원유통
멈춰

Healthy music distribution campaign "Good Listener"

Expanding Projects to Support Coexistence with Cooperation



Tripled the performance of the cooperative profit sharing system

Growing with partner companies

In 2021, KOCCA communicated with various stakeholders 131 times through communication channels of nine genres, and derived and implemented SME-focused tasks for shared growth between SMEs and small business owners. Accordingly, tasks were derived through processes such as categorization and clarification considering institutional characteristics and external relations, thorough indicator analysis, and setting the direction of promotion by type. Through this, we derive seven key tasks and realize shared growth with our partners through each key task.

The process of deriving main tasks focusing on SMEs

	Type Establishment	Direction	Main tasks
Business relationship	• Entrustment service, construction, and commodity partners • Enterprises that move into a rental space	Performance sharing I Purchase expansion I Technical Protection	• Expansion of performance and profit sharing system • Expansion of SME purchases of products and services • Support for technology protection of partners and traders
Support relationship	• Companies participating indirect support projects • Companies participating in indirect support projects	Support for the market I Joint research I System improvement	• Expansion of non-face-to-face market support • Induce joint cooperation between leading and small and medium-sized content companies • R&D Support • Deregulation and institutional improvement

Supporting SMEs to strengthen their competitiveness

KOCCA is promoting various types of support such as expanding performance and profit sharing, expanding product and service purchases, and supporting technology protection to partner companies and tenant companies in transaction relationships. As part of these support projects, we promoted the performance sharing system* for the first time in the agency and laid the foundation for expanding performance sharing and expanding the cooperative profit sharing system**. In addition, the total purchase amount of products and services by SMEs was increased from 60.3 billion KRW in 2020 to 83.5 billion KRW in 2021 to support the expansion of the purchase of products and services by suppliers. To support technology protection of partners, technology protection was institutionalized by reflecting mutual confidentiality obligation provisions in unilateral confidentiality agreements, and for the first time, we made efforts to protect the security strategies and technologies of small and medium-sized game companies by supporting 100% of the technology lease promotion and cost to small and medium-sized partners.

Strengthening the market and R&D support base and supporting SMEs

KOCCA is realizing the competitiveness of SMEs through market support, joint research, and system improvement for companies participating in the support project. In the post-COVID-19 situation, 726 companies have been supported to expand their sales channels by expanding non-face-to-face support for export support projects. In addition, AI human-based video and voice production services were launched by inducing joint R&D for research institutes, universities, and SMEs, and resulted in achieving 200 billion KRW in corporate value through attracting 5 billion KRW in investment. Finally, in order to efficiently promote such support, we have strengthened the support base for small and medium-sized content companies by improving the system such as the operation of a unified communication center, abolition of production support technology fees, and simplification of support application documents.

	Support for the market	R&D Support	Strengthening the foundation for corporate support
Content	Expanded non-face-to-face support for export support projects, expanding cooperative projects (pop-up stores) between large distribution stores and SME's character designs, and combined live commerce and small and medium-sized fashion distribution	Induced joint R&D for research institutes, universities, and SMEs, and prepared R&D tracks exclusively for SMEs	Improved the system, such as the operation of a comprehensive support center for communication, abolished technical fees for production support, and simplified application documents for support projects
Performance	Promoted a support project to expand the expansion of 726 companies through non-face support projects	Released AI Human-based video and voice production service	Operated comprehensive support centers for supporting small and medium-sized contents and strengthened policy support

---

★ A system in which performance is shared by cash or volume expansion to partners in a entrustment relationship

★★ A system in which shares its profits with partners in cash or any cashabilities (e.g., coupons).

Contribution to Community Development

2consecutive years

Acquired Community Contribution Certification

Winner of the Minister of Health

Welfare Award for Outstanding Community Contribution

Establishment of the direction for local community development contribution

The agency has established a promotion system for participating in and revitalizing local communities, and for balanced development of local content. Through this, we establish the direction of 'community involvement','contribution to local economy', and 'driving balanced local development in the content industry' and strive for local development in various ways through individual implementation tasks.

Community involvement	Contribution to local economy	Driving balanced regional development in the content industry
• Expansion of community contribution activities • Expanding community participation (enhancing communication channels)	• Thorough implementation of government policies, such as local recruitment • Supporting local companies with unique functions	• Advancement of Regional Content Support Policy • Balanced Regional Content Development Governance

Participation and revitalization of local communities and driving balanced local development of content

Gwangju Jeonnam community participation

In order to actively participate in the community, local contributions were quantitatively expanded by holding book fairs of content libraries, donating household goods kits, and donating blood, and local contributions linked to original businesses such as local animation screenings and character product donations were also strengthened. In addition, through the signing of MOUs with Gwangju and Jeollanam-do problem-solving platforms, we requested local problem agendas such as environment and donation to local problem-solving platforms, expanded cooperation, and strengthened the network with the local community by operating Gwangju problem-solving platform supporters.

Skul
The Hero Slayer

Revitalizing the local economy of Gwangju and Jeollanam-do

In order to encourage local recruitment, KOCCA continued to operate a priority recruitment policy for local talent to create 344 content jobs in Gwangju and Jeollanam-do, and worked with local companies to purchase local products. Moreover, in connection with the original function of the agency, we supported overseas exports of six companies linked to the GICON(Gwangju Information & Content Agency) to operate 45 times biz-matching and supported venture companies in Gwangju to achieve 1 million downloads.

Driving balanced regional development in the content industry

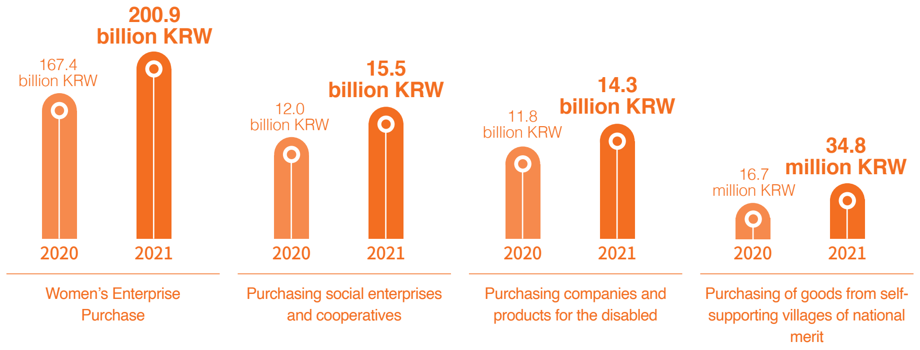
KOCCA continues to make efforts to strengthen the competitiveness of local content, focusing on local base organizations. Accordingly, the implementation tasks were divided into expanding support and inducing strengthening the competitiveness of local content and supporting the capacity building of local base agencies. In the field of expanding local content support and strengthening competitiveness, the government and the National Assembly were persuaded to expand regional support budgets and businesses and introduce a mid-term evaluation system for the first time. Also, in the field of capacity-strengthening support for local base institutions, 「The ESG Promotion Committee of Content Local Base Agencies」 will be established with the heads of 16 local base institutions nationwide to contribute to balanced regional development by sharing the promotion status, best practices, and future plans of each institution.

콘텐츠 지역거점기관 ESG 추진위
2021. 11. 12. (금)

Supporting Social Economy Enterprises

Efforts to expand support for social enterprises

KOCCA systematized the purchasing business by implementing ERP that can check the purchasing status to support social economy companies. Also, the importance of social purchase is internalized through card news production and training for new employees. Furthermore, by strengthening the network through multi-party MOUs with 17 public institutions, including Gwangju, Gwangju-Jeollanam-do, local social enterprises and associations were discovered and transactions were expanded.



Discover 7

ESG Social Ventures

Content Social Venture Support

Social ventures are facing a new opportunity for inclusive growth and innovative growth, with global ESG impact investment growing to 830 trillion KRW recently, which is 10 times bigger than that of 2019. Accordingly, the agency established a "social venture" field to foster new venture companies related to social value, and discovered and funded seven ESG social ventures for the first time. Furthermore, the agency intensively supported consulting support and linked businesses to open special lectures on startup ESG management, and various efforts were carried out to foster social ventures. According to these efforts, <Social Venture Support> succeeded in organizing from a pilot business in 2021 to a new regular business in 2022, and laid the foundation for mid- to long-term support expansion.

Representative examples

Jeju Haenyeo Culture + Performance Contents and Dining

DIVORCE
건강한 이혼에
관하여

Couple conflict + psychotherapy content

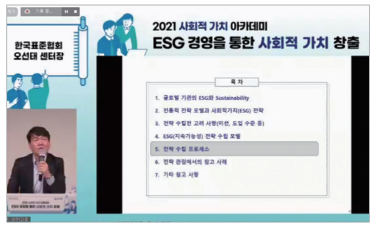
Spreading Stakeholder ESG Value

Sign language subtitle production

for Content Academy online training(EDUKOCCA)

Spreading ESG values through education

In order to spread ESG value to executives and employees of seven public institutions and to the content industry, we operated the Social Value Academy and conducted the education <Creating Social Value through ESG Management> to raise awareness and understanding of ESG to various stakeholders.
In addition, through collaboration with cooperative organizations such as the Korea National University of Arts and the Culture and Arts Education Association, we provided education for the underprivileged, such as capacity education for artists with disabilities, children & youth mentoring. Moreover, through the production of sign language subtitles for online education for the disabled, social values were spreading by strengthening education for the underprivileged.



2021 사회적 가치 아카데미
ESG 경영을 통한 사회적 가치 창출

한국표준협회
오선태 센터장

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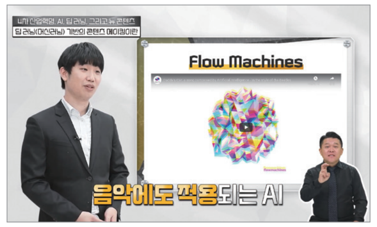
1. 글로벌 기관의 ESG와 Sustainability
2. 전통적 전략 모델과 사회적가치(ESG) 전략
3. 전략 수립전 고려 사항(미션, 도입 수준 등)
4. ESG(지속가능성) 전략 수립 모델
5. 전략 수립 프로세스
6. 전략 관점에서의 참고 사례
7. 기타 참고 사항



4차 산업혁명, AI, 딥 러닝, 그리고 뉴 콘텐츠
딥 러닝(머신러닝) 기반의 콘텐츠 메이킹이란

Flow Machines

음악에도 적용되는 AI

Job Creation

For sustainable and decent jobs by genre, the agency is striving to expand quality jobs in private sector such as the spread of standard labor contracts, customized employment support for job seekers through job centers, and the operation of game talent institute. In addition, in consideration of the difficult industrial environment in the era of With-COVID19, we are making all-out efforts to revive the content industry workers by supporting emergency jobs.

Efforts to Create Jobs

Advancement of job creation strategies

Vision	**Leading organizations for job creation in the content industry**
Goal	Create 50,000 quality jobs in the content industry by 2030

	①	②	③	④
Direction	Strengthening the Job-oriented Management System	[Public sector] Creating Quality Jobs for Everyone	[Private sector] Creating Quality Jobs in the Content Industry	Job Innovation in the content industry
Strategic Tasks	• Improvement of Job Creation Plans • Establishment of a Job Performance System	• Delightful work place environment • Expansion of public jobs	• Expanding content start-ups • Training content professionals • Job creation for support projects • Content Job Seeker Support	• Content Job Seeker Support • COVID-19 Relief for the Underprivileged

KOCCA's major achievements in job creation in 2021

Job creation performance	Created a total of 8,624 new jobs for the people 8,606 jobs in private sector* + 18 jobs in public sector = 8,624 jobs *3,406 emergency job support for workers in the content industry to overcome COVID-19 is included

External Performance in Job Creation	Won The Presidential Committee on Jobs' <2021 Korea Job Merit Commendation Prize> Created quality jobs by supporting the mutual growth of large enterprises and start-ups	Won Korea Job Awards <Minister of Economy and Finance Award> Selected as the best agency for sharing best practices in employment creating
	Achieved the Ministry of Labor's highest grade in the job industry The highest rating for「Game Institute」(No. 1 in the Ministry of Culture)	Spread standard labor contracts for the protection of broadcasting workers increased by 21.4% ('20 206 →'21 250 contracts)

Efforts to create public jobs

KOCCA secured a total of 18 new employees by securing 11 people of original employment goals and additional 7 employees and achieving 164% compared to the original goal. As part of this effort, we increased the core manpower for innovation in the content industry and promoted internal job sharing through flexible work system to hire replacement and new workers for childcare leave. In addition, the personnel management system was improved to monitor the status of human resources by unit and achieved 100% of the recruitment rate.

2021 recruit goal(11 employees)			Additionally recruited 7 employees	
Reinforcements	Transition due to wage peak system	Filled up the gap between fixed number and actual number of employees	Immediate employment of vacancies, such as parental leave or retirement, etc	Promotion of frequent increase in the number of employees
6 employees	3 employees	2 employees	5 employees	2 employees
18 new recruits (Achieved 164% compared to the original recruit goal)				

Creating Jobs in the Private Sector

Creating private jobs by promoting core projects

Creating jobs by fostering startups and fostering human resources

In order to create high-quality private jobs, KOCCA has made various efforts such as fostering startups and fostering human resources. In particular, 641 jobs were created through programs such as start-up support, large-startup linkage support, and accelerator development to create jobs for content startups, and a total of 93 jobs were created through creative talent resources such as new technology convergence content and artificial intelligence linkage.

991

job creation on private sectors

Category	Business name	Performance
Employment	Content Job Center	257jobs
Fostering startups	Start-up support (initial, mid-term, re-challenge)	357jobs
	Support for large company-Startup connections	71jobs
	Fostering accelerators	213jobs
HRD	Content Creativity Partnership Project	11jobs
	Training immersive content creators	33jobs
	Artificial Intelligence-linked Creative Talent Development	18jobs
	Game Talent Institute	31jobs

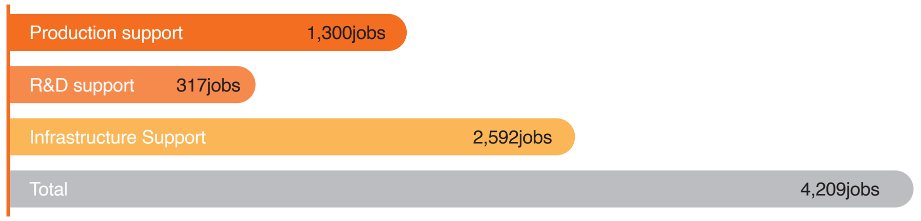
Job creation through content production, R&D, and infrastructure project support

KOCCA is contributing to employment promotion by promoting content production, R&D, and infrastructure support industries. First of all, 1,300 jobs were created in the production field by supporting the production cost and commercialization of promising content projects for each genre such as broadcasting, games, and animation. Also, in the field of R&D, 317 jobs were created through R&D expenses and commercialization support for technology development in the field of culture, sports and tourism. Finally, in the infrastructure sector, 2,592 jobs were created by supporting residential spaces for content startups, corporate capacity enhancement programs, and marketing.

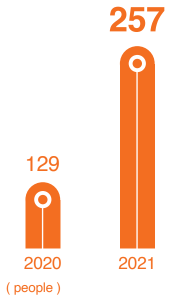
Production support	R&D support	Infrastructure Support
Support for the production cost and commercialization of promising content projects by genre such as broadcasting, games, and animation	R&D expenses and commercialization support for technology development to be used in the field of culture, sports, and tourism	Support for content start-ups such as residential space, corporate competency enhancement program, marketing, etc

4,209

decent job creation through the supporting businesses



Creating Sustainable Jobs



job creation through the operation of the Content Job Center

KOCCA's Innovative job creation results

Customized employment support for job seekers through the「Content Job Center」

「The Content Job Center」is the only employment support center in Korea that operates customized employment support programs in the content field. Through the center, KOCCA operates regular consulting, employment lectures, and small-scale mentoring for job seekers and provided programs to strengthen their capabilities such as AI competency tests, VR interviews, videos, and e-mails. As a result, 257 job seekers succeeded in finding jobs, and on the Korea Job Award, the agency won the Minister of Strategy and Finance Award in 2021, and the Minister of Culture, Sports, and Tourism Award in 2020.

The highest grade

in the performance evaluation of the Ministry of Employment and Labor's financial support job business

게임인재원
game institute

Created jobs in the game sector through「Game Talent Institute」

In order to cultivate professionals in the game field and produce talents suitable for the employment trend, the Game Talent Institute was established. Through this, we provided specialized training for game production such as game planning, game art, and game programming to prospective job seekers who want to be game developers. Graduates of the Game Talent Institute achieved a high employment and start-up rate and won many awards in the game competition. Accordingly, the project obtained the highest grade in the performance evaluation of the Ministry of Employment and Labor's financial support job business, and achieved the first place among the organizations under the Ministry of Culture, Sports, and Tourism.

Awarded <Commendation for Contributing to Korea's Jobs in 2021>

Open innovation with large companies and startups「Fostering startups linked to leading companies」

KOCCA created jobs by fostering startups linked to leading companies through open innovation with large companies and startups. As a result, 33 companies that applied for the past three years achieved 15.4 billion KRW in sales and 26.2 billion KRW in investment attraction, created 189 jobs, and won the 2021 Korea Job Merit Award organized by the Job Committee.

2021
일자리 유공표창 시상식
한국콘텐츠진흥원
2021 대한민국 일자리 유공 표창 수상
일자: 2021. 12. 7. (화) 주최: 대통령 직속 일자리 위원회

2021
대한민국 일자리 유공표창 시상식

3,406people

Created 3,406 emergency jobs in the content industry to overcome COVID-19

Emergency job support to overcome the COVID-19 crisis

KOCCA secured an extra budget of 36.3 billion KRW to help the music and broadcasting industry overcome the internal and external damage caused by COVID-19, providing emergency support for pop music, emergency support for broadcasting content producers, and manpower for overseas content companies. As a result, the agency made all-out efforts to revive the content industry workers, creating 3,406 emergency jobs that exceeded the original target of 3,200 jobs. Furthermore, the pop music emergency support project was organized with the main budget (21.6 billion KRW) in 2022, leading to the normalization of production activities in the content industry and the creation of sustainable jobs.

Fair Evaluation and Compensation

In order to ensure fairness in the support business linked to main businesses, the agency is strengthening fairness by improving the review and evaluation process. Also, by establishing a rational performance evaluation system that internal executives and employees sympathize with, we are creating an environment where fair and reasonable evaluation and compensation are achieved that both internal and external stakeholders sympathize with.

Fair and Reasonable Assessment and Compensation

Strengthen fairness by improving the evaluation process

In order to establish a fair and reasonable review and evaluation system, KOCCA has promoted improvements considering fairness, transparency, expertise, and rationality throughout the review and evaluation system.

Recruitment of evaluation committee members

At the stage of selecting evaluation committee members, we recorded the process of determining the list of evaluators and the order of casting, through these efforts we blocked the noise of the casting process and laid the foundation for transparent review and evaluation. Moreover, in order to secure expertise, a separate Verification Committee for the Evaluation Committee consisting of external personnel by content genre, not internal employees, was formed and operated to review the expertise and adequacy of the evaluation committee members.

Prevention of unfair practices by implementing the Fair Evaluation Officer System

Evaluation

Through the introduction of the 'Process Evaluation Officer System', by participating in the review and evaluation site, the officer can determine the invalidity of evaluation in the event of serious problems such as unfair behavior, and a checklist was prepared at each announcement. Internal employees are not allowed to participate as evaluation members, and only the role of secretary was taken, and only factual data were provided at the request of the evaluation committee chairman. In addition, the fairness of the evaluation has been strengthened so that rational evaluation and compensation can be made through the process of immediately suspending the qualifications of the evaluation committee if the evaluation committee's misconduct and suspicions are received.

Follow-up management

After the evaluation was completed, the real name of the evaluation committee was disclosed along with a general evaluation that included detailed explanations such as the intent, purpose, and progress of the selection evaluation to secure transparency. In addition, by implementing an electronic evaluation system using the standardized form, we improved the manual evaluation method and efficiently managed the evaluation history to increase work efficiency.

Improvement of screening and evaluation process by sector

Fairness	Transparency	Professionalism	Rationality
• Implementation of the process evaluation officer system • Deliberation on the expertise of evaluation committee by the Verification Committee for the Evaluation Committee;	• Disclosure of the general review of evaluation and the name of the committee members after the evaluation • Recorded the process of extracting evaluation committee members	• Deliberation on the expertise of the committee members by the Verification Committee for the Evaluation Committee, consisted of external personnel	• Mandated the secure time for preliminary review of evaluation data • Allowed evaluation based on content genre characteristics

Establishment of a rational performance evaluation system

KOCCA has made various efforts to establish a fair personnel evaluation system and internalize management goals. By improving the employee evaluation system through labor-management agreements every year, we promoted fairness and rationality, adjusted the performance-based salary differential payment ratio, and encouraged employees' willingness to achieve performance goals. Moreover, in order to achieve the management goals of the institution in an effective way, we set performance goals in combination with top-down and bottom-up, established systematic performance management and inspection system, and continued departmental performance evaluation.

Diversity and Social Integration

KOCCA is taking the lead in social integration based on diversity by creating a non-discriminatory working environment, resolving unreasonable discrimination, and continuing to foster women's workforce. Furthermore, we are achieving achievements that exceed the government's recommended standard goals by making efforts to prevent discrimination among various classes by expanding blind recruitment and social equilibrium employment.

Increasing Fairness and Transparency in Recruitment

Promotion of fair recruitment reflecting the characteristics of the agency

KOCCA has strengthened the cross-checking system and pre- and post-management to establish a fair recruitment process. When preparing in advance, we held a personnel committee to decide on the size and procedures of recruitment and strengthen the provision of fair recruitment information in all directions. Written examination and interviews have been actively used by outside specialized institutions and outside committee members to eradicate hiring irregularities in advance, and the transparency of recruitment has been increased by specifying the objection system within the announcement and disclosing the scores of all screening.

Preparation in advance		• Hold the Personnel Committee (participation of external experts): Resolution on the size of recruitment, procedures, etc • Strengthening the provision of employment information: Providing fair information to job seekers
Screening management	Document screening	• Compliance with the principle of essential participation of external members and enhancement of expertise in document examination • Composition of members as experts in personnel affairs and duties of public institutions
	Written examination	• Entrustment of NCS vocational basic competency test to external specialized institutions • Strengthening the management and supervision of entrustment companies (training supervisors, supervision of unexpected events)
	Interview screening	• 50% or more of the external members of the interview examination • Efforts to participate in the elimination of gender discrimination (average participation rate of female members is about 83%) • Attendance of the audit office in all processes and blocking the source of corruption through daily audits
Follow-up management		• Separate and permanent storage of employment-related documents • Disclosure of candidates' relatives employment status on the website and collecting confirmation of fair recruitment
External communication		• Conducting a satisfaction survey and feedback for new permanent employment interviewees • Receipt of objection and deliberation by the Personnel Committee (15 days of objection period)

Zero cases

of irregularities in hiring

Recruiting Social Equilibrium Employment and System Management

Recruiting social equilibrium talent

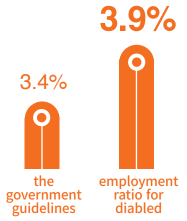
The agency operates a recruitment system of various classes to hire socially equitable talent and operate a social equitable recruitment system tailored to consumers. First of all, the employment of youth was expanded by promoting the stipulation of the youth preferential system, and additional points were given to the recruitment target system, talent from local areas, non-metropolitan areas, and the disabled. In addition, efforts such as continuing to expand suitable jobs for high school graduates have been able to achieve results that exceed government standards objective.

Strengthening public relations for the employment of outstanding youth and local talents

Provided information that meets the eye level of youth applicants	Promoted activities to attract local talent
• Provided employment information through KOCCA YouTube and blog	• Participated in a collaborative online recruitment briefing for local talent • Participated in Korea Job Expo 2021 • Participated in KEPCO metaverse recruitment briefing

콘진원 베테랑 선배들이
다시 면접을 본다면?
한국콘텐츠진흥원
홈페이지 집중탐구
#콘텐츠산업동향에대한이해
콘진원취준생이라면
가장 중요하게 알아야 할 정보가
콘텐츠산업관련정보 아니겠어요?

The case of providing recruitment information on the official YouTube of KOCCA



The employment rate of the disabled exceeds the government guidelines

Eliminating Unreasonable Discrimination

Creating a working environment without discrimination

KOCCA has launched a consultative body to improve the treatment of public officials to resolve unreasonable discrimination among workers and improve the working environment. In accordance with the labor-management consultation, welfare expenses were executed in the same way as all employees, and wages according to the type of contract within the same job group were paid without a difference. In addition, the personnel system is operated reasonably by conducting blind recruitment and adjusting the minimum promotion period for high school graduates.

Fostering Female Workforce and Gender Equality

Fostering female workforce

KOCCA is striving to realize the operation of gender equality agency by fostering female workforces and strengthening the operating system in accordance with high social standards that require gender equality for the overall human resource management of the agency. Female executives and committee members participated as interview evaluators to exclude gender discrimination elements and strengthen recruitment fairness through blind recruitment. In addition, we made efforts to expand the recruitment of women by giving employment points to women with career breaks. In addition, we are expanding the number and ratio of female managers by operating female leadership education for middle-level female employees and selecting and appointing female workers from major positions.

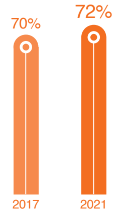
Strengthening management activities of gender equality executives

The proportion of female executives at the agency is 36% and the proportion of female executives at the executive recommendation committee is 42.8%, and the proportion of female executives has been on the rise over the past five years. In response, the agency established a forum for developing capabilities and communicating with employees using the expertise of female executives so that female executives can take the initiative in responding to management issues and generate practical results, and operating a subcommittee under BOD organized with female non executive directors.

Main activities and achievements of the agency for gender equality

Employment expansion

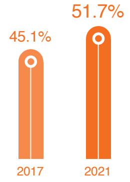
- Strengthened the fairness of recruitment, such as blind recruitment
- Added points for women with career breaks
- Excluded gender discrimination elements by strengthening the participation of female members during interviews
- Strengthened public relations linked to the Women's Job Fair



New female employment rate

Selective placement

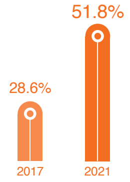
- Appointment and appearance of female talent in major positions
- Expanded the number and proportion of female managers



Expanding the female managers' proportion

Development of administrators

- Training for female managers:
  - Management of women's leadership education for middle-level female employees
- Conducted mentoring of female executives
  - Promotion of meetings with female managers and juniors



Achieved more than half of women's promotions rate

Increasing the proportion of female managers

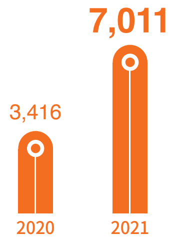
Maintaining an average of recruitment rate of female more than 72%

Achieved more than half of women's promotions rate for the second consecutive year

Human Rights in Business

KOCCA is working to spread human rights management at internally and externally. We have established a human rights management system throughout the company to practice human rights management within the agency, and to internalize the culture of respect for human rights and labor rights in the content industry, we are continuing our efforts such as developing standard labor contracts in the broadcasting area and strengthening copyright protection.

The Promotion Agency's Efforts for Human Rights Respect



(people)

The number of people who completed sexual violence prevention education in the industry increased by 105%

120 times

consulting to establish a 52-hour work system

Spreading Human Rights Management inside and outside the agency

In order to induce human rights management of stakeholders and spread a culture of respect for human rights in the content industry, human rights management was added to the evaluation criteria of companies participating in the support business, and education & psychological counseling for popular culture artists was expanded. Furthermore, KOCCA conducted consulting and training 120 times to establish a stable 52-hour work system in the content industry, and developed and distributed standard contracts for each genre to create a working environment that guarantees human rights. In addition, human rights education is continuously provided to improve and spread employee awareness of human rights, and human rights value is internalized by newly providing child abuse prevention education and workplace bullying prevention education in 2021.

Goal	Zero human rights violations through human rights protection		
Direction	Strengthen the Human Rights Management System	Strengthen the Protection of Human Rights inside and outside the agency	Promote a Culture of Respect for Human Rights
Tasks	• Strengthening the promotion system • Operation of relief procedures	• Human rights protection activities inside agency • Strengthening human rights management for external stakeholders	• Encouraging human rights management activities of stakeholders • Creating a Culture of Respect for Human Rights in the Industry
Execution system	Executive organization Human Rights Management Committee, ESG Strategy Team	Normative system Charter of Human Rights Management, Guidelines for Implementation of Human Rights Management, etc	Key indicators The number of human rights violations

Completion rate of human rights education for employees

	Sexual harassment prevention	Sexual violence prevention	Prostitution prevention	Domestic violence prevention	Improving awareness of the disabled	Child Abuse Prevention	Workplace bullying prevention
Training hours	523hours	523hours	523hours	523hours	480hours	437hours	124hours
Completion rate	98%	98%	98%	98%	90%	82%	23%

Spreading 'Standard Labor Contracts' to improve the quality of jobs in the content industry

Broadcasting production work sites are essential areas for improving human rights and labor rights due to problems such as contract termination, long hours of work, and wage arrears. To solve this problem, KOCCA has developed a 'Standard Labor Contract' in the broadcasting sector. Furthermore, in order to spread this, the beneficiary institution of the Broadcasting Production Support Business promoted by the agency was mandatory to use the standard contract, and the use of the contract was encouraged through a status check. Through the efforts of the agency, standard labor contracts were applied to 250 cases in the broadcasting sector, an increase of about 21.4% YoY, and 1,683 jobs were created.

Copyright protection for content and content creators

In order to create a healthy webtoon use culture, we eradicated the illegal distribution of webtoons that caused enormous damage to creators by unauthorized theft of creations and encouraged the use of official platforms. A total of 58,808 people participated in the campaign to create a healthy webtoon use culture, and in 2022, a relay webtoon containing messages to eradicate the use of illegal distribution sites was conducted to feedback the results of the campaign. In addition, 100% (440 people) of platform institutions, mentors, and mentees were signed as an agreement with rights protection provisions through the Mentee Selection Project for Content Creative Talent Project to protect creators' copyright (IP). Furthermore, as the R&D function of the Ministry of Culture, Sports and Tourism is unified, as the single research and management specialized agency under the Ministry of Culture, Sports, and Tourism, the agency promoted R&D projects to promote the development of the copyright industry by protecting copyright, revitalizing the use, and expanding the distribution of legal works in the new environment of copyright usage. Accordingly, we expanded the foundation for content copyright protection through designated contests for various research projects such as the detection of suspected AI-based copyright infringement for educational content & the development of alternative public domain recommendation technology, and the development of high-speed music search technology using deep learning.

웹툰을 지키는
독자적인 방법
StoryWay
독자적인 방법으로
우리 웹툰 지키자!
with 김세정

Illegal Webtoon Eradication Campaign

Labor

Due to the spread of telecommuting caused by COVID-19, the demand for creating a flexible working environment has increased. In order to increase work efficiency, KOCCA introduced various vacation and leave systems, pregnant women, and childcare support systems, and actively encouraged our employees to use those welfare systems to create family-friendly jobs.

Work-family Balance

Creating a flexible working environment

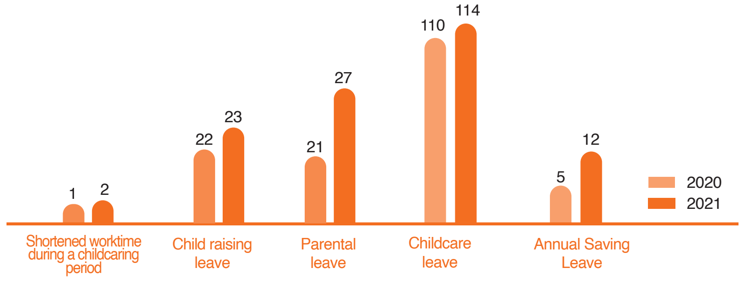
KOCCA sought to increase work efficiency by providing various types of working conditions such as telecommuting and flexible working, reflecting the demand of executives and employees. In addition, various vacation and leave systems, pregnant women, and childcare support systems were introduced and actively encouraged to make efforts in various ways to balance work and family.

Expanding a culture of work-family balance

Work	Family
• Encouraged the use of telecommuting and flexible work to respond to COVID-19 • Introduced new flexible work types for public officials • Completed labor-management agreement for the introduction of core time system	• Established a support system for prospective parents - Provided kits to improve working environment for pregnant women - Implemented KOCCA baby shower (support for childbirth products)

Performance

- ○ Satisfaction with flexible work (90.5 points in 2020 → 91.7 points in 2021)
- ○ Continuous increase in the number of employees of the system designed for family happiness
- ○ Achieved 2021 family-friendly certification by the government



Developing Employee Competency

Strengthening the job competency of executives and employees

To cope with the rapidly changing external environment, KOCCA strengthened the industrial-leading job competency by establishing a customized talent training plan. In detail, professionals were trained through the Career Development System (CDP), and practical training, field training, and content industry training were conducted to enhance the capabilities of employees. Through this, we achieved 4.66 points in job training satisfaction and achieved a 91% education yield with a total of 24,592 hours of training hours.

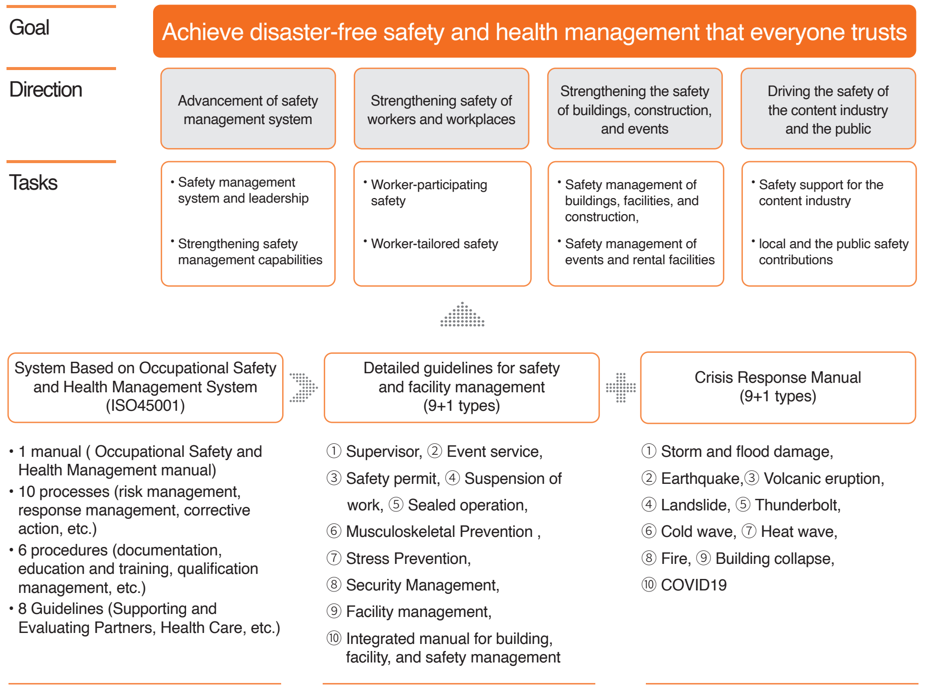
Training plan	Content	Performance
Training professional personnel	• Matched the curriculum in connection with the Career Development System (CDP) • Establishment of training plan for each job using competency dictionary	• Achieved 4.66 points in self-directed job training satisfaction (increased 0.66 points YoY) • Achieved 91% completion rate of employee training
Increasing job competency	• Reinforcement of self-directed practical training tailored to jobs • Content industry trend education implementation • Promotion of education to strengthen the growth base reflecting the demand of junior employees	
Gathering organizational capabilities	• Promotion of education and workshops to internalize social values • Employee training reflecting public office value	

Safety and Security Management

In order to create a “safe environment for everyone,” we are working on information security and personal information protection while upgrading the safety and health management system internally. Also, to support public safety specialized in the content industry, safety and emergency medical care are provided to broadcasting production sites, and the safety culture of the content industry is contributed by improving the game culture in blind spots, and psychological counseling between celebrities and trainees.

Disaster Management System

Improving safety and health management system



Goal

Achieve disaster-free safety and health management that everyone trusts

Direction

Advancement of safety management system	Strengthening safety of workers and workplaces	Strengthening the safety of buildings, construction, and events	Driving the safety of the content industry and the public
• Safety management system and leadership • Strengthening safety management capabilities	• Worker-participating safety • Worker-tailored safety	• Safety management of buildings, facilities, and construction, • Safety management of events and rental facilities	• Safety support for the content industry • local and the public safety contributions

Tasks

System Based on Occupational Safety and Health Management System (ISO45001)

- 1 manual (Occupational Safety and Health Management manual)
- 10 processes (risk management, response management, corrective action, etc.)
- 6 procedures (documentation, education and training, qualification management, etc.)
- 8 Guidelines (Supporting and Evaluating Partners, Health Care, etc.)

Detailed guidelines for safety and facility management (9+1 types)

① Supervisor, ② Event service,
③ Safety permit, ④ Suspension of work, ⑤ Sealed operation,
⑥ Musculoskeletal Prevention ,
⑦ Stress Prevention,
⑧ Security Management,
⑨ Facility management,
⑩ Integrated manual for building, facility, and safety management

Crisis Response Manual (9+1 types)

① Storm and flood damage,
② Earthquake,③ Volcanic eruption,
④ Landslide, ⑤ Thunderbolt,
⑥ Cold wave, ⑦ Heat wave,
⑧ Fire, ⑨ Building collapse,
⑩ COVID19

ZERO

case of serious disaster

9Types

of new detailed guidelines for safety facilities

9

health and safety licenses

Strengthening safety and health capabilities and expanding implementation

Strengthening the performance of safety and health management

As part of efforts to upgrade the safety and health management system, KOCCA established a thorough safety and health management system based on ISO45001, and the head of the agency and the union jointly declared the Safety and Health Policy. Accordingly, we expanded the site visit of the head of the agency to achieve zero serious accidents and strengthened the safety and health leadership of the CEO. Moreover, as a way to strengthen the ability to implement safety and health management, we implemented new and additional recruitment of health and safety personnel and supported the acquisition of professional certificates of existing personnel.

Expansion of safety and health prevention activities

Safety accidents are an area where prevention comes first, so legal safety and health education is regularly provided to executives and employees. Moreover, a total of 26 job training sessions considering job characteristics and a total of 305 people took special safety training for each job characteristic, which was conducted to internalize the safety and health consciousness of executives and employees. In addition, to check the level of implementation of these safety and health prevention activities, the safety performance of the headquarters and branch offices was measured every month, and immediate actions were taken against risk factors by mandating risk assessment of suppliers. As a result, the safety level score increased by 25.4 points for the first time in 9 months, and the safety level was upward standardized.

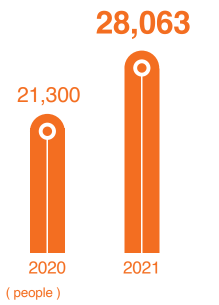
Content Industry-specific Public Safety Support

160sets

Support 180 times of on-site safety

5,957sets

quarantine items are supported



Expanding game literacy education

98Score

of satisfaction with the psychological counseling program

Supporting vulnerable areas and spreading safety culture

Broadcast production site safety and emergency medical support

The broadcast production site is a content industry site with relatively high exposure to risk factors, and it is an area that needs support to minimize safety accidents that occur during filming, such as installing and dismantling sets. In order to recognize this and effectively support industrial sites, the agency conducted safety awareness upgrading training and supported safety and health guidance services with the advice of related associations. At the same time, emergency rescue workers, emergency vehicles, and medical kits were provided at the filming site. Also, for a safe working environment, KOCCA provided medical kits and dispatched emergency rescuers and ambulance vehicles to filming sites. In addition, to prevent the re-proliferation of COVID-19, KOCCA provided quarantine items and disinfected the site.

2021 방송
제작현장
안전교육
및 응급의료지원
사업공고

Creating a healthy gaming culture

Game literacy education has been strengthened to create a healthy game leisure culture and spread the cultural value of games. Also, we are striving to raise positive awareness of games throughout society and establish the status of games as a medium of public communication through healthy game consumption, expansion of family camps to resolve conflicts between parents and children, and strengthening game culture campaigns.

2021
게임문화
가족캠프
특별한 휴가를 꿈꾸는
당신에게 희소식!

Expanding support for psychological counseling to celebrities and trainees

The agency has expanded support for psychological counseling for celebrities and trainees in safety blind spots, sensing that celebrities’ unfortunate extreme choices are emerging as a social issue. Moreover, the target was expanded from teenagers to adults, and qualitative reinforcement was also carried out by strengthening the items of the test. As a result, the mental health of the client was improved and as a result, the satisfaction level of the program increased from 89 points(’20) to 98 points (’21).

연예인, 연습생 대상
찾아가는 심리상담
"너의 얘기를 들어줄게"

Establishment and Operation of Information Security Management System

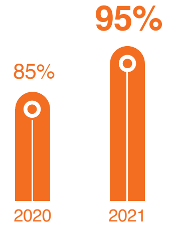
Strengthening the foundation of information protection and cyber safety

Direction	Strengthening the performance of safety and health management	Strengthening the Information Security System
Tasks	• Inspection of personal information protection and preliminary improvement and preventive measures • Strengthening and internalizing the personal information protection capabilities of executives and employees	• Strengthening of information security infrastructure (HW·SW, institutional/management, prevention and internalization) • Advancement of mid- to long-term strategy for information security

Strengthening the foundation		
	Budget	53% increase in institutional informatization budget (3.63 billion KRW in 2020 → 5.92 billion KRW in 2021)
	Organization	Advancement of strategic functions of the organization dedicated to information security (Deployment of Management Support Department in 2020 → Deployment of Strategic Innovation Department in 2021)
	HR	Expansion of job training for information security staff (4 students, 6 courses, total 456 hours in 2020 → 7 students, 10 courses, total 584 hours in 2021)
	Foundation	Reflecting 'establishment of mid- to long-term roadmap for cyber safety improvement' in the management improvement task in 2020 → Intensive management of the management innovation meeting

99.83 Points

Personal information protection management level diagnosis



Personal information protection education completion rate increased by 10%

Strengthening the personal information protection management system

In order to establish a safe personal information protection environment, KOCCA improved the personal information protection management system, such as checking personal information processing systems, maintaining online and offline personal information files, and internalizing employees. In addition, the importance of personal information was raised by operating the Personal Information Protection Day every month, and employees' participation in personal information education was expanded to raise their awareness of personal information protection. As a result of these efforts, 99.83points were achieved in the diagnosis of the level of personal information protection management conducted by the Personal Information Protection Committee.

Inspection and preventive measures	Efforts	• Checked the agency's personal information processing system focused inspection of web vulnerabilities(9) → Improved insufficient factors (April to June) • Comprehensive maintenance of company-wide online and offline personal information files and documents → Encryption and destruction (May-June) • Inspection of authority and access records of the agency's personal information processing systems (9) → Improvement of insufficient systems (monthly) • Monitoring personal information retention files in personal computers across the company → Destruction measures (always)
Internalization	Efforts	• Recall the importance of personal information, such as the operation of the Personal Information Protection Day every month (January to December, notice of posts, etc.) • Expanding participation in personal information education for executives and employees (492 people completed, 85% in 2020 → 95% in 2021)

ZERO

cyber-infringement incident for 3 consecutive years

Excellent grade

Achieved an excellent grade for three consecutive years in the evaluation of culture informatization level

Strengthening the information security system

We established a mid- to long-term information security plan to strengthen the information security system and promoted implementation tasks for each field of HW, SW, system and management, inspection, prevention, and internalization. Through this, 11 tasks were derived to improve information security and crisis response capabilities, and simulation training was conducted to respond to cyber infringement such as hacking mail and DDoS. As a result, we achieved ZERO cyber infringement accidents for three consecutive years and achieved an excellent grade for Cultural Informatization Level Evaluation for three consecutive years.

HW·SW	Introduced new defense equipment to block external DDos, replaced and duplexed old UPSs and completed network isolation to eliminate a source of operational risk
System and management	Revised basic guidelines for information security, recorded ERP for information security activities, and implemented prior consultation and security review of all informatization projects
Inspection, prevention, and internalization	Investigated operating devices by network band, resolve vulnerabilities, and strengthen information security audits and daily security activities for all employees

Labor-management Disclosure

In order to preemptively respond to the risk of conflict between labor and management, we are establishing a legitimate labor-management consultation system and operating labor-management communication channels. Furthermore, to create a culture of labor-management cooperation based on mutual cooperation and participation, a number of regular/non-regular councils are held and a culture of labor-management cooperation based on communication is established through active opinion collections compared to similar public institutions.

Establishment of Labor-Management Consultation System

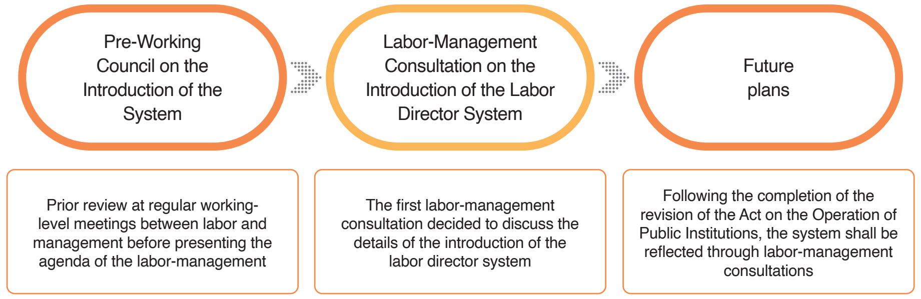
Establishment of a legitimate labor-management consultation system

In order to operate labor-management consultations based on mutual cooperation and participation, the agency held a total of eight labor-management consultations in 2021 and allowed the head of the labor union to participate in management strategy meetings to improve access to workers. Moreover, the labor union and the vice president of the agency held regular meetings twice a month to strengthen communication between executives and labor unions, and established a promotion plan through preemptive consultation on the introduction of the labor director system.

Active management of labor-management consultations compared to other institutions

Category	KOCCA	Similar public institutions (16 institutions)
Number of labor-management councils held	Labor-Management Counsultation 8 times (28 regular working-level consultations)	Average of 3.5 times (no organization exceeding 4 times)
Number of cases for completion of labor-management consultation	49 Agenda consulted	Consulted on an average of around 17 issues

Preemptive consultation process on the introduction of the labor director system



Pre-Working Council on the Introduction of the System	Labor-Management Consultation on the Introduction of the Labor Director System	Future plans
Prior review at regular working-level meetings between labor and management before presenting the agenda of the labor-management	The first labor-management consultation decided to discuss the details of the introduction of the labor director system	Following the completion of the revision of the Act on the Operation of Public Institutions, the system shall be reflected through labor-management consultations

Activating Labor-management Communication Channels

코-카 사이다
사이다처럼 시원하게 물음에 답하겠습니다.
코카 사람들의 이야기를 다 듣겠습니다.

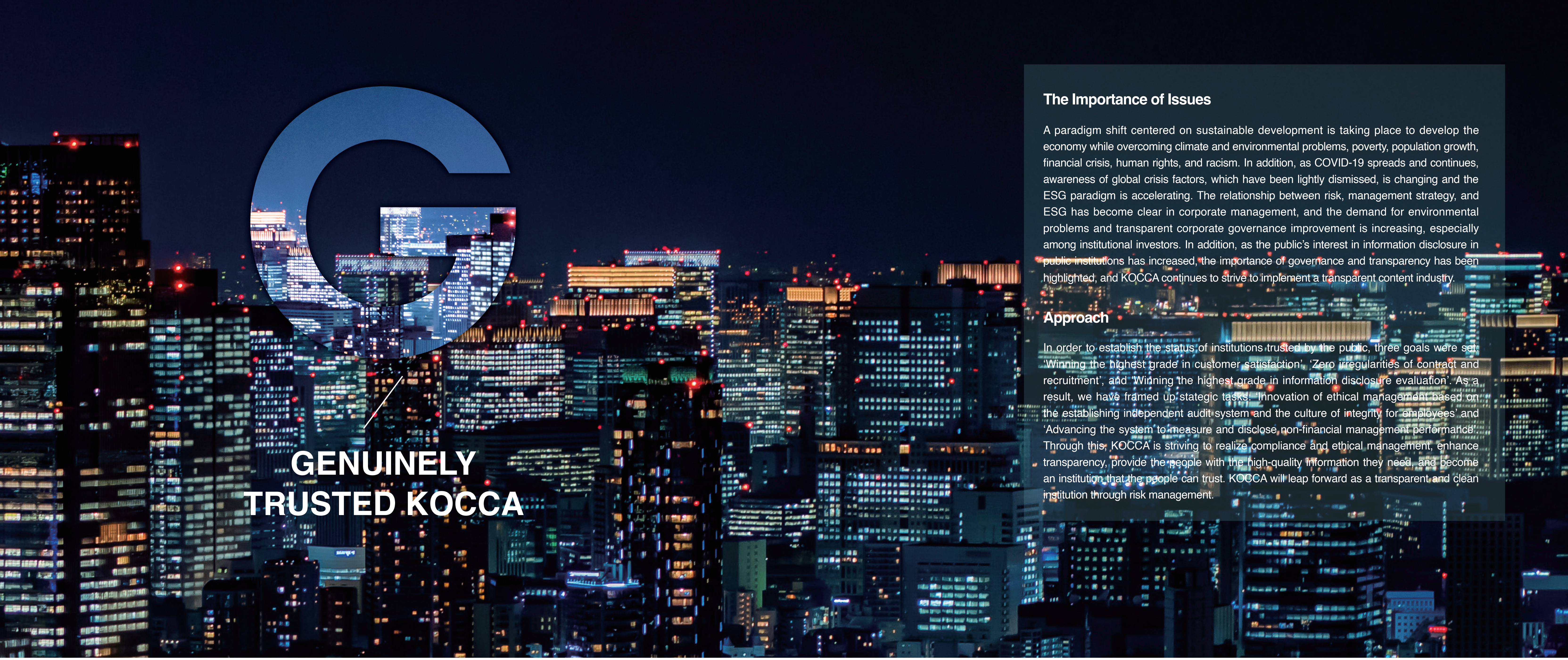
Strengthening labor-management relations management capabilities

Strengthening the functions of the Future Planning Committee

KOCCA has strengthened the function of the Future Planning Committee, a joint labor-management organization, by submitting the resolutions of the Future Planning Committee to the labor-management council agenda to enhance its implementation power and separately review and implement tasks that can be implemented immediately. Also, we are expanding sharing and collecting opinions by announcing the results of the Future Planning Committee internally from time to time.

Introducing KOCCA Cider

In order to establish a proper communication culture, KOCCA introduced the internal petition system, "KOCCA Cider," and improved the anonymous organizational innovation proposal bulletin board. Moreover, the competent department officially responded to petitions which achieved more than 50 sympathies by employees within 10 days.



GENUINELY TRUSTED KOCCA

The Importance of Issues

A paradigm shift centered on sustainable development is taking place to develop the economy while overcoming climate and environmental problems, poverty, population growth, financial crisis, human rights, and racism. In addition, as COVID-19 spreads and continues, awareness of global crisis factors, which have been lightly dismissed, is changing and the ESG paradigm is accelerating. The relationship between risk, management strategy, and ESG has become clear in corporate management, and the demand for environmental problems and transparent corporate governance improvement is increasing, especially among institutional investors. In addition, as the public's interest in information disclosure in public institutions has increased, the importance of governance and transparency has been highlighted, and KOCCA continues to strive to implement a transparent content industry.

Approach

In order to establish the status of institutions trusted by the public, three goals were set: 'Winning the highest grade in customer satisfaction', 'Zero irregularities of contract and recruitment', and 'Winning the highest grade in information disclosure evaluation'. As a result, we have framed up stategic tasks: 'Innovation of ethical management based on the establishing independent audit system and the culture of integrity for employees' and 'Advancing the system to measure and disclose non-financial management performance'. Through this, KOCCA is striving to realize compliance and ethical management, enhance transparency, provide the people with the high-quality information they need, and become an institution that the people can trust. KOCCA will leap forward as a transparent and clean institution through risk management.

Strategic System

Directions	Establishing ourselves as the Agency trusted by the public		
Goals (by 2025)	Winning the highest grade in customer satisfaction Highest grade	Zero irregularities of contract and recruitment Zero	Winning the highest grade in information disclosure evaluation Highest grade
Strategic Tasks	Innovation of ethical management based on the establishing independent audit system and the culture of integrity for employees	Advancing the system to measure and disclose non-financial management performance	

Major Achievements

Achieved 'best' information disclosure comprehensive evaluation for 3 consecutive years

Recruitment corruption has been zero for three consecutive years

Improvement of results of integrity assessment for high-ranking officials

Commendation by the Minister of Culture, Sports and Tourism in the Integrity Division

Zero cases of serious misconduct

Future Plan (by 2025)

Maintaining the 'excellent' level of customer satisfaction in public institutions

Achieved the first grade of the overall integrity level of public institutions

Maintaining the 'highest grade' of information disclosure evaluation by public institutions

Business status information disclosure items expanded to 200

Operation of the Board of Directors

The board of directors(BOD) of KOCCA appoints the CEO of agency as a chairman of BOD according to the regulation, and consists of one head of the institute, one executive auditor, one executive director, and seven non-executive directors. The 10 members of the board of directors are making efforts to revitalize the board of directors and enhance expertise to improve the management efficiency of the promotion agency.

Activating the Board

In order to improve the ESG management system, the promotion agency actively appoints related experts and promotes regular subcommittees and expansion and reorganization to expand non-executive directors' participation in management. As a result, non-executive director management recommendations increased by 57.7% and direct management participation increased by 48.1%. In addition, female executives are actively employed to ensure gender diversity among board members.

Goal	Realize responsible management by enhancing the operation of the board of directors and expanding its role	
Strategy	Enhancement of Board Operations	Strengthening the Board's Expertise
Tasks	• Strengthening the establishment and management of performance indicators • Expansion of management participation	• ESG expert appointment • Revitalization of subcommittees

Composition of the board

Position	Name	Gender	Responsibilities	Term	Remarks
Head of the institute (CEO)	Cho, Hyun Rae	Male	Director	2021.09.03. ~ 2024.09.02.	-
Executive auditor	Jeon, Bon Hee	Male	Auditor	2022.03.08. ~ 2024.03.07.	-
Executive director	Yoo, Hyun Seok	Male	Deputy director	2022.09.26. ~ 2024.09.25.	-
Non-executive director	Kim, Jae Hyun	Male	Non-executive director	2021.12.08. ~ Tenure	Director of Content Policy Bureau, Ministry of Culture, Sports and Tourism
	Kwon, Seon Joo	Female	Non-executive director	2021.11.02. ~ 2023.11.01.	Business Management Subcommittee member
	Lee, Jong Oh	Male	Non-executive director	2021.11.02. ~ 2023.11.01.	ESG Management Subcommittee member
	Kim, Song Young	Female	Non-executive director	2022.10.25. ~ 2024.10.24.	Business Management Subcommittee member
	Bang, Gwi Hee	Female	Non-executive director	2022.10.25. ~ 2024.10.24.	ESG Management Subcommittee member
	Lee, Young Hoon	Male	Non-executive director	2022.10.25. ~ 2024.10.24.	Business Management Subcommittee member
	Moon, So Young	Female	Non-executive director	2022.10.25. ~ 2024.10.24.	ESG Management Subcommittee member

Performance of the board's operations

Activities	2020	2021	ROC	Details
Holding subcommittees	-	6	-	• Strengthened the expertise of the board by operating ESG Management Subcommittee(3 people) and Business Management Subcommittee (3 people)
Board attendance rate	89.4%	87.8%	▲1.6%p	• Need to improve the attendance rate of board
Preliminary deliberation rate	100%	100%	-	• Enhancing the understanding of the management of board members, such as expanding the provision of management information
Management recommendations	26	41	57.7%	• ESG management vision declaration is implemented (December) with the recommendation of non-executive directors
Management participation	81	120	48.1%	• Improve the operation of the board of directors with the participation of the Management Improvement Committee, the Review Committee of the Judges, and the Review Committee of the Real Name System

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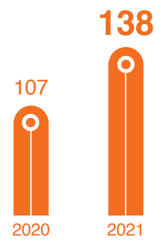
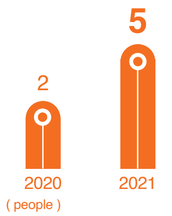
Risk Management

KOCCA has managed risks by establishing an internal check system strategy to support ethical management. In addition, various support activities are carried out to improve the quality of internal audits, such as encouraging auditors to obtain professional qualifications and conducting workshops to enhance the professionalism of auditors.

Establishing an Internal Check System



Average hours of auditor training completion increased by 29%



Obtaining a professional auditor certificate

ZERO

serious misconduct such as fraudulent solicitation and receipt of money and valuables

3rd grade

in anti-corruption policy evaluation

(0.33 points ↑ compared to 2020)

Development and advancement of internal check system strategies

Establishing strategy for internal check system

Based on the anti-corruption and integrity policy promotion plan, KOCCA conducts systematic internal check activities and conducts monitoring, evaluation, and analysis. Furthermore, we are striving to realize ethical management through risk management by giving feedback on improvement and rewarding excellent integrity department based on the analysis results.

Process of the inner containment system

Plan	Do	Check/Act
• Anti-corruption and integrity policy initiative	• Strengthening audit expertise through audit training, qualification tests, and workshops • Conducting self-audits, such as daily audits, comprehensive audits, and specific audits	• (Assessment) Integrity, anti-corruption policy evaluation, integrity evaluation of high-ranking positions, etc • (Feedback) Improvement through evaluation analysis and reward for excellent integrity department

Improving internal audit quality

Based on expertise, auditors examine the self-audit checklist of each department in four areas: inherent risk, lax management, overuse of power, and regulations to improve audit quality. Through the inspection, it was confirmed that there is a high risk of misconduct by applicants due to the nature of the business of institutions that operate a number of cooperative projects with external stakeholders such as private current assistance and consignment projects. Therefore, we are establishing and operating an internal check system to strengthen the prevention and post-treatment of misappropriation of subsidies from companies participating in the support project and embezzlement of employees.

Inner containment

Category	Content	2020	2021
Report on external lectures	Gave prior notice where honorariums are accompanied by lectures, contributions, etc	229times	311times
Daily audit	Promoted preventive activities to check the legality, validity, etc. of duties	1,424times	1,011times
Comprehensive audit	Checked the legality and validity of overall duties such as organization, personnel, budget, etc	-	1time
Inspection of the implementation of the Code of Conduct	Inspected the performance of the code of conduct of executives and employees, public officials and service discipline	4times	4times
Specific audit	Prepared improvement measures by identifying problems	3times	6times

Enhancing internal control system through giving feedback on activities

Effective internal check activities are carried out through the above activities, and internal and external integrity scores are continuously improving. Furthermore, KOCCA plans to further strengthen its internal check system through the 2022 Feedback plan. As part of that, we enhanced transparency in budget execution tasks such as regular financial audits, and strengthened regular monitoring by establishing an e-audit system. In addition, we are strengthening the pre-prevention system by dataizing audit-related details and utilizing them.

Ethical Management

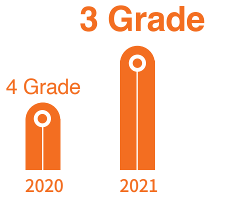
Ethical management in the public sector has been strengthened, and social interest in ethical management such as Fair Value and Law of Preventing Conflicts of Interest has increased. Accordingly, KOCCA established the first grade of integrated integrity, zero for recruitment corruption, human rights violations, and contract violations as a mid-to-long-term goal, and upgraded the ethical management system to realize integrity KOCCA

Realization of Compliance and Ethical Management

An ethical management system for the realization of integrity KOCCA

Goal	Realizing sustainable ethical management trusted by the people
Strategy	Improving Ethical Management System Enhancing Corruption Risk Management System Spreading Ethical Culture Creating a Human Rights Culture
Mid- to long-term goal	Grade 1 in overall integrity, zero cases of hiring irregularities, human rights violations, and contract irregularities

Prevention	Check	Feedback
(Guidelines) Code of Conduct for Employees' Integrity in each field of Ethics Charter (Education) Implementing integrity education and collecting ideas for institutional anti-debt promotion tasks through the Integrity Working Group	(Youth Ombudsman) Monitoring of integrity and anti-corruption work (Fair Evaluation Officer) Fair business selection and evaluation inspection	(Performance reward) Mileage, reward for excellence in mileage (Feedback) Improvement of planning and improvement of focus on vulnerable areas



Grade 1 ↑ for internal integrity

Promoting ethical management in action

Conducting wide and tight ethical management by discovering vulnerable areas

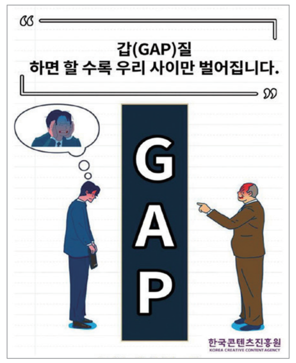
In order to promote an active ethical management system, KOCCA analyzed the causes of low integrity through corruption statistics, integrity and policy evaluation, and consulting meetings. The vulnerable areas discovered based on the analysis were derived as "difference in the level of awareness among members of integrity," "internal reporter protection system," and "transparency in unfair task orders and execution of budget." In order to improve the derived vulnerable areas, we set and promoted the promotion of integrity education for executives and employees and the advancement of the reporting system

Efforting to internalize integrity and ethical culture

In order to internalize the ethical culture of executives and employees, 'Ethical Management with Labor' was selected as a new task in 2021. The labor-management communication channel was established to create an environment where the culture of mutual respect can be actively spread, and through this, voluntary integrity was encouraged. In addition, the Bitgaram Integrity Culture Festival, a collaborative program between the audit office and the labor union, was held to provide a guide for dealing with power abuse. Furthermore, as an activity to internalize the culture of anti-corruption and integrity, we invited essay/webtoon/slogan* related to integrity and awarded prizes (10 entries, 7 awards) by category.

Ahieved **93**%

completion of online integrity education for executives and employees (490 people completed)


갑(GAP)질
하면 할 수록 우리 사이만 벌어집니다.
GAP
한국콘텐츠진흥원
KOREA CREATIVE CONTENT AGENCY

★ Grand Prize in the slogan category of the KOCCA Integrity Contest

Increasing Transparency in Agency Operations

Zerocases

of unauthorized record disposal

ZERO

corruption in recruitment for three consecutive years

97.5points

Blind Recruitment Satisfaction

Selection of key implementation tasks through identification of institutional risks

Setting the direction of transparency improvement

Demand for greater transparency and reinforcement of prior information disclosure by public institutions is increasing. In response, KOCCA continues to improve its management system to ensure transparency in management of unfair issues, business evaluation, and selection that may arise when performing support and private entrustment.

Improving archive management system

KOCCA has improved the management system by revising the rules for the operation of the archives for systematic management of records. In addition, through the Archives Evaluation Council, the appropriateness of preservation and disposal of non-electronic records was confirmed, and the current status management was conducted to prevent loss and disposal.

Institutionalize anti-corruption

In order to prevent hiring irregularities, the special recruitment regulations have been deleted altogether, and related regulations and guidelines have been revised to disclose related information and measures on the agency's website in case of corruption such as hiring relative members and illegal solicitation. In addition, a checklist for each recruitment stage was newly established to conduct pre-and post-checks on 131 items, and all candidates' written scores were disclosed to enhance transparency in the recruitment process, and post-processing of hiring irregularities was enhanced by subdividing the criteria according to the type of recruitment.

Internalizing Prevention of Conflict of Interest

Anti-corruption integrity education and integrity pledge to prevent conflicts of interest

9.41points

Improvement of results of integrity assessment for high-ranking officials

Preventing conflict of interest related duties of public servants

The Conflict of Interest Act was promulgated in May 2021. In line with the environmental changes, KOCCA has sequentially carried out preemptive efforts to establish the system, such as declaring a pledge of integrity, designating a department in charge, and internalizing conflicts of interest. As a result, education on conflict of interest prevention was conducted for executives and employees, and 353 people completed it, recording a 67% class rate. The audit office was designated as a dedicated department, the audit office was designated as a supervisor, and detailed guides were developed and distributed for situations that may arise related to personal interests when performing duties. In addition, we re-trained all employees on regulations related to conflict of interest and posted the main contents of the Card News and Conflict of Interest Act. Furthermore, we shared information on the Conflict of Interest Act of Public Officials and distributed promotional materials to local residents to promote the spread of awareness related to conflict of interest. In addition to these efforts, the agency's high-ranking integrity assessment showed that it scored 9.41 points, up 0.05 points from the previous year.

Conducted internalization education to prevent conflicts of interest for all employees

Appointed employees	All employees	New recruits
· Conducting education to prevent conflicts of interest (2 times) · Conducting self-diagnosis of conflict of interest	· Conducting face-to-face/ non-face-to-face conflict of interest prevention training (2 times)	· Conducting education on the Integrity and Conflict of Interest Prevention Act (2 times)

Re-educating regulations related to the prevention of conflicts of interest within the Code of Conduct

Information Disclosure

KOCCA has advanced institutional information disclosure to ensure the public's right to know through information disclosure and is expanding accessibility through various communication channels to actively communicate with the public. In addition, we continue to improve the information quality of the content industry in order to promote information sharing in the content industry and promote the content industry.

Expanding Public Information Disclosure

Achieved the best

of an information disclosure comprehensive evaluation of public institutions for three consecutive years

91.2points

of usefulness as a result of the policy customer satisfaction survey

24thousand

The number of followers on the main channel exceeded

320million times

ESG-related campaign views

Transparent and flawless information disclosure operations

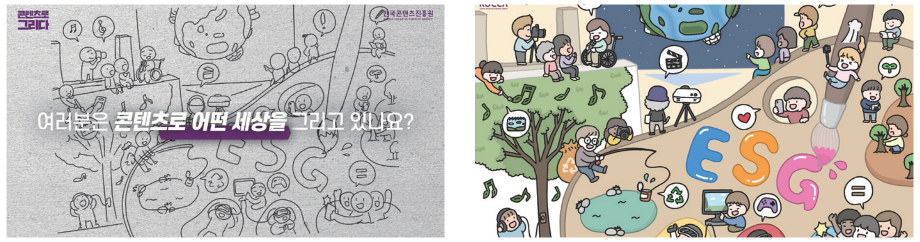
KOCCA has advanced the disclosure of institutional information to satisfy the public's right to know and open administration. Moreover, through weblog analysis, manager interviews, and external user surveys(2,302 people), we have improved the use of documents, information, and data generated by the institution to be accurately and quickly. Through these efforts, we achieved the the highest grade of 'best' for three consecutive years in the comprehensive evaluation of information disclosure by Ministry of the Interior and Safety, and improved industrial satisfaction and information utilization rate. Furthermore, in order to prevent the expansion of original information and leakage of personal information, the disclosure rate of the information list reached 100%, and the pre-information publication registration exceeded 105.5% compared to the target.

Providing high-quality information required on site

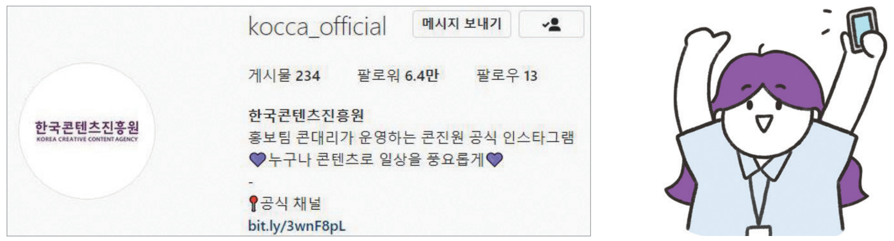
In order to improve the quality of information necessary for the content industry, we regularly conduct policy information satisfaction surveys and promote activities to improve the policy satisfaction and information utilization rate of the content industry based on the results of the survey. In the game development resource section, idle game development resources that have been neglected and lost are collected and shared with indie developers and educational purposes. In addition, in the case of the overseas export information sector, we participated in the KOTRA external economic information integration project with government ministries and disclosed the contents export marketing platform (WelCon) data. Furthermore, we provide industrial data and analysis results with high utilization and reliability and present COVID-19 impact analysis and countermeasures to enhance the satisfaction of the content industry.

Managing social media accounts for public communication

Through various channels such as press releases and YouTube, we are enhancing the accessibility of people to information on KOCCA. News of the agency and business is always reported to the media, and YouTube provides live broadcasts of major events and customized planning content. In addition, by operating social networks for the foundation of two-way communication with the public, an Instagram account specialized for the MZ generation was established to enhance access to posts.


콘텐츠로 그리다
한국콘텐츠진흥원
여러분은 콘텐츠로 어떤 세상을 그리고 있나요?
ESG

KOCCA ESG Campaign <Drawing Content>



kocca_official

게시물 234 팔로워 6.4만 팔로우 13

한국콘텐츠진흥원
홍보팀 콘대리가 운영하는 콘진원 공식 인스타그램
💜누구나 콘텐츠로 일상을 풍요롭게💜
-
📍공식 채널
bit.ly/3wnF8pL

KOCCA INSTAGRAM

APPENDIX

Financial Statements
Social · Environment Data
UN Global Compact · UN Sustainable Development Goals
Certifications · Awards and Memberships
GRI Standards Index
Independent Assurance Statement

Financial Statements

Statement of Financial Position

Current Period: 2021.12.31
Previous Period: 2020.12.31

(Unit: KRW)

Description	Current Period		Previous Period	
Assets				
I. Current assets		44,252,037,226		49,319,298,106
1. Cash and cash equivalents	33,458,073,984		33,744,243,906	
2. Financial assets	9,929,460,708		12,628,305,645	
3. Accounts receivable and other receivables	607,558,404		2,869,976,726	
4. Inventory assets				
5. Non-financial assets	236,337,250		69,889,256	
6. Assets for current tax	20,606,880		6,882,573	
II. Non-current assets		93,520,649,256		88,515,471,412
1. Financial assets	13,426,869,871		13,048,961,876	
2. Long-term account and other receivables	302,519,196		466,264,626	
3. Investments in Associates				
4. Tangible assets and investment in properties	79,599,875,337		74,767,563,329	
5. Intangible assets	81,185,009		114,348,596	
6. Deferred tax assets	110,199,843		118,332,985	
7. Non-financial assets				
Total assets		137,772,686,482		137,834,769,518
Liabilities				
I. Current liabilities		17,273,339,497		18,316,441,522
1. Accounts payable	9,120,485,560		7,914,673,929	
2. Non-financial liabilities	7,321,096,165		9,621,510,116	
3. Liabilities for current tax				
4. Allowance for idemnity	831,757,772		780,257,477	
II. Non-current liabilities		20,279,977,810		21,062,610,208
1. Long-term trade payables and other payables	16,959,349,268		18,252,717,663	
2. Salaries and employee benefits	1,271,081,450		1,246,708,303	
3. Other non-current liabilities	2,049,547,092		1,563,184,242	
Total liabilities		37,553,317,307		39,379,051,730
Capitals				
I. Paid-in capital	99,655,688,311		99,655,688,311	
II. Retained earnings	-12,137,126,941		-13,900,778,328	
III. Other capital components	12,700,807,805		12,700,807,805	
Total liabilities		100,219,369,175		98,455,717,788
Total capitals and liabilities		137,772,686,482		137,834,769,518

Statement of Comprehensive Incomes

Current Period: 2021.01.01. ~ 2021.12.31.
Previous Period: 2021.01.01. ~ 2021.12.31.

(Unit: KRW)

Description	Current Period		Previous Period	
I. Revenue		479,860,719,419		357,639,792,995
II. Cost of goods sold		295,776,547,992		224,495,618,788
III. Gross profit		184,084,171,427		133,144,174,207
IV. Sales cost and administrative expenses		179,496,361,791		136,090,621,383
V. Operating income		4,587,809,636		-2,946,447,176
VI. Other profit		0		57,029,954
VII. Other costs		228,730,129		505,102,447
VIII. Other income(loss)		18,399,404		2,299,744,674
IX. Financial income		82,861,609		694,857,687
X. Financial cost		782,928,023		903,013,693
XI. Income/loss of associates(equity method securities)		0		0
XII. Income before tax		3,677,412,497		-1,302,931,001
XIII. Income tax expense		8,133,142		9,568,647
XIV. Net income for current period		3,669,279,355		-1,312,499,648
XV. Other comprehensive loss and profit		0		0
XVI. Net income for current period		3,669,279,355		-1,312,499,648
XVII. Other comprehensive loss and profit		-1,905,627,968		-1,272,279,381
1. Items that will not be reclassified to profit or loss	-1,905,627,968		-1,272,279,381	
1) Remeasurements of net defined benefit liabilities	-1,905,627,968		-1,272,279,381	
2) Shares of retained earnings of associates(equity method securities)				
3) Shares of other comprehensive income of associates				
XVIII. Total comprehensive income		1,763,651,387		-2,584,779,029
XIX. Net income per share				
1. Basic earnings per common share				

Statement of Changes in Capital

Current Period: 2021.01.01. ~ 2021.12.31.
Previous Period: 2021.01.01. ~ 2021.12.31.

(Unit: KRW)

Description	Paid-in capital	Retained earnings	Other capital components	Total
2020.01.01. (beginning of previous period)	99,655,688,311	-11,315,999,299	12,700,807,805	101,040,496,817
Change in comprehensive income:		-2,584,779,029		-2,584,779,029
Net income for current period		-1,312,499,648		-1,312,499,648
Remeasurements of net defined benefit liabilities		-1,272,279,381		-1,272,279,381
Shares in associates(equity method securities)				
Transaction with shareholders				
Dividends				
2020.12.31. (end of previous period)	99,655,688,311	-13,900,778,328	12,700,807,805	98,455,717,788

Description	Paid-in capital	Retained earnings	Other capital components	Total
2021.01.01. (beginning of current period)	99,655,688,311	-13,900,778,328	12,700,807,805	98,455,717,788
Change in comprehensive income:		1,763,651,387		1,763,651,387
Net income for current period		3,669,279,355		3,669,279,355
Remeasurements of net defined benefit liabilities		-1,905,627,968		-1,905,627,968
Shares in associates(equity method securities)				
Transaction with shareholders				
Dividends				
2021.12.31. (end of current period)	99,655,688,311	-12,137,126,941	12,700,807,805	100,219,369,175

Summarized Statement of Cash Flow

Current Period: 2021.01.01. ~ 2021.12.31.
Previous Period: 2021.01.01. ~ 2021.12.31.

(Unit: KRW)

Description	Current period		Previous period	
I. Cash flows from operating activities		13,123,460,827		8,890,881,925
1. Cash from operations	12,916,085,371		8,636,950,551	
2. Interest received	221,099,763		253,931,374	
3. Interest paid	0		0	
4. Dividends received	0		0	
5. Payment of income tax	-13,724,307		0	
II. Cash flows from investmetn activities		2,040,350,020		1,253,123,685
III. Cash flows from financial activities		-13,864,433,711		-7,102,009,870
IV. Net increase(decrease) in cash and cash equivalents before the effect of exchange rate changes		1,299,377,136		3,041,995,740
V. Effect of exchange rate changes on cash and cash equivalents		0		0
VI. Net increase(decrease) in cash and cash equivalents		1,299,377,136		3,041,995,740
VII. Cash and cash equivalents at the beginning of the year		40,509,432,736		37,467,436,996
VIII. Cash and cash equivalents at the end of the year		41,808,809,872		40,509,432,736

Economic Value Distributed

(Unit: 1,000,000 KRW)

Category	Content	2019	2020	2021
Shareholder	Dividend	-	-	-
Employee	Salary, retirement benefit, welfare benefit	25,578	28,185	28,984
Partner	Purchase of goods and services, contract costs	113,169	93,204	134,156
Local community	Social contribution activity expenses, donations	19	12	9
Government	Corporate taxes, taxes and credits	1,632	964	1,162
Others	Other expenses (rent, depreciation, etc.)	14,413	14,242	15,423
	Total	154,811	136,607	179,734

Social · Environment Data

Employees Status*

Category			Unit	2019		2020		2021	
				Male	Female	Male	Female	Male	Female
Status	Region	Korea	person	242	247	243	255	249	274
		Overseas		7	0	6	1	8	1
	Type	Regular workers		138	110	137	119	137	132
		Irregular workers		1	4	5	3	4	1
		Unlimited contract workers		110	133	107	134	116	142
	Gender	Male		249	-	249	-	257	-
		Female		-	247	-	256	-	275
	Age	Under 30		21	99	20	94	17	81
		30 ~ 50		153	112	148	121	141	151
		Over 50		75	36	81	41	99	43
	Total			249	247	249	256	257	275

Employee Diversity

Category		Unit	2019		2020		2021	
			Male	Female	Male	Female	Male	Female
Managers	Male	person	2	-	2	-	2	-
	Female	person	-	0	-	1	-	1
Disabled Personnel	Headcount	person	18	3	17	3	16	2
	Ratio	%	3.6%	0.6%	3.4%	0.6%	3.0%	0.4
Patriots/veterans and bereaved families	Headcount	person	18	6	21	6	18	6
	Ratio	%	3.6%	1.2%	4.2%	1.2%	3.4%	1.1%

Employment and Turnover Status

Category				Unit	2019		2020		2021	
					Male	Female	Male	Female	Male	Female
Recruitment	Age		Under 30	person	4	14	2	12	3	8
			30 ~ 50	person	1	1	4	-	2	5
			Over 50	person	-	-	-	-	-	-
	Total			person	5	15	6	12	5	13
Turnover status	Turnover (voluntary)	Age	Under 30	person	-	4	-	-	-	1
			30 ~ 50	person	2	2	3	2	5	-
			Over 50	person	1	-	-	1	1	-
		Total		person	3	6	3	3	6	1
	Turnover rate			%	0.6%	1.2%	0.6%	0.6%	1.1%	0.2%

Maternity and Childcare Leaves

Category	Unit	2019		2020		2021	
		Male	Female	Male	Female	Male	Female
Employees on childbirth leaves	person	10	7	9	11	3	11
Employees on childcare leaves		3	9	4	17	3	24
Returnees after childcare leaves		0	2	4	6	3	3
Over one year of continued service after return from leaves		0	2	0	2	4	5
Reinstatement rate	%		66.7	100	71.4	100	33.3
Retention rate		66.7	33.3		100	100	80

★
It differs from published data on Alio because it is based on direct employees

Collective Agreement

Category	2019	2020	2021
Employees	496	505	532
Employees applicable to collective agreement	496	505	532
Rate of employees applicable to collective agreement (%)	100.0	100.0	100.0

CSR Activities

Category	Unit	2019	2020	2021
Donations	KRW	19,442,260	12,131,350	938,130

Customer Satisfaction Survey

Category	Unit	2019	2020	2021
Customer satisfaction survey	Grade	Good	Insufficient	Insufficient

Environmental Accomplishments*

Category		Unit	2019	2020	2021
Greenhouse** gas emissions	Total GHG emissions	tCO2eq	883.293	856.317	883.135
	Scope 1 emissions	tCO2eq	24.234	14.249	11.755
	Scope 2 emissions	tCO2eq	859.059	842.068	871.38
	Reduction in GHG emissions	tCO2eq	255.327	282.303	255.485
Energy usage	Total energy usage	TJ	17.8819	17.54	18.298
	Electricity	TJ	16.543	16.2746	16.8491
	Solar energy	TJ	0.273	0.2582	0.2759
	Share of solar energy	%	1.527	1.472	1.51
	City gas	TJ	0.2011	0.192	0.1862
	Heating energy	TJ	0.931	0.8628	1.089
	Gasoline, diesel and LPG	TJ	0.2068	0.2106	0.1737
Water usage	Water usage volume	ton	5,566	5,765	5,944
Waste volume	General waste	ton	30	24	24
Waste recycled	Recycling volume	ton	7	8	8
	Rate of waste recycled	%	19	24	24

Safety Management

Category		Unit	2019***	2020	2021
Industrial accident rate	Industrial accident rate	%	0.21%	0	0
	Number of victim	person	1	0	0

★
The scope of calculation of GHG emissions and energy usage is covered by the National Greenhouse Gas Management System (NGMS) standards

★★
Base emissions of greenhouse gas reduction performance: 1,138.62 tCO2eq / 2016

★★★
Injuries (minor injuries due to cart conduction in the cafeteria)

UN Global Compact · UN Sustainable Development Goals

UN Global Compact

KOCCA supports and adheres to the ten principles of the UN Global Compact, a global sustainability initiative (human rights, labor, environment and anti-corruption). Every year, we communicate with stakeholders through Cop (Communication on Progress) reporting implementation of the top 10 principles.

Category	Principle	Page	Remarks
Human Rights	1. Businesses should support and respect the protection of internationally proclaimed human rights; and.	46	-
	2. make sure that they are not complicit in human rights abuses		-
Labor	3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;	51	-
	4. the elimination of all forms of forced and compulsory labour;	-	We prohibit children, forced labor, and discriminatory practices in all business sites of KOCCA, as well as in all partner companies.
	5. the effective abolition of child labour; and		
	6. the elimination of discrimination in respect of employment and occupation.	44-45	-
Environment	7. Businesses should support a precautionary approach to environmental challenges;	30-31	-
	8. undertake initiatives to promote greater environmental responsibility; and		-
	9. encourage the development and diffusion of environmentally friendly technologies.	32-33	-
Anti -corruption	10. Businesses should work against corruption in all its forms, including extortion and bribery	56-57	-

UN-SDGs

The UN Sustainable Development Goals (SDGs) are agendas that the United Nations General Assembly resolved to achieve by 2030. They are comprised of 17 common goals for humanity to realize the ideals of sustainable development. The 17 SDGs and 169 targets set out the directions for the mankind to pursue in the domains of “5 Ps”: People, Planet, Prosperity, Peace, and Partnerships. We strongly support the UN SDGs for sustainable development and do our utmost to ensure sustainability in the course of our business operations. These SDGs are specified in the corresponding sections of this report.

1 NO PROVERTY
2 ZERO HUNGRY
3 GOOD HEALTH AND WELL BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND
16 PEACE, JUSTICE AND STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS
SUSTAINABLE DEVELOPMENT GOALS

1. End Poverty
2. Eng Hunger
3. Good health and Well-Being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequality
11. Sustainable Cities and Communities
12. Sustainable Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice and Strong institutions
17. Partnerships for the Goals

Certifications · Awards and Memberships

2021 Certifications and Awards

Date	Certification/award	Association/organization
2021.12	Recertification of Family-friendly company	Ministry of Gender Equality and Family
2022.2	Recertification of Occupational health and safety management systems(ISO45001)	KSR Certificate Institute
2021.7	Financial Support Job Business Performance Evaluation ‘Excellent’ (Game Talent Institute)	Ministry of Employment and Labor
2021.11	2021 Korea Job Awards, Ministry of Economy and Finance for the second consecutive year (Content Job Center)	Korea Job Expo Organizing Committee
2021.11.	Public data provision operation status evaluation ‘excellent’ rating	Ministry of the Interior and Safety
2021.12	Selected as a recognized institution for CSR in the Community for the second consecutive yea	Ministry of Health and Welfare, Social Services Organization
2021.12	‘Day of Recognition of CSR in the Community’ won the Minister of Health and Welfare Award in the category of social contribution	Ministry of Health and Welfare
2021.12	2021 Korea Job Merit Commendation (Open Innovation)	The Presidential Committee on Jobs
2021.12	Certification of excellent institutions in the ‘2021 NTIS Data Quality Assessment’	Ministry of Science and ICT
2021.12	Achieved ‘best’ information disclosure comprehensive evaluation for 3 consecutive years	Ministry of the Interior and Safety
2022.1	Achieved ‘A grade(99.83 points)’ in personal information protection management level diagnosis	Ministry of the Interior and Safety
2022.3	Cultural Informatization Level Assessment ‘Excellent’ for 3 consecutive years	Ministry of Culture, Sports and Tourism
2022.4	2021 Mutual Growth Evaluation ‘Excellent’	Ministry of SMEs and Startups
2022.4	2021 Evaluation of the level of safety activities of public institutions ‘Grade A (relative)’	Ministry of Employment and Labor, Korea Occupational Safety and Health Agency

MOU (Memorandum of Understanding)

NO	Association/organization	Name
1	VENTURE SOUQ	KOCCA-VENTURE SOUQ Business Agreement for the Exchange of Content Startup Ecosystem
2	KEJORA VENTURES	KOCCA-KEJORA VENTURES Business Agreement for the Exchange of Content Startup Ecosystem
3	LOTTE WORLD HOTEL LOTTE Co., LTD	KOCCA-LOTTE WORLD Business Agreement for the Fostering of Content Startup
4	MCST, KOCCA, KOTEC, and four other institutions and companies	Business Agreement for the Promotion of Secondary Conservation Business for Cultural Content Enterprises
5	KSPO, KSPO&CO	KOCCA-KSPO-KSPO&CO Co., Ltd. for the creation and operation of K-Art Hall Online Immersive Performance agreement
6	MBC	KOCCA and MUNHWA BROADCASTING Co., Ltd.’s Muse on Business Mutual Cooperation Agreement
7	KITA - MEGABOX JOONGANG Co., Ltd	KOCCA-KITA–MEGABOX JOONGANG- 3-party business agreement for Content Startup Foster
8	SEOUL METRO	A business agreement for the creation and operation of an immersive content experience space in the ‘Gwanghwa Sidae’
9	KOREA MOBILE GAME ASSOCIATION	Business agreements to strengthen access to reporting unfair content practices
10	KIPA	Business agreements to strengthen access to reporting unfair content practices
11	KOREA CARTOONIST ASSOCIATION	Business agreements to strengthen access to reporting unfair content practices
12	National Institute of Special Education	2021 Holding National e-Festival for Disabled Students (Agreement)
13	WHATCHA Co., Ltd	A business agreement to support the development of OTT in Korea and the strengthening of creators’ planning and development capabilities
14	KIBA	Business agreement for the development and mutual of the broadcasting and video content industry
15	Gwangju Regional Problem Solving Platform	2021 Gwangju Metropolitan City Social Value Realization Agreement
16	Mind the Bridge	KOCCA-MIND THE BRIDGE Business Agreement for the Exchange of Content Startup Ecosystem
17	01Booster	KOCCA-01BOOSTER Business Agreement for the Exchange of Content Startup Ecosystem
18	maria 01	KOCCA-MARIA 01 Business Agreement for the Exchange of Content Startup Ecosystem
19	Awesome Singapore	KOCCA-AWESOME SINGAPORE Business Agreement for the Exchange of Content Startup Ecosystem
20	Shorooq Partners	KOOCA-SHOROOQ PARTNERS Business Agreement for the Exchange of Content Startup Ecosystem
21	Gwangju Metropolitan City, Gwangju Social and Economic Support Center, Gwangju Social and Economic Federation, and 14 other institutions	Multilateral Business Agreements for the Revitalization of the Social Economy
22	WAVVE Co., Ltd	Business Agreement for the Development and Co-prosperity of the Korean OTT and Shortform Content Industry
23	KT, LG U+, SKT	Business agreements for mutual growth of SMEs and large companies in the field of immersive content
24	MegaBox JoongAng Co., Ltd.	KOCCA-Mega Box JonngAng Co., Ltd. Content Industry Revitalization Support Agreement to Support Small and Medium Content Companies
25	KEPA	Business Agreements for the Confirmation of the Work Experience in the Popular Culture and Arts Planning Industry
26	CEMA	Business Agreements for the Confirmation of the Work Experience in the Popular Culture and Arts Planning Industry
27	KAMAA	Business Agreements for the Confirmation of the Work Experience in the Popular Culture and Arts Planning Industry
28	Liak	Business Agreements for the Confirmation of the Work Experience in the Popular Culture and Arts Planning Industry
29	Korea Management Federation	Business Agreements for the Confirmation of the Work Experience in the Popular Culture and Arts Planning Industry
30	KOTRA	Agreement on the Joint Promotion of Comic and Webtoon Overseas Expansion Support Business
31	National Museum of Korean Contemporary History	Agreements on the Establishment and Operation of the Base of ‘Gwanghwa Sidae’
32	Game Rating and Administration Committee Video Game Rating System	Business agreement for cooperation in creating a healthy game ecosystem and fostering the game industry
33	Korea Employment Agency for Persons with Disabilities	Agreement on Joint Development and Public Relations of Educational Contents to Improve Perception of Persons with Disabilities in the Workplace and Strengthen Employment Capabilities
34	Korea Foundation for Cooperation of Large& Small Business, Rural Affairs	Agreement on the contribution of the Rural Win-Win Cooperation Fund
35	Gangnam-gu, Seoul	Business agreement to strengthen support for fostering startups in the field of immersive content
36	UNESCO ICHCAP	Business agreements to strengthen cooperation in the global cultural heritage content sector
37	OGQ, WADIZ, ABYZ	ESG Business Agreement for Creating a Content Creation-Start-up Ecosystem
38	Korea Communications Agency	Business agreements for the exchange of professional personnel in the field of media content and the promotion of industries

GRI Standards Index

Topic	Disclosure Index	Description	Page	Remarks
Organization profile	102-1	Name of the organization	6	
	102-2	Activities, brands, products, and services	6	
	102-3	Location of headquarters	6	
	102-4	Locatioin of operations	6-7	
	102-5	Ownership and legal form	6	
	102-6	Markets served	6	
	102-7	Scale of the organization	10	
	102-8	Information on employees and other workers	64	
	102-9	Supply chain	36-37	Due to the nature of the institution, the meaning of the supply chain is not clear, so it is replaced with a partner company
	102-10	Significant changes to the organization and its supply chain	-	No significant changes
	102-11	Precautionary Principle or approach	55	
	102-12	External initiatives	66	
	102-13	Membership of associations	67	
Strategy	102-14	Statement from senior decision-maker	2-3	
Ethics and integrity	102-16	Values, principles, standards, and norms of behavior	56-57	
	102-17	Mechanisms for advice and concerns about ethics	57	
Governance	102-18	Governance structure	54	
	102-22	Composition of the highest governance body and its committees	54	
	102-23	Chair of the highest governance body	54	
Stakeholder engagement	102-40	List of stakeholder groups	21	
	102-41	Collective bargaining agreements	65	
	102-42	Identifying and selecing stakeholders	21	
	102-43	Approach to stakeholder engagement	21	
	102-44	Key topics and concerns raised	25	
Reporting principles	102-45	Entities included in the consolidated financial statements	-	Not applicable
	102-46	Defining report content and topic Boundaries	24-25	
	102-47	List of material topics	25	
	102-48	Restatement of information	-	Not applicable
	102-49	Changes in reporting	-	Not applicable
	102-50	Reporting period	0	In 'About This Report'
	102-51	Date of most recent report	0	
	102-52	Reporting cycle	0	
	102-53	Contact point for questions regarding the report	0	
	102-54	Claims of reporting in accordance with the GRI Standards	0	
	102-55	GRI Content Index	68-69	
	102-56	External assurance	70-71	
Management	103-1	Explanation of the material topic and its Boundary	12, 13, 20, 28, 29, 34, 35, 40, 46, 48, 50, 52, 53, 56	
	103-2	The management approach and its components		
	103-3	Evaluation of the management approach		

Topic	Disclosure Index	Description	Page	Remarks
Economic performance	201-1	Direct economic value generated and distributed	60-63	
Indirect economic impacts	203-1	Infrastructure investments and services supported	36-39	
	203-2	Significant indirect economic impacts	4-5	
Anti-coruption	205-2	Communication and training about anti-corruption policies and procedures	56-57	
Energy	302-1	Energy consumption within the organization	65	
Emissions	305-1	Direct (Scope 1) GHG emissions	65	
	305-2	Energy indirect (Scope 2) GHG emissions	65	
	305-5	Reduction of GHG emissions	65	
Waste	306-3	Waste generated	65	
Environmental compliances	307-1	Non-compliance with environmental laws and regulations	-	No cases of non-compliance
Employment	401-1	New employee hires and employee turnover	64	
	401-3	Return after parental leave and continuous service rate	64	
Occupational health and safety	403-1	Occupational health and safety management system	48	
	403-2	Hazard identification, risk assessment, and incident investigation	48-50	
	403-6	Promotion of worker health	47-48	
	403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	48	
	403-9	Work-related injuries	65	
Training and education	404-2	Programs for upgrading employee skills and transition assistance programs	45, 47	
Diversity and equal opportunity	405-1	Diversity of governance bodies and employees	64	
Non-discrimination	406-1	Incidents of discriminaton and corrective actions taken	-	Not applicable
Child labor	408-1	Operations and suppliers at significant rist for incidents of child labor	-	Not applicable
Forced or copmpulsory labor	409-1	Operations and suppliers at significant risk for incidents of foced or compulsory labor	-	Not applicable
Human rights assessment	412-2	Employee training on human rights policies or procedures	46	
Customer health and safety	416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	-	No cases of non-compliance
Marketing and labeling	417-2	Incidents of non-compliance concerning product and service information and labeling	-	No cases of non-compliance
	417-3	Incidents of non-compliance concerning marketing communications	-	No cases of non-compliance
Customer privacy	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	-	No cases of non-compliance
Socioeconomic compliance	419-1	Non-compliance with laws and regulations in the social and economic area	-	No cases of non-compliance

Independent Assurance Statement

Dear Stakeholders of KOCCA

Korean Foundation for Quality(further 'KFQ') has been requested by KOCCA to conduct an independent assurance on the 2022 Sustainability Report for KOCCA(further the 'Report'). KFQ has responsibility to provide an independent assurance statement in accordance with the standards and scope of assurance as specified below. KOCCA has sole responsibility for the preparation of the Report.

Standards and Scope of Assurance

- Standards: AA1000AS(v3) and AA1000AP(2018)
- Type: Type 1, covers the assessment of adherence to the Accountability principles of inclusivity, materiality, responsiveness, and impact.
- Level: Moderate, limited evidence has been obtained to support our assurance statement.
- Scope:
  - GRI Standards(2020) Core option
    - Reporting Principles
    - Universal Standards
    - Topic Specific Standards

Topic	GRI Disclosure	Topic	GRI Disclosure
Management Approach	103-1, 103-2, 103-3	Training and Education	404-2
Economic Performance	201-1	Diversity and Equal Opportunity	405-1
Indirect Economic Impacts	203-1, 203-2	Non-discrimination	406-1
Anti-Corruption	205-2	Child Labor	408-1
Energy	302-1	Forced or Compulsory Labor	409-1
Emissions	305-1, 305-2, 305-5	Human Rights Assessment	412-2
Waste	306-3	Customer Health and Safety	416-2
Environmental Compliance	307-1	Marketing and Labeling	417-2, 417-3
Employment	401-1, 401-3	Customer Privacy	418-1
Occupational Health and Safety	403-1, 403-2, 403-6, 403-7, 403-9	Socioeconomic Compliance	419-1

Methodology

In order to assess the reliability of disclosures about the sustainability performance in the Report by applying the standards, we reviewed sustainability-related processes, systems, internal control procedures, and available data. The documentation reviewed during the assurance engagement includes:

- Non-financial information e.g., data provided to us by KOCCA, disclosed Business Reports, and information obtained from media and/or the internet; and
- Financial information i.e., Financial Statements disclosed on the All public Information In-One(http://alio.go.kr), a national disclosure system for management information of public institutions.

The assessment was performed by document review except for onsite inspection. Through a questionnaire, we evaluated the validity of the materiality assessment processes, a stakeholder-centric approach to select material issues, data collection and management procedures, report preparation procedures, and validation of claims stated in the report. It was confirmed that errors, inappropriate information, and ambiguous expressions identified during the assessment were properly corrected prior to the Report being published.

Competency and Independence

The assurance team was organized in accordance with KFQ's internal regulations. KFQ has no conflict of interest which could threaten the independence and impartiality of verification, other than providing third-party audit services to the KOCCA business.

Limitations

The completeness and responsiveness of sustainability performance represented in the Report have inherent limitations due to its nature and the methodology used to determine, calculate and estimate its performance. In accordance with the terms of the contract, we assessed the information and evidence provided by the company. We did not perform any further assessment procedures on raw data.

Findings and Conclusions

As a result of the assessment, we confirm that the content of the Report fulfills the requirements of the 'Core option' of GRI Standards and secured reasonable basis to assurance level of Type 1 in accordance with AA1000AS(V3). Within the scope of the assurance activities above, we could not find further significant error or inappropriate information from the final Report against the following principles:

- Inclusivity: KOCCA is gathering opinions from various stakeholders including employees, content companies, business partners, local communities, and the nation through communication channels such as the junior board, business partners meetings, and citizen participation groups. Nothing came to our attention to suggest that the main stakeholders are not stated in the Report.
- Materiality: KOCCA identifies important issues by conducting a materiality assessment in terms of internal and external stakeholder's interest, followed by prioritization. It is confirmed that the Report properly describes the identified issues resulting from the materiality assessment without any omission.
- Responsiveness: KOCCA consistently engages with stakeholders to respond to their feedback and main interests. Nothing came to our attention to suggest that its responses and performance are inappropriately described in the Report.
- Impact: We found during our assessment that KOCCA is identifying and monitoring impacts relating to stakeholders and reporting them to the extent possible. Nothing came to our attention to suggest that it does not properly assess and report impacts relating to material issues.

Recommendation for Improvement

KFQ recommends following developmental approaches in order to systematize sustainability management in the future and to disclose the results of the report effectively.

- The sustainability report for KOCCA presented content that identifies the stakeholder groups in terms of impact. In the future, we hope that stakeholders and material topics are properly selected.
- We hope KOCCA keeps publishing the sustainability report. The action can allow stakeholders to confirm the company's well-developed ESG management strategies and achievements that meet their expectations.

November, 2022
Seoul, Korea
Ji Young Song, CEO
Korean Foundation for Quality (KFQ)

Ji Young Song

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