

Nomination: 21255

Good-Mangyeong limited liability company

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Good-Mangyeong limited liability company
<b>Logo</b> No File Uploaded
<b>Web Site Address</b>
<b>Page: Entry Information</b>
<b>Entry Title</b> Good-Mangyeong limited liability company
<b>Category</b> B01 - B12 - Award for Excellence in Corporate Innovation > B07A. Award for Excellence in Innovation in Non-Profit Organizations or NGOs - Up to 20 Employees
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

As in any other country, as the population gap between the metropolitan area and rural areas deepens, agricultural, fishing, and mountain areas of Korea have entered an aging society. Moreover as the city center moved and the commercial districts died, this deterioration worse.

Accordingly, the residents of the Mangyeong area located in Gimje, Jeollabuk-do, South Korea, thought that it was necessary to revitalize the village and make use of the local culture and art contents as a strategy for influencing a new population.

Good-Mangyeong limited liability company was born to develop local cultural and arts and reorganize the village environment to create a village where people want to live by local community.

They create a village festival every year revitalize the town's commercial district. In this festival, tourists enjoy the farm experience, purchase experience KITS or merchandise linked to the local commercial area, get benefits from local shops, and enjoy cultural performances and art works exhibitions.

In addition, the Farm Choir, made up of local farmers, continues to perform invited performances from all over the world, bringing vitality to the village.

The Good-Mangyeong limited liability company launched a project to lead the revitalization of the local market by creating a festival called <Moving Culture 5Days Market>.

This project, proposed by the villagers, came up with a long-term operation plan and a profit-generating plan in connection with local resources. And also, based on the expertise of the residents, they made the concrete business foundation for the operation method in which everyone can participate.

This project is meaningful in that it is not just something for sell a lot of things but creates a variety of attractions through cultural and artistic contents and enables it to become a village platform where the old and new generations can communicate and enjoy together.

Through this project, they could make a local system where villagers could mingle, create new jobs, and return the proceeds back to the local community.

As a result of the afore-mentioned project, the Agricultural, Fishing, and Mountain area Support Center promoted their activities as a good case for the self-reliant development of the community, and do an administrative support which was difficult for the villagers to proceed.

Interestingly enough, some cultural artists among tourists who experienced feeling of being together with nature and healed here get moved by the culture and emotion of this local community and became new residents.

## For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

**Do You Have Supporting Files You Would Like to Upload?**

No

**Do You Have Website URLs you would like to link to**

Yes

**URL 1**

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**URL 8**

**URL 9**

**URL 10**

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