

The Ownership of Gudeuljang Rice paddy in Cheongsan island

; Crowdfunding project of GIAHS

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Pacific Agricultural
Organisation of the
United Nations

Globally Important
AGRICULTURAL
HERITAGE
Systems



중기농업유산
Important Agricultural Heritage System

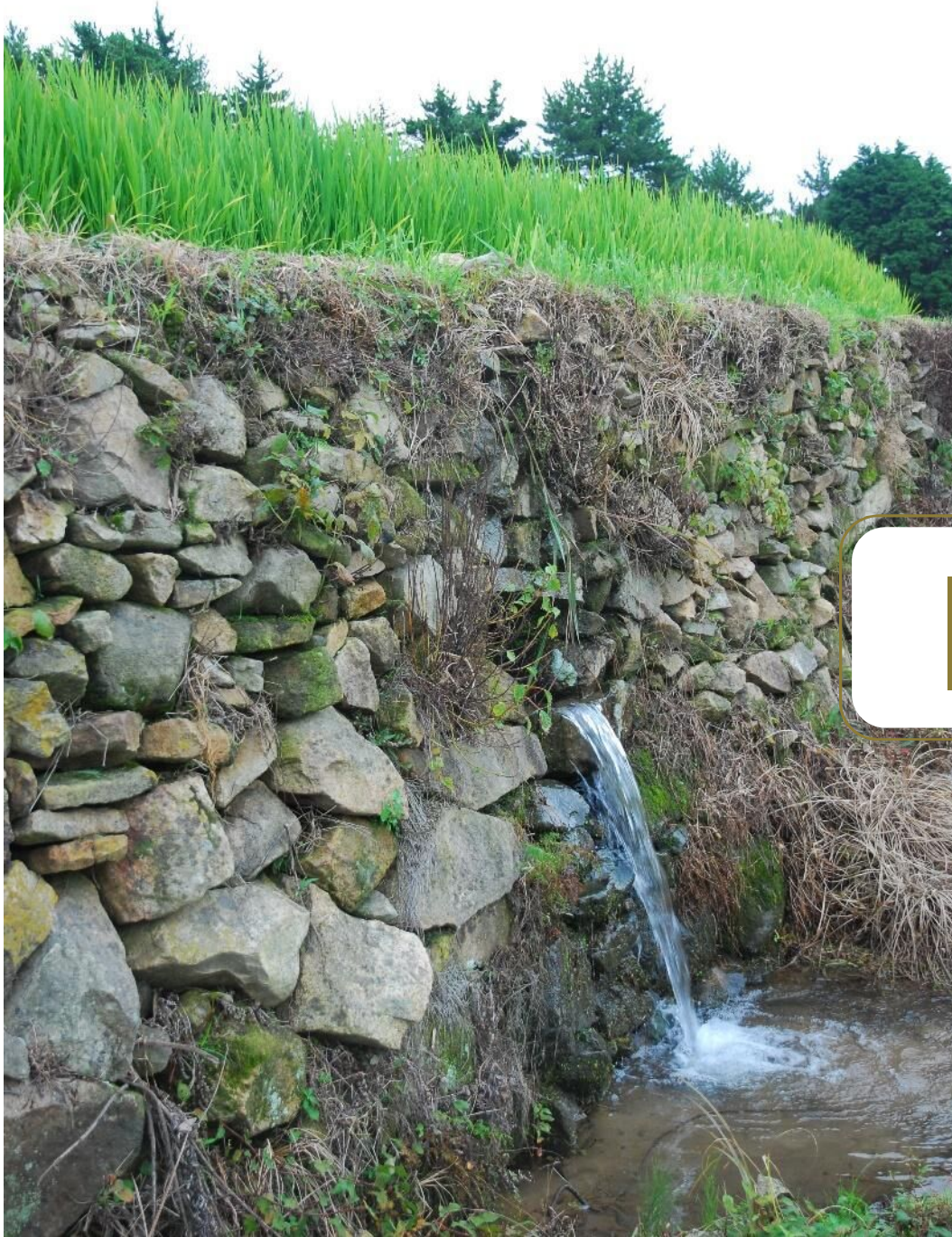


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Contents



- 1 The current status of the Cheongsan island Gudeuljang Rice paddy Farming system
- 2 Projects background and purposes
- Why crowdfunding?
- 3 The Cheongsan island Rice paddy Ownership ; Crowdfunding project
- 4 Upcoming Projects



I The current status of
the Cheongsan
Gudeuljang Rice paddy
Farming system

01. Domestic and international recognition of the value of the Cheongsan island Gudeuljang Rice paddy farming system



Designate The 1st The National Important Agricultural Heritage of Korea in 2013



Designate as The World Heritage Irrigation Structure by the international Commission on Irrigation And Drainage in 2022



Designated as Globally Important Agricultural Heritage System (GIAHS) by Food and Agriculture Organization of the United Nations (FAO) in 2014

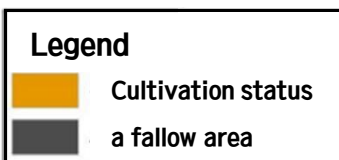
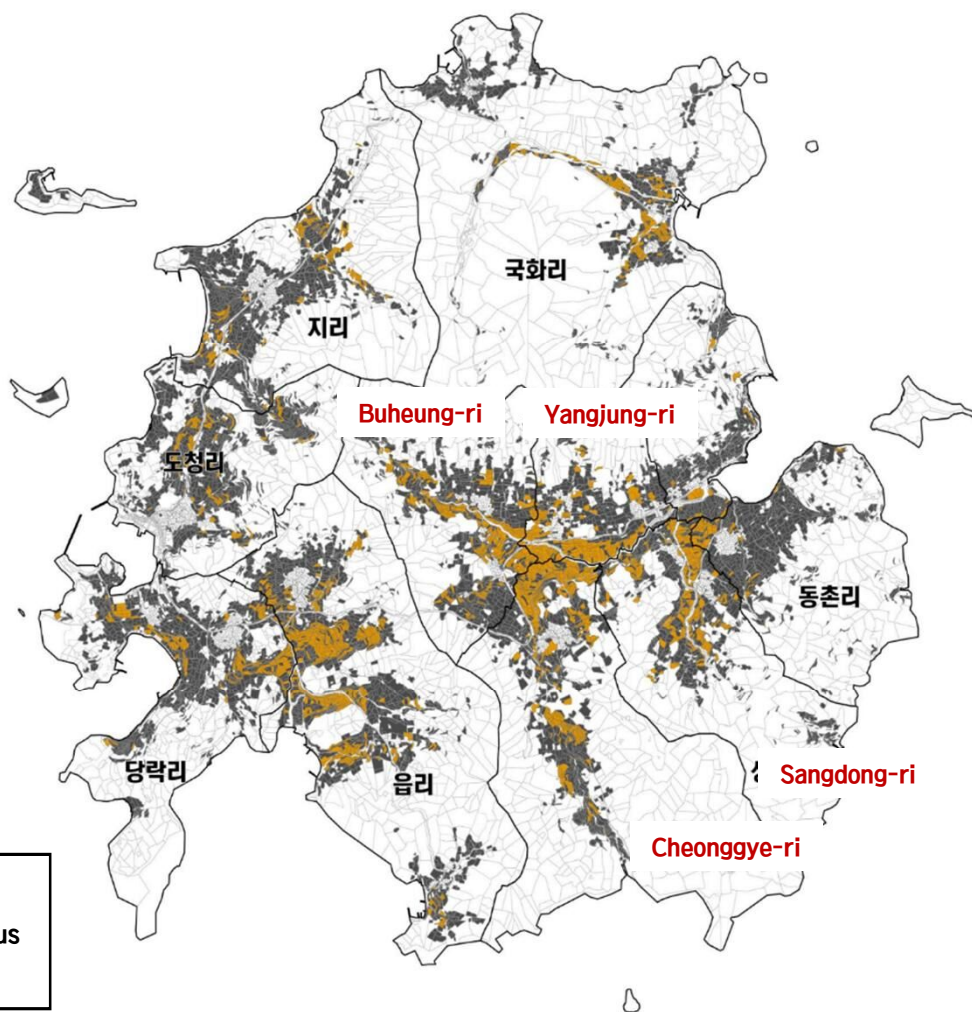
- Designated as a heritage worthy of conservation through various domestic and international heritage systems, such as Globally Important Agricultural Heritage System, Republic of Korea's Important Agricultural Heritage, and World Heritage Irrigation Structures, in recognition of the value of the unique waterway farming system

02. Social recognition of agricultural heritage conservation management results



- Gudeuljang Rice paddy of Cheongsan island have been awarded a number of domestic landscape awards and international ecotourism awards based on residents' conservation and management activities to maintain its agricultural function

03. Cultivation status of the Gudeuljang Rice paddy area



[Distribution of Cheongsan island Gudeuljang Rice paddy and its fallow status]

Classification		As of 2019
Distribution of Gudeuljang paddy	number of plots	11,820
	Area (ha)	873.8
Fallow of Gudeuljang paddy	number of plots	9,853
	Area (ha)	730.8
Percentage of fallow Gudeuljang paddy (%)		83.64



※ status of the Cheongsan-myeon (district) agricultural direct payment system in 2019

- As of 2019, there are 11,820 plots/873.8 ha of Gudeuljang Rice paddy in Cheongsan Island, of which 9,853 plots/730.8 ha are fallow, **accounting 83.64% of the total agricultural area**

04. Changes in the Population of the Cheongsan island Gudeuljang Rice paddy area

Designated as Republic of Korea's Important Agricultural Heritage

the spread of COVID-19

Registered as Globally Important Agricultural Heritage System (GIAHS) by Food and Agriculture Organization of the United Nations (FAO)

Sortation	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	the rate of increase/decrease (12-22)
Cheongsan-myeon	2,559	2,540	2,536	2,514	2,455	2,146	2,382	2,329	2,329	2,280	2,251	-12.0%
도청리	754	748	738	736	703	667	650	641	641	614	611	-19.0%
당락리	316	320	324	319	318	324	320	307	307	299	299	-5.4%
읍리	198	197	199	209	205	207	205	193	193	189	185	-6.6%
동촌리	65	69	68	68	70	72	73	69	69	65	63	-3.1%
신흥리	102	101	99	94	90	90	95	94	94	85	89	-12.7%
국산리	151	147	153	153	160	151	147	137	137	131	131	-13.2%
지리	257	253	249	245	238	249	236	240	240	242	228	-11.3%
모도리	241	240	245	232	220	224	228	228	228	221	215	-10.8%
여서리	71	75	77	77	78	80	86	78	78	99	98	38.0%
Cheonggye-ri	104	105	99	99	94	87	86	86	86	82	80	-23.1%
Buheung-ri	95	88	87	82	85	80	81	73	73	69	66	-30.5%
Yangjung-ri	111	107	111	112	108	108	96	103	103	99	101	-9.0%
Sangdong-ri	94	90	87	88	86	82	79	80	80	85	85	-9.6%

- The population of Cheongsan Island experienced a -12.0% decline in 2022 compared to the previous World and National Important Agricultural Heritage year (2012)
- It is notable that the population of the Core Conservation Area has experienced a significant decline



II

Project Background and Purposes

- Why Crowdfunding?

01. The trend of Value Consumption of Korea

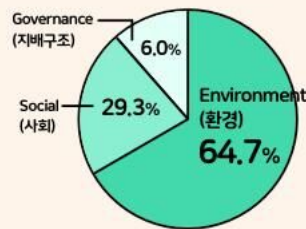
- Consumers are **shifting their focus from the basic act of purchasing to a more nuanced approach** that aligns with their personal taste and experience
- This shift is evident in their willingness to pay more or indulge in more extravagant purchases, as they seek to express their personal beliefs and values through their consumption choices
- Crowdfunding is an increasingly popular method of **disseminating social value and showcasing solidarity and collaboration through philanthropy**

'Meaning out' of the MZ generation, "I am a value consumer"

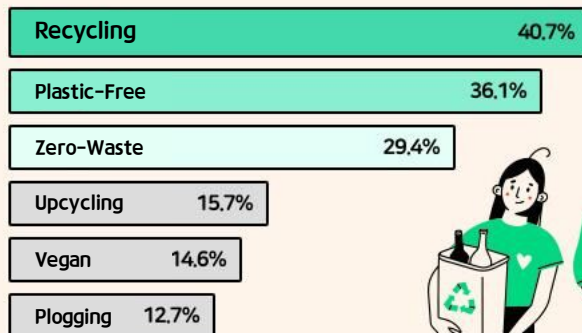
Q1. Am I value consumer?



Q2. What's your ESG focus?

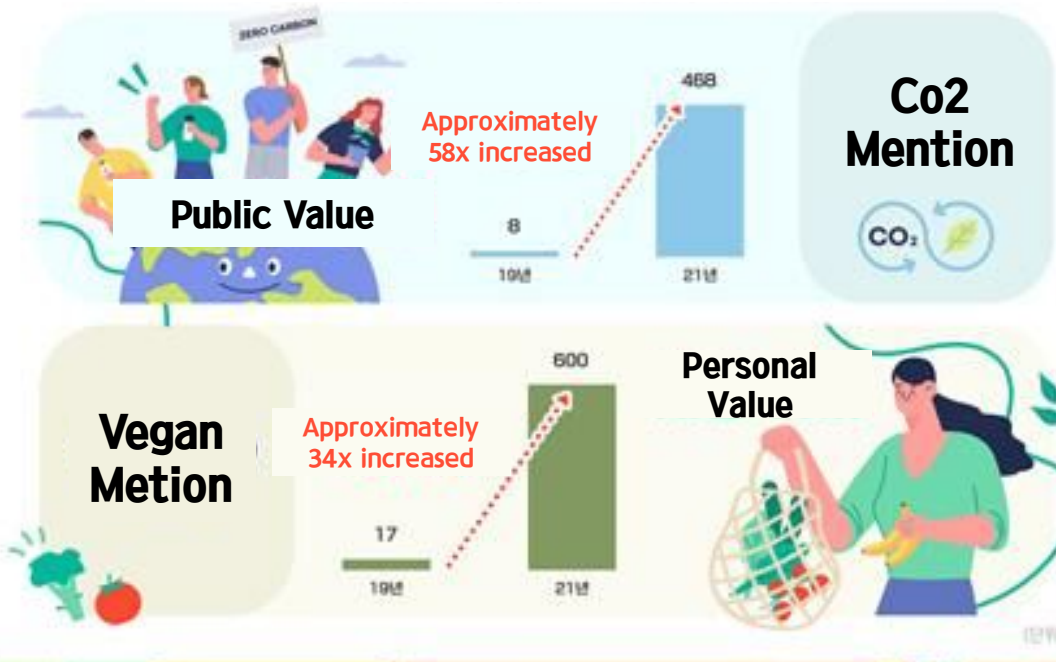


Q3. What's your Green Practice?



Considerations in value consumption

The main considerations when it comes to value consumption of agricultural products are 'carbon reduction' in terms of the public interest / 'vegetarian (vegan)' in terms of the personal interest



02. Project background and purposes

- In the past, the focus was on promotion and marketing to sell agricultural products that **produced** in Gudeuljang paddy, but **faced the limitations** in delivering the GIAHS value
- In response to the growing preference among 20-30's for **value-oriented consumption** that aligns with their personal values, we have pivoted our operational approach to become a comprehensive ownership system that **integrates 'crowdfunding' and 'donation culture'**



(Previously)
Focused on **Sales Promotion**



(Present)
Focus on **experience and value consumption**



The Cheongsan island
Rice paddy Ownership
; Crowdfunding
project

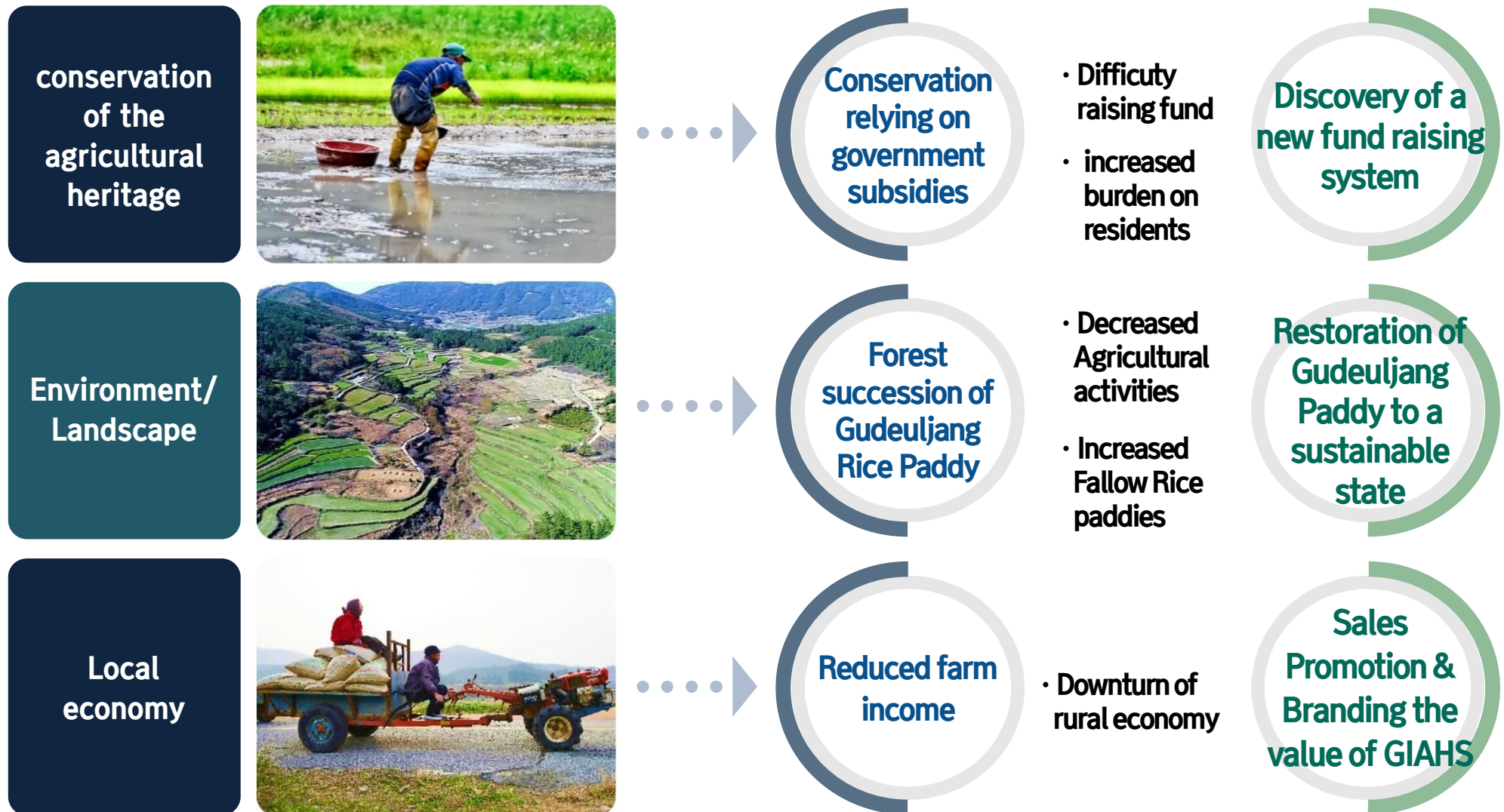
세계중요농업유산 청산도 구들장논의 **추인**이 되어주세요.

청산도 구들장논 오너제

01. Background and purposes of Crowdfunding Project

For SDGs of Gudeuljangn Rice paddy Farming, it is necessary to pursue social relationships and cooperation, not government subsidies

Introduction of crowdfunding, a re-new Ownership of Gudeuljang Rice paddy



02. Project details on Gudeuljang Rice paddy crowdfunding

The project that focused on 3 elements : Story, Product and Promotion

- Establishment of a funding Method in collaboration with specialized crowdfunding platform
- Planning of products with a story about Gudeuljang Rice paddy along with promotion and marketing utilizing social media platforms

① 농부들이 전하는 생생한 농사일기
 청산도 농부들이 직접 작성한 생생한 농사일기는 펀딩 종료 후 오마이컴퍼니 홈페이지 최신 소식을 통해 제공됩니다.

8월의 청산도
 8월 1일부터 8월 31일까지 31일간 매일 1회씩 31일간의 농사일기를 제공합니다. (8월 1일 ~ 8월 31일)

청산도 구들장은 판파티
 9월 1일부터 9월 30일까지 30일간 매일 1회씩 30일간의 판파티 소식을 제공합니다. (9월 1일 ~ 9월 30일)

청산도 구들장은 가을 생리학교
 10월 1일부터 10월 31일까지 31일간 매일 1회씩 31일간의 생리학교 소식을 제공합니다. (10월 1일 ~ 10월 31일)

② 청산도의 농산물
 청산도 구들장에서는 농부들이 직접 키운 농산물을 수확하여 12월에 배송해드립니다. 청산도의 농산물은 보리, 쌀, 쥐눈이콩, 꼬끼리마늘, 고추, 누룽지 외 다수로, 그해 농작 여건에 따라 다양하게 배송됩니다.
 * 올해 농작 여건에 따라 실제 발송되는 농산물은 위의 상품과 다를 수 있습니다.



③ 청산도 구들장은 판파티 초대
 청산도 구들장은 판파티는 코스모스로 가장 아름다운 시기인 10월에 개최됩니다. 오너제 가입자분들에게 9월 중 이메일 또는 문자로 모바일 초대권을 발송할 예정이오니, 가입 시 입력한 이메일 주소와 전화번호를 다시 한번 확인해 주시기 바랍니다.






<청산도 구들장은 판파티 구성>
 - 청산도 화상 계곡
 - 청산도 구들장은 후원금으로 야생초
 - 청산도 판파티 행사용
 - 청산도 구들장은 후원금
 - 구들장은 판파티 세트 구매되어

**세계중요농업유산
청산도풀 지키는 사람들**


청산도 구들장은 오너제도



전라남도 완도에서 뱃길로 50분 떨어진 청산도
 청산도에는 세계적으로 그 가치를 인정받은 농업유산 '구들장'이 있습니다.
 청산도 구들장은 섬 주민의 생계를 유지해온 전통 농경 문화 자산으로 2013년 농식품부 국가중요농업유산 제1호로 지정되었으며, 2014년에는 유엔 식량농업기구에서 세계중요농업유산으로 지정했습니다.
 현재 청산도 구들장은 고령화와 인구감소로 더 이상 주민들의 힘만으로 농업을 유지하기 어려운 상황에 직면했습니다.
 사라져가는 우리 농경문화를 지키고자 하는 여러분의 관심과 참여가 필요합니다.
 청산도 주민들과 함께 세계중요농업유산을 지킬 수 있도록 청산도 구들장만의 오너가 되어주세요!

한국농정
 완도 청산도 구들장은, 함께 지키고 가꿔요

청산도 구들장은 북한산 오너제도 크라우드펀딩, 다음 달 19일까지 판매



2014년 국제연합 식량농업기구 세계중요농업유산으로 지정한 전라남도 완도군 청산도의 구들장 보, 청산도 구들장은 2013년 농식품부 국가중요농업유산 제1호로 지정되었으며, 2014년에는 유엔 식량농업기구에서 세계중요농업유산으로 지정했습니다.
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명소 365
 청산도 구들장은 오너제도 크라우드펀딩 오픈~!

명소IMC
 2023. 6. 19. 12:19

안녕하세요. 드디어 명소에서 애정하는 세계중요농업유산 청산도 구들장이 크라우드펀딩을 오픈했습니다!



준비기간 동안 청산도에 아름다운 모습과 청산도 구들장만의 가치를 더 알아갈 수 있는 좋은 기회였습니다. 제가느끼만큼 청산도 그 가치를 아끼고 즐기시길 바랍니다.

Attractive products and customer engagement (Early bird, Limited edition, etc.)

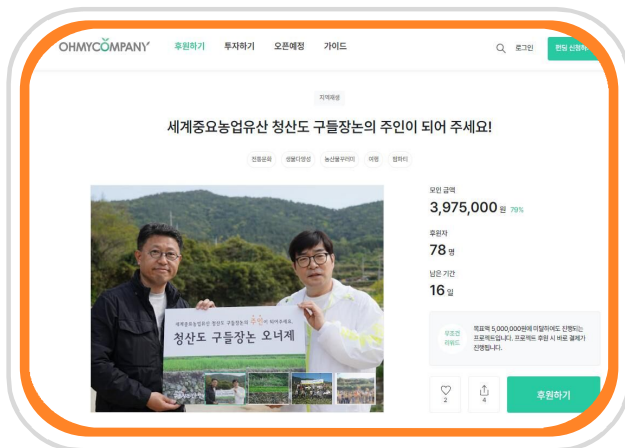
Authentic storytelling, Values and messages to convey

Human networks, Media-based communication including SNS

04. How to run Gudeuljang Crowdfunding

- Support for a recruitment process, promotion and marketing through cooperation between Cheongsan island residents and Myeongso IMC
- The Cheongsan island Gudeuljang Rice paddy Conservation Council focuses on action-oriented activities such as restoring Gudeuljang paddy and organizing events.

① Recruitment of crowdfunding participants



Promotion

- Promotion and networking formation through crowdfunding platforms

Planning

- Planning a detailed page with storytelling focusing on the value of Cheongsan island Gudeuljang Rice paddy and the residents' conservation stories

② Conservation and promotion activities



Practice

- Gudeuljang paddy restoration and conservation activities (Doom bung(pond) restoration)
- Gudeuljang paddy experience activities (Gudeuljang paddy farm party, ecology school, rice paddy summit)
- Cultivation of Gudeuljang paddy agricultural products (buckwheat, rapeseed, small black beans, etc.)

③ Result sharing



Delivering results

- Indirect Result : Communicate by Sending Monthly Farming Journal
- Direct Result : Delivery produce harvested from Gudeuljang Paddy
- Improvement in crowdfunding credibility through provision of accurate amount of support and sponsorship details

Delivery of the monthly Farming journal

A first visitor

In Middle of preparation for a fall farm party with the members of the Gudeuljang ownership, there was a visitor who already came to Gudeuljang paddy.

어르신들이 멋있게 일군 구들장논에 멧돼지가
먼저 신나게 놀다 갔어요..ㅠ
어르신들에게 명절 인사를 하려고 내려왔나...
한발 늦었지만 다시 올라리도 쳐 놓았습니다.

요놈들! 내 눈에 보이기만 해 봐 가만두지 않겠어!!



Before



Restoration of Gudeuljang Rice paddy and Doom bung(Pond) on a hot summer day

This summer, we worked on restoring the side walls of Gudeuljang Rice paddies, which were damaged by a stream.

수구로 물을 내보내는 둑방을 복원하시는데
덜지않을까 걱정했더니,
한여름 띄약 별도 이열치열로 이겨내십니다.
“손은 부지런하고 눈이 게으르다”고.
저걸 이렇게 날 뜨거운데 어떻게 하시려나 했더니만,
어느새 멋진 구들장논 예술작품이 완성하셨습니다.
우리 회원님들 더운 여름 날에 정말정말
고생하셨습니다!!



Looking forward to a beautiful fall in 2024

코스모스 밭의 아름다움을 수확하다

Every fall, there are activities that the elders of the Gudeuljang Rice paddy Conservation Council do regularly.

자랑거리 코스모스 밭, 여러분도 아시지요?
아름다운 코스모스 밭은 청산도의 또 다른
자랑거리인데요. 코스모스의 아름다움이 서늘한
바람과 저물 때 즈음엔 내년을 기약하기 위해
구들장논 보존협의회 어르신들이 직접 코스모스
씨앗을 모으십니다. 이렇게 모은 씨앗이 내년엔 또
어떤 아름다움을 선물해줄까요?

회원들의 모습을 보니 아마도 아름다운건 만개한
코스모스 꽃밭뿐만은 아니었다는 것 단박에
알겠더군요
영광 여민동락 점방 자판기에 쓰여 있던 글이 바로
생각나더이다.

“농민이 예술가이자 문화재입니다”



Organization of the Gudeuljang Rice paddy Farm party

Cheongsan island "Han-sang" (A Meal Plate)
Create Menus with local produce and seafood



Q&A with the Guduljang Rice paddy Preservation Council



Farm party dining



Cheongsan seaweed sponge cake and Hadong green tea

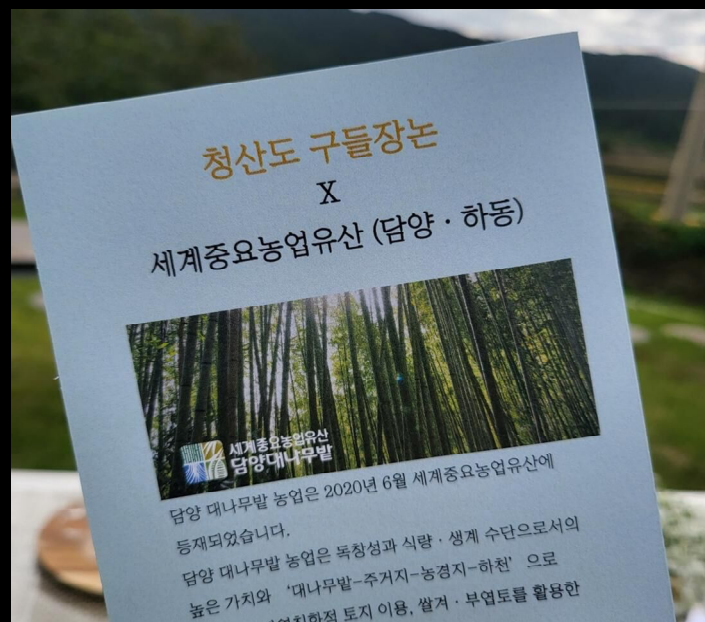
Organization of the Gudeuljang Rice paddy Farm party



The Gudeuljang Rice paddy farm party



Farm party Plating



Farm party Brochures

■ Gudeuljang Rice paddy experience



Gudeuljang Rice paddy experience



Mini mill experience



Broom making experience

■ Gudeuljang Rice paddy produce packages



Gudeuljang Rice paddy produce packages



A view of buckwheat cultivation



Packing of produce packages



Delivery of produce packages

05. Operational Performances of crowdfunding

지역재생

Would you be the owner of Cheongsan Gudeuljang Rice paddy, one of the globally important agricultural heritages?

청산도

구들장논

세계중요농업유산

오너제도

농산물



모인 금액 **589%**
5,890,000 원

후원자 **123** 명

남은 기간
미정

응원하기

후원자 123명의 관심과 응원으로 목표액을 달성했습니다. 진행한마디를 전하세요.

Achieved **589%** of Goal

Preservation activities of Council funded by 2023 donations



[Restoration and repair of Gudeuljang Rice paddy]



[Restoration of Gudeuljang paddy and Doom bung(pond)]



[Participation of 28 people in the farm party]



[Delivery of 122 sets of produce packages to donors]

05. Operational Performances of crowdfunding

지역재생

Would you be the owner of Cheongsan Gudeuljang Rice paddy, one of the globally important agricultural heritages?

전통문화 생물다양성 농산물꾸러미 여행 팜파티

모인 금액 **120%**
6,035,000 원

후원자 **118 명**

남은 기간
마감

응원하기

후원자 118명의 관심과 응원 목표액을 달성했습니다. 진행 한마디를 전하세요.

Achievement
120%
of Goal

Gudeuljang Crowdfunding results for 2024

Cumulative donations

1,192million won

YOY +2.5%

[2023 donation] [2024 donation]

Cumulative Patrons

241 people

70 New members

[2023 Patrons] [2024 Patrons]

05. Operational results of crowdfunding

For a long time, we thought that preserving Gudeuljang Rice paddy was something only local residents should do. However, through this crowdfunding, we have met people who want to join us, care about Gudeuljang Rice paddy, and want to protect it. **Thanks to their support and preservation efforts, and provides us with a renewed sense of momentum..**

- Park Geun-ho, the Chairman of the Gudeuljang Rice paddy Preservation Council

I thought it was just a simple farming experience. But when I went there, it was more than just a simple rural experience but it carried the wisdom and the values of our ancestors. As I see the elders striving to preserve Gudeuljang Rice paddy, I find myself supporting their efforts truly and I hope that Gudeuljang Paddy in Cheongsan Island will last for a long time.

- Among reviews of the Guduljang Rice paddy ownership members



SDGs

X

GIAHS

IV

Upcoming
Projects



01. Distribution of agricultural products through the GIAHS brand



- Sell more than just rice at local food markets on Cheongsan island. (Diversify Product packaging and products (grains, dried fish etc.))
- Promoting the sale of Gudeuljang Rice paddy produce to a wide range of consumers, including tourists and single-person households

Development of one-serving of rice products in small packages



- The rise of single-person households has led to the emergence of "Hon-Ssal," packaged rice under 1kg\
- Developing parcelized products such as "Hon Ssal"

Development of composite products combining agricultural and fisheries products from Cheongsan Island



- Development of composite products combining various agricultural and fisheries products such as seaweed, dried fish, soybeans, and mixed grains produced in Cheongsan Island

Development of products blending Gudeuljang rice paddy grains



- Branding of various varieties of rice to improve the quality of Gudeuljang Rice paddy rice
- Branding of various varieties of rice to improve the quality of Gudeuljang Rice paddy rice

02. Sales of agritourism products



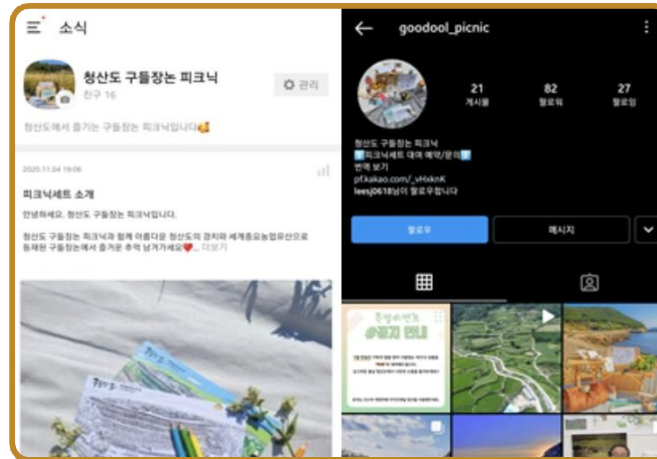
- Run the 'Rice Paddy Picnic Program' using the landscape of Cheongsan Island's Gudeuljang Rice paddy as a non-face-to-face, small-scale rural tourism program in response to the change in trend toward individual tourism
- Managing Whole-Process from customer service, product sales and rental, to promotion and marketing through social media (Cheongsan Gudeuljang Rice paddy Picnic)

Preparation of rice paddy picnic components



- Preparation of picnic rental items such as mats, picnic tables/chairs, tumblers, picnic maps, etc

Operation of social media channels for the rice paddy picnic



- Establishment of a non-face-to-face operation management system for Cheongsan Gudeuljang Rice paddy Picnic through social media

Enhancement of Gudeuljang Rice paddy awareness



- Rising awareness on the preservation value of Cheongsan Gudeuljang Rice paddy through the sale of agricultural heritage tourism products

03. Activate the Guddlejang Rice Paddy Festival



- Run cultural arts festivals to share the hard work of farming and the joy of harvesting with each other
- Recognizing the hard work of the residents who grew a variety of crops in the Gudljang paddy field in Cheongsan island
- Encouraging the participation of various community organizations active on the island to develop into an ongoing community engagement festival

Holding a traditional farming culture experience exhibition



- Provision of opportunities for simple agricultural activities through competitions about the straw craft and bean threshing

Organization of a photo exhibition of Cheongsan Gudeuljang Paddy scenes



- Organization of a photo exhibition of scenes containing the four seasons of Gudeuljang Rice paddy

Holding a village competition for community harmony



- Provision of opportunities for group activities such as 'Yut Game', 'Tug-of-war', 'Slow trail' as part of through community harmony programs by village



김영남



김종곤



박정현



김길남



김안중



박근호



김미경



양치영



김광신



김일부



최진규



지임주



박수남



이기체



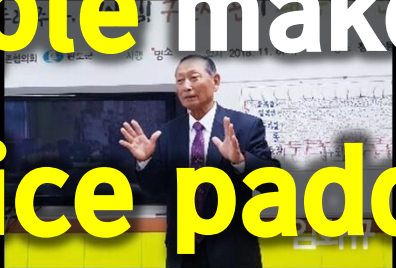
이석석



이남일



김승호



김개



김민



김희



김현

People make rice paddies beautiful,
and **rice paddies** make people happy

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Thank you for your attention