

# Think the Green [ ]

KC GreenHoldings  
The 134<sup>th</sup> KC Newsletter

# The 134<sup>th</sup> KC Newsletter

Here are the updates and activities of KC Green Holdings and its affiliates for the fourth quarter of 2024.

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# KC Cottrell Appoints Ki-suh Park as CEO

On October 30, 2024, Ki-suh Park officially assumed the role of CEO at KC Cottrell.



Joining the company in 1991, Park has held key positions, including CTO at KC Green Holdings and CEO of KC Green Materials, accumulating more than 30 years of experience. Following his appointment as Business Manager in September 2024, Park was elected CEO through a board resolution in October, highlighting his expertise in management.

Park pledged to improve internal communication, empowering employees to develop their skills and excel in suitable roles. Additionally, he aims to enhance KC Cottrell's operations and stabilize management by sensitively addressing customer needs and aligning business activities with customer expectations.

Drawing on his extensive management experience, Park is expected to effectively demonstrate his capabilities in stabilizing internal operations and driving seamless business execution throughout his tenure, which includes the company's three-year workout program. (End)

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# KC GreenHoldings Improves ESG Evaluation Rating

In November 2024, KC GreenHoldings improved its overall ESG ratings in an evaluation conducted by the Korea Institute of Corporate Governance and Sustainability(KCGS).

As a pure holding company without independent business operations, KC GreenHoldings primarily inherits the environmental and social ESG ratings of its subsidiary, KC Cottrell. To improve KC Cottrell's ESG ratings, KC GreenHoldings has implemented a range of initiatives.

Since March 2024, the company has been compiling summary reports on KC Cottrell's data and discussing improvement plans in internal meetings. Additionally, it provided the necessary materials for KC Cottrell based on its sustainability management report and KPIs. To strengthen information disclosure, which is emphasized in ESG evaluations, KC GreenHoldings revamped its corporate website to transparently share details such as dividend information, ESG ratings, board details, and sustainability management systems.

As a result of these efforts, KC GreenHoldings improved its ratings from 'Environment C, Social D, Governance C' in 2023 to 'Environment B, Social B, Governance B' in 2024. KC Cottrell also saw improvement, moving from 'Environment D, Social D, Governance C' in 2023 to 'Environment B, Social B, Governance C' in 2024.

A KC GreenHoldings representative stated, "We will continue to provide transparent information to stakeholders and uphold our responsibility as a leading environmental company." (End)

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# KC GreenHoldings Conducts Fourth Quarter Ethics Emphasis Period

From October to December 2024, KC GreenHoldings launched the "KC Ethics Emphasis Period," emphasizing its commitment to ethical management practices.



This initiative, prompted by misconduct incidents at some affiliates, aims to strengthen adherence to the code of ethics and accountability. For 2025, KC GreenHoldings set the revision and development of ethical codes as a common goal in its sustainability management KPIs, highlighting the importance of ethical management to its affiliates and strengthening oversight through the KC Ethics Investigation Committee (KC EIC). This represents a transition from the reactive handling of reports to proactive prevention.

Before implementing the Ethics Emphasis Period, KC GreenHoldings revised its existing ethical regulations and provided guidelines for its affiliates to reference when establishing or revising their codes of ethics. These guidelines stress the importance of ethical management, defining stakeholders for each company, and requiring tailored ethical codes. Companies were also instructed to appoint ethics officers and departments and implement systems requiring employees to sign the code of ethics, fostering accountability.

When ethical violations are reported, investigations are conducted by the KC EIC, which operates independently of affiliate ethics management departments and is activated only when incidents occur. The committee, comprising a chair, secretary, and investigators, is responsible for investigating cases, consulting with the HR committee, and developing measures to prevent recurrence. Affiliates are expected to cooperate fully with the committee's activities. During this period, one ethical violation report was filed. However, the investigation was closed following the reporter's request for withdrawal.

KC GreenHoldings plans to continue running the Ethics Emphasis Period annually from October to December, reinforcing its commitment to ethical management as a core business principle, and carry out various activities accordingly. (End)

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# KC Glass & Materials Recognized at the Businessperson's Awards

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On October 29, KC Glass & Materials Production Team's Lee Byeong-Yeol received the Model Employee Award at the 20th Entrepreneurial Awards ceremony hosted by Cheonan City.



Cheonan City annually selects and awards outstanding companies, exemplary employees, and contributors to SME support who have significantly contributed to the development and growth of small and medium-sized enterprises, aiming to boost the pride and morale of entrepreneurs and employees.

KC Glass & Materials nominated Lee Byeong-Yeol for his contributions to improving productivity and fostering labor-management harmony, which helped create a bright and healthy workplace culture. Following Cheonan City's internal review process, Lee was ultimately selected as the Model Employee.

The awards ceremony was held at Cheonan City Hall and included presentations for categories such as Entrepreneurial Grand Prize, Comprehensive Grand Prize, Sectional Prizes, Outstanding Entrepreneurial Awards, Model Employee Awards, and SME Supporter Recognition Awards, followed by a commemorative photo session.

Recipients of the Model Employee Award are also offered overseas training opportunities. KC Glass & Materials stated, "We will continue to ensure that more employees benefit from these recognition programs and will actively participate in various government support initiatives to further grow as a company that thrives on such opportunities." (End)

# Lilama EME Earns Vietnam Green Excellence Award

Based on its achievements over the past year, Lilama EME (LEME) was named the 2024 Vietnam Green Environment Excellence Enterprise. This award recognizes companies that promote environmental protection and sustainable economic growth among trusted brands nationwide.



LEME, represented by CEO Tran Duc Hoang and Vice President Heo Pilseong, were among the top 10 contributors to Vietnam's green economic development. The award ceremony, held on December 8, 2024, was broadcast live on VTC National Digital Channel.

In addition to this accolade, LEME received the Excellent Enterprise Award in Quang Ngai Province and was named a Top Partner by BSR Refinery, one of Vietnam's top 10 companies.

Notably, LEME achieved a 2024 revenue of approximately VND 900 billion (KRW 5 billion), representing a 15% year-over-year growth. The company plans to maintain this trajectory through mid- to long-term facility investments. (End)

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# Supreme Court Revises Ordinary Wages

On December 19, 2024, South Korea's Supreme Court redefined the concept and criteria for determining ordinary wages through a landmark en banc decision. This ruling, the first of its kind since a 2013 precedent, is expected to significantly impact both employers and employees. Ordinary wages refer to fixed hourly, daily, weekly, monthly, or piece-rate payments regularly and uniformly provided for predetermined or total labor.

This ruling has revised the criteria established by the Supreme Court's 2013 en banc decision. The 2013 ruling required that for any wage to qualify as an ordinary wage, it must meet the criteria of regularity, uniformity, and fixity. However, the new ruling discards the "fixity" requirement. Previously, wages that were dependent on conditional factors such as continued employment or a specific number of working days were deemed not fixed, and therefore excluded from ordinary wages.

According to the revised criteria, wages paid regularly and uniformly, even if not fixed, now qualify as ordinary wages. Companies, including KC affiliates, must re-evaluate their payroll structures. Conditional bonuses like those tied to continued employment or workdays should now be included in ordinary wages when calculating allowances. For instance, company-wide performance bonuses paid annually and uniformly will likely be classified as ordinary wages. In contrast, performance-based bonuses differentiated by individual achievements are excluded, except for minimum guaranteed amounts paid regardless of performance.

This ruling applies from the date of its announcement (December 19, 2024). Cases already under litigation for ordinary wage disputes may be retroactively affected, but past wages not under dispute will not be subject to retroactive application.

KC affiliates are advised to review the nature of each payroll component and restructure their wage systems accordingly to ensure compliance with the ruling. (End)

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# AI-Generated YouTube Videos: Trends and Future

AI-generated videos are transforming YouTube content creation, offering creators innovative, efficient, and distinctive ways to produce content. This surge in AI usage simplifies the production process and saves time while enabling imaginative and data-driven personalization. By analyzing viewer preferences, AI tools help creators craft tailored videos, boosting engagement and views.

AI-generated content spans various genres, including animation, educational videos, and realistic visuals. Tools like MidJourney create sophisticated animations and visual storytelling, while text-to-video technologies visualize knowledge in engaging ways. AI can generate graphics that closely resemble real-life imagery, enhancing immersion, and supports every stage of the process, from scriptwriting to video production, resulting in highly polished content.

Recently, new AI video creation tools such as ChatGPT's SORA have attracted attention. SORA generates instant video drafts based on conversational inputs, allowing users to adjust styles or scene compositions in real time. For example, by inputting a simple synopsis or keywords, the tool can propose storylines, scene transitions, and even sound effects, significantly reducing production time. Such tools streamline the entire process, from brainstorming to editing, making them indispensable for creators.

AI-generated videos are significantly impacting YouTube's ecosystem. The ease of producing high-quality videos has intensified competition, while the increase in creative AI-generated content has pushed YouTube to evolve into a more diverse video platform. Viewers enjoy a more immersive and visually appealing experience, improving their content consumption environment. However, AI video production raises ethical issues such as copyright infringement and the potential diminishment of human creators' roles. Despite these challenges, the outlook for AI-driven video production remains bright. Advancements in technology are introducing more refined and intuitive tools, fueling new business models such as subscription-based channels and AI services. Furthermore, regulatory frameworks addressing ethical concerns in AI video production are expected to strengthen. Ultimately, collaboration between AI and human creators is likely to become the dominant trend in video production. (End)

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# Nutrients Disappearing? A Hidden Impact of Climate Change



Even after eating, I don't feel full,' a phrase once said in jest, could soon become a reality. Climate change alters plant nutrients, potentially requiring a larger intake of food to achieve the same caloric or nutritional value.

Climate change affects crop cultivation conditions and nutritional content through increased atmospheric carbon dioxide (CO<sub>2</sub>) levels, rising temperatures, the spread of pests and diseases, and increased plant stress. Higher CO<sub>2</sub> levels promote photosynthesis and accelerate growth rates, but tend to increase carbohydrate content while decreasing protein, vitamin, and mineral levels. In 2018, researchers from Harvard University revealed that these changes could result in an average 10-15% reduction in the protein content of major grains.

Rising temperatures influence the levels of antioxidants and secondary metabolites in certain crops, and NASA's 2020 report warned of the potential for reduced nutrient density in some crops in high-temperature environments. The spread of pests and diseases also diverts plants' energy toward defense, reducing their nutrient content. Stressed plants may contain a higher fiber content, but their essential nutrient levels decline, making it more difficult to obtain sufficient nutrition.

These changes go beyond merely satisfying hunger; they can lead to nutritional imbalances and global health issues. The recent experience of skyrocketing and plummeting food prices caused by climate change highlights its far-reaching impact, extending beyond economic concerns to the broader ecosystem. This underscores the need for us to adapt our dietary habits and reinforces the importance of building sustainable agricultural and food systems. (End)

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# Caring for Aging Parents' Health

As parents enter their senior years, the likelihood of encountering various health issues increases, making comprehensive care and preparation essential. Even simple actions can help effectively manage emergencies. Below is health information released by the Korea Disease Control and Prevention Agency's National Health Information Portal.

**Pre-recording Medical Information** : Recording parents' health information in advance is essential. This includes existing medical conditions, allergies, medications, and preferred hospitals. Share these records with caregivers or display them in a visible place at home. Additionally, creating a health information card for your parents to keep in their wallet or on their mobile phone can be invaluable in emergencies.

**Health Management by Situation** : Falls in the elderly can lead to serious injuries. To reduce fall risks, encourage regular exercise, consult a doctor about medications that may cause dizziness or headaches, avoid alcohol, and address vision problems with appropriate eyewear. Arrange home spaces to eliminate trip hazards. If chest pain lasts more than 30 minutes and is accompanied by cold sweats or shortness of breath, suspect an acute myocardial infarction. Call 119 immediately and minimize movement. In cases of sudden weakness in one limb, facial paralysis, or slurred speech, suspect a stroke. Seek immediate emergency assistance and visit a hospital, even if symptoms improve.

## Utilizing National Support Services

- (1) 119 Safety Call Service : By registering health information in advance, emergency responders can access necessary details during a 119 call. Notifications are also sent to caregivers, enabling a swift understanding of emergencies. Registration is available via the 119 Safety Call Service.
- (2) Emergency Safety Care Service : For seniors living alone and individuals with disabilities, this service installs emergency alarms and fire detectors to enable rapid response. More details are available through the Emergency Safety Care Service platform.
- (3) National Vaccination Support Program : Seniors aged 65 and older can receive government-supported vaccinations for influenza and pneumococcal diseases. Vaccination schedules can be checked on the Vaccination Helper website. (End)

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