

This summary is for illustrative purposes only. It does not represent comprehensive information on the activities undertaken by the entities listed here. Due to the nature of this summary, the authors did not attempt to evaluate the initiatives reported by the agencies.

This summary is an appendix to the article "K-pop and ESG: Can the music industry act for sustainable development?" by Weronika Nalbert and Tomasz Kisiel, published on the In Principle portal (inprinciple.pl or Codozasady.pl/en).

JYP Entertainment

Famous artists: Stray Kids, Twice, 2PM, Itzy

Full report available at <https://www.jype.com/en/Sustainability/ESGReporting>

Report for 2022

JYP Entertainment was the first South Korean entertainment agency to publish a Sustainability Report (for 2021) prepared in accordance with the international GRI standards and the American SASB standards.

ESG Committee

In 2022, the agency established an ESG Committee as a sounding board to discuss and decide on the overall directions of its ESG activities.

Changes in CD sales

The agency pledged in 2021 to reduce waste related to physical albums by digitally distributing certain content, such as behind-the-scenes footage, texts, and photocards. As one of its goals for 2023, the agency has also declared an increase in the number of albums produced based on low-carbon and digital technologies.

K-RE100 – transition to renewable energy

JYP Entertainment is the first South Korean entertainment agency to join the K-RE100 initiative, which commits to switch to 100% renewable electricity. JYP Entertainment already uses all renewable energy for recording sound sources at its headquarters.

The agency reduced greenhouse gas emissions by the equivalent of 688 tonnes of CO₂ in 2022. It also allocated about KRW 128 million (USD 100,000) to planting trees in urban areas.

The agency also reports to the Carbon Disclosure Project, providing data on the carbon intensity of its operations. JYP Entertainment's goal is to cut emissions in its main division and its subsidiaries outside of South Korea.

Reducing waste

JYP Entertainment strives to completely eliminate non-sustainable and single-use materials in its organisation. In 2022 the company used about 35% less paper for office purposes than in 2021. JYP Entertainment declares that it plans to become a completely paperless office in the near future. The agency also claims that about 86% of the food served in the company's cafeteria comes from organic, pesticide-free crops.

Love Earth social campaign

Since 2020, JYP Entertainment has run the Love Earth campaign to engage fans in protecting the environment, e.g. by encouraging them to use reusable cups and bags, prevent food waste, and use public transport.

Increasing women's role in management

The agency boasts of achieving 52% parity of women in managerial positions.

Social activities

JYP reports that it has supported hundreds of children through its philanthropic programme Every Dream Matters! via various public activities and donations, and has conducted ethics training for employees.

Between 2020 and 2022, JYP Entertainment donated the equivalent of USD 590,000 to provide medical care to 716 children in developing countries in Asia, such as Mongolia, Bangladesh and Vietnam.

SM Entertainment

Famous artists: Exo, Shinee, Girls' Generation, NCT, Red Velvet, æspa, SuperM, Taemin, Key, Taeyeon, Baekhyun, Kai

Full report available at <https://www.smentertainment.com/Overview/EsgReport>

Report for 2022

In June 2023, SM Entertainment published the second sustainability report in its history. The agency pledged to further develop its Vision 2030 programme, under which it strives to become a global leader in promoting K-pop culture around the world while complying with sustainability standards, by 2030.

Strategy for change in five strategic areas

To this end, the agency announced its SM 3.0 strategy for future growth, which focuses on five key growth areas, including transparent corporate governance and raising the profile of sustainability in the agency's operations. SM Entertainment also pledged that its board of directors will pursue a transparent policy, and that the agency will create a friendly work environment and step up its efforts to protect ecosystems and the environment.

SM Entertainment has significantly increased the number of women in management in 2023, and the agency's board of directors is more independent, experienced and diverse, according to the report.

Human rights

At the same time, the agency has announced the introduction of new tools and solutions to increase the legal protection of its artists, including through individual psychological counselling, and creation of a channel for reporting and investigating cases of defamation of its artists. In 2022, the agency took part in a pilot project on private-sector human rights management organized by the National Human Rights Commission of Korea, which assessed its performance in this respect.

EMS and ecosystem protection

The agency intends to deploy an environmental management system (EMS), and to this end in December 2022 it obtained ISO 14001 EMS certification. EMS implementation should reduce greenhouse gas emissions, generation of waste, and consumption of non-renewable resources, and contribute to protection of ecosystems. The agency says it has made modifications to increase the use of eco-friendly raw materials and produce music albums with minimal waste. In the social area, the company has announced that it will continue to create a friendly workplace, strengthen win-win cooperation, and expand the pro-social impact of its activities. In the governance area, the agency declared support for emerging and local artists, among other aims.

The agency also announced an 18% reduction in electricity consumption in 2022, as well as intensifying work to promote a paperless work environment. According to the report, SM Entertainment's goals for 2023 including upgrading its company fleet to exclusively electric or hybrid cars, and expanding the use of FSC-certified products, e.g. for album releases.

Code of ethics and sustainability working group

The agency introduced a code of ethics in May 2020 to strengthen employee compliance and improve ethical awareness, according to the report. In addition, in May 2022, the agency established a working group on ESG issues.

YG Entertainment

Famous artists: Blackpink, Treasure, Winner, Big Bang, G-Dragon

Full report available at <https://www.ygfamily.com/ygwith/esg.asp>

Report for 2022

In July 2023, YG Entertainment released its first-ever sustainability report.

DE&I

In April 2023, YG Entertainment introduced its own diversity, equity and inclusion (DE&I) framework, called the IDEA Framework. It focuses on developing programmes in the areas of inclusion, diversity, equity, and accessibility, targeting key stakeholders such as employees, fans, and artists.

ISO certification

YG Entertainment reports that it has become the first entertainment company in South Korea to achieve integrated certification for ISO 37301 (compliance management systems) and ISO 37001 (anti-bribery management systems).

Neutrality strategy for the coming years

YG Entertainment has unveiled its 2040 Carbon Neutrality Roadmap, planning to achieve this aim by 2040. The stated goal is to tackle the climate crisis and contribute to global efforts to mitigate climate change. YG plans to achieve the goals outlined in the RE100 initiative by 2025 and reduce greenhouse gas emissions by 65% compared to 2022 levels.

YG Entertainment also pledges to gradually replace internal combustion vehicles with low-emission vehicles, such as electric vehicles. The agency says it has already replaced some of its conventional electricity with solar power.

At the same time, the agency plans to achieve its RE100 and carbon neutrality goals through use of the Green Premium system, purchase of renewable energy certificates, and use of power-purchase agreements, while the remaining emissions will be covered by the purchase of carbon offset credits and trading of emission permits.

ESG committee

In November 2022, YG Entertainment established an ESG committee. According to the report, the committee's goal is to ensure that the agency fulfils its environmental and social responsibilities and achieves sustainable growth and development by maintaining transparent governance.

Engaging employees in activities

In June 2022, YG Entertainment launched the Yes Green Campaign to support an eco-friendly organisational culture. As part of this initiative, employees, artists, and partners are provided with

reusable cups, which significantly reduces the use of single-use paper cups in the organisation. In addition, campaigns promoting circularity were carried out. The cafeteria served low-carbon food, planted trees, and collected coffee waste to make pencils and coffeepots, which were then given to employees as an incentive to lead environment-conscious lifestyles.

Programmes to encourage volunteering

The agency has relaunched YG WITH, a campaign of responsibility for a society that values and respects openness and inclusion. YG Entertainment has put in place an internal system to encourage employees to voluntarily participate in activities related to sharing various goods with others. WITH DAY is an employee volunteering event organised to increase the accessibility of volunteer activities in everyday life. The agency has also introduced a special reward system for volunteering. The agency says it plans to conduct social activities involving employees more than twice a year in the medium to long term.

Changes to album releases

YG Entertainment also releases albums partly manufactured from environment-friendly materials, such as low-carbon paper and biodegradable plastics.

HYBE

Notable artists: BTS, Seventeen, Tomorrow X Together, Enhypen, Le Sserafim, NewJeans, Jungkook, RM, Agust D, J-Hope, Jin, Jimin, V

Full report available at <https://hybecorp.com/eng/ir/esg/content>

Report for 2022

HYBE published its first sustainability report in July 2023, taking into account activities from 2020 to 2023. The report was prepared in accordance with GRI standards.

ESG committee

HYBE reports that in July 2023 it established a committee on sustainable management and ESG, with a representative of the Korea Green Foundation, the first Korean NGO specialising in environmental protection (founded in 2002), as its director.

Eco-village

The company has initiated talks with the Korea Green Foundation on building an eco-village in Bangladesh.

HYBE's sustainability goals

Other objectives of the company include raising the transparency of communications, increasing the availability of information on the company's activities, strengthening personal data protection, and

heightening dialogue between the company's management and other stakeholders. HYBE also plans to provide training on data security and obtain certifications in this area.

QR instead of CD

HYBE strives to ensure that all its products, including advertising, are created using only environment-friendly materials, such as FSC-certified paper instead of plastic, and organic soy ink. The company also plans to reduce the use of single-use products, including by phasing out plastic cups in its offices. Interestingly, one version of BTS member J-Hope's latest album did not include a physical CD, but instead a QR code providing digital access to the music.

Love Myself initiative

As part of their Love Myself programme, since 2017 Big Hit Music (a subsidiary of HYBE) and the group BTS have supported the #ENDviolence campaign initiated by the UN Secretary-General to stop violence against children and teens. In 2020, Love Myself won the Best Campaign award at UNICEF's Inspire Award conference. In 2021, HYBE expanded the initiative by involving the UNICEF Korea Committee and UNICEF Headquarters in the project.

Code of ethics

HYBE has implemented a code of ethics in its internal structures, requiring all employees to act in accordance with the company's philosophy, values and goals. According to the report, the code also encourages staff to take ethical steps if they observe irregularities in the operation of the HYBE group.