

Full Paper Guideline

Article Preparation

- An original article would normally consist of 5000 - 8000 words (excluding figures, tables and references)
- All articles must be written in English.
- All articles must be provided in Microsoft word format.
- Submissions should be formatted in single spacing, preferably in Times New Roman size 12 font.

Title, Abstract, Keywords, Addresses, Biographical Notes

- Title: as short as possible, with no abbreviations or acronyms.
- Abstract: approximately 200 words, maximum 250.
- Keywords: approximately 5-10 words or phrases.
- Biographical notes*: approximately 100 words per author, maximum 150.

References and Notes: Please adhere to APA Version 7 reference system and footnotes should be avoided.

- Figures and Tables: Comply with APA Version 7 format.
- Units of Measurement: This manuscript follows the Systems International (SI) for units of measurement.

Title:

First name Last name*, second author**, third ***

Abstract In 2015, the State Council of South Korea finalized its goal to reduce greenhouse gas emissions by “37% from the business-as-usual (BAU) level” by 2030 across all the economic sectors. Of that reduction, 4.5% will be achieved overseas by leveraging Emission Trading Systems (ETS) aided by international cooperation. In line with this, considering both the demand for and supply of the carbon market increased after the Paris agreement, the importance of public diplomacy in negotiating climate change actions also rose. This study aimed to analyze the impact of international discussions such as the United Nations Framework Convention on Climate Change (UNFCCC) on domestic policies and the types of public diplomatic climate change policies pursued by different government agencies, and draw implications from them. This study attempted to find implications from the Korean government's public diplomacy on climate change for developing countries. Lessons learned regarding Korea's public diplomacy would provide a practical guidance to the Asian developing countries, which are suffering from environmental crisis at a phase of rapid economic growth.

Keywords: Public diplomacy, Climate change, Public Relations, GHG emission reduction, INDC

I. Introduction

The global community signed the Paris Agreement in 2015, followed by the Kyoto Protocol, which regulates (voluntary) reductions in greenhouse gas emissions from all the participating countries. In response to this, the Korean Implementation Plan₁ in 2015. This aimed to the submission of Intended Nationally Determined Contribution (INDC) to the United Nations Framework Convention on Climate Change (UNFCCC). After long-term debate and its modification, the Korean government promised the international community its commitment to reduce greenhouse gas (GHG) emissions by 37% from the

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business-as usual (BAU) level by 2030 across all the economic sectors (see Figure 1). Of that reduction, 32.5% will be achieved through domestic reductions and the remaining 4.5% will be achieved through carbon credits from international market mechanisms (1.9%) and forestry management activities (2.6%). In order to meet this national target, a new market mechanism is needed to support mitigation objectives from Article 6 of the Paris Agreement. The market mechanism is highly expected to fulfill the contributions intended by Parties, on the basis of the majority of the INDCs submitted by the Parties that claim use of international, regional, and bilateral market mechanisms (Koakutsu, Amellina, Rocamora and Umemiya, 2016). Considering both the demand for and supply of the carbon market increased after the Paris agreement, the importance of public diplomacy in negotiating climate change actions also rose.

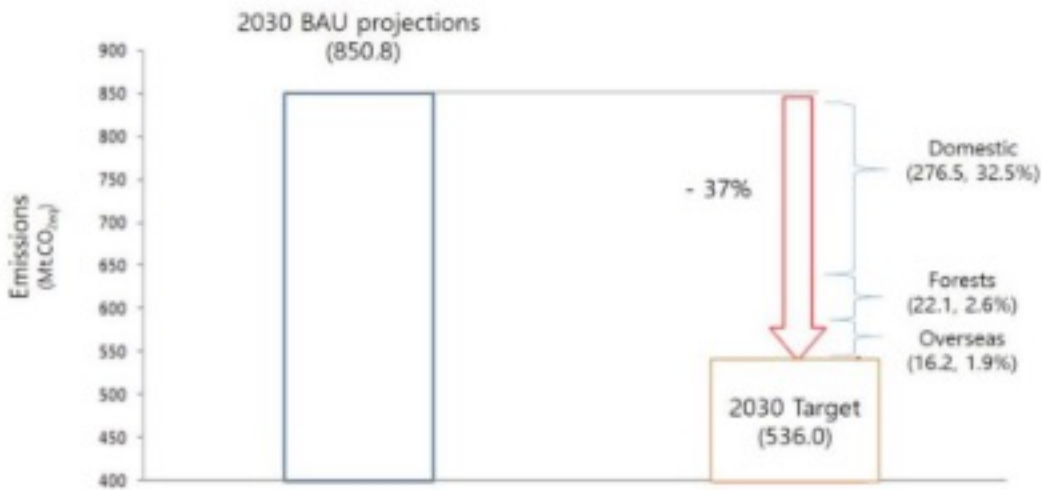
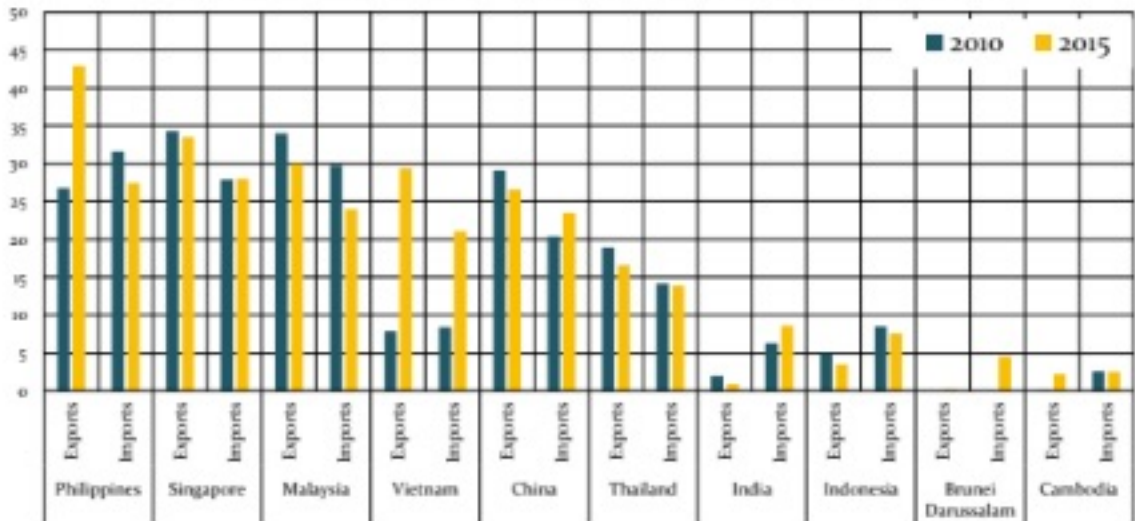


Figure 1 Korea's GHG Emission Reduction Target



Source: The authors, based on UNCTAD data (2017) and World Bank World Development Indicators (2017).

Note: ICT goods in this paper refer to 93 products defined at the 6-digit level of the 2012 version of the Harmonised System (HS), including the broad level of categories of computers and peripheral equipment, communication equipment, consumer electronic equipment, electronic components, and miscellaneous.

Figure 2 Share of ICT goods, percentage of economies' total trade, 2010-2015

II. Theoretical Backgrounds

1. UNFCCC¹

Public diplomacy on climate change has been the subject of debate over the last 40 years in the international community and the United Nations. Climate change was first recognized as a dire problem at the First World Climate Conference in 1979. In this conference, the majority of countries agreed that the governments should take appropriate measures to prevent the adverse effects that climate change would bring on humans. The First Assessment Report (FAR) submitted by the Intergovernmental Panel on Climate Change (IPCC) scientifically proved that climate change is actually happening mostly caused by human activities (IPCC, 1990). As a result, the UN General Assembly formed Intergovernmental Negotiation Committees in 1992 to adopt and sign the UNFCCC.

2. The Korean Government's Response

Korea signed the UNFCCC at the United Nations Conference on Environment and Development in June 1992 and deposited the instrument of ratification in December 1993. From this point onward, the government initiated diplomatic efforts and negotiation on climate change. By principle, the government was willing to share responsibility as a member of the international community to follow the spirit of the Agreement. This is more of a passive

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reaction to the international agreement as an aspect of foreign policy than all-government efforts and response².

In April 1998, chaired by the Prime Minister, the government established the Climate Change Committee, which formulated and executed the Comprehensive Plan on Countermeasures to Climate Change that combined all government agencies' policies to reduce greenhouse gases in 1999–2001 (see Figure 3).

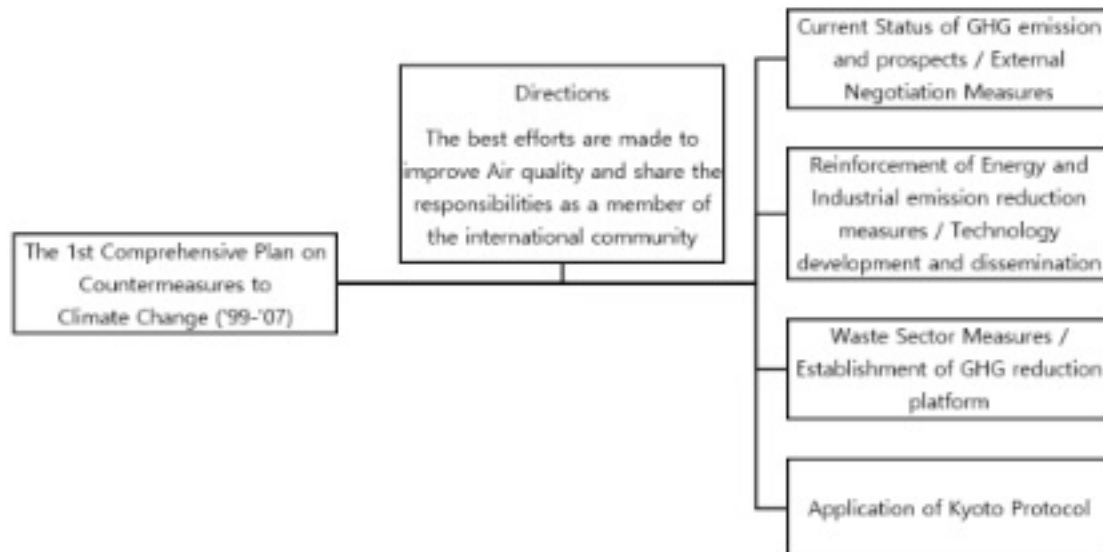


Figure 3 The 1st Comprehensive Plan on Countermeasures to Climate Change

3. The Public Diplomacy and International Promotion (PR)

3.1 The Public Diplomacy

Public diplomacy transcends existing between-country foreign diplomacy to incorporate the concept of new public diplomacy that focuses on strategic public communications via multimedia, and vertical, and bi-directional channel. (Kim, 2011). According to Ahn (2011), public diplomacy is defined as a bi-directional and balanced form of communication in which diverse stakeholders

– including governments – targeted communities and groups in counter-countries with different cultures. Since the current Kyoto Mechanism clearly stipulates developed countries’ obligation to reduce greenhouse gases, most efforts have focused on official diplomatic channels or Official Development Assistance (ODA). However, since both the demand for and supply of the carbon market increased after the Paris Agreement, the importance of public diplomacy on climate change actions also rose.

Climate change is an area of public policy in which the Korean government can prove its leadership on the environmental and economic fronts. Considering that middle power have more international credibility with the use of non-threatening public diplomacy as soft power, and yet there is also a tension with matching international roles with domestic policy for credibility.

Developing countries would need Korea’s help to achieve both economic growth and environment protection; conversely, the developed countries would try to create more favorable conditions for them using Korea, a developing country, and its climate change public policy. Recently, more developed countries have shifted from hard diplomacy to soft policies to extol the importance of public diplomacy (Signizer & Wamser, 2006). This supports Ma (2011) argued that “the understanding and support on foreign policy from the people has increased, which means that the public is now included as a part of the public policy.”

Table 1 Networked readiness index, 2016, Emerging Asia

	Overall business usage	Firm-level technology absorption	Capacity for innovation	ICT use for business- to-business transactions	Internet use for business- to- consumer transactions
Singapore	14	16	19	13	24
Malaysia	26	23	7	21	6
Indonesia	34	40	30	53	28
Philippines	36	41	33	58	51
China	44	66	49	57	32
India	51	102	50	108	77
Thailand	75	53	54	52	39
Vietnam	81	121	81	55	47

Lao PDR	89	96	89	97	95
Cambodia	104	97	113	82	98
Myanmar	138	139	136	137	127

Source: The authors, based on World Economic Forum (2016b).

Note: based on 139 countries, of which 1 is the best.

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