



From Humble Beginnings Toward Deep and Lasting Outcomes Beautiful Store's Success and Future



BeautifulStore

Nonprofit
Foundation

<Under jurisdiction
of Ministry of Public
Administration and
Security>

Public Interest -
Designated
Donation-Fund
Organization

<Sanctioned by
Ministry of Strategy
and Finance >

 사회적기업

Social Enterprise

<Certified by Ministry
of Labor>

고맙습니다.

당신 때문에 세상은 아직 살만합니다.



아름다운 이야기

나눔칼럼

A truth column

비른 생각, 비른 목소리



나눔알림

- [수익나눔 공지] 아름다운가게 2008...
- [문화나눔] 4대의 피아노, 아름다운...

유난히 마음이 추웠던 올겨울 모두가 하나되어 나눔을 실천했습니다.
2009 제 9회 나눔보따리 함께 해 주셔서 진심으로 고맙습니다.

On October 17, 2002, a small store opened in Seoul's Anguk neighborhood.

Since then ...

- [채용] 26기(분야추가) 최종합격자를 발표합니다
- [채용] 26기(분야추가) 부서별 전형 합격자를 발표합니다
- [캠페인] 아름다운가게와 한겨레가 함께하는 2009...

아름다운가게 전국매장

전국매장 바로가기

매장소식 지역본부 소식 이벤트 MORE +

- [한양대점] 겨울이 다 가기전에.. 겨울외투할인전...
- [분당이매점] 부드러운카리스마 배우이상직님의 아...
- [목포하당점] 목포원도심점 개점예, 3월27일로 연기...
- [고양행신점] <행신요요치과>와 함께 하는 아름다운...
- [안산고잔점] 두산의류BG와 함께 하는 아름다운 토...

나눔스케치

나눔보따리, 그 후에 들려오는 아름다운 이야기입니다.

온라인 기증천사 >

아름다운 참여 GO >>

세상을 아름답게 만드는 당신

SEARCH STORE

아름다운가게 검색
아름다운가게 매장을 찾아보자!

지역선택

선택

기증

봉사

기부·후원

재활용

TOP



7 Years of Growth through Second-Hand Goods

92 Shops, 210 Staff Members, 4500 Volunteers

	Seoul/Metropolitan	Local Areas	Notes
Reuse Charity Shops/Sales Venues (#)	45 + (4 mobile stores)	40 + (2 mobile stores)	92 Total (85 shops + 1 online shop + 6 mobile stores)
Sorting Centers (#)	5 Large Centers	About 30 (each shop has its own)	Separate storage/warehouses
Collection/ Distribution Trucks (#)	24	28	52 Total
Donation Amount/ # of Donors (Monthly Avg.)	65,000 units /about 10,000 persons		
Buyers/Visitors/ Amt Spent per Buyer (Daily Avg.)	About 70 persons/about 250 persons / 7,000 won		Off-shoots/Cyber Shop (Unit cost of goods: about 2,200 won)
Other Public Interest Enterprises Sales Venues #	Fair Trade	Recycled Goods Design Business	Others
	1 direct mgmt shop 600 stores dealing in items 1 online shop	1 direct mgmt shop 10 stores dealing in items 1 online shop	1 training center and business affairs office
Human Resources	<ul style="list-style-type: none"> *Full-time staff members - 209 *Social employment - 52 *Temporary workers (contract bet. organizations) - 27 *Daily workers - about 14 *Volunteers - about 4,500 		 <p>Ratio of workers</p>

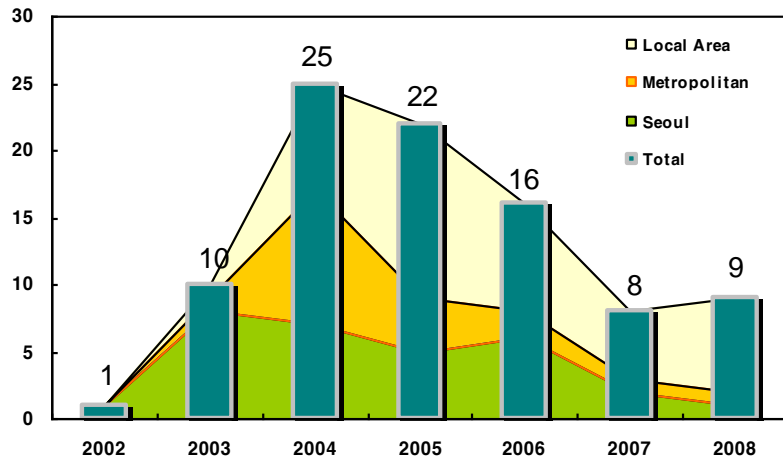
As of December 2008

12.4 billion won in Sales

2.6 billion won in Profit Sharing

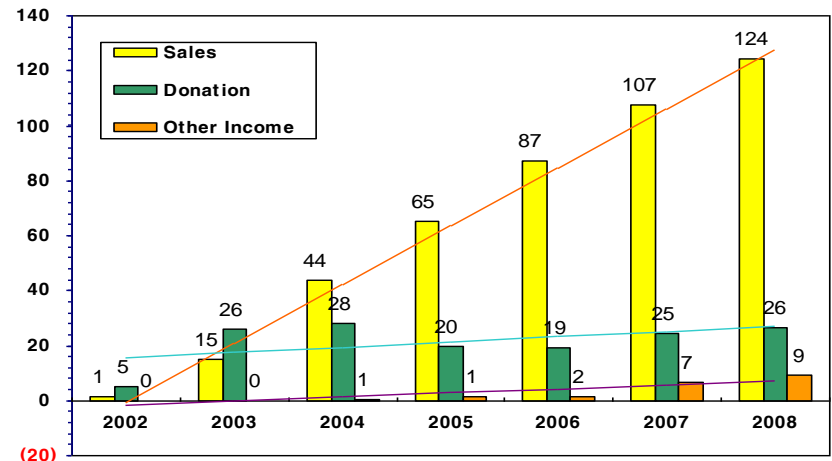
Shops (# of new charity shops opened, by year)

*Excluding closed and transferred shops Unit: Number



Revenue (sales + donation + other income [grants, interest])

Unit: billion ₩



Unit: ₩

Year	2002	2003	2004	2005	2006	2007	2008
Sales	146,157,072	1,489,533,476	4,354,076,084	6,546,221,883	8,713,752,762	10,738,304,843	12,442,306,241
Donation	493,645,965	2,623,343,554	2,805,776,203	1,988,436,149	1,913,183,679	2,454,100,931	2,635,896,010
Other income (Grants, etc.)	137,454	2,263,526	57,526,718	117,747,006	161,396,473	691,219,167	910,382,522
Total	639,940,491	4,115,140,556	7,217,379,005	8,652,405,038	10,788,332,914	13,883,624,941	15,988,584,773

Beautiful Store's Dreams

Goal

- Contribute to society's ecological and environmentally-friendly changes through the reuse and recycling of goods
- Support underprivileged people in Korea and abroad and activities for the common good
- Contribute to the growth of citizens' consciousness and development of grassroots organizations

2013 New Vision

Meta Public Interest Corporation
- which enjoys the public's confidence and becomes a new model for leading (in all aspects of culture) the **changes** in the sharing and recycling/reuse fields.



Mission

Making a beautiful world in which everyone participates in sharing and recycling/reuse

Vision

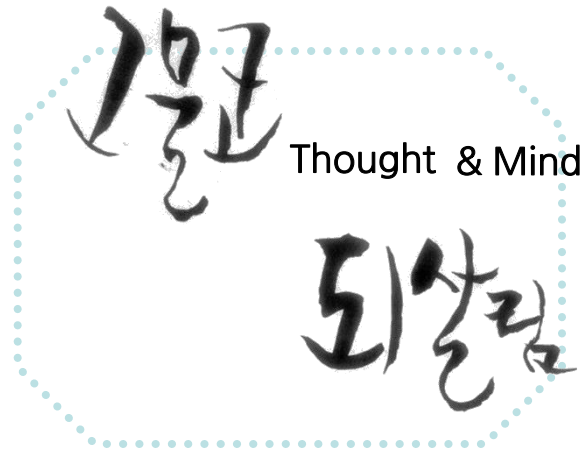
Global NGO possessing dual nature of social activism and business expertise

Concept

A lifestyle and cultural movement in which everyone can participate easily within their everyday lives

Relationships and Truth

Thinking that there is a universal truth of our existence as closely-related and mutually dependent.

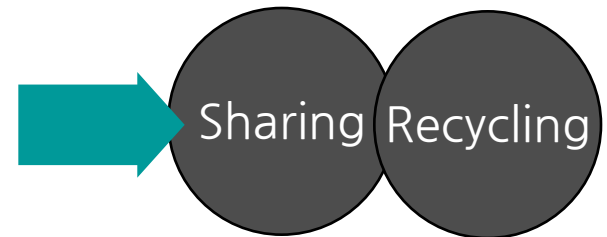


Participation and Change

Believing that even just through concern about one's own life and participation, a person can transform the world, and that small practices can bring about change.

Recycling and Restoration

Having hope. Unilateralism and destruction of relationships become everyone's pain. Hope enables us to heal the hurt and be restored. Hope, the starting point of happiness.



Recycling, Sharing, Volunteering, Fair Trade

Spread Recycling Culture

Build Infrastructure for Recycling Second-Hand Goods

(Donation trucks, Donation boxes, Door-to-door delivery service, Sorting centers, Shops, Flea Markets)

Public Recycling Campaign

(Recycled art works, Fashion show of reformed clothes, Education, Environmental campaign)

Spread Sharing and Donating Culture

Organize Social Good Will

(Lead and encourage individuals, organizations, and companies to donate/contribute)

Return Earnings to Society

(Support underprivileged persons and organizations for public good,
Support self-sustainability of and emergency relief aid to Third World,
Support products and culture that aid underprivileged persons)

Spread Volunteering Culture

Lead Volunteerism Trend

(Give people the means to do volunteer work as part of their daily lives)

Activism in Local Communities

(Alternative community culture to enable participation by people interested in local issues)

Fair Trade Campaign

Support Third World Producers

(Alternatives to counter exploitation in trade of products such as coffee and handicrafts)

Channels for Public Distribution

(Purchasing/selling of products for public good at home and abroad, and using the earnings to aid producers)

Process of Beautiful Circulation



Ways to Donate:

1. Online
2. Bring directly to a store
3. Use free door-to-door delivery service (Korea Express, Inc.)
4. Call phone service, 1577-1113
5. Use donation boxes



Even among all the volunteers, housewives form the pillars of the Beautiful Store. They play a central role in every stage of the process, from donating to sorting, repairing and selling of the second-hand goods. (Photo: A plaque hanging ceremony at the Beautiful Apartment in *Bundang*, May 10, 2004)



Donating

Sorting

Selling



Donating

Sorting

Selling



Beautiful Store's Endless Expansion

Flea Market, Sharing Marketplace

A “Citizens’ Participatory Flea Market” to experience and spread the culture of voluntary reuse. Citizens sell directly their own goods while their donations go towards helping underprivileged persons.



Ttukseom Flea Market for Foreigners

Date & Time
1st : Sat., May 31, 2008, 12:00-16:00
2nd : Sat., June 28, 2008, 12:00-16:00

Place
The plaza in front of Ttukseom Resort (Ttukseom Resort station, Subway line 7, exits 2 or 4)

Contact information
Tel : 02-2075-4109
Fax : 02-723-3206
Homepage : <http://global.seoul.go.kr>
E-mail : jeju072@seoul.go.kr

Foreigners who would like to participate in the flea market must register first.

No Admission Charge



Online Shop

An online space for selling donated products and encouraging donation. More than any other foreign charity shops, the Beautiful Store utilizes Korea's internet connectivity (which itself is the highest in the world) for activities such as auctions of celebrity-owned goods and special donation campaigns.



Fair Trade

A movement for a culture of ethical consumption, we help producers in the Third World support themselves by paying a fair price for their goods. We then use the proceeds from the sale of these goods to help people in those countries.



http://www.beautifulcoffee.com - 생산자에게 희망을! 구매자에게 기쁨을! 대한민국 아름다운커피입니다! - Microsoft Internet Explorer

NAVER http://www.beautifulcoffee.com/

아름다운커피 beautifulcoffee.com

아름다운커피 커피이야기 쇼핑물 커뮤니티&뉴스 아름다운커피인 갤러리

공시사항 **대한무역도매진흥원** 나눔가치상

생신자에게 희망을, 구매자에게 기쁨을!
세상에서 가장 아름다운 커피!

- [연분보도]공연도 보고 아름다운커피 2008/05/15
- [연분보도]시골에 [연분커피] 2008/05/15
- [연분보도]대한 소비자 협상 2008/05/13
- 세계대한무역의 날 자랑스러운 2008/05/13
- [연분보도]세계공정무역의날 2008/05/11

아름다운 커피의 역사

축하 메시지

온라인 쇼핑물 아름다운커피인

온라인 쇼핑물 고객만족센터

원료

히말카야의 양기를 느껴보세요!

생신에게 희망을
구매자에게 기쁨을!

www.beautifulcoffee.com

Fair Trade

In sharing and recycling, there are no borders. From the outset, the Beautiful Store launched a fair trade movement, buying for a fair price agricultural products, coffee, and handicrafts by poor workers in the Third World. With beans from Nepal, we make and sell the coffee, “Himalaya’s Gift.”



Recycled Goods Manufacturing Business

This is part of an environmental culture movement in which discarded merchandise and materials are used to create unique and appealing products for daily living. Instead of rejecting used goods, citizens raise their environmental consciousness and participate in recycling.

Let's Party, Eco Party *meatly*

우리 함께 즐기는 신나는 파티!

물건의 재구성



서울문화재단 공사장 가림막으로 만든 타폴린 보조가방



International Support Fundraising and Sharing Business

Initiatives to raise funds for international emergency relief and poverty relief. Through celebrities' contribution of their talents, we produce User Created Content (UCC) videos to introduce our efforts online and solicit donations and contributions. We also conduct all kinds of offline fundraising activities.

아름다운가게 서남아시아 수해지역 지원 프로그램
'나마스떼, 갠지스'

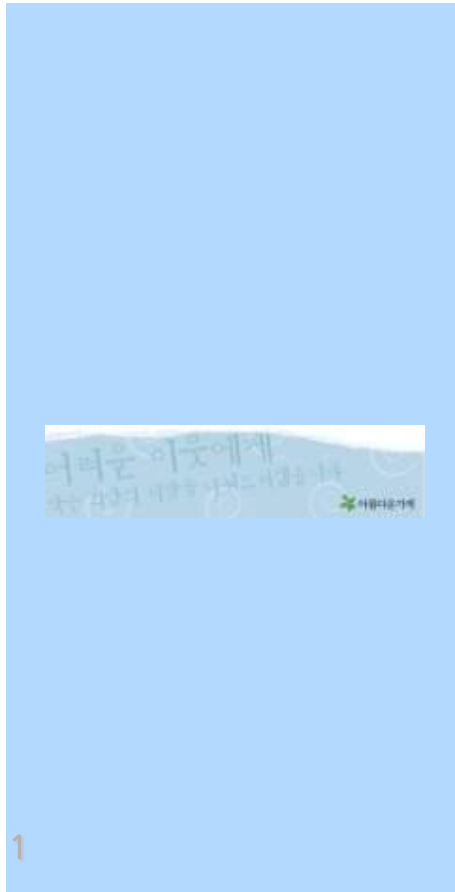


아름다운세상 프로젝트란?
아름다운가게가 영국 옥스포드와 함께 진행하는 제3세계 지원 프로젝트입니다.
올해 아름다운세상 프로젝트는 인도, 네팔, 방글라데시의 갠지스강 유역 수재해민 1백만 명이 살에 희망을 전합니다.
이 지역에서는 매년 여름 집중적으로 쏟아지는 몬순비에 그늘이 길이 송두리째 파괴됩니다. 환경파괴와 기상이변으로 갈수록 피해도 커지고 있습니다. 아름다운가게와 함께 하는 카드 판매전에 참여해서 서남아시아 이웃들에게 희망을 주세요.

작은 힘으로 기적을 만들어주세요
아름다운가게 카드를 사시거나 장기후원자가 되어주시면 아름다운 기적이 일어납니다!
1천원 : 어린이 5명에게 저학년사 제공
2천원 : 비둘기 한 쌍 혹은 오리 한 마리 선물
3천원 : 과일나무 묘목 2루 선물
1만원 : 초등학교 어린이 1명용 위생 교육교재 선물
3만원 : 건강한 실을 위한 화장실 1개 선물
5만원 : 신기한 물이 나오는 물필프 선물
60만원 : 태양열 굴절식물 선물
200만원 : 마을 대학수업 선물

Charity and Sharing Business

1. "Sharing Beautiful Hope," a regularly scheduled profit sharing event, takes place every year in June and December. Profits earned from January through May are distributed in June, and profits from June through November are distributed in December.
2. "Beautiful Sharing Package," is an initiative which uses profits earned in December to purchase rice and deliver it, along with other necessities donated by co-sponsors, directly to beneficiaries during the week before New Year's Day.
3. Emergency distributions are carried out in cases of natural disasters and large-scale accidents, as well as other distributions according to various needs.
4. We operate funds to help Third World producers of Fair Trade goods.
5. We also distribute used goods directly to persons in need, and support cultural sharing activities for underprivileged people.



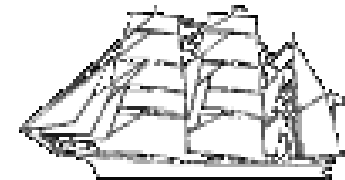
Beautiful Store Key to Success #1

Thorough Benchmarking

Visits to the United States Goodwill and Salvation Army
to Comprehend Operational and Business Realities



After undertaking a 19-day journey to learn
from pre-established organizations in the field
to bring about a new trend in Korea --



Clothes Circuit

resale





REVENTÉ

UPSCALE RESALE

MISS
GUESS
ELLEN TRACY
RALPH LAUREN
BETSEY JOHNSON
DANA BUCHMAN
JACQUELINE
TALBOT
SONO
DKNY
CLUNE
ST. JOHN
JIL SANDER
KENNETH COLE
SARAH REPUBLIC
DANA B. & KAREN
ANNE KLEIN II
LIONNA KARAN
KATE SPADE
FERRAGAMO
EMANUEL
ESCADA
TANABE
KENAR
PRADA
COACH

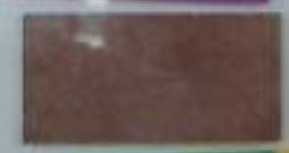
REVENTÉ

UPSCALE RESALE

15% OFF -



25% OFF -



50% OFF -





ADULT REHABILITATION CENTER



CENTER INTAKE
HOURS

MONDAY - THURSDAY
OPEN 7:00 AM
INTAKE CLOSED FRIDAY





Beautiful Store Key to Success #2

Take into Consideration Korean Characteristic of Rejecting Used Goods
- Elegantly designed, Beautiful Stores are just as pleasant as department stores





The Story of the Rice Chest

Ms. Park Soon Ae, age fifty-four, donated to the “Frugal Market” a wooden rice chest that she had inherited from her mother. The rice chest had been made with wood from a Paulownia tree.

This item’s monetary value was calculated secondly, for we were unable to measure by price alone the value of a half century’s worth of memories that are stored in it. This rice chest, acquired by a citizen who runs a restaurant in Insadong, will live on for another century, together with the generous spirit of its former owner.

Beautiful Store Key to Success #3

Establishment and Proliferation of Specialty Stores –
Children's Goods Stores/Book Stores/Auction Specialty Store



Beautiful Store Key to Success #4

**Guiding and Generating
Citizen Participation and Passion**

Beautiful Store = Chorus of 3 Angels



Donor Angels (Donation of Goods)

+

Work Angels (Volunteer Work)

+

Buyer Angels (Spending Activities) + Support Angels

All volunteers become store "commanders" and members of the operations committee.



At the Beautiful Store, Work Angels form a variety of clubs based on shared interests and pastimes, and launch other, different social volunteer groups. Together with a choral group, May 12, 2007





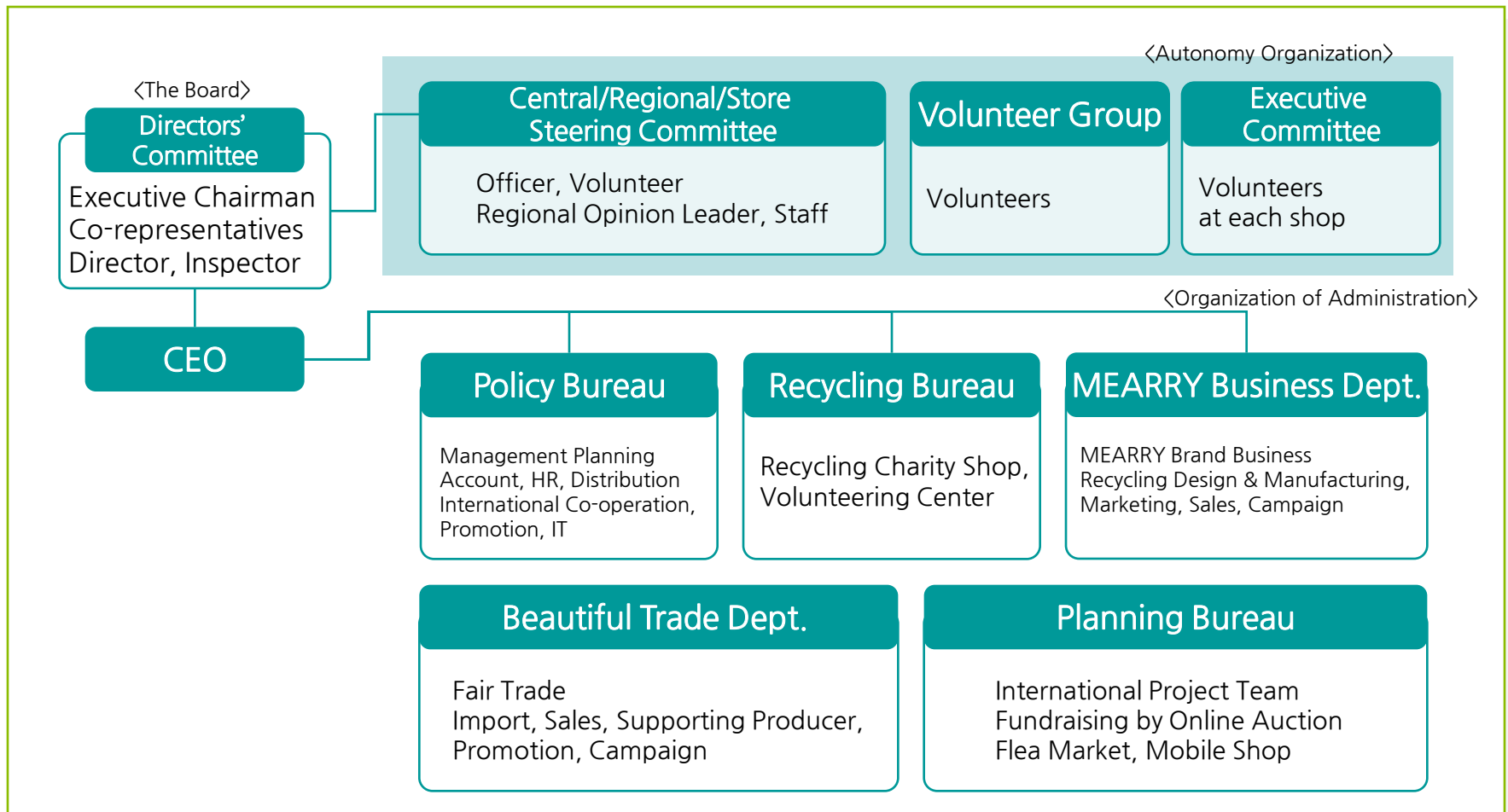


In the Beautiful Store's Guest Book...
there are no names that have not been entered.

**President, First Lady, Minister, Attorney General,
Chairman of the National Assembly --**



A Store Growing Together with Citizens



Beautiful Store Key to Success #5

Introduction and Experimentation of an Endlessly Enjoyable Enterprise: the Mobile Shop

Beautiful Store also operates specially retrofitted trucks that allow for the sale of donated goods from these mobile shops, which travel all around the country. The trucks sell in locations where the Beautiful Store does not have a permanent shop, at large scale events and temporary sales venues, carrying our charity work that helps underprivileged people in the regions.



Nanum School
(School of sharing)

Green Santa

Beautiful Store Key to Success # 6

Everything Is Free

- fully mobilize social volunteerism

Systematization of
Social Relationships



Plan and Establish
Core Capabilities



Low Expenses

⟨Low expenses for manpower, use of volunteer workers⟩

⟨Base of free merchandise guaranteed, acquisition of funds needed to operate enterprise⟩

Offer Participation Value and Methods

⟨Communication of Moral Duties, Moral Duties Business⟩

⟨Presentation to diverse groups of various ways of and opportunities for participation⟩

Customer Orientation

⟨Attractive interiors, open sales venues in middle income areas, easy shopping experience⟩

Moral duties call out even to a *Chaebol* Chairman.

- Providing staff members and volunteers with an education in kindness, the Asiana Group



The Beautiful Store is filled with beautiful people
- Mr. Kim Young Chal, for example, who installs the water
purification system at each new store that opens



Changing Ways of Thinking

The Beautiful Store obtains everything for free

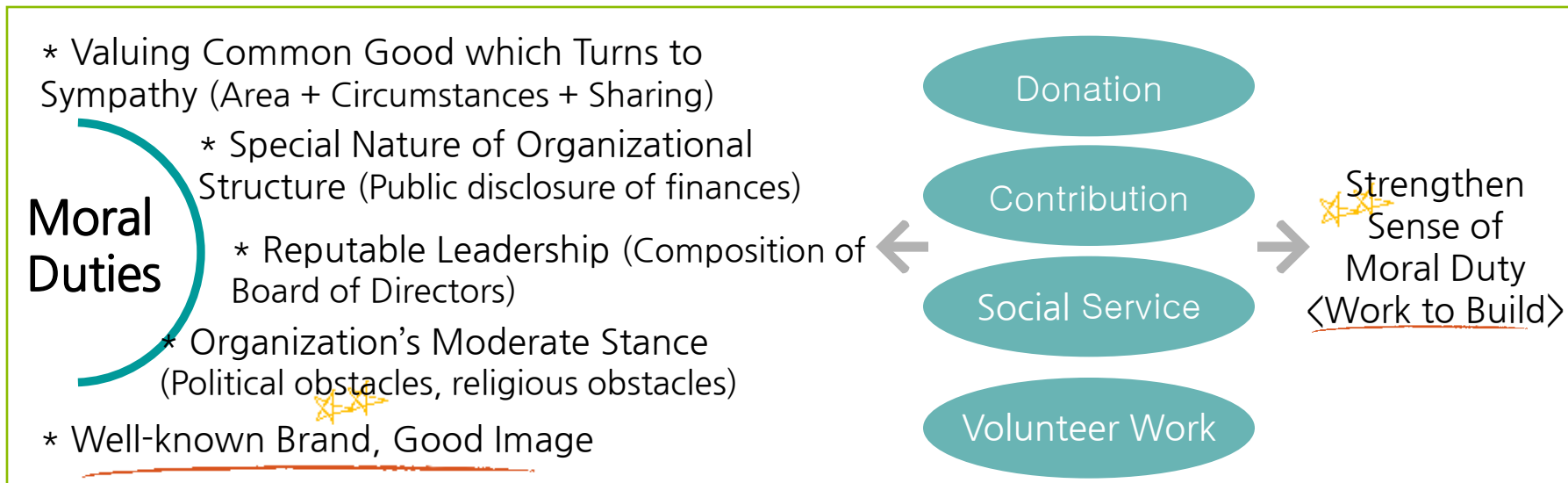
- Lessons from the *Gojan* Branch project



Beautiful Store Key to Success #7

Fully Put to Work the Beautiful Sense of Moral Duties

Value in Circulation and Sharing, Transparency, Ethical Nature, Image



Tae-Gyun Brothers and Their Mom -A Way to Call Out the Whole Family



Who Made This Long Queue?

-Fans of musician Seo Tai Ji and the Beautiful Store



Beautiful Store Key to Success #8

Business Expertise and Nonprofit Activism, at the Same Time

- Finances as Top Priority
- System, Strategic Management
- Cost Consciousness & Risk Management
- Efficiency as Highest Principle
- Strength in Scale
- Selection and Concentration
- Speed and Timing

Business

Nonprofit

Overseas Organizations

Experience & Know-How

- Values as Top Priority
- Operations for Benefit of Moral Duties
- Passion and Self-Sacrifice
- Mutual Understanding and Mutual Agreement
- Diversity
- Solidarity

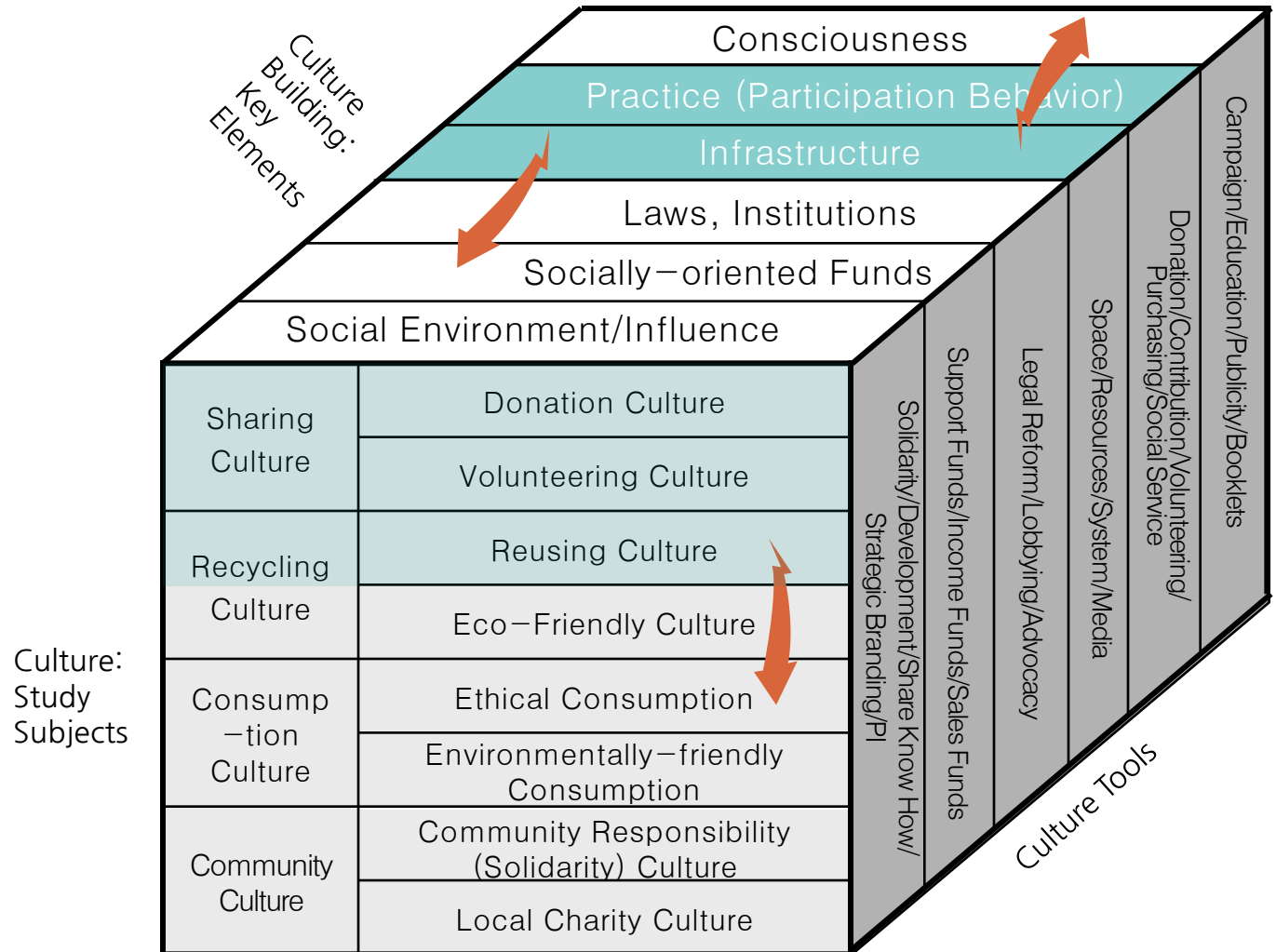
- Custom-made Accounting Plan
- Customized IT System
- Outside Consulting - 5th Round
- Social Return on Investment (SROI) Plan
- BSC Model Plan
- Capability Valuation Model Plan
- Job Functions and Competency Plan
- 6 Sigma BB Course of Study - 4 persons
- Establish Mission and Vision with Participation of All Workers
- Online courses consisting of 150 subjects/Capability development/Internal organizational development/Educational program

Beautiful Store Key to Success #10

Forging Strong Teamwork



"For us, there is still much work to be done." - Unfinished Tasks



Preview

Eco Department Store



The Roof-top Openspace: Sky Garden, Solar Plant

- 하늘 정원, 정크아트 야외 갤러리
- 미니 솔라(solar)플랜트



2nd Floor Eco Book Café, Gallery, Workshop

2층 : Eco 북카페
친환경공방, 갤러리

- 헌책방 + 대안무역상품커피, 티카페
- 친환경 공방, 재활용 갤러리



Beautiful Store

Eco Department Store

3층: 친환경상품, 대안무역상품

2층: 생활용품관, 어린이 용품

3rd Floor
Eco-Friendly Items,
Fair Trade Items

2nd Floor
Items for Household, Children

Eco-friendly Wedding shop

- 에코웨딩: 신혼부부를 위한 코너

- 1층: 대형 가구, 가전제품, 자전거



- 1층: 작업, 물류공간
- 지하: 창고, 물류공간

1st Floor
Craft Center
Warehouse



1st Floor
Furniture,
Electric home appliances,
Bicycle



“Thank you so much.”