# LG Electronics expands Hope Screen campaign with global eco initiatives for World Environment Day



In a proactive move to raise awareness about environmental issues, LG Electronics has announced a series of initiatives around World Environment Day on June 5. Central to this effort is the screening of videos produced by the United Nations Environment Programme (UNEP) at iconic locations such as Times Square in New York and Piccadilly Circus in London. These videos will communicate crucial messages focused on "Ending Plastic Pollution", addressing the pressing need to curb plastic consumption and promote the use of eco-friendly materials.

This initiative is part of LG's long-standing 'LG Hope Screen' campaign, which has operated since 2011. Over the years, the campaign has provided a platform for various non-governmental organisations and global entities to broadcast environmental and social awareness messages on its impressive electronic boards at no charge. The move reflects LG's commitment to corporate social responsibility and its determination to engage the public in critical environmental discussions.

Alongside these displays, LG Electronics is engaging in various resource protection activities at 28 of its global workplaces. These activities encompass tree planting and beach clean-ups in diverse regions including Indonesia, Kazakhstan, Singapore, and Taiwan. In South Korea, the company is hosting an "E-Circular Festival" in collaboration with the "E-Circular Governance" initiative, aimed at encouraging consumers to opt for eco-friendly home appliances. Customers participating in this initiative can receive refunds of up to 50,000 won for purchasing certified products, a scheme designed to promote responsible consumption practices.

Yoon Dae-sik, executive director of external cooperation at LG Electronics, articulated the company’s vision, stating, “We will continue to make various efforts to create a sustainable life with our customers.” This statement is reflective of LG's broader strategy which aims to intertwine sustainability with customer engagement, setting a precedent in the electronics industry.

Moreover, LG has also made strides at major tech expos like IFA 2023, where it showcased plans for an eco-conscious lifestyle. A standout exhibit was the LG Smart Cottage, a prefabricated home designed for easy installation and enhanced sustainability. This model not only integrates energy-efficient appliances but also utilises renewable energy technologies, showcasing LG's dedication to not just innovation, but to responsible environmental practices.

The overarching aim of these initiatives is in line with LG’s commitments to environmental, social, and governance (ESG) strategies. This includes efforts to join the RE100 initiative, which pledges to use only renewable energy across its global operations by 2050. The company is also taking significant steps to improve recycling efforts, setting ambitious goals to increase the use of recycled materials and to enhance electronic waste collection, all reinforcing its commitment to a fully circular economy.

As the global community faces mounting environmental challenges, LG Electronics appears poised to take a leadership role by advocating for sustainable practices and encouraging consumers to make environmentally conscious choices. This comprehensive approach underscores LG’s acknowledgement of its corporate responsibility in nurturing a more sustainable future.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.mk.co.kr/en/business/11334227), [[2]](https://www.mk.co.kr/en/business/11334227)
* Paragraph 2 – [[1]](https://www.mk.co.kr/en/business/11334227), [[3]](https://www.lgnewsroom.com/2024/06/world-environment-day-with-lg%F0%9F%8C%B1-lg-hope-screens-promote-restoration-for-world-environment-day/), [[4]](https://www.lg.com/us/press-release/lg-sustainabilty-leadership-highlighted-in-new-consumer-technology-circularity-initiative)
* Paragraph 3 – [[5]](https://www.prnewswire.com/apac/news-releases/lg-delivers-sustainable-life-joy-for-all-with-latest-home-solutions-at-ifa-2023-301914674.html), [[6]](https://www.koreatimes.co.kr/amp/business/companies/20230830/samsung-lg-electronics-to-focus-on-eco-friendly-sustainable-living-at-ifa-2023)
* Paragraph 4 – [[7]](https://www.greenbuildermedia.com/blog/lg-electronics-addresses-esg-from-all-angles)

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## Bibliography

1. <https://www.mk.co.kr/en/business/11334227> - Please view link - unable to able to access data
2. <https://www.mk.co.kr/en/business/11334227> - LG Electronics announced plans to promote environmental protection messages on World Environment Day (June 5) by displaying videos produced by the United Nations Environment Programme (UNEP) under the theme 'Ending Plastic Pollution' on outdoor electronic boards in Times Square, New York, and Piccadilly Square, London. This initiative is part of the 'LG Hope Screen' campaign, which has been operating since 2011, showcasing public interest videos produced by international organizations and NGOs on global electronic boards for free. Additionally, LG Electronics will conduct resource protection activities such as tree planting and beach purification at 28 workplaces worldwide, including Indonesia, Kazakhstan, Singapore, and Taiwan. In Korea, an 'E-Circular Festival' will be held in partnership with 'E-Circular Governance' to encourage the consumption of eco-friendly home appliances, offering refunds of up to 50,000 won for certified products. Yoon Dae-sik, executive director of external cooperation at LG Electronics, emphasized the company's commitment to creating a sustainable life with customers.
3. <https://www.lgnewsroom.com/2024/06/world-environment-day-with-lg%F0%9F%8C%B1-lg-hope-screens-promote-restoration-for-world-environment-day/> - LG Electronics has been running the LG Hope Screen program in Times Square, New York, and Piccadilly Circus, London, showcasing public service videos produced by international organizations and NGOs. In partnership with the United Nations Environment Programme (UNEP), LG is celebrating World Environment Day on June 5, focusing on land restoration, desertification, and drought resilience under the theme 'Our Land. Our Future.' The UNEP reports that approximately 2 billion hectares of land are degraded worldwide, affecting around 3.2 billion people. LG's initiative aims to raise awareness about these critical environmental issues.
4. <https://www.lg.com/us/press-release/lg-sustainabilty-leadership-highlighted-in-new-consumer-technology-circularity-initiative> - LG Electronics is a founding member of the Consumer Technology Circularity Initiative (CTCI), a program launched by the Consumer Technology Association (CTA) at CES 2024. The CTCI aims to highlight industry innovations across the lifecycle of consumer technology products that reduce waste, stimulate more reuse, enhance recycling, reduce climate impact, and result in less disposal of consumer electronics. LG's participation underscores its commitment to advancing a circular economy and offering solutions that enhance the consumer experience while promoting sustainability.
5. <https://www.prnewswire.com/apac/news-releases/lg-delivers-sustainable-life-joy-for-all-with-latest-home-solutions-at-ifa-2023-301914674.html> - At IFA 2023, LG Electronics unveiled its vision for an eco-conscious lifestyle in the LG Sustainable Village. The exhibition showcased energy-efficient home appliances and solutions under the theme 'Sustainable Life, Joy for All.' The LG Sustainable Village featured eco-responsible materials, including recycled fabrics and mesh nets, to minimize environmental impact. Visitors experienced smart home solutions like the Smart Cottage, a compact, prefabricated home integrating solar panels, energy-efficient appliances, and home automation through the LG ThinQ application. The exhibit aimed to redefine residential living by seamlessly integrating energy solutions, appliances, and services into a sustainable lifestyle.
6. <https://www.koreatimes.co.kr/amp/business/companies/20230830/samsung-lg-electronics-to-focus-on-eco-friendly-sustainable-living-at-ifa-2023> - At IFA 2023, LG Electronics showcased its commitment to eco-friendly and sustainable living by presenting the LG Smart Cottage, a prefabricated home that can be easily built at any desired location. The home's replaceable module parts are made with low-carbon steel materials produced by POSCO. It comes equipped with LG's household products connected through the LG ThinQ application, which features energy consumption reduction capabilities. The two-story, studio-style house also includes smart heating, ventilation, and air conditioning technologies, as well as solar panels on the roof. LG aims to redefine residential living by integrating its energy solutions, appliances, and services into a space that allows people to live life their own way.
7. <https://www.greenbuildermedia.com/blog/lg-electronics-addresses-esg-from-all-angles> - LG Electronics is committed to environmental, social, and governance (ESG) initiatives, including joining the RE100 initiative to fully offset electricity consumption of all worldwide facilities with renewable energy by 2050. The company's U.S. operations already use 100 percent renewable energy. LG is actively working to utilize more recycled plastic, increase the collection of electronic waste, and contribute to a circular economy. Since 2021, LG has set a goal to use a cumulative total of 600,000 tons of recycled plastic by 2030 and aims to achieve a recycling rate of 95 percent for waste at its production facilities by 2030. Additionally, LG plans to increase the collection amount of electronic waste from 4.5 million tons in 2021 to 8 million tons by 2030.