



EMBARGOED TILL Wednesday 3 Mar, 8AM KST / 0AM CET

Kpop4Planet, the first K-pop fan driven climate action platform, launched on March 3, World Wildlife day

March 3, 2021 - [Kpop4planet](#), a fan driven climate action platform inspired by K-pop idols and their fans' actions around fighting the climate crisis, was launched today, in the lead up to the 26th UN Climate Change Conference of the Parties (COP26) in November.

In February, K-pop superstars Blackpink were [appointed](#) official advocates of the COP26 after their [video](#) calling for climate action released in December last year reached over 2 million views.

Kpop4Planet aims to become the number one platform for K-pop fans to gather, discuss and learn about the climate crisis, as well as to take action with other like-minded fandoms. It will harness K-pop's unique and powerful activism in the effort to drive businesses and governments to take action for our future.

K-pop fan Nurul Sarifah, Kpop4Planet's organiser, said that various fandoms have already joined her cause expressing their support world wide.

"Climate change is the crisis of our generation. With K-pop fans mostly consisting of Gen Z and millennials, we are the ones who will be most severely affected by decisions taken or not taken today. Fighting for climate justice means fighting for our future," said Nurul.

K-pop fans' engagement in climate action is not a new phenomenon. Over the last few years fan groups have persistently spoken out for climate justice and other social issues.

- [#SavePapuaForest](#): Indonesian K-pop fans made the hashtag trending on Twitter against a South Korean company that allegedly burned 57 thousand hectares of forest in Papua.
- Planting forests: Global fans often fundraise to plant forests in honour of their celebrities on certain anniversaries. ([Korea](#), [Indonesia](#), [China](#))
- Forest restoration: Seventeen's fans, called Carats, have fundraised for [restoring forests](#) affected by wildfires in Gangwon province, eastern Korea. According to the organiser, [@2021_SVT_forest](#), they raised USD 6,300 from more than 400 donors, more than doubling their initial target.
- Crowdfunding for victims of [extreme weather](#) events: EXO-Ls, Blinks, ARMY, and others donated to help those affected by floods and typhoons in Thailand (2019), India (2019), Philippines (2020), and Indonesia (2021).

K-pop fans also care about wildlife and biodiversity, finding ways to protect animals in the name of their favourite bands, one of the reasons Kpop4Planet is launching this World Wildlife Day.

- Monsta X and Wonho fans, called Monbebe and Wenee respectively, have run a program to adopt endangered animals and keep a “[zoo](#)” online to detail their achievements.
- Fans of BTS, called Army, have also [donated](#) numerous times to animal charities or adopted animals in honour of the group.

As of 2019, there are 1,799 fan clubs for K-culture in 98 countries, with about 100 million members, according to [the Korean Ministry of Foreign Affairs](#).

“Imagine if 100 million fans participate in climate action together - it will be the most powerful voice of change,” said Nurul Sarifah. “We hope more people join the fight to enjoy K-pop on a liveable planet.”

Kpop4Planet has the endorsement of the [Global Compact Network Korea](#), a local network of UNGC.

Kpop4Planet plans to set up its own campaigns in solidarity with various fandoms - all are welcome, from different beliefs, gender and ethnicities.

Media Contacts

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Media pack can be found [here](#)

Quotes

Suk-bum Park, Secretary-general, Global Compact Network Korea

“The mission of UNGC, the world’s largest corporate sustainability initiative, is to mobilize a global movement of sustainable companies and stakeholders to create the world we want. It is in this regard that UNGC Network Korea is pleased to endorse 'Kpop4Planet', a creative campaign launched to raise awareness for climate change with K-pop fans all over the

world. We hope and believe that 'Kpop4Planet' will become an open hub of climate action for everyone and a trigger of the bigger movement with various layers of stakeholders for change."

Simon Smith, British ambassador to South Korea

"We welcome the launch of Kpop4planet as we step up the global fight against climate change. We need to act now to protect our planet for future generations, and we hope K-Pop fans all around the world will join us as we come #TogetherForOurPlanet."

Fandoms

Nayeon Kim, NCTzen Korea (NCT Dream fan)

Organiser of Kpop4Planet Korea, Activist of Youth 4 Climate Action

"We teenagers are very concerned about the climate crisis. We cannot overlook this problem because many K-pop fans are teenagers. In fact, Youth4ClimateAction has lots of K-pop fans, too.

"K-pop fandom does great things beyond borders and generations. They have actively stood for animal rights and have participated in climate and environmental-related activities such as planting trees. Even if there is no direct benefit to us, we are ready to actively engage campaigns for the positive image of the artist. So I believe that if K-pop fandoms speak out about the climate crisis properly, we will make a huge difference."

Arendeelle, ELF Indonesia (Super Junior fan)

"Congratulations for the launching of Kpop4Planet. Let's move together to make this planet a better place. We fully support!

"Hopefully we (ELF Indonesia) will be more aware of climate change issues and can implement all the knowledge given. We'll also be helping and joining the upcoming movement from Kpop4Planet alongside other fanbases and fandoms."

Jazz, Blink Philippines (Blackpink fan)

"Congrats Kpop4planet on your launch! It really amazes me how there are a lot of idols and kpop fans working and raising awareness on climate change issues affecting our home. I hope you can gather more people and inspire other kpop fans all around the world to help and be united in saving our future.

"I know it's never too late. Let's use our voices! Spread awareness, donate, learn more, support environmental campaigns, and try to make a difference. Everyday, I know there's at least one person whose eyes are being awakened by what's happening in our world. There's a lot at stake, so we should act now. Together, let's save our future! ❤️"