

SBS 31st Anniversary



5천만의 소리
지휘자를 찾습니다
Fifty Million Voices Searching for a Conductor

2021.11.18 (Thu)



Invitation



PARK Jeong Hoon | President & CEO, **SBS**

The scars left on Korean society in the wake of the pandemic have hardly begun to heal. Yet we find ourselves in the middle of an unfamiliar chaos of disparate yet interconnected crises that show no sign of letting up.

On one side, we hear the agitated clamor of five million small and medium-sized business owners on the brink, scrambling for a lifeline. On the other, we witness conglomerates post record profits and the Korea's benchmark stock index break 3,000 points for the first time in history. Real estate prices continue to soar, leaving low-income earners' hopes of stable housing – and the future of a generation of young people – in the lurch.

Amidst it all, we have lost any capacity we once had for empathy or understanding. Discord rooted in differences of ideology, class, generation, and gender only continues to intensify, and equity is repeatedly imperiled by groups intent on pursuing and protecting only their own interests. Meanwhile, the climate crisis we so doggedly refused to acknowledge is already here, and it is ready to exact a high price.

Against this cacophony of voices struggling and pleading to be heard, our country prepares for presidential elections in March, which will decide to whom the task of leading Korea through its present tumult will fall.

This will be the backdrop for the SBS D Forum 2021, where, under the theme “Fifty Million Voices Searching for a Conductor”, we will grapple with the question of what kind of leadership our political leaders will need to exercise to be able to reconcile 50 million desperate, discordant voices.

We will consider not only the imperatives of leaders but the topics to which we as individuals must give sufficient thought if we are to conduct and dictate our own futures, as well as the aspects of one another we must be willing to accept if we are to find a way for us to live together, a chorus of utterly distinct yet harmonizing voices.

Nearly 35 years on from Korea's democratization, and with less than half a year to go before the next presidential elections, SDF2021 will mark another bold journey in search of a new paradigm of leadership as well as followership. I look forward to your continued support and interest along the way. Thank you.

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A Bold Exploration of the Future

SBS D Forum is the flagship knowledge-sharing project and corporate social responsibility initiative of Korean terrestrial broadcaster SBS. SBS first launched SBS D Forum as the Seoul Digital Forum in 2004, together with another major non-profit forum, the Future Korea Report, and over many years the two forums served as important platforms for exploring, on the one hand, the technology-driven transformation of our world, and on the other, pressing issues of relevance to Korea's future. In 2018, in recognition of the growing interconnectedness of issues of technology and society, SBS announced the launch of a revamped program that would merge and build on the traditions of the Seoul Digital Forum and Future Korea Report and have relevance for a wider audience, which in consequence gave birth to the creation of "SBS D Forum." Where the Seoul Digital Forum was more narrowly focused on digital-related topics, SBS D Forum takes a broader, multidimensional approach to understanding and seeking solutions to the problems we face as a society, focusing on five overarching themes represented by the D in its name: diversity, democracy, data, dream, and dignity.

In another shift from the previous format, SBS D Forum also serves as a platform for content that promotes year-round exploration and discussion of key social issues outside of the main forum event. Designed to complement the in-depth thematic discussions of the formal forum, a range of original content is made available for interested audiences throughout the year, including a newsletter, a documentary series, in-depth interviews with local and international experts, which we call D-interviews, and SDF Global.

The weekly newsletter SDF Diary, under the slogan "A Bold Exploration of the Future," offers insights as well as context on important topics impacting our daily lives as well as the deeper fundamental questions of our time. As of October 2021, a total 77 editions of SDF Diary have been published since its launch in May of last year.

In the midst of the ongoing pandemic, SBS D Forum also created

an original four-part digital content series titled *Learning to Live with Infectious Diseases*, which examines the history of infectious diseases and the values that must define human societies marked by widespread disease from the perspective of doctors as well as film critics.

This was followed by a documentary released later in the year, *Faces of Youth: Our Voices, Our Future*, which looks at prevailing notions about young people in Korean society today and experiences of youth that have been less typical or not widely explored. This original content offers a gauge for assessing how adequately young people's voices are being captured in social narratives. Featuring the voice of Yuna, a member of Brave Girls, a once-forgotten K-pop group that turned into a viral sensation earlier this year, *Faces of Youth: Our Voices, Our Future* will air on SBS TV on November 11.

This year, on the occasion of the 31st anniversary of the founding of SBS, SBS D Forum will be held under the theme "Fifty Million Voices Searching for a Conductor." Ahead of South Korea's presidential elections next year, the forum will explore questions around the kind of leadership we need and the choices we must make if we are to secure our future in the midst of the unending pandemic, the imminent climate emergency, and other disruptive changes to our world as we know it. 2021's SDF Research Team, which includes experts across multiple fields, will also share their findings on how the unfamiliar or thus far unrepresented voices in Korean society can be brought to the surface and given a place in the broader discourse. As a special part of this year's programming, the themes of this research will be shared with the presidential candidates before the forum, and the candidates will participate in a session where they share how their respective campaign proposals address these themes.

As in previous years, SBS D Forum will feature a diverse, sought-after lineup of presenters including Harvard University Distinguished Service Professor, Emeritus and leadership expert Joseph S. Nye, Jr, one of the

most revered moral philosophers Peter Singer, science fiction author and creator of the term "Metaverse" Neal Stephenson, and director and mastermind behind the smash hit *Squid Game* Hwang Dong-hyeuk. This year's forum will be both Neal Stephenson and Hwang Dong-hyeuk's first time presenting at a forum in Korea.

Due to the continuing pandemic situation, this year's forum will be held in the same virtual face-to-face format as last year to ensure the safety of attendees. A super-sized video screen system will enable audience members and those on stage to engage in real-time two-way communication unconstrained by physical distance. Furthermore, as befits an event that has always showcased the latest tech advances, this year's forum will utilize 3D motion capture technology. The technology will be a symbolic addition to the presentation of writer Neal Stephenson, who not only coined the term "Metaverse" but also introduced the concept of "Avatar." The technology to be deployed, which is not yet available locally, will be used with support he secured from the world's leading game and graphics companies and mark an exciting new milestone for SBS D Forum.

To enable a wider audience to take part in this year's program and also to push our initiative to increase inclusiveness, SDF2021 will not only provide sign language interpreting, which was made available for the first time at SBS D Forum last year, but also text interpreting.

All sessions will be livestreamed online, and a five-part SDF2021 TV special is planned to air late November to early December. A 90-minute program featuring the forum's opening ceremony and presentations of presidential candidates will also air at 9 PM on SBS TV primetime on November 18, the day of the event.



Yearly SDF

Season 1 : Seoul Digital Forum

- 2004 Value Reshuffling Digital Convergence:
In Search of New Opportunities
- 2005 Quo Vadis Ubiquitous: Charting a New Digital Society
- 2006 Being Intelligent : The Next Digital Evolution Smart Devices,
Robotics and the Future
- 2007 Media Big Bang! Impact on Business & Society
- 2008 Imagination: Explore T.I.M.E, Space and Beyond
- 2009 STORY: A New Chapter
- 2010 Renaissance Now: Shaping Another Breakthrough
- 2011 Connected: Into a Shared Future
- 2012 Coexistence: Technology, Humanity and
Great Hope for the Future
- 2013 ECOllaboration: Solutions for Tommorrow
- 2014 Innovative Wisdom: Technology for the Common Good
- 2015 Conscious Curiosity: Searching for the Next Breakthrough
- 2016 Evolving Interaction: Towards an Inclusive Community



Season 2 : SBS D FORUM

- 2018 New Common Sense: Individuals Changing the World
- 2019 The Beginning of Change : Is that REALLY what you think?
- 2020 The World We've Never Experienced: New Ways to Survive



Yearly Future Korea Report

- 2004 Shock of Aging Society, Any way out?
- 2005 Job shock and the future of labor
- 2005 Education - The Ultimate Choice 'Vision for the
Learning Hub of East Asia'
- 2006 Conditions of Happiness and the Future of Family
- 2007 In Search of Dream Leadership - What Are You Looking
For In Your Next President?
- 2008 The Climate Strikes Back : Earth in Crisis
and Future of Korea
- 2009 Beyond the Crisis
- 2010 2010 Sotong: Building a Consensus in Korea
- 2011 Competition Dilemma: In Search of a New Ecosystem
- 2012 Leadership for Inclusive Growth
- 2013 Social Dialogue for Happy Employment:
What Will Be the Role of the Korean Government?
- 2014 Redesigning Korean Society: Seeking the
Common Good and Inclusive Growth
- 2015 70 Years after Independence: What Are the
Characteristics of Good Government-After the
Transition Period Pursuing Inclusive Growth
- 2016 The New Standards for the population in Korea:
To Promote the Common Good in Everyday Life
and Inclusive Growth
- 2017 Korea's Equation of Growth for Everyone:
Depolarization and Inclusive Growth



Fifty Million Voices Searching for a Conductor

THREE AND A HALF DECADES ON FROM DEMOCRATIZATION, SOUTH KOREA'S FIFTY MILLION VOICES CONFRONT THE FUTURE

The fifty million “voices” of South Korea today are not uniform. They are each utterly distinct, reflecting in their collective diversity the wider, infinitely varied world.

At a time of growing appreciation for such diversity, closer attention is being paid to the voices among us that once went unheard, or that we simply ignored for being too unfamiliar.

Against this backdrop, and in the face of transformative changes that have brought the future much closer than we could have anticipated, SDF2021 asks Korea’s political leaders an important question: “Who, and what, do you represent?”

THE AWARENESS TO LEAD A SELF-DETERMINED LIFE

Living in control of our own lives can only be done when we are aware enough to do so.

To be aware is to understand the future not as something that happens to us but as a possibility that we can choose and foster into fruition.

Those who have this awareness do not shrink from facing uncertainty but rather choose the chance to grow.

They speak like conductors, not of music but of life, calling on us to imagine bigger, to connect with each other more deeply, and to take bolder action.

WHAT KIND OF FUTURE DO YOU WISH TO LIVE IN?

In the context of the major social and ecological changes we are currently undergoing, SDF2021 seeks to find ways for us to live together while still preserving the unique colors of our individual voices.

Our journey will take us deep into the heart of what it means to be the kind of leader who can help create harmony between different voices, and how individuals, corporations, government, civil society, and the international community can bring their respective voices together in a meaningful discourse about our future.

We now begin a bold exploration to find some answers.

SDF2021 PROGRAM

PART 1

SDF2021 Welcome Reception 08:30~ 09:00

SDF2021 Opening ceremony 09:00~ 09:15

Opening Performance

Opening Remarks

SBS Proposition

Session1. 09:15~ 09:30

Conditions for Leadership in an Age of Disruption

Professor Joseph NYE

University Distinguished Service Professor of the
Kennedy School of Government at Harvard University

Session2. 09:30~ 10:20

SDF2021 Research Team Findings

**: Navigating the Perfect Storm - Seeking Answers to the
Questions of Ecological, Regional, and Generational
Coexistence for Youth Under Pressure, Regions in Decline, and
Our Climate -Threatened World.**

LEE Seung-yoon

Associate Professor of Social Welfare, Chung-Ang University
Vice Chair of the Office for Government Policy Coordination's
Committee for Youth Policy Coordination, Korea

LEE Yujin

Vice Director, Institute for Green Transformation
Member, Presidential Committee on Carbon Neutrality, Korea

SHIN Jin-Wook

Professor of Sociology, Chung-Ang University
Presidential Commission on Policy Planning, Korea

Session3. 10:20~ 11:00

Fifty Million Voices Searching for a Conductor

LEE Jae-myung, Presidential Candidate, The Democratic Party

YOON Seok-youl, Presidential Candidate, People Power Party

SIM Sang-jung, Presidential Candidate, Justice Party

AHN Cheol-soo, Presidential Candidate, People's Party

Break 1 11:00~ 11:10

Session4. 11:10~ 11:30

**Experimenting with a New Economic Model for the
Post-COVID World**

Mariana MAZZUCATO

Professor in the Economics of Innovation and Public Value at
University College London (UCL)

Founding Director of the UCL Institute for Innovation & Public
Purpose (IIPP)

Session5. 11:30~ 12:10

Harvard Business Review

: Thriving in the Era of Uncertainty

Laura AMICO [Moderator]

Senior Editor, Harvard Business Review

John E. KATSOS

Associate Professor; Business Law, Business Ethics, and
Social Responsibility; American University of Sharjah (UAE)

Research Affiliate; Centre for Leadership, Ethics, and
Organizations; Queen's University Belfast (NI)

SDF2021 PROGRAM

Jason MIKLIAN

Senior Researcher in business and peacebuilding at the Centre for Development and the Environment, University of Oslo, Norway

KIM Young Chan

Professor in the Yonsei University School of Business
President of the Korean Marketing Association

**** There will be a Q&A session**

Lunch / Special Program for Online Participants—12:10~ 13:00

PART 2

Session6 —————13:00~ 13:35

Discussing Ethics in the 21st Century with Professor

Peter Singer

Peter SINGER

Ira W. DeCamp Professor of Bioethics, University Center for Human Values, Princeton University
Author of *Animal Liberation*, *Ethics in the Real World*, *The Most Good You Can Do*, and *Why Vegan?*

AHN Hyunmo [Moderator]

TV host

Former Reporter for SBS News

**** There will be a Q&A session**

Session7. —————13:35~ 13:55

Fifty Million Conductors

: Reaching a Collective Understanding of the Emotions Shaping Our Communities

LEE Kyung-won

Reporter, SBS News

Session8. —————13:55~ 14:25

How Psychological Mechanisms of Prejudice and Discrimination Shape Our Perceptions of Crime

PARK Jisun

Professor of Social Psychology at Sookmyung Women's University
Expert Advisor for the Sentencing Commission of the Supreme Court of Korea
Advisor on Forensic Investigation for the National Police Agency

**** There will be a Q&A session**

Session9. —————14:25~ 15:00

How is Authenticity Communicated?

LEE Seung Hun

Producer, SBS

Producer for *Shooting Star*, *Flaming Youth*

LEE Hyunyi

Model and Entertainer

Saori FUJIMOTO

Japanese sign language artist

TV personality

SDF2021 PROGRAM

Break 2 ————— 15:00~ 15:20

PART 3

Session10. ————— 15:20~ 16:00

**A Conversation with Neal Stephenson
: Rethinking the Metaverse in a New World of Reality
Neal STEPHENSON**

Inventor of the terms “Metaverse” and “Avatar”
Author of 『*Snow Crash (1992)*』, 『*FALL(2019)*』,
『*Termitnation Shock(2021)*』, etc.

**** There will be a Q&A session**

Session11. ————— 16:00~ 16:30

**Portrait of an Age: The Stories We Must Tell
HWANG Dong-hyeuk**

Director & Screenwriter, The Netflix series *Squid Game*,
Silenced, *the Fortress*.

***The questions for this Q&A session were collected ahead.**

Session 12. ————— 16:30~ 17:10

**The Marginalized Body and the Future of Science
and Technology
KIM Won-young**

Attorney

Performing artist

Author of 『*In Defense of the Disqualified*』,
『*Becoming a Cyborg*』

KIM Cho-yeop

Science Fiction Writer

Author of 『*If We Can't Move at the Speed of Light*』,
『*Greenhouse at the End of the Earth*』,
『*The World We Just Left Behind (translated titles)*』

**** There will be a Q&A session**

SDF2021 Closing Ceremony ————— 17:10~ 17:15

How to Participate in the Q&A session

Use the chat box to communicate in real time with speakers and other participants

[PC] Use the 'Full Group Chat' box on the bottom-left corner of your screen.

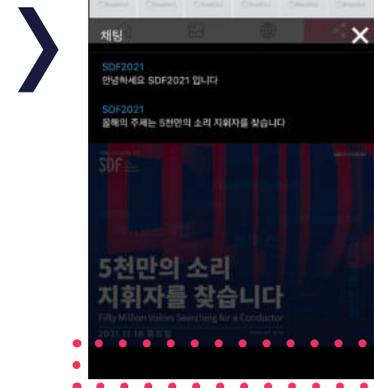
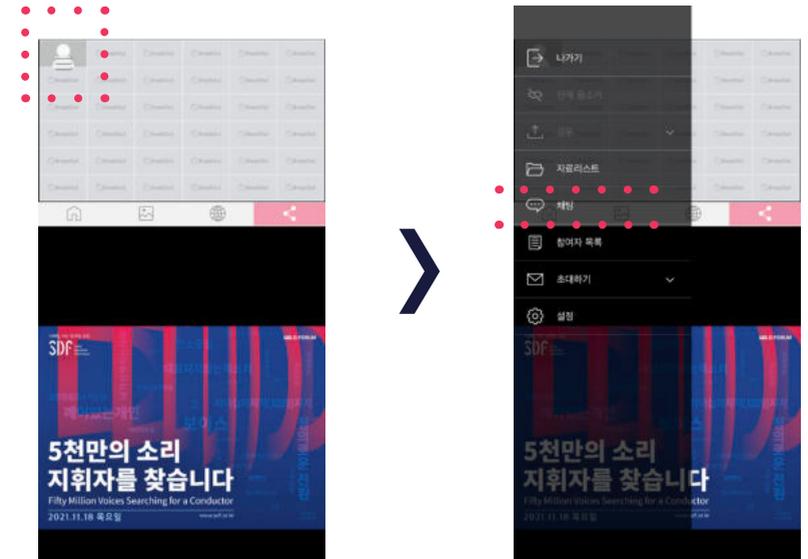


Please leave a question here.

[Macbook User] Use the chat box to communicate with speakers & other participants in real time.



[Mobile] Click the menu icon on top-left corner of your screen

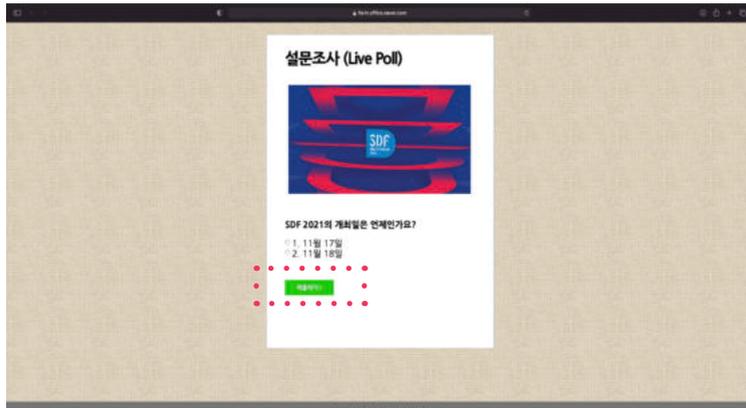


Please leave a question here.

How to participate in the 'Live Poll'

- A survey will be conducted during the forum.

[PC] Select an answer and click the '제출하기' button



[Mobile] Select an answer and click the '제출하기' button



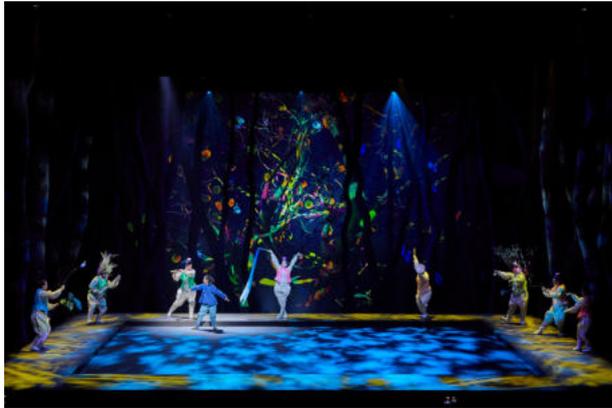


Opening Performance

Forbidden Music, an original Korean musical

- Gyeonggi Sinawi Orchestra
- Directed by WON II,

Overview



The musical *Forbidden Music* tells the story of a banned work of music composed during the Silla Kingdom of Ancient Korea and passed on in secret over the years, eventually making its way into the *Jangakwon*, or royal court institute of music in the Joseon Kingdom. It is a work of fantasy, which imagines the existence of music that feeds on human desire, and centers on three main characters: the genius royal court musician Seong Yul, who has the ability to hear and distinguish all sounds; the Crown Prince Lee Young, who harbors the ambition to usher in a politics of rites and music to replace the prevailing politics of kinship, which has concentrated power in the hands of the royal in-laws; and Gal, a being that feeds off of the desires of those who awaken the forbidden music. Seong Yul hides that she is a woman to enter the royal institute of music, but in the process of deciphering the forbidden work of music,

she uncovers the tragic truth behind her parents' deaths. Meanwhile, the Crown Prince, in defiance of existing norms and conventions, sets out to achieve his dream of becoming king who will listen the voices of his people and establish a rule of rites and music. Thus starts his search to find a musician who can create new sounds for a new age, which leads him to the brilliant Seong Yul. But the powerful politician Kim Josun, who depends on the continuation of the existing political system, has already hatched plans to thwart the Crown Prince's ambitions – by unlocking the destructive power of the forbidden music. On his orders, Seong Yul has been tasked with deciphering the song, and when she finally succeeds, the being *Gal* is awakened from its slumber and released into the royal music institute, setting off a series of strange events.

In *Forbidden Music*, music is a medium that connects the internal and external experience of humanity, life, and existence. From early on in human history, sound and music were understood as having the power to transform the listener at an emotional level. Moreover, a core principle in Korean music is that the music should give natural expression to the changes that occur as a part of the cycle of nature.

Seong Yul, bent on revenge, taps into the sounds latent within her to unleash music full of rage and hatred, not knowing that she walks toward sure destruction. But when she meets Lee Young, she comes to realize that music is connected to everything in nature, and that it is more important that she listen to the sounds of her heart, whatever form they may take, than chase after the sounds of blind desire.

The main motif that runs through *Forbidden Music* is that “everything that makes a sound does so because it is alive.” The truth this idea underscores is that the wisdom to understand both ourselves and the world around us is gained not by containing or suppressing the sounds within us or around us, but rather, by letting ourselves hear all sounds as they are, without judgments of right or wrong, good or evil, better or worse.

Music

“Make You Hear” (translated title)

Seong Yul, born with a natural gift for music, is able to commune with nature and hear all of the sounds around her. But she yearns desperately to venture out and hear new sounds, and interact with people who can hear and appreciate the music that flows from her. In this song, she expresses this yearning as she watches, and listens to, the rain falling.

(Lyrics)

Yul: Even in the rain, my heart is brittle and dry

**I shut my ears but still hear every droplet so clear
The falling rain is free to flow wherever it can reach
But I will never flow anywhere**

**I can hear them all, every single one
They thunder in my ears, the sounds of all living things
I alone make no sound of my own**

**If only, if only I could make you hear
A music like splashing, scattering rain
Bound by nothing, free to dance and play
This is me, this is my sori***

* The Korean word sori means both “sound” and “song.”

“Something Natural” (translated title)

Seong Yul is now at the royal court institute of music, Jangakwon. But the Crown Prince Lee Young begins to notice a change in the quality of her once-pure sori, or sound. In this song, he questions the nature of sound and music, describing it as something that comes naturally, that can’t be helped. All of the people have their own desires, and their own voices, he sings, and he must become a ruler who is able to hear all of their voices.

(Dialogue)

Young: Yul, what is sori* to you?

Yul: I don’t know.

Young: No, you do know. Tell me, what is it?

(Lyrics)

Yul: Sori is proof we are alive.

Young: Does silence, then, mean death?

Yul: Sori is the power to move people

Young: And if no one listening is moved?

(Dialogue)

**Yul: Your highness, do you believe we can try to possess sori?
And control it?**

Young: No. It is something natural.

Listening to the people’s sori, and trying to understand.

This is what matters.

*The Korean word sori means both “sound” and “song.”

(Lyrics)

Young & Yul

: Sori knows neither wrong nor right

Neither good nor evil

Neither lofty nor lowly

Neither rites nor the ritual music

Do not seek to possess it

Simply listen to it as it is

It is something natural

We humans cannot control it

Like water, it flows through every season

And eventually returns to where it began

Orchestra

Gyeonggi Sinawi Orchestra, Gyeonggi Philharmonic Orchestra

CAST



Seong Yul
YOO Ju-hye



Lee Young
CHO Poong-rae



Sonic Spirit
AHN Geon-yong



Sonic Spirit
PARK Sang-deuk



Sonic Spirit
CHO Poong-rae



Sonic Spirit
KANG Ho-kyu



Sonic Spirit
LEE Sang-woo



Sonic Spirit
HEO Jong-hwan



Sonic Spirit
LEE A-young



Sonic Spirit
KANG Min-ji



Sonic Spirit
JUNG Dan-bi

CREATIVE TEAM



Artistic Director & Director, WON II

WON II, who has been called an icon of innovation in Korean music, is an artistic director, composer, conductor, piri (Korean reed flute) player and percussionist. He is a holder of Korea's National Intangible Cultural Heritage No. 46 (Piri Jeongak and Daechwita - Classical Piri Solo and Military Band Music) and was music director for the National Dance Company of Korea from 2000 to 2002. As founder of the world music group PURI (founded in 1993), which caused a sensation in the Korean music world, and Korean music ensemble Baramgot (founded in 2007), he has introduced audiences at home and abroad to new kinds of Korean music. He is a four-time winner of the Best Music Award at the Daejong Film Awards for *Petals* (1996), *Spring in My Hometown* (1999), *The Uprising* (2000), and *Hwang Jin Yi* (2006). He taught as a professor of Korean Traditional Music Composition in the School of Korean Traditional Arts at Korea National University of Arts from 2002 to 2012. He was

artistic director for the National Orchestra of Korea from 2012 to 2015 and served as music director for the closing and opening ceremonies of the 2018 PyeongChang Winter Olympics, as well as director for the Seoul closing and opening ceremonies of the 2019 Korean National Sports Festival.

He is considered an important cultural leader in Korean music, spearheading trends and creating a wide variety of performances and artistic works that give expression to the endless imagination that music inspires. He is currently artistic director of the Gyeonggi Sinawi Orchestra.

Gyeonggi Sinawi Orchestra



Gyeonggi Sinawi Orchestra was founded in 1996 as the Gyeonggi Provincial Traditional Music Orchestra with the aim to preserve and further develop the traditional music of Gyeonggi Province and Korea as a whole. Its efforts to promote the spread of Korean music over the years has included commissioning and premiering of new Korean music as well as releases of albums and music scores.

In March 2020, the orchestra's name was changed to Gyeonggi Sinawi Orchestra to reflect its transition to a new style of Korean orchestra embodying the spirit of sinawi, a traditional form of Korean ensemble music. In its music, the group seeks to blend the key principles and concepts of traditional Korean music and music creation with various contemporary art forms. Building on its identity as a quintessentially Korean orchestra as well as its wide-ranging musical spectrum, the Gyeonggi Sinawi Orchestra aims to continue to engage with and be changed by its encounters with the music of the world.



Writer | KIM Jung-min

Composers | SEONG Chan-kyeong, SON Da-hye

Music Direction & Arrangement | HAN Woong-won

Choreography | CHO In-ho

Mixed Media Design | EPITAPH

Lighting Design | BAEK Si-won

Costume Design | CHOI In-sook

Makeup Design | ChAI song-wha

Prop Design | SONG Mi-young

Chromatic Art of Landscape Paintings | CHO Poong-ryu

Assistant Director | LEE In-bo

Production | Gyeonggi Sinawi Orchestra



Host



KIM Hyun-Woo | Journalist at **SBS**

KIM Hyun-Woo began his 16-year career at SBS as a reporter. For several years now, he has delivered the weekday evening news, a role that has demanded continued effort and reflection on his part. He firmly believes that the news he and his colleagues labor together to create is changing society for the better, and he strives everyday to become the kind of adult that young people can look up to.



Host



CHOI Hye-Rim | **SBS** Announcer

CHOI Hyerim is a news anchor for the SBS Eight O'Clock News and a mother of two. In spite of competing demands on her time, together with the continuous struggle to balance work and home, she finds reasons to smile everyday in her children and their unsparing affection. She prays for a safer, better world where children can chase their dreams unburdened, and where the news is full of stories that lift our spirits.

SBS Propositions

Next March, South Koreans will be voting for their next leader in the country's first presidential elections since the start of the pandemic. At SBS, we believe the conversation about our shared future should begin now. This means asking some important questions.

We began by asking South Korean men and women above the voting age of 18 this question: "What do you consider the most critical issue facing Korean society today?"

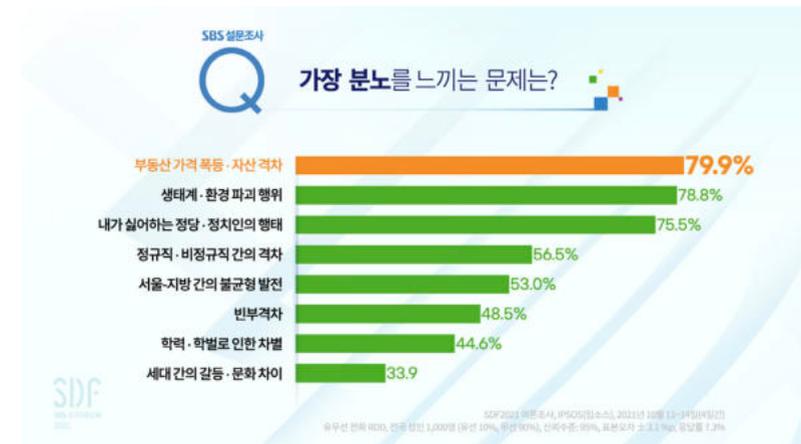


The most critical issue they identified was the uncertainty of young people's futures (21.6% of respondents) followed by the progressive-conservative ideological divide (17.2% of respondents) and inequality and class conflict (16.6% of respondents).

When respondents were asked to name the two most critical issues in order, the uncertain futures of young people was named first 44% of the time.

Respondents also seemed to believe that South Korean politicians do not prioritize these issues neglecting them despite their importance. Close to 70% of respondents, or 7 out of 10, expressed this view.

Many explained that politicians today seem motivated by their own interests rather than the interests of the people they represent.



Four out of five respondents expressed feeling anger at rising real estate prices and the growing wealth gap (79.9%) the continued destruction of the environment (78.8%) and the behavior of politicians in the political parties they don't support (75.5%). At the same time, they shared they do not have sufficient outlets for this anger.

Where important social issues are concerned, respondents said they do try to express their views through various channels (61.7%) but 82% of them expressed feeling frustrated that their views do not seem to have any influence on the shaping or implementation of policies.

SBS Propositions

Does this mean there is no hope?

Over half of Koreans today (57.3%) believe that in spite of the current reality there is still reason to hope for a brighter future for the country.

And the reason they remain hopeful is not the leadership of politicians or government officials (only 7.5%) but their high expectations for and confidence in the civic participation and collective will of ordinary people (35.7%)

In particular, the kind of country they hope for the most is no longer an economically or materially wealthy country (only 9.1%) but one where different social values are respected, where people are rewarded according to their abilities and efforts (29.7%) and where different views and beliefs are respected and compromises reached (18.9%).



This is why SDF2021 is about listening to the 50 million voices of Korea today.

These voices are not uniform but rather make up a chorus of all different sounds that ring out in unison each with its own unique color. At a time of significant social and environmental change where old ways of life are no longer possible we want to listen to voices that went unheard and even if what we hear sounds discordant at first find ways to create harmony, so that all our voices can resound together.

At such a critical juncture, we must ask ourselves what kind of leader we need to navigate the future and how we, as citizens with the power to vote, can go beyond being followers to being conductors of our own future.

SDF is excited to begin this conversation about the things that really matter and begin the bold journey in search of the right answers.

PART 1.

Session 1

Conditions for Leadership in an Age of Disruption 09:15 - 09 : 30

Joseph NYE

University Distinguished Service Professor of the Kennedy School of Government at Harvard University

Session 2

SDF2021 Research Team Findings 09 : 30 – 10:20

Navigating the Perfect Storm

: Seeking Answers to the Questions of Ecological, Regional, and Generational Coexistence for Youth Under Pressure, Regions in Decline, and Our Climate-Threatened World.

LEE Seung-yoon

Associate Professor of Social Welfare, Chung-Ang University

LEE Yujin

Vice Director, Institute for Green Transformation

SHIN Jin-Wook

Professor of Sociology, Chung-Ang University

Session 3

Fifty Million Voices Searching for a Conductor 10 : 20 – 11 : 00

LEE Jae-myung, Presidential Candidate, The Democratic Party

YOON Seok-youl, Presidential Candidate, People Power Party

SIM Sang-jung, Presidential Candidate, Justice Party

AHN Cheol-soo, Presidential Candidate, People's Party

Session 4

Experimenting with a New Economic Model 11 : 10 – 11 : 30

for the Post-COVID World

Mariana MAZZUCATO

Professor in the Economics of Innovation and Public Value at University College London (UCL)

Session 5

Harvard Business Review : 11 : 30 – 12 : 10

Thriving in the Era of Uncertainty

**There will be a Q&A session

Laura AMICO

Senior Editor, Harvard Business Review

John E. KATSOS

Associate Professor; Business Law, Business Ethics, and Social Responsibility; American University of Sharjah (UAE)

Jason MIKLIAN

Senior Researcher in business and peacebuilding at the Centre for Development and the Environment, University of Oslo, Norway

KIM Young Chan

Professor in the Yonsei University School of Business, President of The Korean Marketing Association

[Special Interview with Professor Joseph NYE] Conditions for Leadership in an Age of Disruption

#keyword

#Conditions for leadership

#Choosing Our Future

#Softpower

The unprecedented crises of the coronavirus pandemic and imminent climate risks have given rise to widespread uncertainty in our world today. In such conditions, what kind of leader and what kind of leadership do our societies need? What qualities must global leaders possess? In this session, we engage with the internationally renowned scholar of global politics and leadership studies Professor Joseph Samuel Nye, Jr., who introduced the concept of soft power, on the question of the conditions for leadership in our times.



Joseph NYE

University Distinguished Service Professor
of the Kennedy School of Government at Harvard University

Joseph Nye is University Distinguished Service Professor Emeritus and former Dean of Harvard's Kennedy School of Government. He received his bachelor's degree summa cum laude from Princeton University, won a Rhodes Scholarship to Oxford, and earned a Ph.D. in political science from Harvard. He has served as Assistant Secretary of Defense for International Security Affairs, Chair of the National Intelligence Council, and a Deputy Under Secretary of State. His most recent books include *The Powers to Lead*, *The Future of Power*, *Presidential Leadership and the Creation of the American Era* and *Do Morals Matter? Presidents and Foreign Policy from FDR to Trump*. He is a fellow of the American Academy of Arts and Sciences, the British Academy, and the American Academy of Diplomacy. In a recent survey of international relations scholars, he was ranked as the most influential scholar on American foreign policy, and in 2011, *Foreign Policy* named him one of the top 100 Global Thinkers.

SDF2021 Research Team Findings

Navigating the Perfect Storm

: Seeking Answers to the Questions of Ecological, Regional, and Generational Coexistence for Youth Under Pressure, Regions in Decline, and Our Climate-Threatened World.

#keyword

#Underrepresented Voices

#Discourse about Future

#Just Transition to Renewables

The work of the SDF Research Team builds on a clear understanding that three, closely interrelated issues are most critical in discussions and deliberations on the future of Korean society, and most demanding of our attention: climate risk, generational inequalities - the intra-generational inequalities that alienate young people from each other as well as the inter-generational inequalities that alienate them from their elders - and regional disparities. The SDF2021 Research Team Session takes a probing look at the multitude of challenges that young people in Korea face today and offers a fresh take on potential solutions.



LEE Seung-yoon

Associate Professor of Social Welfare, Chung-Ang University
Vice Chair of the Office for Government Policy Coordination's Committee for Youth Policy Coordination, Korea

LEE Seung-yoon (Sophia) received a doctoral degree in social policy at the University of Oxford, where she conducted research comparing the welfare states and irregular workers of Northeast Asia. Her main areas of focus are Northeast Asian welfare states and labor markets, precarious work, income support policies, institutionalism and comparative research methodology. Major published articles and works include "Institutional Legacy of State Corporatism in De-industrial Labour Markets" (2016), Korea's Precarious Workers (2017, co-authored; translated title), and Universal Basic Income is Coming (2018). In 2014 and 2018, she received Minister's Commendations for her research findings. She is currently an associate professor of social welfare at Chung-Ang University and is also the first non-government-official to serve as Vice Chair of the Committee for Youth Policy Coordination, the government's central control tower for youth policy, which is chaired directly by the Prime Minister.



LEE Yujin

Vice Director, Institute for Green Transformation

Member, Presidential Committee on Carbon Neutrality, Korea

LEE Yujin conducts research focusing on climate action and local energy transformations. She is co-director of GUSSWO (Local Energy Transformation Network) and General Policy Advisor on Green New Deal Policy for Gwangju Metropolitan Government. As a member of the Presidential Committee on Carbon Neutrality, she helped draft the current administration’s 2050 carbon neutrality scenarios and 2030 greenhouse gas emissions reduction goals. She has a deep interest in developing solutions and policies to help improve Korean society through a transition to a net-zero future.

In addition to previous roles as Special Advisor to the Prime Minister on the Green New Deal and non-executive director on the board of the Seoul Energy Cooperation, she assisted in the adoption and implementation of the Seoul Metropolitan Government’s One Less Nuclear Plant and Solar City Seoul initiatives and Green New Deal policy. She has actively participated in the efforts of the environmental group Green Korea and as co-chair of the steering committee of Green Party Korea, ran for election to the National Assembly three times.

She received a master’s degree in public policy from the Korea Development Institute and a doctoral degree from the Graduate School of Environmental Studies at Seoul National University with a thesis on the energy transition experiment of Seongdaegol Energy Village, an “energy independent village” in Seoul. Her published works include Local Energy is Our Hope, Harvesting Wind and Sun, The Story of Climate Change, and Transition City (translated titles). She was selected as one of “100 People Who Made the World a Better Place in 2008” by the Korea Green Foundation and went on to receive the 2015 Environmentalist of the Year Award, given by the Korean Environmental Journalists’ Club, and the 2021 Deulbul Award, an award given by the Deulbul Patriotic Martyrs Memorial Foundation in recognition of work that embodies the pro-democratic spirit and care for the marginalized that marked the lives of the Gwangju democracy activists known as the Deulbul Patriots.



SHIN Jin-Wook

Professor of Sociology, Chung-Ang University
Presidential Commission on Policy Planning, Korea

SHIN Jin-wook studied sociology in Korea before going on to earn a doctoral degree at the Free University of Berlin in Germany for research on the relationship between state violence and social movements. As a professor of sociology at Chung-Ang University since 2005, he teaches political sociology, civil society and social movements, and European political sociology, among others. He has also taught at various institutions abroad, including the Free University of Berlin in Germany, the University of Graz in Austria, and Ritsumeikan University in Japan. As a researcher, his main interests lie in questions concerning the existence and continued presence of unjust inequality and the connections between inequalities in power structure and inequalities in broader society.

His research has focused more narrowly on the interrelated themes of democracy, social movements, civil society and political participation, and welfare states, as well as the intersections between the same. Recently, he has begun exploring the relationship of generation and social class, social movements of young people, political engagement by civil society at the global level, and changes in the ecology of Korean

civil society. Since 2020, he has published numerous English-language papers explaining Korean civil society and the history and current status of Korean social movements for international publications, including the Amsterdam University Press North East Asian Studies series, the Oxford Handbook of South Korean Politics, and the Korea-Europe Review published in partnership with the Free University of Berlin, in promotion of wider international interest in and exposure for Korean studies.

A common trend affecting the world's democracies in the 21st century is the growing political interest and increasingly active political participation by smart, informed citizens equipped with the tools of modern information societies. One result of this trend, a closer relationship between the political and civil spheres, has seemingly contradictory implications. On the one hand, concerted efforts by a responsible political leadership and mature civil society could improve the quality of our democracy; on the other hand, the mix of populist politics and an extremist-leaning citizenry could spell backwards progress for democracy. Given these prospects, as we seek solutions to pressing issues like inequality and climate change, we must consider the kind of politics and the kind of citizen such solutions and their implementation will require.



session 3

10:20 – 11:00

Fifty Million Voices Searching for a Conductor

#keyword

#The Future of My Choice

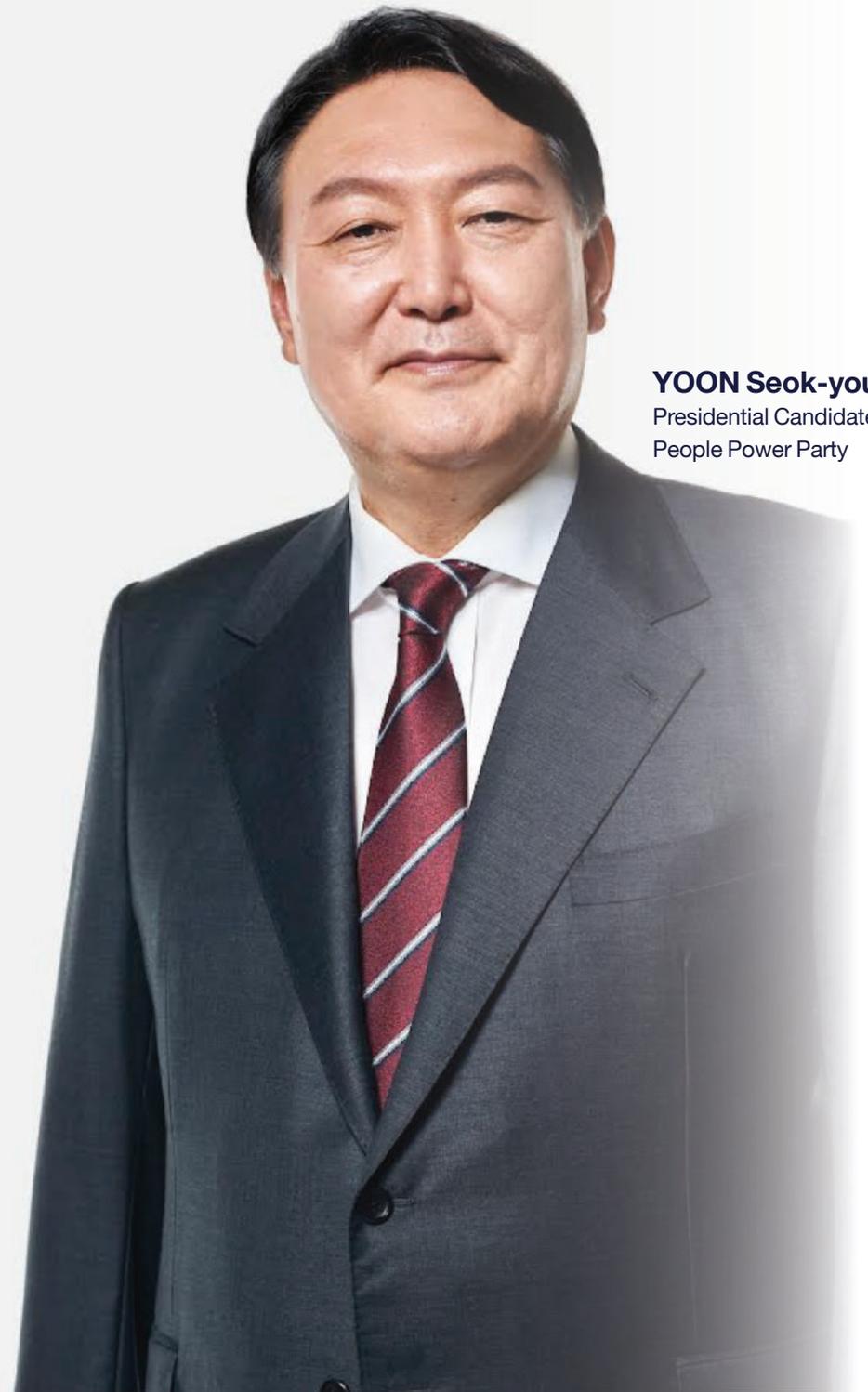
#Find Real Problems

#Leadership

In the face of transformative changes that have brought the future much closer than we could have anticipated, SDF2021 asks presidential candidates for the 20th National Korean Presidential Election an important question: “Who, and what, do you represent?”



LEE Jae-myung,
Presidential Candidate,
The Democratic Party



YOON Seok-youl,
Presidential Candidate,
People Power Party



SIM Sang-jung,
Presidential Candidate,
Justice Party



AHN Cheol-soo,
Presidential Candidate,
People's Party



session 4

11:10 - 11:30

Experimenting with a New Economic Model for the Post-COVID World

#keyword

#Capitalism in Crisis

#Economics of Value

#Public Good

What must change for our economies to function for the public good? And how should the role of the state be redefined to this end?

In this session, we meet Professor Mariana Mazzucato. Posing questions that strike at the core of what has brought capitalism to its current state of crisis, Professor Mazzucato argues that our economies must be transformed to become value-driven and mission-oriented.



Mariana MAZZUCATO

Professor in the Economics of Innovation and Public Value at University College London (UCL)

Founding Director of the UCL Institute for Innovation & Public Purpose (IIPP)

Mariana MAZZUCATO (PhD) is Professor in the Economics of Innovation and Public Value at University College London (UCL), where she is Founding Director of the UCL Institute for Innovation & Public Purpose (IIPP). She received her BA from Tufts University and her MA and PhD from the Graduate Faculty of the New School for Social Research. Her previous posts include the RM Phillips Professorial Chair at the Science Policy Research Unit (SPRU) at Sussex University. She is a selected fellow of the UK's Academy of Social Sciences (FACSS) and of the Italian National Science Academy (Lincei).

Mariana is winner of international prizes including the 2020 John von Neumann Award, the 2019 All European Academies Madame de Stael Prize for Cultural Values, and the 2018 Leontief Prize for Advancing the Frontiers of Economic Thought. She was named as one of the '3 most important thinkers about innovation' by The New Republic, one of the 50 most creative people in business in 2020 by Fast Company, and one of the 25 leaders shaping the future of capitalism by WIRED.

She is the author of three highly-acclaimed books: *The Entrepreneurial State: debunking public vs. private sector myths* (2013) which

investigates the critical role the state plays in driving growth; *The Value of everything: making and taking in the global economy* (2018) which looks at how value creation needs to be rewarded over value extraction; and the newly released *Mission Economy: a moonshot guide to changing capitalism* (2021).

She advises policy makers around the world on innovation-led inclusive and sustainable growth. Her current roles include being Chair of the World Health Organization's Council on the Economics of Health for All and a member of the Scottish Government's Council of Economic Advisors, the South African President's Economic Advisory Council, the OECD Secretary General's Advisory Group on a New Growth Narrative, the UN High Level Advisory Board for Economic and Social Affairs, Argentina's Economic and Social Council, Vinnova's Advisory Panel in Sweden, and Norway's Research Council. Previously, through her role as Special Advisor for the EC Commissioner for Research, Science and Innovation (2017-2019), she authored the high-impact report on Mission-Oriented Research & Innovation in the European Union, turning "missions" into a crucial new instrument in the European Commission's Horizon innovation programme.

Harvard Business Review : Thriving in the Era of Uncertainty

#keyword

#Age of Uncertainty

#Crisis

#Key to Survival

Covid-19 has ushered in the Era of Uncertainty: a time when climate change, globalization, and social inequalities are converging to make every crisis bigger and more interconnected to the next crisis. This Era is unprecedented globally, but not locally. From leaders and businesses in conflict zones, we've gleaned some of the most important lessons from these places to help understand how to survive in thrive. We'll describe how deeper relationships, more community involvement, and principled political stances are the key to the new Era of Uncertainty.

★There will be a Q&A session.

*Please leave any questions you have for the Q&A in the chat box at the bottom of your screen.



Laura AMICO

Senior Editor, Harvard Business Review

Laura Amico is a senior editor at Harvard Business Review. With a background in journalism and entrepreneurship, Laura's experiences in building digital communities and community conversations is at the heart of what she does best. Laura was an inaugural Nieman-Berkman fellow in journalism innovation at Harvard University and has been honored to serve since its founding on the Online News Association's MJ Bear fellowship committee, which supports the work of talented early-career journalists around the world. A native Californian, Laura has lived and traveled globally and now resides in Boston, Mass.



John E. KATSOS

Associate Professor; Business Law, Business Ethics, and Social Responsibility; American University of Sharjah (UAE)
Research Affiliate; Centre for Leadership, Ethics, and Organizations;
Queen's University Belfast (NI)

John is a scholar, educator, and writer living in the Middle East. As a scholar, he is considered (along with Jason Miklian) one of the world's leading researchers on business in conflict zones. His most recent piece, "Thriving under Uncertainty" (with Jason Miklian) was selected by Harvard Business Review as its Big Idea for Winter 2021. As an educator, John teaches students at the American University of Sharjah and trains company and government leaders all over the world on how to manage more ethical and sustainable companies for a better world. As a writer, his publications have appeared in Harvard Business Review, The Washington Post, Journal of Business Ethics, and Academic of Management: Executive among others.



Jason MIKLIAN

Senior Researcher in business and peacebuilding at the Centre for Development and the Environment, University of Oslo, Norway

Jason Miklian, PhD, is a Senior Researcher in business and peacebuilding at the Centre for Development and the Environment, University of Oslo. Miklian has published 75 high-impact academic articles on business and peacebuilding, including award-winning works based on extensive fieldwork in Bangladesh, Colombia, India, and the Congo, among others. He is considered a top global expert in the field of business, peace, and crisis, consulting firms on their roles in conflict-affected and fragile spaces, and sits on numerous boards and high-level expert panels. He serves on the United Nations Expert Panel on Business and Human Rights and is an expert resource for government knowledge banks in the US, UK, EU, and Norway.

Miklian has been a serial entrepreneur ever since opening his first business at the age of 15, and has had 25 years of firsthand experience on how to make business work through crises large and small. He is also author of *The Vortex*, the true story of how the world's deadliest natural disaster triggered a genocide and civil war, written with NYT bestselling author Scott Carney (March 2022: Harper Collins). Miklian has also written for or been cited in an expert capacity by the New York Times, BBC, Foreign Policy, The Economist, Harvard Business Review, The Hindu, and others.



KIM Young Chan

Professor in the Yonsei University School of Business

President of the Korean Marketing Association

KIM Young Chan is a professor of business administration at the Yonsei University School of Business. He graduated from Yonsei University College of Commerce and Economics with a degree in applied statistics and went on to earn a master's degree in biostatistics as well and a PhD in quantitative marketing at the University of Michigan. He has taught at the University of Groningen in the Netherlands as an assistant professor and at Georgia Institute of Technology as a visiting professor. His research focuses on development of data-based consumer product selection models as well as marketing strategies based on market structure analysis. He teaches subjects including marketing management, marketing research, marketing strategies, quantitative marketing models, and B2B marketing. He has had papers published in major journals across a range of areas, including Journal of Marketing Research, European Journal of Operational Research, Journal of Econometrics, Journal of Personal Selling and Sales Management, Journal of Business Research, and International Journal of Advertising. In Korea, his papers have been published in such journals as Journal of the Korean Marketing Association, Journal of Consumer Studies, Korean Journal of Advertising, Korean Management Review. He is currently President

of the Korean Marketing Association and was previously President of the Korean Society of Consumer Studies. He has also been head of the Yonsei University Global Learning Institute, Yonsei Sangnam Institute of Management, and Yonsei University Institute of Continuing Education for the Future.

PART 2.

Session 6

Discussing Ethics in the 21st Century with 13:00 - 13:35

Professor Peter Singer

Peter SINGER

Ira W. DeCamp Professor of Bioethics, University Center for Human Values, Princeton University

AHN Hyunmo

TV host, Former Reporter for SBS News

****There will be a Q&A session.**

Session 7

Fifty Million Conductors : Reaching a Collective 13:35 - 13:55

Understanding of the Emotions Shaping

Our Communities

LEE Kyung-won

Reporter, SBS News

****There will be a 'Live Poll' during the session.**

Session 8

How Psychological Mechanisms of Prejudice 13:55 - 14:25

and Discrimination Shape Our Perceptions of Crime

PARK Jisun

Professor of Social Psychology at Sookmyung Women's University

****There will be a Q&A session.**

Session 9

How is Authenticity Communicated? 14:25 - 15:00

LEE Seung Hun

Producer, SBS / Producer for 『Shooting Star』, 『Flaming Youth』

LEE Hyunyi

Model and Entertainer

Saori FUJIMOTO

Japanese sign language artist



Host



KIM Joo-Woo | **SBS** Announcer

KIM Joo-Woo earned his bachelor's degree in business administration at Sogang University. He joined SBS in 2010 as part of the network's 17th open recruitment round. Currently, he is the host of Morning Wide Part 3, Connect! Movie World, and radio show Kim Joo-woo's Pop Station. Having a keen interest in communication, he seeks to interact with people from all walks of life through his YouTube channel, writing, and public speaking engagements.



Discussing Ethics in the 21st Century with Professor Peter Singer

#keyword

#Unfamiliar Voices

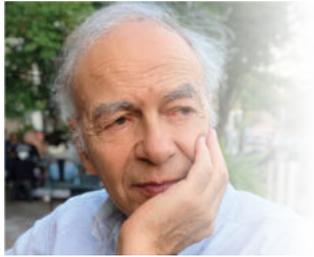
#Diversity

#Symbiosis with Non-Human Beings

About half a century has passed since Professor Peter Singer initiated the Animal Liberation movement. In the beginning, there was prejudice. People criticized him for his “unnecessary” interests about fighting against “speciesism” and for rights of nonhuman beings. But today, it has become the mainstream agenda with abundant shared interests from people all over the world extending their concern to all sentient beings. More people are turning away from a diet of animal products, in protest against the cruelty that factory farms inflict on tens of billions of animals every year and the waste of grains and soybeans that it involves.

Moreover, this diet is a threat to our climate, and to our own health. Professor Singer reminds us of the fact that 3 out of every 4 new infectious diseases today originate from animals. The old ways of doing things by humans, including fossil fuel based economy and factory farming, are now seriously threatening the future of all living beings. How should we assess and understand these overwhelming issues most correctly and what should we do to live more ethically in the 21st century? Reducing risks has now become one of the most important agendas for our future. What should we do and how can we stop inflicting so much suffering on animals, avoid catastrophic climate change, and protect the remaining areas of biodiversity? Also, how should political leaders understand and approach these life-threatening issues? Professor Singer sits with us and discusses what we should do.

★There will be a Q&A session. - Please leave any questions you have for the Q&A in the chat box at the bottom of your screen.



Peter SINGER

Ira W. DeCamp Professor of Bioethics, University Center for Human Values, Princeton University

Author of *Animal Liberation*, *Ethics in the Real World*, *The Most Good You Can Do*, and *Why Vegan?*

Peter Singer was born in Melbourne, Australia, in 1946, and educated at the University of Melbourne and the University of Oxford. After teaching in England, the United States and Australia, he has, since 1999, been Ira W. DeCamp Professor of Bioethics in the University Center for Human Values at Princeton University. In 2021 he was awarded the Berggruen Prize for Philosophy and Culture.

Singer first became well-known internationally after the publication of *Animal Liberation* in 1975. In 2011 *Time* included *Animal Liberation* on its “All-TIME” list of the 100 best nonfiction books published in English since the magazine began, in 1923. Singer’s book *The Life You Can Save*, first published in 2009, led him to found a non-profit organization of the same name that has raised more than US\$35 million for the most effective charities assisting people in extreme poverty.

Singer has written, co-authored, edited or co-edited more than 50 books, and his writings have been translated into more than 30 languages. Some of his other well-known books are: *Practical Ethics*, *The Expanding Circle*,

How Are We to Live?, *Rethinking Life and Death*, *Pushing Time Away*; *Ethics in the Real World*, and *Why Vegan?* He has recently edited a new edition of what may be the world’s earliest surviving novel, *The Golden Ass*, by Apuleius.

In 2012 Singer was made a Companion of the Order of Australia, the nation’s highest civic honor. Since 2021, he has been a founding co-editor of the *Journal of Controversial Ideas*.



AHN Hyunmo

TV host / Former Reporter for SBS News

Formerly a reporter and anchor for SBS CNBC (now SBS BIZ) and SBS, AHN Hyunmo has established a wide-ranging career as a TV host and international conference interpreter. She sees herself as someone whose role is to connect and tie together different themes and voices in ways that transcend formalities or barriers, and she relishes and feels very grateful for every opportunity she gets to be a listening ear.

She is especially honored at the chance to both listen to Professor Peter Singer, whom she has long admired, explore the connections between animals and non-human animals as well as between animals and nature more broadly, as well as be a part of engaging a wider audience in this conversation. She hopes those who watch the session will experience - and be united in solidarity by - the same eye-opening illumination she experienced when she first read Animal Liberation.





JO Jung-shik | SBS Announcer

JO Jung-shik never tires of his job, for three reasons.

First, it gives him a stage to do what he's best at.

Second, it gives him continuous exposure to new stories that challenge him.

Third, it lets him be a part of creating something new, through speaking, listening, and sharing.

He looks forward to doing all of the above at this year's SDF.

Fifty Million Conductors : Reaching a Collective Understanding of the Emotions Shaping Our Communities

#keyword

#Hate and Discrimination

#Emotional Crisis of Communities

#Democracy of Emotions

It has been 35 years since the political democratization of South Korea, and five years since the peaceful protests of the so-called “candlelight revolution.” The country’s democracy has been shaped over an arduous journey. But Lee argues that the nation’s democracy is again facing a crisis - one driven primarily by hatred toward other people and extreme conflicts among members of society. Hate is dangerous not only because it is morally and ethically wrong, but because it drives us to work harder to deny the rights of others

than to fully exercise our own, and compromises diversity and free speech, values that buttress democracy. This is why LEE uses the term “emotional power” and ascribes it as much significance as political and economic power.

LEE seeks to convey how the problems of emotion are complicatedly interwoven into the fabric of our communities by sharing real-life stories from his experience as a journalist. As he puts it, “Journalists are at the frontlines of the manufacture, distribution, and consumption of emotion within a community.” It may very well be that the current “crisis” of emotion cannot be properly explained without the reflection of journalists and media outlets on their modus operandi.

How to participate in the ‘Live Poll’

- A survey will be conducted during the forum.

[PC] Select an answer and click the ‘제출하기’ button



[Mobile] Select an answer and click the ‘제출하기’ button





LEE Kyung-won

Reporter, SBS News

Host of SBS 8 O'Clock News factcheck segment

Winner of the Korea Fact Check Award, Korea Broadcasting Award, and Korea Broadcasting Journalist Award

Author of *A Democracy of Emotions: Democracy in the Era of Hate*

Since joining SBS, Lee Kyung-won has worked in the Society, Politics, and Investigative Journalism divisions, and is now the host of “*Actually*” (translated title), the fact-checking segment of SBS’ flagship news program. He has earned numerous awards for his work as a journalist, including the 2020 Korea Fact Check Award, the 2013 and 2016 Korea Broadcasting Awards, and the 2015 and 2019 Korea Broadcasting Journalist Awards. He was also awarded the Nogeunri Peace Prize, the Amnesty International Korea Media Award, and the Minister of Gender Equity and Family Award for his coverage of human rights issues in Korean society. Earlier this year, he published a book titled *A Democracy of Emotions: Democracy in the Era of Hate*. It has been 35 years since the political democratization of South Korea, and five years since the peaceful protests of the so-called “candlelight revolution.” The country’s democracy has been shaped over an arduous journey. But Lee argues that the nation’s democracy is again facing a crisis - one driven primarily by hatred toward other people and extreme conflicts among members of society. Hate is dangerous not only because it is morally and ethically

wrong, but because it drives us to work harder to deny the rights of others than to fully exercise our own, and compromises diversity and free speech, values that buttress democracy. This is why Lee uses the term “emotional power” and ascribes it as much significance as political and economic power. Lee seeks to convey how the problems of emotion are complicatedly interwoven into the fabric of our communities by sharing real-life stories from his experience as a journalist. As he puts it, “Journalists are at the frontlines of the manufacture, distribution, and consumption of emotion within a community.” It may very well be that the current “crisis” of emotion cannot be properly explained without the reflection of journalists and media outlets on their modus operandi. The journey of this year’s SDF, captured in the theme of fifty million people in search of a conductor, must begin by looking at the problem of the emotions shaping our communities, which on a broader level is also a problem of democracy. This will be our starting point for tuning our ears to hear voices and sounds we couldn’t or wouldn’t hear before. LEE’s ultimate question is for the would-be conductors of the fifty million - what emotions will they seek to represent?

How Psychological Mechanisms of Prejudice and Discrimination Shape Our Perceptions of Crime

#keyword

#Independent Perspectives
#Framework for Recognition
#Social Psychology

Reports of crime in the media are understood differently by different people. Our reaction to the victim or victims, our judgment of the perpetrator, and our overall perceptions of the crime are shaped by our respective cognitive frameworks. What causes individual perceptions of crime to vary so widely, and what psychological mechanisms can help explain this phenomenon? This talk will explore the prejudices and attitudes that affect our individual perceptions of crime through the lens of psychological mechanisms, examine the implicit discrimination and even violence that may be hidden in our perceptions without our knowing, and reflect on what the approach and aim of media should be in reporting on crime.

★ Any Questions for PARK Jisun? - Please leave any questions you have for the Q&A in the chat box at the bottom of your screen.



PARK Jisun

Professor of Social Psychology at Sookmyung Women's University
Expert Advisor for the Sentencing Commission of the Supreme Court of Korea
Advisor on Forensic Investigation for the National Police Agency

PARK Jisun double majored in English education and psychology at Seoul National University. She holds two master's degrees - one in investigative and forensic psychology from the University of Liverpool and another in psychology from Seoul National University - and a doctoral degree in psychology from John Jay College of Criminal Justice, City University of New York. After returning to Korea upon completion of her doctoral degree, she worked as an associate research fellow in the Crime Research Division of the Institute of Criminology and Justice. She taught as a professor at the Korean National Police University from 2010 to 2015 and is currently a professor of social psychology at Sookmyung Women's University.

She has served as an expert advisor for the Sentencing Commission of the Supreme Court of Korea, an advisor on forensic investigation for the National Police Agency, and an advisor on crime statistics for Statistics Korea. In 2020, on the 75th Annual Police Day, she was awarded the Minister of the Interior and Safety's Commendation in recognition of her

contributions to advancements in police administration. Major published works include *Criminal Psychology* (2019).

Examining a range of crimes from murder, sexual offenses, dating abuse, and child abuse to kidnapping, robbery, and animal abuse, her research analyzes both criminal behavior and psychology by classifying the different types of criminals that perpetrate such crimes and identifying their respective characteristics. Her research also includes extensive work on our perceptions and judgments concerning crimes and victims of crime and how these are shaped and influenced by psychological mechanisms.



How is Authenticity Communicated?

#keyword

#Reality Entertainment

#The Authentic Voice

#New Ways of Connecting

A show about women's soccer? Played by celebrity amateurs? This was the kind of skepticism that met longtime TV producer LEE Seung Hun when the news broke about the premise of his next variety TV show Shooting Stars. But the show's first season proved to be a smash hit, generating buzz and views from the very first episode. LEE said later, "Typical sports broadcasts focus on the star players, the skilled striker. I wanted to show players as they are, good or bad, enjoying the moment."

His idea was to show real people, maybe who don't start out good, but who practice hard and do their best in their own way, and steadily improve in the process. In this sense, he sees the show as treating everyone fairly - even the losing team has a story that gets told. This is just one

of the ways he brought a documentarist's eye to what otherwise might have looked like for-laugh entertainment. This session takes a look at the authenticity that marked the work of Lee and his cast and crew, and what we can glean from their experience.

★ Any Questions for LEE Seung Hun · LEE Hyunyi · Saori FUJIMOTO? - Please leave any questions you have for the Q&A in the chat box at the bottom of your screen.



LEE Seung Hun

Producer, SBS

Producer, 『Shooting Stars』, 『Flaming Youth』

“Every crisis is also an opportunity.”

I used to think this was only a cliché, the kind of thing successful people say when they're itching to brag about all they've accomplished.

Then, last spring, the coronavirus pandemic brought my travel reality show Flaming Youth to a grinding halt. We were no longer welcome anywhere. The whole premise of our show was about taking our celebrity cast members on overnight trips to peaceful countryside areas where they could bond and connect, but no locations wanted us. We were practically begged to stay away, and by the fall, we had run out of places to go. With few other options, we rented a campsite on a whim, and decided to try whatever ideas came to mind. That's how we stumbled on the idea of celebrity women's soccer.

What unfolded next was somehow both hilarious and serious. Awkward but incredibly riveting. And most powerful of all, the women on the field played like they meant it. Crises, it turns out, do present opportunities.

I'd stumbled on this discovery by sheer luck. I decided to make it my next show. Shooting Stars, as we went on to call it, continues to do well, and it has lost none of its earnestness. You can feel it when you watch the women play - their hearts are in it. It's an exhilarating experience to be a part of.



LEE Hyunyi

Model and Entertainer, Winner of the 2021 K-Model Award for Modeltainer of the Year

LEE Hyunyi is a model known for her brains as much as her beauty, with an especially enthusiastic following among young Korean women in their twenties and thirties. She studied economics at Korea's prestigious Ewha Womans University and made her model debut at the 2005 Supermodel Contest of Korea.

Just two years after her Korean debut, LEE made her international debut, walking the runway for designers like Jean Paul Gaultier and Hermes at New York, Paris and London Fashion Weeks. In 2007, LEE was named Rookie of the Year by the Korea Fashion Photographers Association and Model of the Year by Harper's Bazaar Korea. In 2011, she won the Fashion Model Award at the Asia Model Awards, solidifying her position as a top model.

With her smart image and model's physique, she has frequently featured in fashion magazines, and since earning wider name recognition, she has appeared on as well as hosted a range of entertainment and educational TV programs. She has also been on the radio and featured in web content, and in 2020 she ventured into acting as a cast member of JTBC TV sitcom “Hanging On.” One of Korea's top “model-tainers” (model and entertainer), she continues to build on her wide-ranging career.



Saori FUJIMOTO

Japanese sign language artist, TV personality

Saori FUJIMOTO’s career in Korea began when she was selected to promote the 2018 PyeongChang Winter Olympics and Paralympics as a cultural ambassador representing Japan. As of 2021, she has been a promotional ambassador for the Seoul Immigration Office, the UN Habitat Korean National Committee, the Ministry of the Interior and Safety, the Korea-Japan Festival, and FMG Entertainment’s CSR Forum, as well as Global Honorary Ambassador for Sejong Hangeul. In addition to participating in numerous CSR activities as a promotional ambassador, she has played the role of a cultural (civilian) ambassador between Korea and Japan and contributed to spreading Korean culture overseas. As a sign language artist, which is her primary career, she creates art based on Korean sign language translations of songs from around the world, using her entire body to convey the philosophy or message expressed in the song. Since 2018, she has been a member of the performance team Hangeul (which, in Korean, is short for “global artists spreading Korean culture”). Made up of non-Koreans, the team was created live on KBS Radio on Hangeul Day (October 9), 2017, with the aim to bring Korean culture to the world through music. In July 2020, motivated by the desire to better understand Korean sign language, which is the native language of Korea’s deaf and hard of hearing, she became the first Non-Korean to

pass the written portion of Korea’s National Sign Language Interpreter Certification exams. She is currently preparing for the interpreting exam. She recently joined FC World Class, an all-foreigner women’s soccer team featured on the SBS variety show Shooting Stars. She plays forward, shirt number 452, and is known for being a determined, tenacious player.

PART 3.

Session 10

A Conversation with Neal Stephenson: 15:20 - 16:00

Rethinking the Metaverse in a New World of Reality

Neal STEPHENSON

Science Fiction Writer

****There will be a Q&A session**

Session 11

Portrait of an Age: The Stories We Must Tell 16:00 - 16:30

HWANG Dong-hyeuk

Director & Screenwriter, The Netflix series *Squid Game*,

Silenced, *the Fortress*

****The Questions for this Q&A session were collected ahead.**

Session 12

The Marginalized Body and the Future of 16:30 - 17:10

Science and Technology

KIM Won-young

Attorney, Writer, Performer

KIM Cho-yeop

Science Fiction Writer

****There will be a Q&A session**

 Host



KIM So-won | SBS Announcer

The Korean proverb “Many hands will row the boat up the mountain” apparently has a different meaning in Russia. According to the Russian interpretation, with enough hands – that is, enough people – working together, even a boat can be physically carried up a mountain. I smiled in amusement the first time I heard this, but then I was reminded of the boats said to have been carried across dry land in the Ottoman Turks’ siege of Constantinople, crossing over mountains to reach the Golden Horn. That’s right, I thought to myself, when there are no answers, or no clear next steps, it’s up to leaders to rally their followers, even if that means carrying your boat up a mountain. But this is an idea of leadership that is thoroughly challenged by the theme of this year’s SDF: Fifty Million Voices Searching for a Conductor. Every year, SDF has shined a light on our present and our future as a society. This year, ahead of the presidential elections in Korea, the focus is on leadership. What kind of leadership will be able to give ear to all of our voices? SDF will be a chance for us to imagine together where our ship, the Republic of Korea, is headed. As an announcer for 26 years and counting and host of 12 O’clock News, SBS Newstory, and Connect! Movie World, I am honored to once again be a part of SDF. I know the dialogue that unfolds at SDF this year will be especially relevant to all of us.



2021's SBS D Forum takes a Bold Exploration into the Future of Technology

Meet Neal Stephenson's Avatar through our Partnerships with Epic Games and Reallusion

As part of world-renowned writer Neal Stephenson's session, SBS D Forum has prepared an exciting performance featuring real-time 3D graphics and XR technology. In a symbolic entrance befitting his legacy as the creator of the concepts of the Metaverse and avatars, Mr. Stephenson will greet viewers as an avatar in an extended reality environment, setting the stage for the themes to be addressed in his talk. This special performance, which utilizes technology not yet available locally, was made possible through Mr. Stephenson's connections with the world's leading live 3D graphic engine developer Epic Games and top 3D software and content developer Reallusion Inc.

Epic Games

Founded by Tim Sweeney in 1991, Epic Games is a video game company headquartered in Cary, North Carolina, and has 40 offices around the world. Epic is a global leader in the interactive entertainment industry and provides 3D engine technology. The company also runs Fortnite, one of the most popular games in the world today, with over 350 million user accounts and more than 2.5 billion in-game friendships. Epic is also famous for having developed Unreal Engine, which is widely used in not only game development but also a range of industries including films, TV shows, and cars. Epic was involved in the production of SBS' animated series *Armored Saurus* and Netflix-distributed movie *Space Sweepers* (2021).



Armored Saurus (Photo: SBS)



A scene from the movie *Space Sweepers* (photo: Netflix)

Reallusion Inc.

Reallusion Inc. is a 2D and 3D animation software and content developer based in Silicon Valley. It specializes in the development of real-time cinematic animation, virtual production, and motion capture tools. Its core technologies, which provide facial and body mocap, and lipsync solutions, are widely used in movies and games. They were used to create special effects in the movies *The Suicide Squad* (2021) and *Replicas* (2018), and to build a video game as part of Facebook's virtual reality documentary series *Cardi Tries* featuring American rapper Cardi B.



Scenes from the set of 'Cardi Tries' (Photo:Reallusion)



Scenes from the set of 'Cardi Tries' (Photo:Reallusion)

A Conversation with Neal Stephenson : Rethinking the Metaverse in a New World of Reality

#keyword

#Metaverse

#Virtual Reality

#Futurology

As the Covid-19 pandemic has become a prolonged uncertainty, virtual realities are fast becoming a part of the new normal for life. The terms such as “Metaverse” and “Avatar” are changing the way we live, communicate, and think. 2022 marks the 30th anniversary of Neal Stephenson’s classic cyberpunk novel *Snow Crash* where he coined and popularized these two game-changing terms. Locked down in a world of chaos, we are trying to find new common ground where we can adapt and live differently, but in a way without losing a sense of

togetherness. We see that science fiction can serve as one of the guiding lights that may show us a way forward.

What really is the Metaverse and what impact will it have on the future of our world? What implications does it have for our society? For instance, what kind of a reciprocal relationship shall we create between science and politics? Also, what strength and goodness can we derive from the genre of science fiction and how can we keep nurturing the sci-fi-inspired innovation culture? Hailed as a pioneering voice behind a revolution in the virtual world, Neal STEPHENSON, a bestselling writer of many boundary-breaking novels, shares his vision and insights. We welcome you to enjoy his first interview with Korean media.

★Any Questions for Neal STEPHENSON? - Please leave any questions you have for the Q&A in the chat box at the bottom of your screen.



Neal STEPHENSON

Inventor of the terms “Metaverse” and “Avatar”

Author of 『*Snow Crash* (1992)』, 『*Fall* (2019)』, 『*Termination Shock* (2021)』, etc.

NEAL STEPHENSON is an American writer known for his speculative fiction works, which have been variously categorized as science fiction, historical fiction, maximalism, cyberpunk, and postcyberpunk. Stephenson explores areas such as mathematics, cryptography, philosophy, currency, and the history of science. These fictional works have earned him the Hugo, Locus, Arthur C. Clarke, and Prometheus awards. He also writes nonfiction articles about technology in publications such as *Wired* magazine. He has worked as a member of the technical staff for Blue Origin, a company developing a manned suborbital launch system; as an inventor at Intellectual Ventures Labs; and as Chief Futurist of Magic Leap. Raised in Iowa, Stephenson now lives in Seattle, Washington.

He is the bestselling author of the novels *Fall; or, Dodge in Hell*, *The Rise and Fall of D.O.D.O.* (with Nicole Galland), *Seveneves*, *Reamde*, *Anathem*, *The System of the World*, *The Confusion*, *Quicksilver*, *Cryptonomicon*, *The Diamond Age*, *Snow Crash*, *Zodiac*, and the groundbreaking nonfiction work *In the Beginning . . . Was the Command Line*. His new novel, *Termination Shock*, is a technothriller about climate change and geoengineering.



Portrait of an Age : The Stories We Must Tell

#keyword

#Global Content

#Portrait of Society

#Upholding Humanitarian Values

“I wanted to create something that would resonate not just for Korean people but globally.”

No. 1 on Netflix's Top 10 list in 94 countries. Watched by 111 million viewers around the world. These are just a few of the records that have been set by the smash hit Netflix series *Squid Game* since its release on the streaming platform on September 17. In this session, we talk with the show's writer and director HWANG Dong-hyeuk. What has the runaway success of *Squid Game* meant for him personally? What was he seeking to convey through the different types of characters that feature in the story? What are his thoughts on the overwhelming response of global audiences to the show's themes of social inequality?

What are the problems around which he hoped to foster a greater collective consciousness, and what action should we as viewers feel impelled to after watching?

★The questions for this Q&A session were collected ahead.



HWANG Dong-hyeuk

Director & Screenwriter, the Netflix series *Squid Game*, *Silenced*, *The Fortress*

Filmography

Netflix series *Squid Game* (2021, Director & Screenwriter), *Collectors* (2020, Screenwriter - Adaptation, Producer), *The Fortress* (2017, Director & Screenwriter), *Miss Granny* (2014, Director & Screenwriter), *Silenced* (2011, Director & Screenwriter), *My Father* (2007, Director & Screenwriter), *Miracle Mile* (2005, Director)

Director HWANG Dong-hyeuk has never shied away from venturing into new genres or narratives. Beginning with his debut film *My Father* (2007), he has taken each successive work in a different direction from the last, establishing himself as a director whose next move is as exciting to anticipate as it is difficult to predict. His 2011 drama *Silenced* ignited a wave of public controversy that ultimately led to criminal justice reforms for more punitive sentencing of sexual offenders. In 2014, his crowd-pleasing comedy-drama *Miss Granny* delighted and moved audiences of over eight million viewers in Korea before being remade in eight different countries, including China, Vietnam, Japan, and Thailand. *The Fortress* (2016), his first foray into historical drama, left a lasting impression on audiences with its powerful, timeless message and went on to win such honors as Best Film at the Baeksang Arts Awards and Best Screenplay at the Blue Dragon Film Awards.

Building on his reputation for riveting stories with hard-hitting themes, his recent original Netflix series *Squid Game* has become a global sensation. The story pulls no punches in its illustration of the extreme competition that dictates life in modern society, depicted in the form of traditional schoolyard games, played in not-so-traditional fashion. Hwang himself has said, “It seems like all that’s left for the participants [in the *Squid Game*] is just despair, anger, and sadness. But there were still those who didn't lose their humanity, and I wanted that to be a message of hope.” Defying differences of language and citizenship, the questions HWANG poses and the message he shares continue to resonate with people all over the world today.

The Marginalized Body and the Future of Science and Technology

#keyword

#Strength to Endure Discomfort

#Cyborg

#Live Differently But Together

Is eradication of disease and disability imminent? Has the human body begun to resemble the all-powerful cyborgs of the movies? Buzzwords like the Fourth Industrial Revolution and the Metaverse may be capturing the popular imagination, but the experiences of our bodies - pain-ridden, aging, marked by disability - tell a different story. We will not improve our futures by becoming cyborgs, outfitting ourselves in cutting-edge future technologies. Progress toward a better future will be possible only when we use the range of technology available to us today in wise, just ways and embrace a new understanding of both human ability and inability.

★ Any Questions for KIM Won-young · KIM Cho-yeop?
- Please leave any questions you have for the Q&A in the chat box at the bottom of your screen.



KIM Won-young

Attorney

Performing artist

Author of 『*In Defense of the Disqualified*』, 『*Becoming a Cyborg*』, etc.

KIM Won-young studied sociology as an undergraduate at Seoul National University and earned his master's degree at the Seoul National University School of Law. Having previously worked at the National Human Rights Commission of Korea, today he practices law out of a firm based in Seoul. He has authored numerous books, including 『*Desire, Not Hope*』, 『*In Defense of the Disqualified*』, and 『*Becoming a Cyborg*』. Passionate about the performing arts, he has acted in the plays *The Anti-Discrimination Law of Love and Friendship* and *The Struggle for Recognition: Artists*. In the winter of 2021, he will be dancing on stage for a production titled *Becoming a Dancer*. His chief interests are in the laws and social institutions that promote equality for people with disabilities and other minorities and the values of friendship, love, and excellence that take shape in the gaps that exist in the law and the moral code. He describes himself as pursuing two callings: law and performance (dance).



KIM Cho-yeop

Science Fiction Writer

Author of 『*If We Can't Move at the Speed of Light*』,

『*Greenhouse at the End of the Earth*』,

『*The World We Just Left Behind* (translated titles)』, etc.

KIM Cho-yeop earned her undergraduate degree in chemistry and a master's in biochemistry from Pohang University of Science and Technology. She began her career as an author following her wins at the 2nd Korean Science Fiction Awards in 2017: Grand Prize (short story/mid-length novel category) for her short story “*Lost on Premises*” as well as Honorable Mention for “*If We Can't Move at the Speed of Light*” (translated titles). She is known for works of science fiction that explore the themes of technological advancement, human marginalization, emotion, and memory. Her published books include *If We Can't Move at the Speed of Light* (2019), *Greenhouse at the End of the World* (2021), and *The World We Just Left Behind* (2021) (translated titles). Recently, she co-authored *Becoming a Cyborg*, a non-fiction work, with KIM Won-young, which examines a broad range of themes, including the relationship between disability and science and technology, depictions of disability in the media, and intersections between disability studies and science and technology studies. She was a recipient of Minumsa publishing group's 2019 Writer of the Year Award and the publishing house Munhak Dongne's 2020 Young Writer Award.



SBS D Forum Year in Review

Amplifying the SDF Experience Year Round

1. SDF Diary – Your weekly Wednesday dose of knowledge

The weekly newsletter SDF Diary is the central offering of the SDF's Year-Round Project, which brings audiences a range of content during the year ahead of the main SBS D Forum.

Produced by reporters, TV writers, and members of creative staff from various fields of expertise in the Future & Vision Team of SBS Newsroom, SDF Diary is a platform unlike any other. The weekly stories not only highlight issues of critical importance to Korean and international societies but also examine the fundamental context underlying such issues, offering a unique perspective not easily found in similar newsletters.

The D-interviews, in particular, are a favorite with readers. Featuring sought-after local and international experts and renowned academics across a range of fields, these interviews bring the SDF lens to the topics in question. D-interviews go beyond merely providing information, probing for the deeper insights that readers hope to gain. SDF Diary has expanded and amplified SDF from a once-a-year event into an ongoing, weekly experience. Some of the presenters taking to the stage for SDF this year are in fact individuals whose stories were introduced in SDF Diary.

As of November 18, 2021, a total 79 editions of SDF Diary have been published since its launch in May of last year. Moreover, as satisfied readers continue to spread the word about SDF Diary, with many calling it their go-to “vitamin” of knowledge and insight they need for the week, subscriptions have increased by over 1,000 since last year. New readers can sign up to receive the weekly SDF Diary on the SDF website, www.sdf.or.kr. Here is also a direct link to subscribe to SDF Diary: www.sdf.or.kr/newsletters.



Ep. 44: “Learning from Cyborgs” tells the story of lawyer Kim Wonyoung and author Kim Cho-yeop, who compare the experience of living with a disability to life as a cyborg



— 지금 당장 시작해도 촉박한 ‘탄소 ZERO’ —



Ep. 59: “The Global Push for Zero” explores efforts to build carbon-neutral societies as a solution to the climate emergency



Ep. 69: “The Orchestra with No Conductor: A 50-Year of Shared Leadership Experiment” looks at the shared leadership model of the conductor-less Orpheus Chamber Orchestra in New York



사진 제공: 오르페우스 챔버 오케스트라(Orpheus Chamber Orchestra)



Ep. 46: “Stepping into the Ocean of Space” examines the background and reasons behind our never-ending preoccupation with Mars

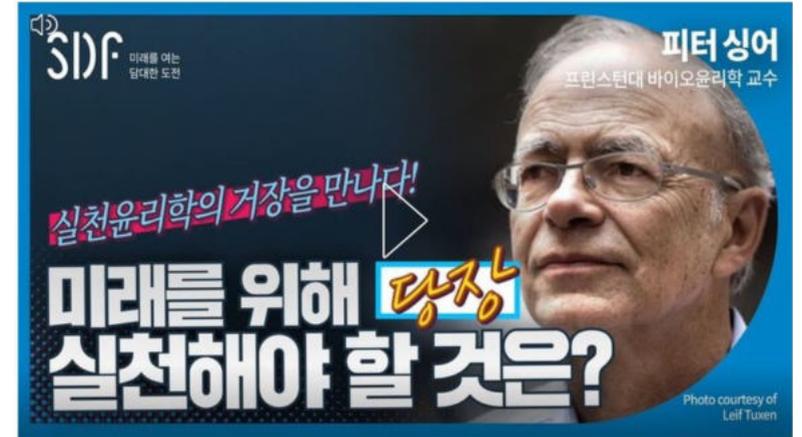


INSIGHTS

더 나은 미래를 위한 '통찰'



Ep. 66 “The Self-Deception of Thinking We Know Everything” examines issues concerning the socially marginalized, their voices, and their rights, and features an interview with Justice Party lawmaker Jang Hye-young, whose work focuses on finding solutions to such issues



Scenes from our D-terview with Princeton University bioethics professor and animal liberation pioneer Peter Singer, who shared his thoughts on a true solidarity of suffering



2. Introducing all-new SDF Original Online Content

1) *Learning to Live with Infectious Diseases*, a brand-new original series

This year, the Future & Vision Team of SBS Newsroom, who are the creative minds behind the SBS D Forum, rolled out SDF's first original online content series, *Learning to Live with Infectious Diseases*, the idea for which came not long after the start of the pandemic. In four episodes, the series asks how our societies can find ways to survive and remain hopeful in a post-COVID era where nothing is as it used to be. We are shown how helpless and hard-pressed the pandemic has left so many among us, and we are prompted to reflect on what values we must make primary if we are to prevent the same mistakes.

Learning to Live with Infectious Diseases is produced in a talk show format, featuring a panel of three guests who are veterans in each of their fields: Lee Kyu-won, professor of medical history at Seoul National University College of Medicine, film critic Youn Sung-eun, and SBS reporter Lee Jong-hoon. Together, they discuss and share their views on the important questions that demand reevaluation in the aftermath of COVID-19.



Together, the panel take an in-depth look at topics of medical history that have become particularly relevant at a time of increasing prevalence of infectious diseases, including controversy around vaccines, the history of public health responses to outbreaks of disease, discrimination, stigma, and hate, and the emergence of new infectious diseases. The series has been praised for how it ties together an exploration of history with various references to popular films, making its topic interesting and its message easier for broader audiences to digest.

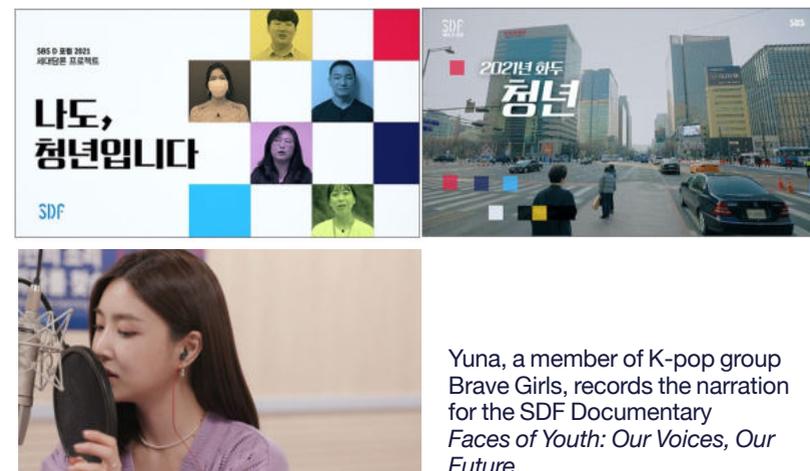


2) SDF Documentary *Faces of Youth: Our Voices, Our Future*

The next all-new original content offering from SDF, the documentary *Faces of Youth: Our Voices, Our Future*, focuses on a much-talked-about topic in Korean society this year, namely, the issues facing young people. In Korea today, young people are often grouped together under the label “millennials” or Gen Z. They are defined in broad terms, as go-getters, fiercely individualistic in prioritizing work-life balance, sensitive to issues of fairness, and chiefly interested in living in and enjoying the present. At the same time, many are taking issue with this crude, oversimplistic generalization of young people, pointing out how it gives young people themselves no say in defining themselves. *Faces of Youth: Our Voices, Our Future* starts with this question: how true are our prevailing notions of young people today?

There is no single criteria or framework that can be uniformly applied to define young people today. Their individual contexts and struggles vary widely, yet they find ways to share their experiences with one another as they live out their respective lives. Offering a glimpse into such experiences from the perspectives of young people themselves, this original documentary seeks to shed light on the efforts society must make and the change in perspective we must all undergo if young people are to be respected and valued as individuals and their voices heard without exclusion or overgeneralization.

Faces of Youth: Our Voices, Our Future garnered attention earlier this year at the news that Yuna, a member of the K-group Brave Girls, which made a viral comeback earlier this year, would be lending her voice to the narration. On the back of growing interest from viewers driven mainly by word of mouth, the documentary is scheduled to air on SBS TV on November 11.



Yuna, a member of K-pop group Brave Girls, records the narration for the SDF Documentary *Faces of Youth: Our Voices, Our Future*



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투자가 문화로 와!

투자가 쉬워지는 브랜드 플랫폼



NH투자증권 모델
오마이걸



QR찍고
투자가 문화로!

투자가 문화로 길안내

- 이색 투자소형 체험 공간
슈퍼스타마켓에서 주식을 쇼핑처럼 쉽게!
- 내 투자성향 MB는?
솔루션 센터에서 나만의 투자법으로 만나게!
- 이티스트와 함께하는
문화상품에서 다양한 투자법을 즐겨보세요!
- 나의 투자 능력 레벨은?
게임랜드에서 복잡한 투자를 재밌게!

투자, 문화가 되다

NH투자증권

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당신과의 교감을 위해

THE GENESIS GV60



■ 구입용역 및 고객센터 080-700-6000 ■ 임부양인 표준엔비 및 등급 ▶ AWD 20인치(적당 4.3km/kWh(도심) 4.6km/kWh, 고속도로 4.0km/kWh) / CO2배출량 0g/km / 1회충전주행거리 380km / 축전지 용량(연료용량) 697V(111.2kWh) / 공차중량 2100kg ▶ 4WD 19인치(적당 4.5km/kWh(도심) 4.8km/kWh, 고속도로 4.0km/kWh) / CO2배출량 0g/km / 1회충전주행거리 400km / 축전지 용량(연료용량) 697V(111.2kWh) / 공차중량 2099kg ※ 위 정보는 표준조건에 의한 연비(도시, 고속도로, 복합도로)이며, 운전방법, 차량적재, 공기압 등 및 기타조건에 따라 실제 주행연비와 차이가 있습니다. ※ 금융발, 금거래 및 금거래 등을 하지 않습니다. ※ 정속주행을 합니다. ■ 제네시스는 지점/대리점의 카운터를 통해서만 판매하며, 전국 어느 곳에서나 같은 제품 같은 가격으로 바로 거래를 신청하고 있습니다.

세상의 모든 구독, 우주에서 만나다
우리는 이제 우주로 갑니다

모두의 구독 유니버스

T 우주



유튜브에서 **LG미래송** 을 검색해보세요

LG, 이런 미래 가능해?

옥수수로 만든 페트병이 지구를 지키는 미래

빅데이터가 내 생활에 맞춰 집안일을 돕는 미래

AI가 신약개발 속도를 확~ 올려주는 미래

우리에게 또 어떤 미래가 가능할까요?

LG가 만들어가는 더 나은 미래

[미래로 부르는 미래] 뮤직비디오로 확인해보세요



지구와 인류의 미래를 위해
어떤 기술이 필요할까요?

지금의 에너지를 만드는 자원은 영원할 수 없기에

그래서 누군가는 반드시 새로운 에너지를 찾아야 하기에

두산은 지구의 무한한 바람과 수소에서 인류의 에너지를 찾고 있습니다

이것은 인류가 영원히 쓸 수 있는 에너지를 만드는 기술

지금은 조금 낯선 에너지지만

미래엔 지구와 사람을 지켜줄 생명의 에너지입니다

두산은 지금 내일을 준비합니다



국내 최초 해상풍력발전단지 건설



세계 최장 수명 수소연료전지 개발

두산은 무한한 바람과 수소를 활용한
풍력 및 수소연료전지(퓨얼셀)의
신재생 에너지 기술로 지구와 인류의
미래를 준비하고 있습니다

NATURAL COLLECTION

컨버터블 패키지 냉장고, 냉동고, 김치냉장고 스틸워터 워시타워 잠수기 광파오븐 식기세척기 에어컨 공기청정기 무선청소기 얼음정수기냉장고

*이해를 돕기 위해 연출된 상황으로, 실제만 다를 수 있습니다

컬렉션 할수록 특별해지는
당신의 공간, 당신의 라이프

공간인테리어 가전
LG Objet Collection



오늘을 새롭게 내일을 이롭게

지금까지의 틀을 벗어나
내일을 위한 새로운 도약을 시작합니다
우리의 새로움이
모두의 이로움으로 이어지도록
새로운 롯데가 이로운 세상의 힘이 되겠습니다



오늘을 새롭게
내일을 이롭게
롯데

에너지를 더했다 가능성을 넓혔다

급변하는 미래환경과 고객변화 속에서
에너지가 삶과 더 가까워질 순 없을까?

그래서, GS칼텍스가 시작합니다
지금과는 다른 확장된 경험과 가치를 제공하는
'에너지플러스'로
더 나은 내일을 향한 가능성을 넓힙니다



e+ 에너지에 공간가치를 더하다
고객사전에 새로운 가치를 제공하는 에너지플러스 복합개발

e+ 에너지에 디지털을 더하다
차량 자동인식, 주유 간편결제 등 편리함을 높이는 에너지플러스 모바일서비스
(비콘인식, 네이버페이/카카오페이/페이코/제로페이 등 간편결제)

e+ 에너지에 Mobility & Life를 더하다
모빌리티 인프라와 라이프 서비스가 결합된 미래형 주유소 에너지플러스 허브
(EV충전, 수소충전, 마이크로모빌리티, 물류거점 서비스 등)

e+ 에너지에 혜택을 더하다
고객에게 차별화된 혜택을 제공하는 에너지플러스 신용카드

Do the 'Green,' Thing 환경을 생각하는 올바른 금융

환경과 친한 기업에 투자하고
환경을 생각하는 회사들과 손잡으며
환경을 내 일로 여기는 올바른 금융

모두를 위한 원더풀 월드를 위해
노력합니다

친환경 기업 투자 확대 | 저탄소 경제 가속화 지원

멋진 세상을 향한 올바른 실천

DO THE RIGHT THING

for a Wonderful World



Future is Calling

중학교 1학년 육상선수 배운진과 최명진

“가장 힘들 때요? 열심히 뛰었는데 간발의 차이로
기록을 깨지 못했을 때 가장 힘들었어요^^”

“친구들과 놀고 싶나요? 당연히 놀고 싶죠
근데 놀고 싶다고 다 놀면 기록은 영원히 못 깰 것 같아요ㅎㅎ”

어리지만 꿈을 이루기 위해 한계에 도전하는
배운진, 최명진 선수가 정말 자랑스럽습니다

KB금융그룹은 두 어린 선수들의
꿈이 이루어질 수 있도록
함께하겠습니다

기본으로 세상을 바꾸다
KB금융그룹



부원여중 100m 육상선수 배운진

이리동중 100m 육상선수 최명진



자동차 부품 기업에서
모빌리티 소프트웨어 회사로



보다 안전하고 편리한 미래 모빌리티 사회를 만들기 위해
현대모비스는 하드웨어 중심의 자동차 부품 회사에서 벗어나
소프트웨어 중심의 기술 기업으로 거듭나고 있습니다

미래를 움직입니다. 현대모비스

WE
DO



자연 원료 플라스틱으로
환경에 흔적을 0%로

재생에너지 전환으로
화석연료 사용을 0%로

모든 사업장의
폐기물 매립 발생을 0%로

LG화학은 탄소 배출 순증가율 0%로
건강한 지구를 만들어갑니다





타협 없는 원칙의 길,

최상위 SAT 등급 녹용 100% 사용
7가지 녹용 특허로 완성한 정관장만의 노하우

녹용의 원칙을 세우다



정관장 천 녹 신간

제조원 및 판매원 : 주/한국인삼공사

NICE정보통신 주식회사



지불결제시장의 선도자!

NICE정보통신이 고객과 함께 하겠습니다.

NICE정보통신(주)은

온·오프라인 모바일 환경에서 MS카드 IC카드 등의 다양한 지급결제 수단에 대한
고객중심의 안전하고, 신속·정확한 지급결제 솔루션을 제공합니다.

변화하는 환경 속에서 고객가치 창출을 위해 첨단기술을 기반으로 한
결제패러다임을 선도해 나갑니다.

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일리만의 혁신적인 Iperespresso 캡슐 시스템으로
완벽한 맛과 럭셔리한 스타일의
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ESG경쟁으로 글로벌 TOP4를 향해 나아갑니다

전 세계 103개국에 진출한 KT&G
국내외에서 인정받는 ESG 경영을 바탕으로
업계 글로벌 TOP4를 향해 나아가겠습니다.

GLOBAL TOP4

103개국 진출
ESG AA 등급

2020년 KCGS A등급, 2021년 MSCI AA등급 획득

상상을 나누다 **KT&G**

Visionaries of SDF2021

LEE Jae-myung / Presidential Candidate, The Democratic Party

YOON Seok-youl / Presidential Candidate, People Power Party

SIM Sang-jung / Presidential Candidate, Justice Party

AHN Cheol-soo / Presidential Candidate, People's Party

AHN Hyunmo / TV Host, Former Reporter for SBS News

Laura AMICO / Senior Editor, Harvard Business Review

Saori FUJIMOTO / Japanese sign language artist

HWANG Dong-hyeuk / Director & Screenwriter, The Netflix series *Squid Game*, *Silenced*, the *Fortress*

John E. KATSOS / Associate Professor; Business Law, Business Ethics, and Social Responsibility; American University of Sharjah (UAE)

KIM Cho-yeop / Science Fiction Writer

KIM Won-young / Attorney, Author

KIM Young Chan / Professor, Yonsei University School of Business

LEE Hyunyi / Model and Entertainer

LEE Kyung-won / Reporter, SBS News

LEE Seung Hun / Producer, SBS

LEE Seung-yoon / Associate Professor of Social Welfare, Chung-Ang University

LEE Yujin / Vice Director, Institute for Green Transformation

Mariana MAZZUCATO / Professor, Economics of Innovation and Public Value at University College London (UCL)

Jason MIKLIAN / Senior Researcher in Business and Peacebuilding at the Centre for Development and the Environment, University of Oslo, Norway

Joseph NYE / University Distinguished Service Professor, Kennedy School of Government at Harvard University

PARK Jisun / Professor of Social Psychology at Sookmyung Women's University

SHIN Jin-Wook / Professor of Sociology, Chung-Ang University

Peter SINGER / Professor of Bioethics, Princeton University

Neal STEPHENSON / Science Fiction Writer

WON II / Artistic Director of the Gyeonggi Sinawi Orchestra

CHOI Hye-Rim / SBS announcer

JO Jung-Shik / SBS announcer

KIM Hyun-Woo / journalist at SBS

KIM Joo-Woo / SBS announcer

KIM So-Won / SBS announcer



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SBS D 포럼 만든 사람들

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		오디오맨	조용준 / 남원석 SBS A&T
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비주얼 디자인	문상훈 감독 (기획 및 제작) 주지윤 (프로그램북 디자인) 최지유 (LED/CG 디자인) 김은영 (발표자료 디자인) 섹션 나인 / 양석훈 (LED VJ) 강현지 (자막 디자인) 이경숙 (자막 운영)	와이어카메라	우리두리영상 / 양재훈 김동욱
		지미집	세눈 / 윤찬웅 김정훈 임주성 박재웅 양홍석 마명준
		음악·음향효과	윤재영

분장	홍찬희 황인혜 정다운
미용	박선주 심정화 김은희
온라인 화상 프로그램	비즈엠티(브레이크아웃)/김영범 이테크시스템(시스코웹엑스)/서용상 김성수 박민혁 전재형
테크놀로지 파트너	에픽 게임즈(Epic Games) 리얼루전(Reallusion)
AR	유원인포시스/서강욱 강민철 채민규 이용한 송상훈 프리즘씨엔엠(FRIZM C&M)/노정환 김효지
사전행사	세모파이/이명길 김윤규
SBS디지털뉴스랩	이상훈 팀장 오수연 차장 김유경 차장 박은미 차장 박수현 과장 박진호 과장 임효진 과장 김도희 대리 오윤지 대리 송지윤 대리 김민정 사원
대행사-지엘컴	김다애 본부장 김지선 팀장 성영현 차장 (등록팀) 배성아 대리 이지연 차장 (연사행정팀) 장윤구 대리 김근태 사원 양현수 팀장 (운영팀) 전정기 팀장 강동은 대리
홍보·마케팅	허브넷굿컴퍼니닷컴 주식회사

Special thanks to

손석민 SBS 정치부장
진송민 SBS 정치팀장
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