

The Day After Tomorrow – Episode #1

# « Dear planet I'm sorry »

Or how the COVID brings on a new sense  
of responsibility

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**dynvibe**

# The Day After Tomorrow

We're all feeling it. This unprecedented crisis is clearly shaking things up: consumer views are shifting; their behaviors are changing.

Will it be temporary or are we truly 'stuck in a moment'?

What seems sure though, is that brands will need to reinvent themselves to adapt and keep pace with their audience.

All around the world, individuals are sowing seeds on the social sphere and by doing so, they help us dive deeper into their evolving concerns and behaviors. Each week, with the help of one of our local Insight Crafters, we'll aim to give you a sneak peak into what our world could look like, the day after tomorrow.



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## What's happening?

In my role as an Insight Crafter @Dynvibe, I've been lucky enough to have a front row seat when it comes to witnessing the emergence of new trends. As a South Korean native, I've found it amazing to observe how, over the last few years, sustainability went from being a mere signal to a real consumer shift in most Western countries. It also struck me as interesting that in my own country, the topic didn't really spark much conversation at all.

This could all change though. With the COVID crisis comes a new sense of responsibility and Koreans appear increasingly conscious of their own impact on our blue planet.

## What do people say?

A new thought appears to be popping in people's heads : what if this was actually our fault? Some Koreans even wonder if the Covid crisis isn't in fact a warning from Mother Earth to the humans who massively pollute it.

- “I think Covid19 is a medicine to heal the earth and we may be a virus to her...” (Instagram)
- “Dear planet, can you breathe now? I'm really sorry...” (Instagram)

They share their concerns, voice their apologies and make their good resolutions known to all, under the hashtag **#DearPlanetImSorry** (#지구야미안해).



1,8k posts

Volumes ×4

(Feb-Apr 2020 vs. Nov-Jan 2020)



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## (Cont.)

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In addition, with the current sanitary conditions, the use of plastic and single-use products (mask, gloves, takeout containers...) has skyrocketed. Online is the preferred option for Koreans whether they're looking to buy food or manufactured goods. All of this generates added waste and takes its toll on the planet. Some consumers also share their new-found guilt under the same hashtag.

“ I made too much plastic waste to stay safe and healthy.... Dear Planet, I'm sorry (Twitter)

“ I feel guilty for using a single-use mask. Dear planet, I'm sorry. (Twitter)

## Why does it matter?

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Today it's a small voice in the back of their head saying they need to be more careful. Tomorrow, South Koreans could adopt a whole new way of looking at sustainability.

If Korea follows in the footsteps of its Western neighbors, this could mean:

- **the same industries could be impacted** and made accountable with food, fashion, beauty & travel in pole position
- **the rise of health & ethical concerns** (e.g. composition, veganism, animal testing), which are strongly associated to sustainability in consumers' minds
- **local brands will adapt quickly** to that new paradigm (they have already started to)
- already challenged locally, **Western brands have an opportunity to become 'love brands'** by demonstrating how their products can help individuals live more sustainable lives



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## They say...



*(KR) We should leave a world that is good to live in to our children but covid19, fine dust.... I'm sorry for them. I'll make a world where you can play without a mask. So, I start living zero waste.#byeFinedust #byeCovid #byeMask #Recycling #Zerowaste" (Instagram)*



*(KR) Even though the world is getting ruined, spring is coming. I think I should save the Earth a little more so that my child can enjoy such a beautiful scenery for a long time. I'll reduce the use of plastic in order to make less microplastics. I know #minimallife and #zerowaste are hard but these are necessary to save the planet" (Instagram)*



*(KR) For the time being, we are using a takeout plastic cup and plastic straws to prevent Covid19.  
#DearPlanetImSorry 🙏  
(Instagram)*



*(KR) A lot of boxes and too many bubble wraps... I think I should reduce online shopping because I feel sorry for the planet.... This may be a Coupang's curse..  
#DearPlanetImSorry 🙏🙏  
#selfquarantine (Instagram)*



# Thanks for hearing us out!

We'd love to have your feedback on this episode or hear from you on topics you want us to explore.

Feel free to contact our team or visit our website:

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