

Community Engagement

Strategy

Humanities Education – Foundation Jigwan

SK Gas supports the Jigwan Foundation to advance reflective humanities, which emphasize universal values and excellence in character. As Korea's first foundation solely dedicated to humanities research support, the foundation provides funding for advanced and public humanities projects, laying the foundation for Korea to become a global leader in this field. In 2024, SK Gas signed a business agreement to support the foundation's research and outreach programs and is continuously discussing ways to link the foundation's work with the Jigwanseoga community centers.

Support for KAIST Center for Contemplative Science

To support top-tier faculty recruitment and advanced scientific research, SK Gas signed a donation agreement with the KAIST Center for Contemplative Science. The center aims to improve national mental health through scientific research and is currently developing an AI-based mindfulness platform, training specialists, and expanding awareness of mindfulness science.

Jigwanseoga Project

Jigwanseoga is a local humanities hub designed to share the research outcomes and content produced by Jigwan Foundation, the SK Happiness Research Center, and the KAIST Center for Contemplative Science with the broader community. Since the opening of the first Jigwanseoga in Ulsan in 2020 to improve the quality of life for local residents, the company currently operates a total of 7 centers, including one in Yeosu, and is expanding to regions such as Pyeongtaek. When selecting new locations, SK Gas conducts a "concept receptivity assessment" to evaluate local conditions and cultural alignment.

In the first half of 2025, a new Jigwanseoga will open in Pyeongtaek, strategically located to bridge the cultural and physical divide between foreign and domestic communities, as well as between older and newer urban centers. In partnership with KAIST, the Pyeongtaek location is also developing mindfulness programs tailored to the needs of diverse local residents. Moving forward, SK Gas will continue to support job creation and contribute to local quality of life through the expansion of the Jigwanseoga program.

[Mission and Vision of Jigwanseo]

Mission		
Contribute to the mental health and happy lives of local residents through "wisdom, reflection, and humanities programs."		
Vision		
Wisdom	Reflection	Humanities
Book Curation	Reading and Recitation Meetings	Lectures and Activities
Books that pose questions about life and add wisdom	A space for sharing and connecting, not being alone	Humanities content that adds depth

[Jigwanseoga Activity Details and Status]

The Tree of Wisdom

In 2024, the company held a reading challenge themed "The Tree of Wisdom." Participants read books related to "The Tree of Wisdom" and participants shared their thoughts and impressions in a chat room to validate their daily reading progress.

Number of participant	Number of books read	Average number of books read
35	114	3.25

Online Humanities Portal

The company operates a YouTube channel "止觀書架" to provide access to humanities and culture content to a wide audience. Through this online platform, the company aims to disseminate high-quality content and engage in communication with the public.

Views	Content
393,798	245

[Jigwanseoga]

