

Do you know the i-CoP ?

YNCC's i-CoP Journey : Building a Sustainable Future through Innovation DNA

YEOCHUN NCC Co., Ltd. | Petrochemical Industry Operation Excellence

| Introduce myself

I'm an authentic and dignified engineer.

And 3 daughter's father.

Have been working in the petrochemical company as an engineer since 1993.



Windy Chang

General Manager

4Plant SM/MTBE Team Manager

Green Fluencer, ESG Influencer

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Introduce YNCC

YEOCHUN NCC, Korea's leading NCC(Naphtha Cracking Center) company. It produces various base materials for the petrochemical industry, such as ethylene, propylene, butadiene, benzene, toluene, xylene and styrene monomer, and supplies them to domestic and overseas markets.

- **Company name** : YEOCHUN NCC CO., LTD.
- **Established date** : December 28, 1999
- **Major business** : YEOCHUN NCC cracking naphtha to produce basic feedstock materials for the petrochemical industry (i.e. NCC).
(NCC: Naphtha Cracking Center)



Products and Capacities

Ethylene	Propylene	Butadiene	Styrene Monomer
2,285,000 tons	1,289,000 tons	378,000 tons	351,000 tons
MTBE	BTX	ETC	
170,000 tons	943,000 tons	923,000 tons	

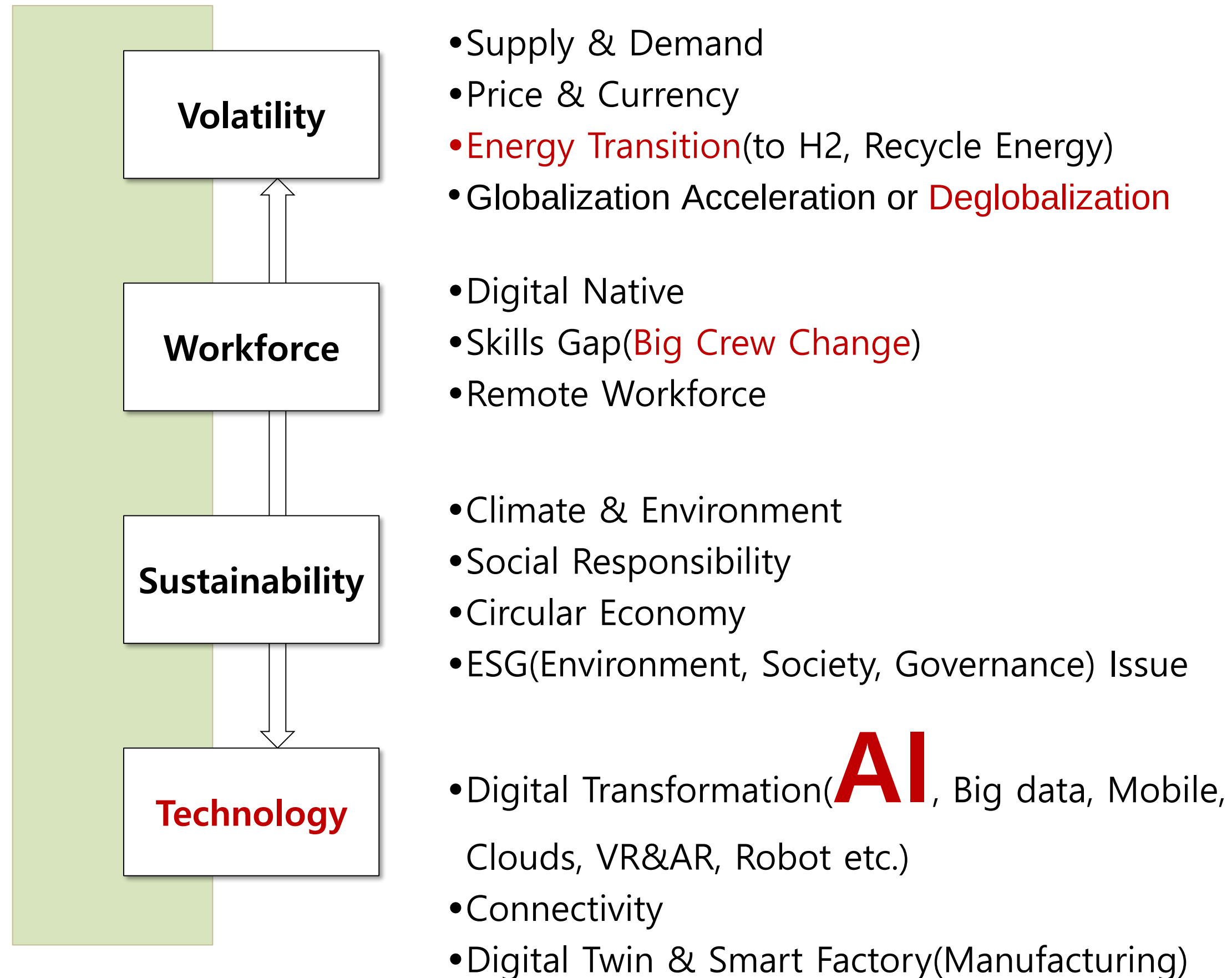
UNCERTAINTY AND CRISIS

As we navigate through 2026, the petrochemical industry faces unprecedented economic pressure. Uncertainty has become the new normal.

Innovation and continuous adaptation are no longer optional they are essential breakthrough paths for survival. We are concentrating all capabilities to face this constant reality.



Key Characteristics of the New age of the New Normal (2021 ? ~)



| CoP is ?

CoP(Community of Practice) = A tool(space) where members share experiences & knowledge and then learn together.

YNCC's traditional approach of innovation since December 2003.

♡ The tacit knowledge that emerges from CoP can then expand into other stages of the innovation model, ultimately leading to innovation across the entire organization."

♡ Through the continuous circulation of tacit and explicit knowledge, organizations sustain a process of perpetual learning and innovation

※ **CoP** : Community of Practice (Focused on learning/preliminary study)

i-CoP : Innovation Community of Practice (Focused on short or long-term, high-impact results)

| i-CoP is ?

i-CoP = **Redesigned CoP** for YNCC Innovation to survive in any situation.

YNCC's official problem-solving methodology and serves as the new starting point for innovation to enhance the company's competitiveness.

♡ How to redesign of the new Innovation Process ?

- . With Consulting firm and benchmarking several advanced(SK, Hanwha Total, DL)
- . For 9 Weeks(As-is analysis 3 Weeks + To-be design 6 Weeks)

※ **CoP** : Community of Practice (Focused on learning/preliminary study)

i-CoP : Innovation Community of Practice (Focused on short or long-term, high-impact results)

CoP → i-CoP

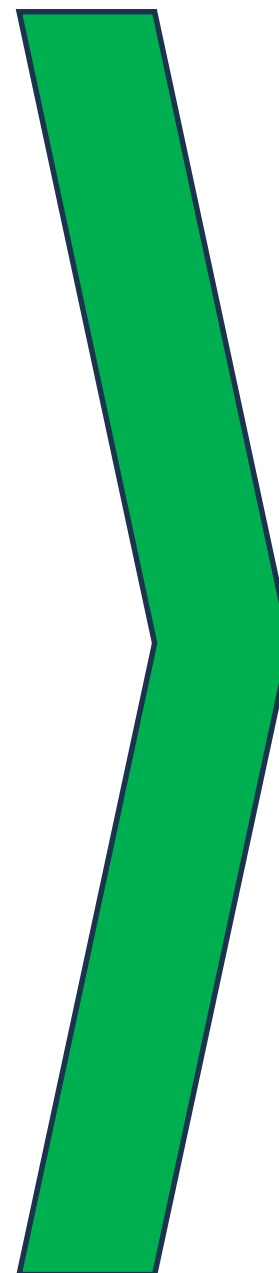
CoP, *work or not?*

**One of the Historical 3EA Pillars
(Pre-2018)**

- . Suggestion Activities
- . (Traditional) Community of Practice : CoP
- . Knowledge Management Systems

Identified Limitations through analysis

- . Operational Inertia
- . Diminishing performance
- . Lack of contributions to finance.



i-CoP, *playground*



Financial Impact

Focusing on measurable outcomes and breakthroughs that directly strengthen competitiveness.



Collaboration

Breaking silos through the Innovation-Community of Practice (i-CoP) model.



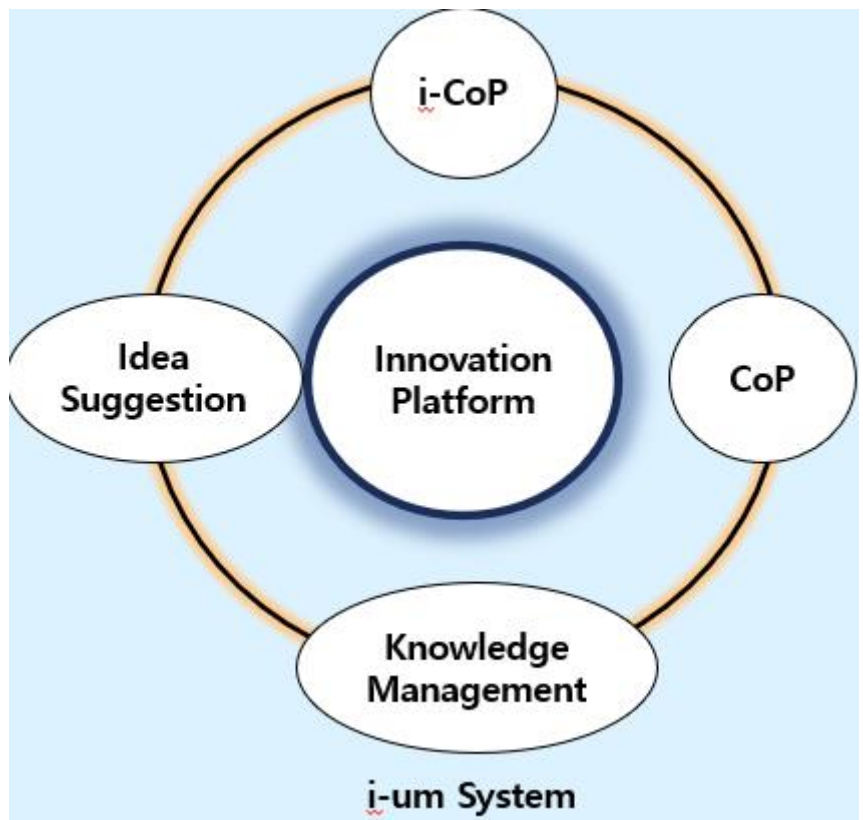
Participation

Expanding a culture of proactive contribution across all levels of the organization.

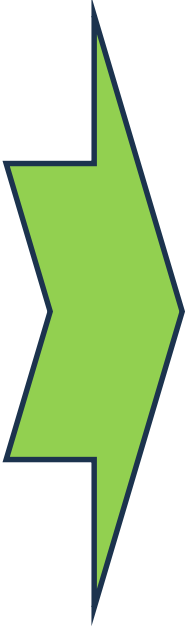


Serendipity!
(Unexpected Outcome ?)

THE EVOLUTION OF METHODOLOGY



Feature	Traditional Process	YNCC i-CoP Platform
Core Driver	Individual Suggestions	Collective Problem Solving
Performance Metrics	Activity Counts	Tangible Financial Impact
Support Structure	General Admin	Professional Innovation Agents
System	Fragmented Systems	Unified Collaboration Portal (i-um system)



※ i-um(이음) = connect

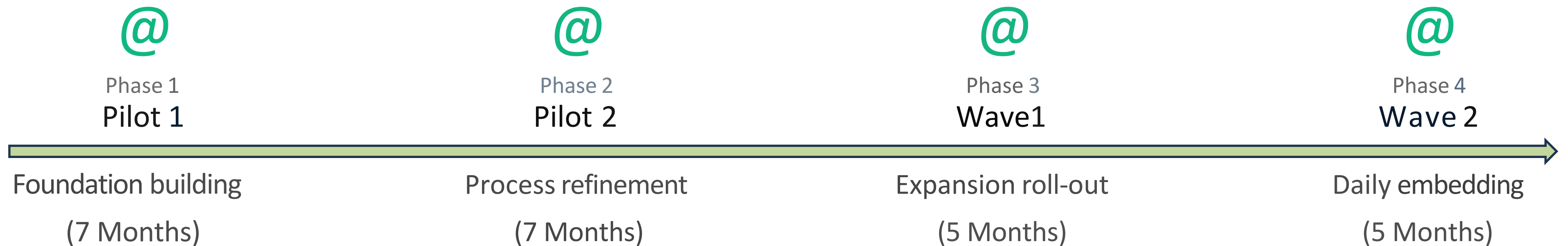
Oct 2018 ~ : A New Paradigm Design

Redefining platforms and processes to deliver

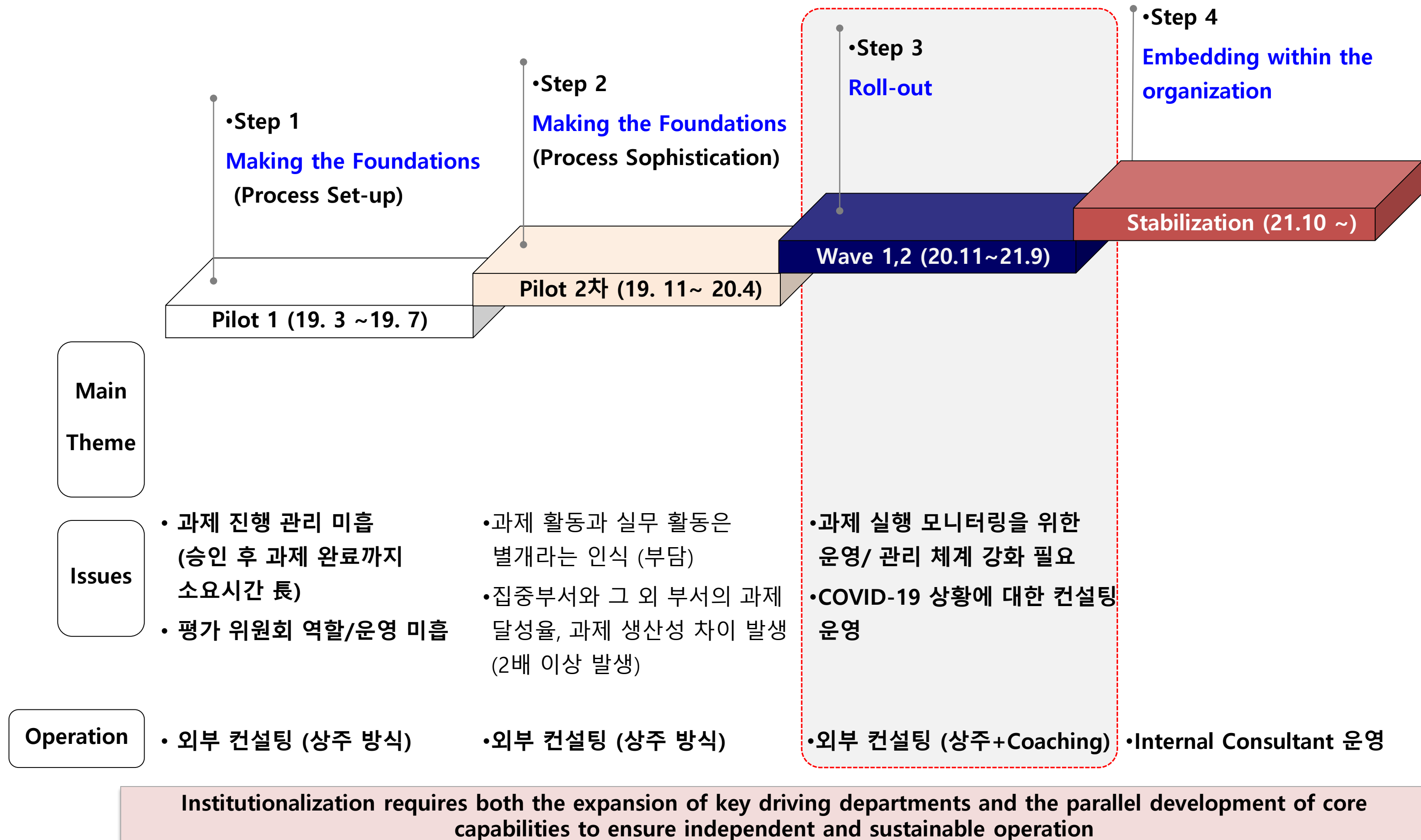
1. significant **financial impact**
2. foster **a culture of total participation.**

| A PHASED APPROACH TO SUCCESS

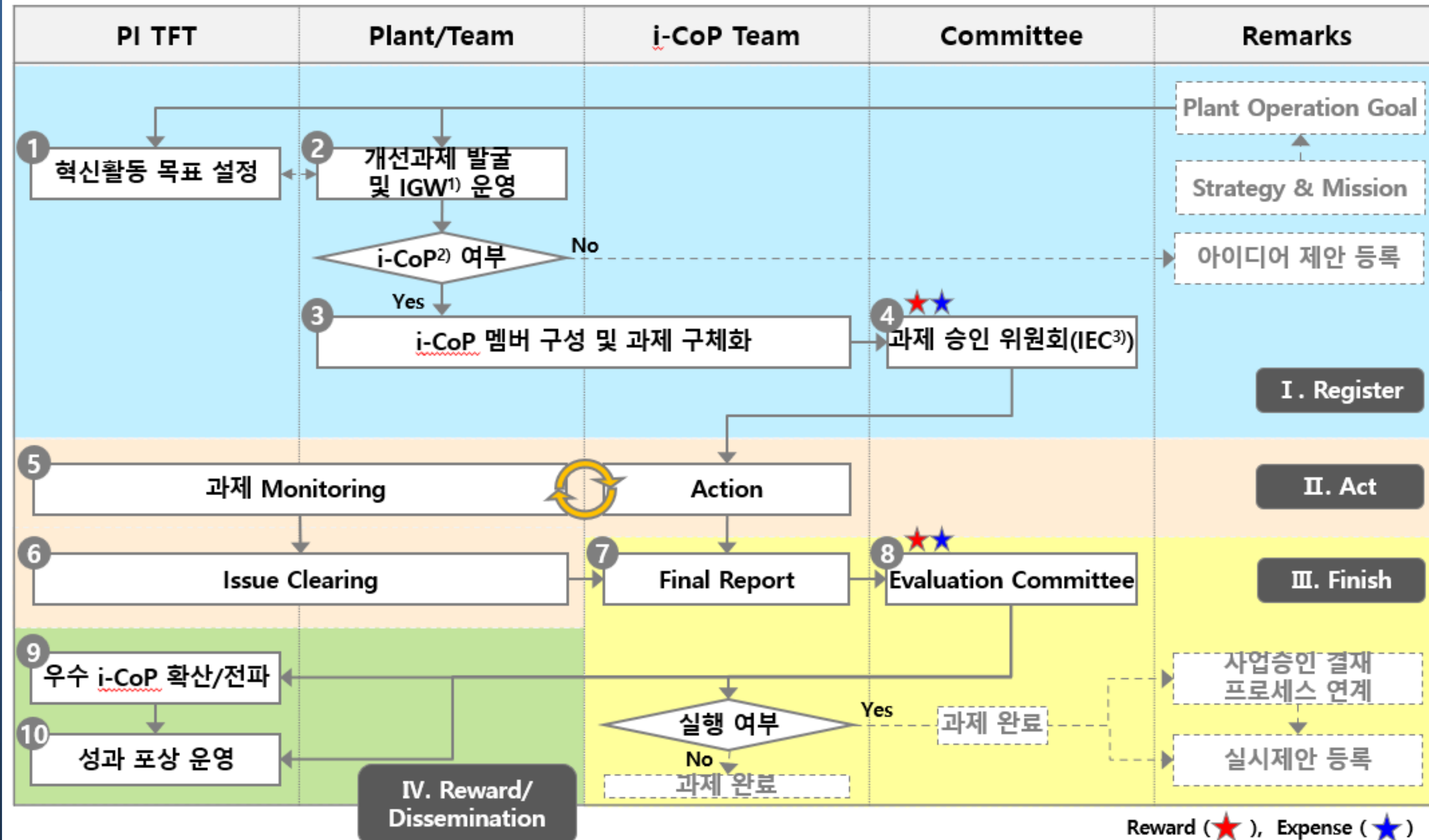
Total Period for Field Stabilization : Embedding Innovation into Daily Operations (Long Journey)
: 24 Months (2 Years)



A PHASED APPROACH TO SUCCESS in details



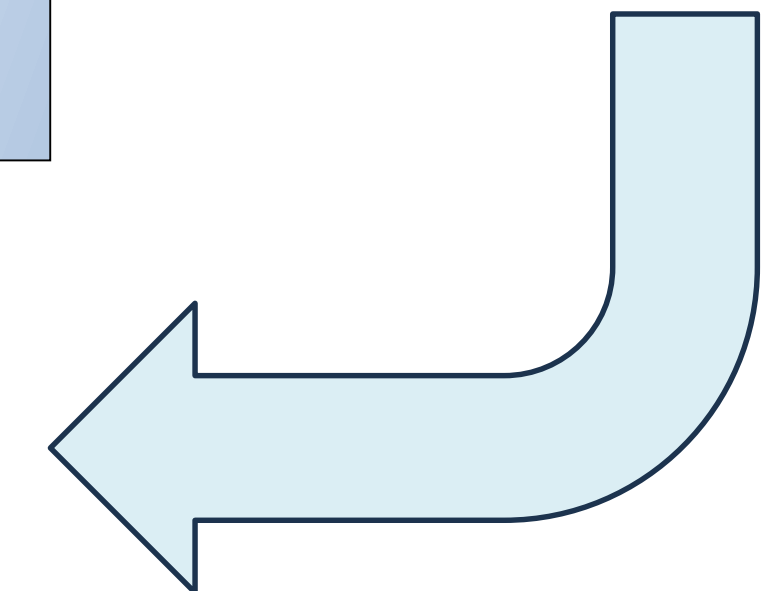
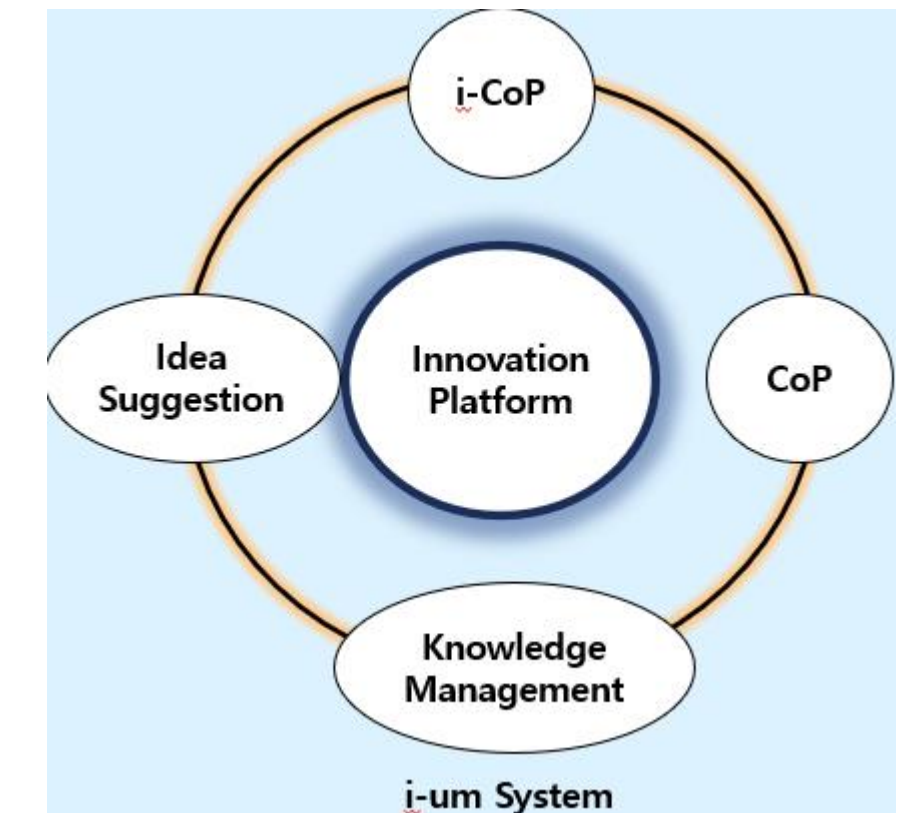
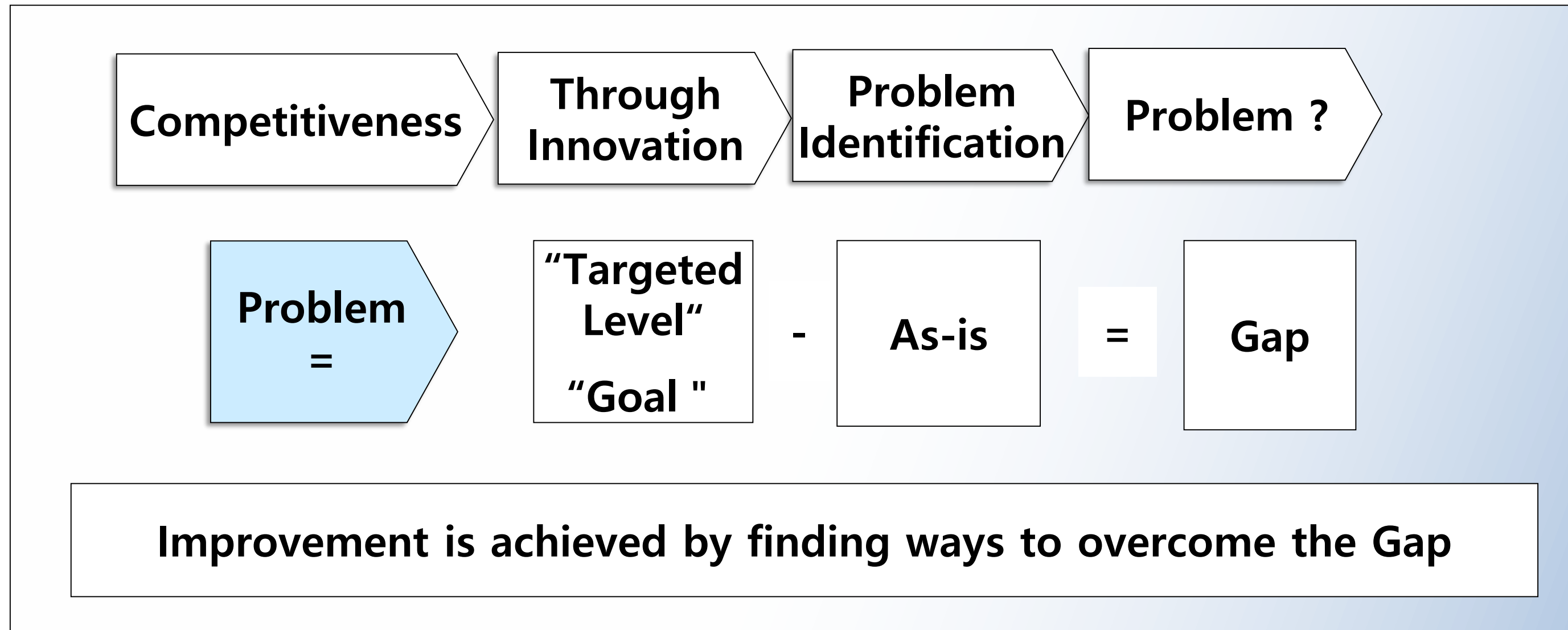
Redesigned new Innovation Process (i-CoP) details



- 1) IGW : Idea Generation Workshop
 2) i-CoP : Innovation-Community of Practice
 3) IEC : Idea Evaluation Committee

Innovation Platform is ?

YNCC's Problem solving Method and the start of the competitiveness edge of YNCC



<Core Competency ↑>
The Innovation Process & Tech-driven problem-solving capability

i-um system (Innovation Management System)_01

 **생각을 잇다. i-um**

검색어를 입력해주세요. 

[MyPage](#) [혁신활동검색](#) [지식등록](#) [제안등록](#) [i-CoP](#) [CoP](#)



팀  

현재 **0건**의 혁신활동이 등록되었으며, '**레벨4**' 등급입니다.
총 **143.5마일리지**를 획득하셨습니다.

나의 마일리지

643.5

나의 포상금

전체 누적마일리지 : 643.5P / 전환가능 마일리지 :143.5P

레벨4



부서 혁신활동

2 i-CoP	1 COP
0 지식	1 제안활동

i-um system (Innovation Management System)_02

 검색어를 입력해주세요.							
MyPage	혁신활동검색	지식등록	제안등록	i-CoP	CoP	Post it	Value up
나의정보관리	혁신활동검색	지식등록	아이디어	과제리스트	과제리스트	Post it 등록	과제리스트
나의혁신활동		최다지식조회	실시제안	활동계획서등록	활동계획서등록	Post it 리스트	아이디어 등록(SO)
나의포상내역			테마제안	계획승인	승인	Post it 검토	과제수행
실시지정함				i-CoP수행	CoP수행		승인
혁신스크랩				이슈해결지원	변경요청(기간/인원)		
문서관리함				종료보고서등록	종료보고서등록		
이슈지원요청				FEA검증	종료승인		
i-CoP 과제참여인원				종료승인			
관리자 메뉴							

i-um system (Innovation Management System)_03

혁신활동 관리

i-CoP ▲

> 과제리스트

> 활동계획서등록

> 계획승인

> i-CoP수행

> 이슈해결지원

> 종료보고서등록

> FEA검증

> 종료승인

SM/MTBE팀 장선익님

로그아웃

관리자 메뉴

Administrator

→

● 과제리스트

Home > i-CoP > 과제리스트

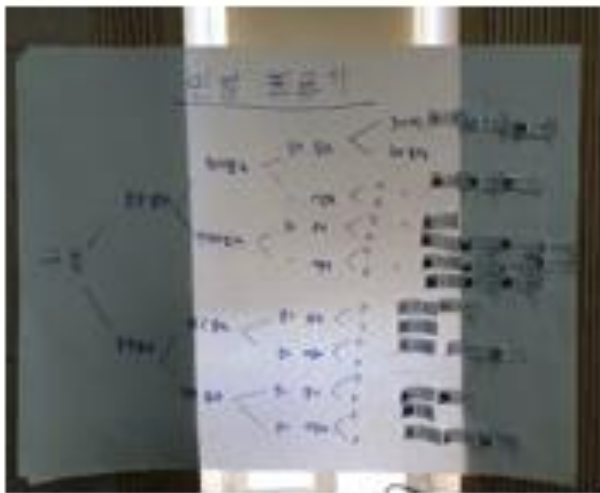


과제명	MTBE 200Unit Swing 운전을 통한 에너지 절감		
리더(팀/이름)		Idea 제안자	
개선영역	에너지절감	Sponsor	
활동기간	2026-03-09 ~ 2026-04-26		

추진목표 (가능한 정량적으로 기입)	개선지표	현수준	목표
	183.4백만원/년		183.4백만원/년+α
검증방안(계산식)			
예상효과(유형)		예상효과(무형)	

수행단계	4단계			
활동일정	현황 파악	원인 분석	개선 방안	효과 파악
	2026-03-09~2026-03-15	~2026-03-29	~2026-04-12	~2026-04-26
현황 파악				
원인 분석				
개선 방안				
효과 파악				
운영 Rule (미팅 일정 등)				

NURTURING INNOVATION AGENTS



Human Capital & Coaching



Cultivating internal consultants through structured training.



Sustained effort supported by external consulting.



Intense on-site coaching to ensure adoption.



Robust reward and incentive programs.

| EXPERIENCE MEETS INNOVATION

30+

Years of Industry Expertise

Advanced Innovation DNA

The i-CoP platform reflects a synthesis of benchmarking top petrochemical companies and 30 years of field-proven leadership experience.

It is designed to be one of the most advanced innovation processes available, specifically optimized for the petrochemical sector's unique challenges.

TANGIBLE PERFORMANCE GAINS

“Comparative metrics showing improvement since the i-CoP officially launched in 2020”

Participation : almost all of engineers and managers

Financial Impact + α : over “2 billion won / year” gain

※ α means “Sharing tacit knowledge within the organization and up the core competency”

Collaboration : average Numbers of the i-CoP/year is 23.3 EA from 2020 to 2025.

And then on going well as the innovation platform so far.

[Chorus]

You may say I'm a dreamer

but I'm not the only one.

I hope someday you'll join us

And the world will be as one

~

Imagine all the people living life in peace, you ~~~

Imagine all the people sharing all the world, you ~~~

Harnessing collective capabilities and AI-driven continuous improvement to realize sustainable growth regardless of the crisis.

Questions?

Creating a future filled with dreamers and innovators.

YNCC Innovation Mindset
Empowering People, Transforming Industry