

Ministry of Climate, Energy and Environment Launches Nationwide Synchronized Energy-Saving Street Campaign

- Promoting voluntary participation in the five-day vehicle rotation system and the practice of public action guidelines for energy conservation

The Ministry of Climate, Energy and Environment (MCEE, Minister Kim Sungwhan) announced that around 12:00 p.m. on Thursday, March 26, it will conduct simultaneous street campaigns promoting energy conservation in 12 cities nationwide (Seoul, Busan, Daegu, Incheon, Gwangju, Daejeon, Sejong, Suwon, Chuncheon, Jeonju, Changwon, and Jeju). Major dining areas have been selected during lunchtime, when many citizens can be reached, to promote voluntary participation in the five-day vehicle rotation system and the practice of public action guidelines for energy conservation. The campaign will also involve civic groups such as the Korea Energy Agency and the Korea NGO's Energy Network, distributing promotional materials on energy-saving practices while walking through the streets.

In Seoul, Second Vice Minister Lee Hohyeon will explain the energy crisis situation to citizens and encourage participation in everyday energy-saving practices in the area around Seolleung Station (Line 2). In other cities, the regional headquarters of the Korea Energy Agency will take the lead in conducting the campaign in collaboration with civic groups.

Prior to the campaign, Vice Minister Lee will visit the nearby POSCO Seoul headquarters building to review a case of voluntary implementation of the five-day vehicle rotation system in the private sector. POSCO is cited as a best-practice example, operating the system by inputting the rotation schedule into its employee vehicle registration system so that a warning sounds when a

non-compliant vehicle attempts to enter, and notifications are sent to both the driver and the administrator.

Vice Minister Lee Hohyeon explained the significance of the event, stating, “Although each individual citizen’s efforts to reduce consumption may seem small, when combined across 50 million people, they become the foundation for overcoming the crisis.” He added, “Alongside the government’s efforts to manage supply and demand, public support for and participation in energy-saving measures are essential.”