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## Nationwide Public Action Campaign to Reduce Plastic Use

- If all citizens reduce one disposable cup (20 g) per day, 10% of annual waste plastic can be reduced
- Pledge and participation verification for nine practical guidelines, including the use of reusable containers, on the Resource Circulation Practice Platform

The Ministry of Climate, Energy and Environment (MCEE, Minister Kim Sunghwan) announced that, starting April 13, it will actively promote a pledge campaign to reduce plastic consumption.

This campaign was launched to reassess dependence on plastics and fundamentally reduce consumption, in response to supply instability of petroleum and naphtha, key raw materials for plastics, caused by the recent Middle East conflict.

As one example of the campaign, if 50 million citizens each make the small effort of reducing plastic by the equivalent of one disposable cup per day, it would be possible to cut 10% of the approximately 3.83 million tons (as of 2023) of waste plastic generated annually by households. A disposable cup weighs about 20 g, which is similar to the weight of a 1-liter PET water bottle.

Accordingly, the MCEE has established nine practical guidelines to change everyday plastic consumption habits and will actively encourage participation from the public, public institutions, and businesses.

① Use reusable cups (tumblers) instead of disposable cups.	② Bring a reusable shopping bag when grocery shopping.	③ Use reusable delivery packaging.
④ For deliveries, use reusable containers or opt for pickup.	⑤ Refrain from using straws and disposable utensils.	⑥ Avoid using unnecessary plastic bags.
⑦ Use zero-waste stores.	⑧ Purchase products made with recycled materials.	⑨ Ensure proper waste separation and recycling for the products you use.

Members of the public, public institutions, and businesses can access the newly revamped Resource Circulation Practice Platform ([recycling-info.or.kr/act4r](http://recycling-info.or.kr/act4r)), pledge to participate in the nine practical guidelines, write their commitment, and upload photo proof of their actions for each guideline.

This campaign will run for six months starting April 13, and small prizes will be awarded each month to participants who submit proof of practicing the nine plastic reduction guidelines.

Meanwhile, the MCEE plans to continue promoting the campaign by seeking cooperation from public institutions and businesses, such as requesting a transition to reusable containers, and by providing education for youth, the future generation, on reducing plastic use.

The Ministry will also cooperate with approximately 3,437 “Disposable Reduction Stores\*” nationwide to encourage consumers to reduce plastic use by using reusable cups (tumblers) and declining disposable utensils and straws.

\* Cafés, restaurants, and institutional cafeterias that voluntarily participate in the campaign to reduce the use of disposable items (in operation since July 2021) are promoted on the Resource Circulation Practice Platform, including information such as their locations.

Kim Go-eung, Director General of the Resources Circulation Bureau at the MCEE, stated, “Even a small action, such as not using one disposable cup each day, can bring about significant change.” He added, “We will take the lead in encouraging all stakeholders, including the public, public institutions, and businesses, to participate in reducing plastic use so that we can wisely overcome the resource crisis together.”