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Close the Doors, Unplug Unused Devices: Smart Ways to Cut Energy Waste and Use Electricity Wisely

- Electricity demand expected to rise sharply from the second week of August as industrial operations resume after the vacation season
- Campaign to promote closing doors while air conditioning, switching off unnecessary lighting and cutting power consumption in major shopping districts

The Ministry of Climate, Energy and Environment (MCEE, Minister Kim Sungwhan) announced that it will conduct an intensive energy conservation campaign for two weeks from August 10 to 23 to respond to rising electricity demand amid the prolonged extreme heatwave and the recovery in industrial operating rates.

During this intensive energy conservation campaign, the MCEE will work with the Korea Energy Agency to conduct focused street campaigns promoting rational energy consumption across 26 major shopping districts nationwide, including Myeong-dong and Hongdae.

They will provide guidance on ways to reduce unnecessary energy waste, such as refraining from keeping doors open while air conditioning is running*, which increases electricity consumption, and switching off unused appliances and lights. They will also actively promote practical ways to improve energy efficiency, such as installing doors on in-store refrigerator displays and replacing equipment with high-efficiency models.

* It is estimated that the amount of electricity required for cooling increases by approximately 1.7 times when doors are left open while air conditioning is in operation.

In addition, the MCEE plans to actively promote an energy conservation public participation video titled “The Strategy of Saving Energy” through social media and other channels, thereby spreading strategies for smart electricity use among the public.

In particular, on the 23rd Energy Day (August 22), the MCEE plans to work with civil society organizations to encourage climate action and promote an energy conservation campaign.

From 9 p.m. that evening, a nationwide 10-minute lights-out event will be held simultaneously, including at major landmarks such as Gwanghwamun, Seoul City Hall, and the National Assembly. In addition, citizen-led local energy conservation campaigns will be held in conjunction across more than 10 regions nationwide to encourage broad public participation.

* (Energy Day) A day designated by the Korea NGO’s Energy Network to raise nation wide awareness of energy conservation, commemorating August 22, 2003, when peak electricity consumption reached a record 47.4 GW.

Park Deok-yeol, Director General for Hydrogen and Heat Industry Policy Bureau at the MCEE, said, “Given the heatwave conditions, this intensive campaign will focus on promoting a culture of rational energy consumption rather than restricting air conditioning.” He added, “To ensure stable electricity supply and demand during the summer, we will intensively promote a nationwide message on energy conservation linked to climate action.”

붙임 에너지의 날 포스터. 끝.

담당 부서	기후에너지환경부 에너지안전 효율과	책임자	과 장	김용운 (044-203-3984)
		담당자	사무관	원혜림 (044-203-3980)

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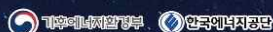
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