

보도시점 2025. 10. 26.(일) 12:00 (월요일 조간) 배포 2025. 10. 24.(금)

Saving the Planet with a Green Transition: Environmental Education Festival Kicks Off

- 3rd Save the Earth Festival (Together for Earth, for us) to be held on October 27 at Gwanghwamun Square
- Engaging the public, including youth, in dialogue on the climate crisis and decarbonization

The Ministry of Climate, Energy, and Environment (MCEE, Minister Kim Sunghwan) announced that it will hold the “3rd Save the Earth Festival*” (Together for Earth) on October 27 at Gwanghwamun Square (located in Jongno-gu, Seoul) in collaboration with Kyobo Life Insurance (CEO Shin Chang-jae).

* In the Korean name for the festival, *Jiguhada*, the *ji* part carries the meaning of “knowing the importance of environmental conservation and saving the Earth through proper actions.”

This year’s event, held for the third time, will serve as an environmental education festival where participants can experience carbon reduction and eco-friendly practices while engaging and communicating with the public.

Kyobo Life Insurance, which signed a memorandum of understanding (MOU)* on environmental education with the MCEE, will use this event to promote the importance of eco-friendly practices in addressing the climate crisis and to showcase various collaborative activities in environmental education.

* The Ministry of Climate, Energy, and Environment signed a memorandum of understanding (MOU) on environmental education cooperation in 2022 with nine companies,

including Kyobo Life Insurance.

At the opening ceremony, which will begin at 2 p.m. that day, Minister Kim Sunghwan and Professor Jeong Soo-jong of Seoul National University are scheduled to discuss responses to the climate crisis from the perspective* of Big History.

* The grand history spanning from the birth of the universe to the present age of civilization.

In addition, a variety of eco-friendly programs and activities combining exhibitions, lectures, and cultural performances will be presented, including the environmental musical “Exciting Saerona Challenge” on the theme of resource circulation, the Environmental Golden Bell quiz promoting carbon-neutral practices in daily life, and various experiential activities related to climate, energy, and environmental education.

Minister Kim Sunghwan stated, “The most important pillar of a decarbonized green civilization is responding to the climate crisis.” He added, “This event serves as a hands-on learning platform for eco-friendly practices, where small habits practiced in daily life can make carbon neutrality and climate crisis response achievable.”