Wrap-up Report

Media Programme - Electrification in Sweden

With Energy Transition Forum & Korea Broadcast Journalist Association

Business Sweden Seoul

22-26 September 2025

Business Sweden
The Swedish Trade and Invest Council
www.business-sweden.se

Team Sweden’s fourth initiative highlights Sweden’s progress in electrification and green transition through the first joint media trip with two partners

Programme overview

Purpose	• Emphasise Sweden’s approach to electrification through the integration of renewable energy, advanced technologies, and strong industrial collaborations to reach carbon neutrality and strengthen climate resilience. • Facilitate the sharing of expertise and best practices from Sweden through site visits, expert dialogues, and policy analyses, offering actionable insights to aid Korea’s energy transition.
Korean Media	• After a thorough evaluation carried out by the Korea Broadcast Journalist Association, **ten journalists**, among them three video journalists, were selected from organizations including *JTBC, KBS, MBC, MBC Andong, MBC Daejeon, MTN, SBS, SBS A&T (Art & Tech), and UBC*.
Swedish Hosts	• **A group of twelve hosts from Swedish government bodies, local authorities, research institutions, and industries** have showcased Sweden’s electrification strategy, policy frameworks, and industrial advancements in critical sectors. • The visit highlighted Sweden’s triple helix model aimed at fast-tracking the green transition through technologies such as HVDC, electric mobility, and AI-enhanced port management.
Articles	• The pre-departure orientation provided valuable industry insights, enhancing the delegation’s comprehension of Sweden’s progress and initiatives in electrification. • As a result of the program, the delegation generated **18 media features across television news, print media, and online broadcasting platforms.**

Ten journalists from nine leading media organizations were selected to participate in the program

List of participants and their expertise

Media	Description	Name	Department
JTBC	Affiliated with JoongAng Daily, a leading general programming channel established in 2011. Renowned for its news and drama, its YouTube news channel over 4 million subscribers.	Heeryeong LEE	Government Policy
KBS	KBS, South Korea's national public broadcaster, delivers leading news, documentaries, and dramas since 1927. Over 3 million subscriber at "KBS News" YouTube.	Jungho HWANG	Culture & Science
KBS	KBS, South Korea's national public broadcaster, delivers leading news, documentaries, and dramas since 1927. Over 3 million subscriber at "KBS News" YouTube.	Daeun SEO	Video Reporting
MBC	MBC, established in 1961, is a premier public broadcaster with a strong reputation in news, drama, and entertainment. Over 6 million subscribers at "MBC NEWS" YouTube channel	Yunmi KIM	Industry Trends
MBC Andong	Andong MBC, established in 1981, is a regional affiliate of MBC serving northern Gyeongbuk Province.	Youngwoo CHA	Video Reporting
MBC Daejeon	Daejeon MBC, established as a radio station in 1964 and launching TV broadcasts in 1971, serves the Daejeon, Sejong, and Chungnam regions.	Seungseop LEE	Newsroom
MTN	MTN, launched in 2008 by the Money Today Group, is a specialised economic broadcaster covering stocks, real estate, and personal finance. Over 1.1 million subscriber in Youtube	Juyoung KIM	Economic Affairs
SBS	SBS, established in 1990, is a major private terrestrial broadcaster in South Korea, recognised for its excellence in dramas, variety shows, and sports.	Seman JANG	Cultural Policy
SBS A&T	SBS A&T, a subsidiary of SBS, specialises in video production and broadcasting technology. It provides filming, editing, and transmission services, with video journalists supporting the production quality of SBS content.	Jihoon YANG	Video Reporting
UBC	UBC, affiliated with SBS, is a local commercial broadcaster serving the Ulsan region (Similar to Gothenburg, Industrial City) since 1997. It produces regional news, cultural, and entertainment content tailored to Ulsan audiences.	Daewon BAE	Newsroom

During a five-day visit to Stockholm and Gothenburg, the delegation explored Sweden's progress in electrification through a series of site tours

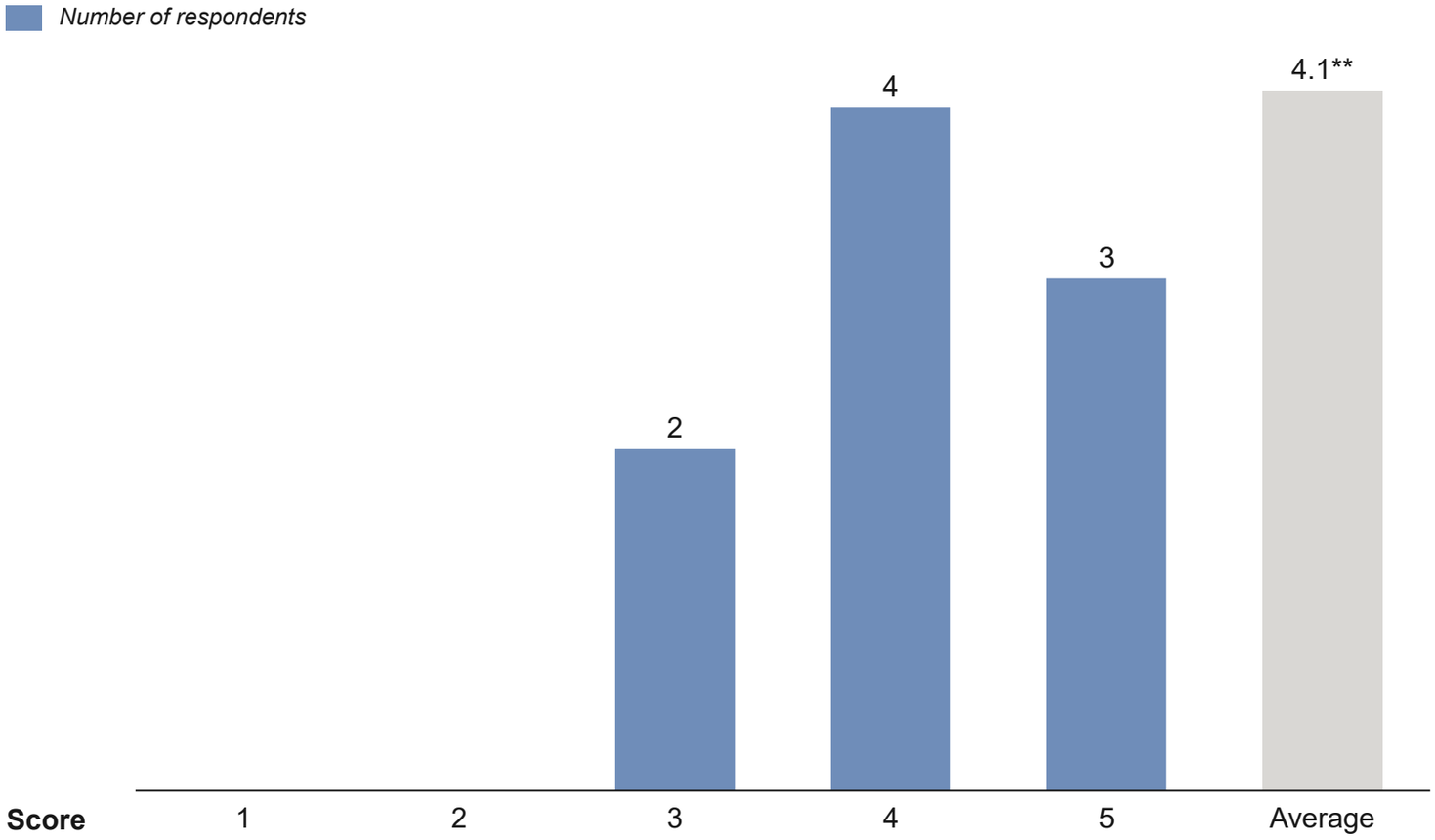
Visit Program in Sweden

Date	22 September	23 September	24 September	25 September	26 September
City	Stockholm	Stockholm	Stockholm	Gothenburg	Gothenburg
AM	**Stockholm Environment Institute (SEI)** and its industrial initiative, LeadIT, collaborate with member companies such as *Cemvision* and *Stegra*	**Candela** **Interview with Minister Andreas Carlson for Infrastructure and Housing**	**RISE Research Institute of Sweden AB** (Powersemiconductor-focused)	-	-
PM	**Interview with Prof. Tomas Kåberger, Research Professor**, Environmental Systems Analysis, Technology Management and Economics at **Chalmers University of Technology**	**Hitachi Energy**	**Ericsson**	**Polestar**	**Gothenburg Port Authority**

High overall satisfaction driven by relevant content and strong engagement throughout the program

Overall program satisfaction

Survey by KBJA*, number of respondents



Note: * Korea Broadcast Journalist Association ** Scores are based on a 5-point scale

Comments

- A clear majority evaluated the program highly, with **44.4% rating it 4** and **33.3% rating it 5**, indicating that the overall structure and curriculum met participant expectations
- No respondents reported low satisfaction (scores 1–2), suggesting that the program's design, logistics, and content delivery were consistently well-received
- Participants viewed the program as relevant and beneficial to their current reporting focus, particularly regarding energy transition and electrification
- The strong engagement observed throughout the sessions aligns with the high satisfaction scores, reflecting the value of direct field experiences in Sweden

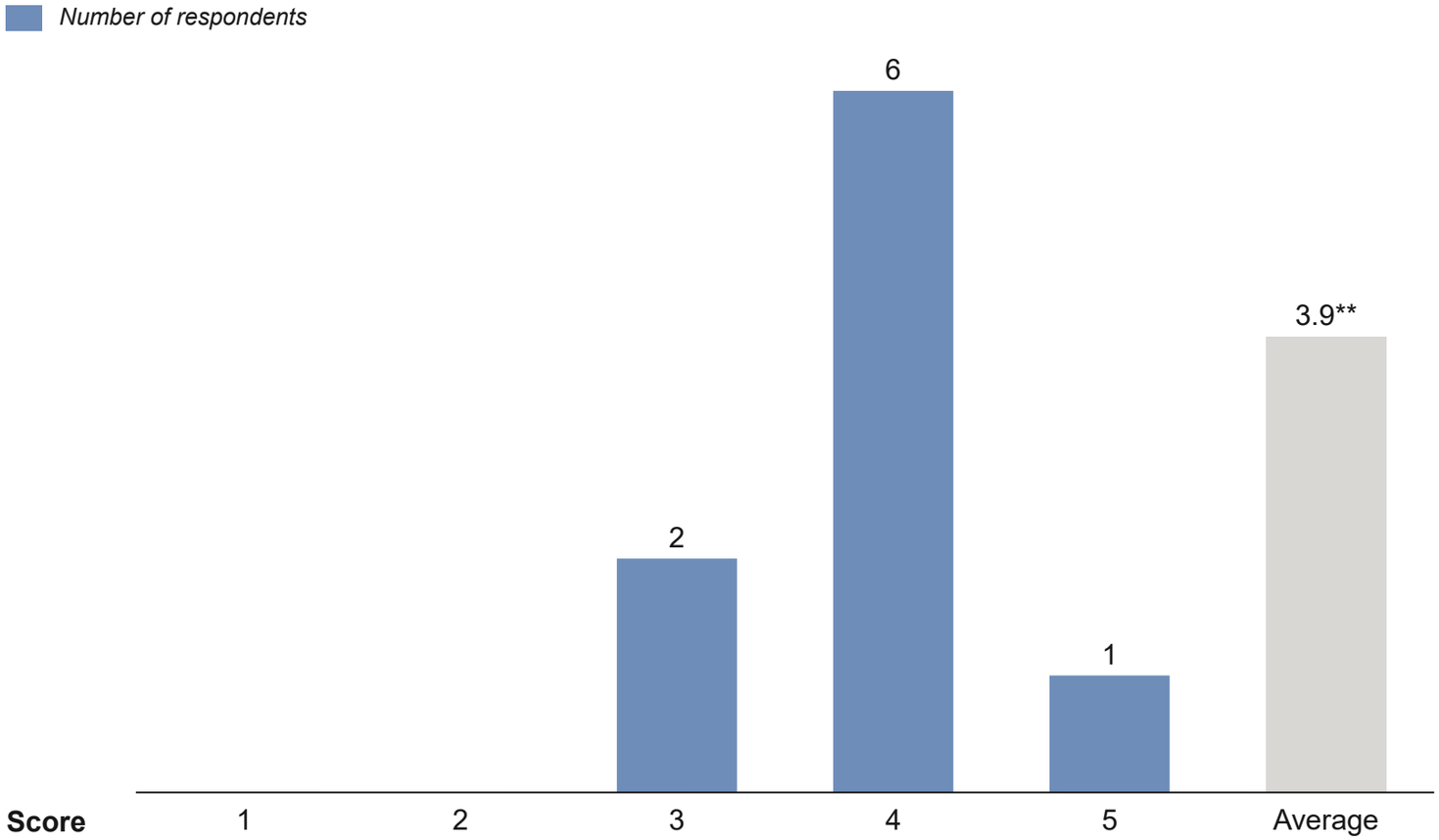
"Seeing sites that are difficult to access in Korea broadened my perspective for reporting"

- Anonymous journalist answer from survey

Content and structure were well-aligned with reporting needs, though some participants requested deeper expert sessions

Satisfaction with the program content and structure

Survey by KBJA*, number of respondents



Note: * Korea Broadcast Journalist Association ** Scores are based on a 5-point scale

Comments

- **66.7% of participants rated the content and structure as 4**, demonstrating strong alignment between the program agenda and journalists' reporting needs
- While **22.2% rated it 3**, written feedback suggests that this group desired slightly more time for interviews and deeper expert discussions
- The program was regarded as well-organized, with each session offering clear thematic continuity—energy transition, mobility, industry electrification, and climate policy
- Overall, the content mix (briefings, site visits, interviews) effectively supported understanding of Sweden's climate and energy model

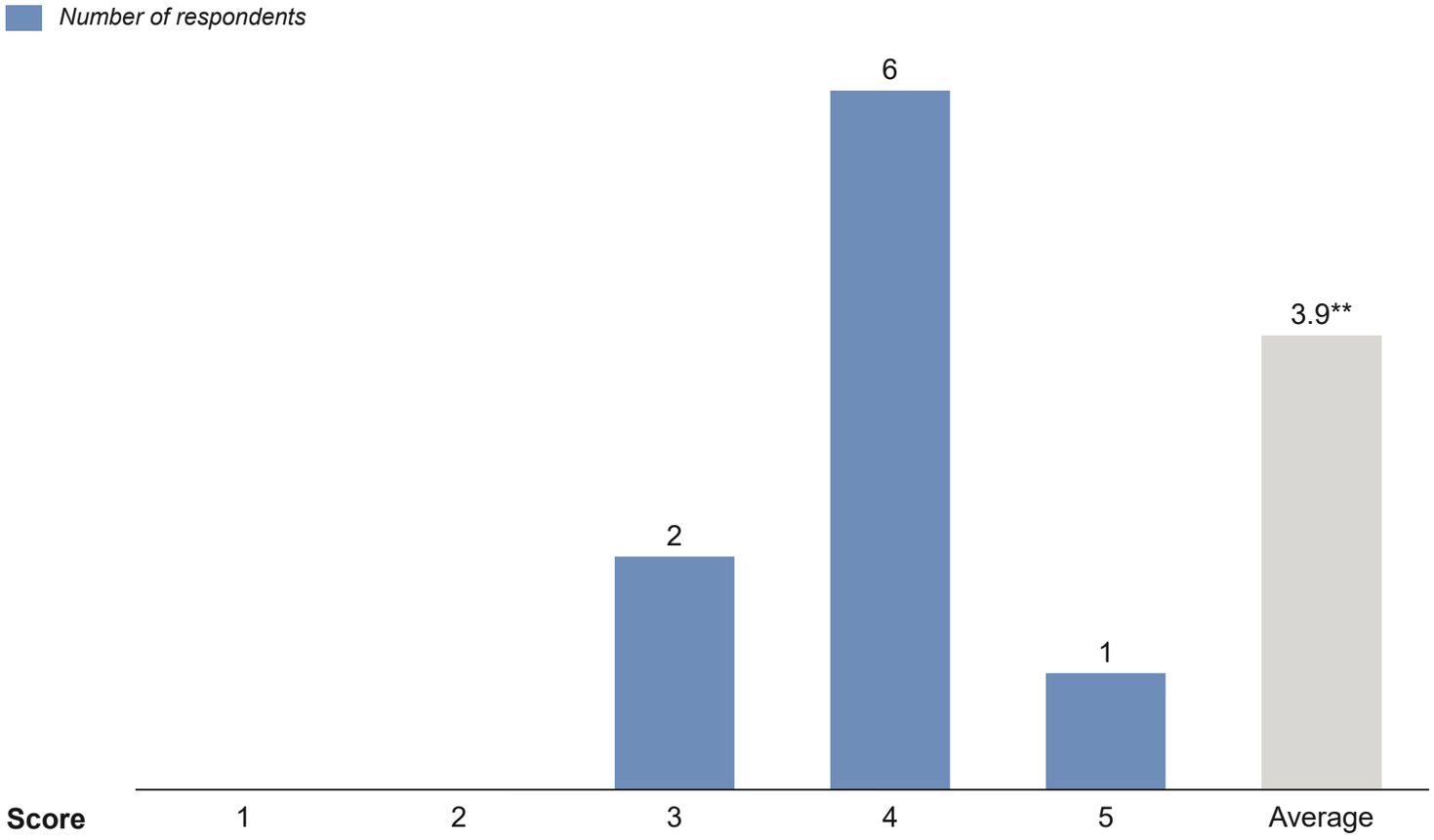
"Being able to observe policy, technology, and on-site operations together was extremely helpful for writing articles."

- Anonymous journalist answer from survey

Training provided strong practical value for future reporting, enhancing understanding of energy and climate topics

Usefulness for work after the program

Survey by KBJA*, number of respondents



Note: * Korea Broadcast Journalist Association ** Scores are based on a 5-point scale

Comments

- Most respondents (**66.7%**) indicated the program would be directly useful for future reporting, citing improved understanding of electrification and sustainability strategies
- Journalists emphasized that insights from Swedish policy-makers, researchers, and companies would help contextualize Korean energy-transition issues
- Several participants pointed out that the program provided valuable access to advanced and detailed electrification cases
- The program motivated reporters to explore climate and energy topics more frequently and with a more global perspective

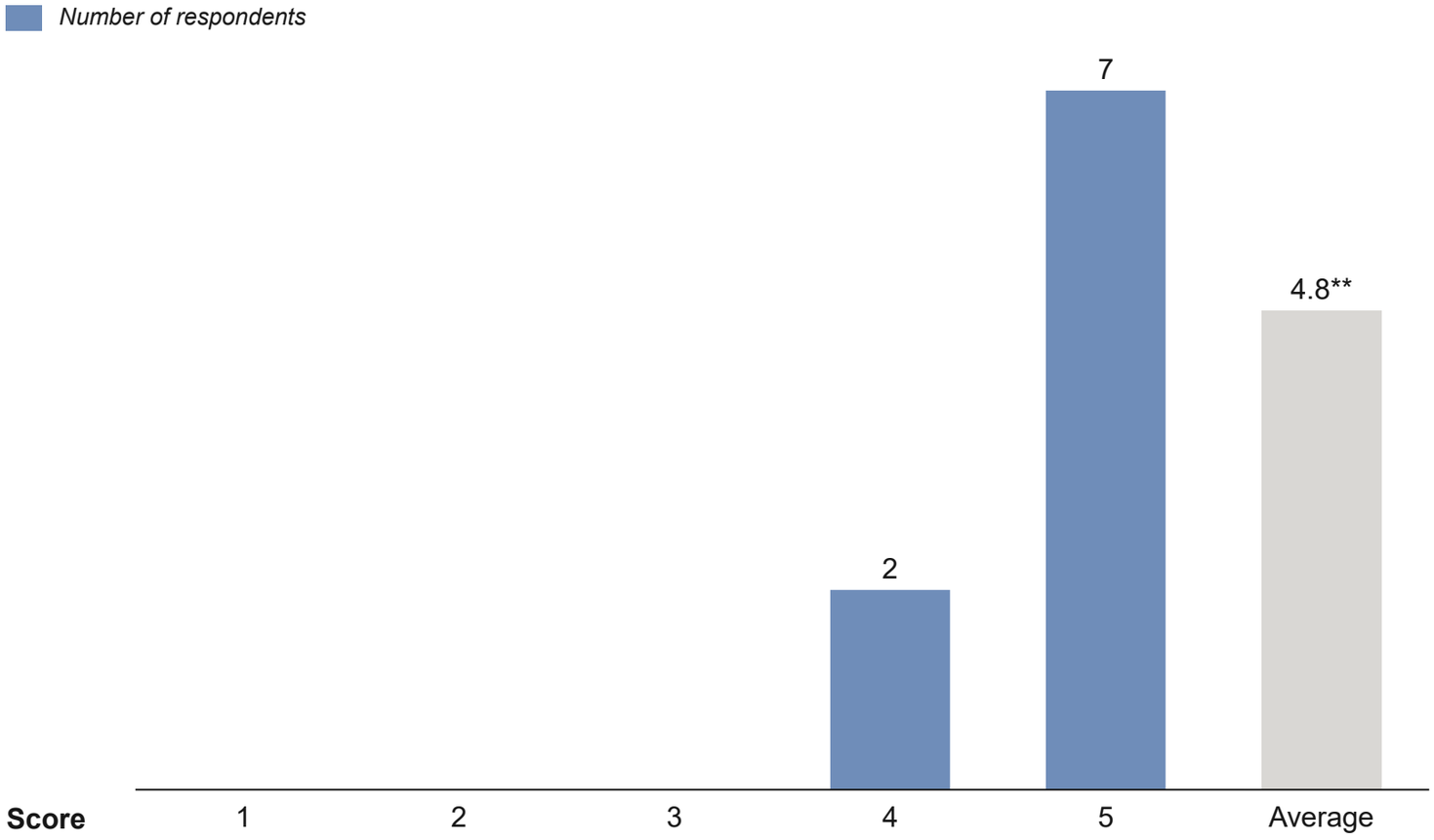
"After the training, I now feel more inspired to develop story ideas related to energy and climate topics."

- Anonymous journalist answer from survey

Excellent on-site coordination and logistics enabled participants to focus fully on reporting activities

Satisfaction with the support and conveniences provided during the program

Survey by KBJA*, number of respondents



Note: * Korea Broadcast Journalist Assoc ** Scores are based on a 5-point scale iation

Comments

- **77.8% gave the highest score (5)**, reflecting exceptional satisfaction with logistics, transportation, and on-site coordination
- Participants highlighted that the smooth on-site support allowed them to focus solely on reporting, without logistical distractions
- The support provided by program organizer (transport arrangements, time management, translation when necessary) was frequently mentioned in written responses
- No participants reported dissatisfaction (scores 1–3), underscoring the quality of operational support throughout the program

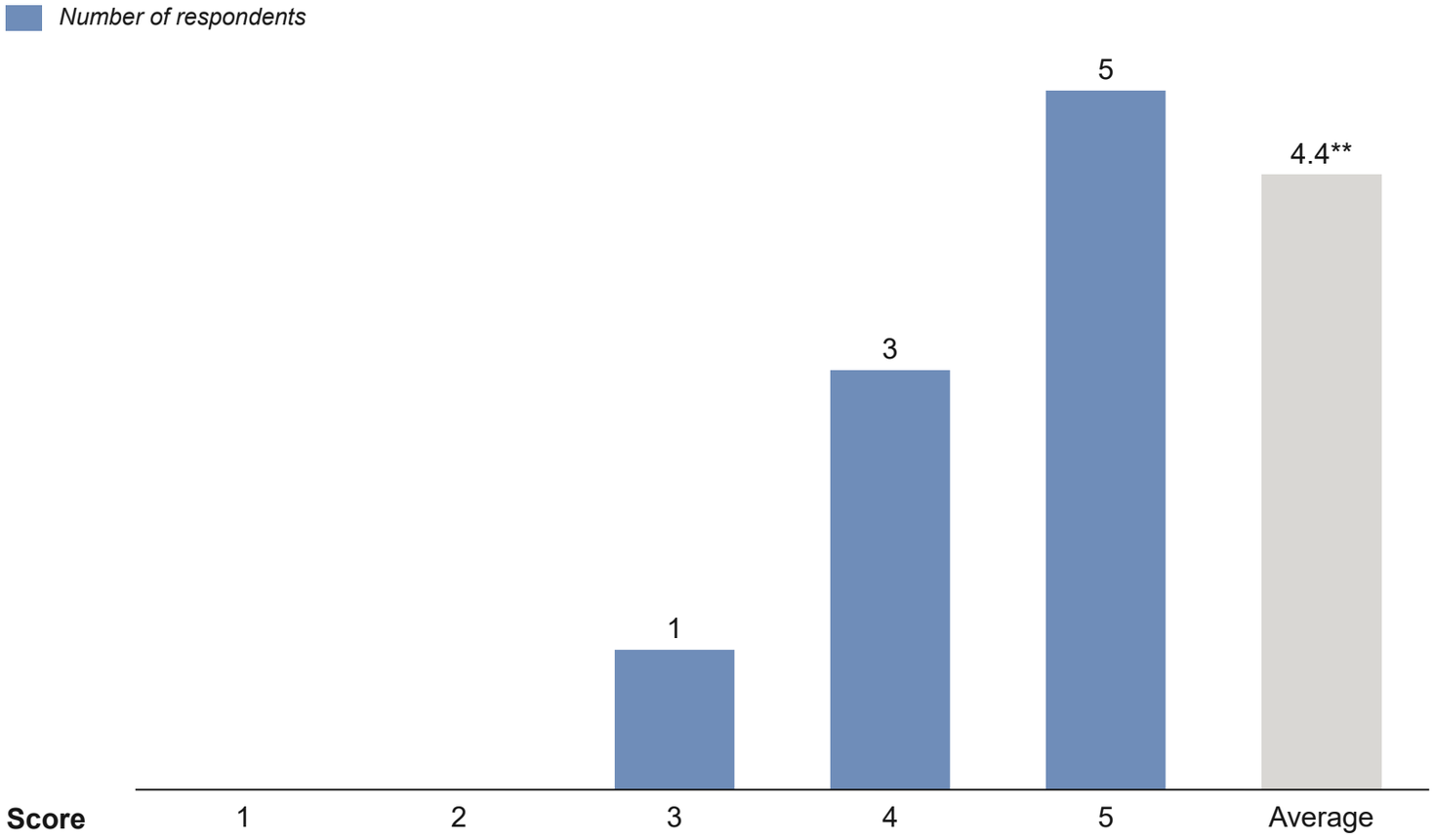
"The overall experience was very comfortable, and the timely support at each site allowed me to focus fully on making broadcasting news."

- Anonymous journalist answer from survey

Clear communication and well-managed scheduling drove high satisfaction with program organizers

Satisfaction with the program organizer

Survey by KBJA*, number of respondents



Note: * Korea Broadcast Journalist Association ** Scores are based on a 5-point scale

Comments

- **55.6% rated 5**, and **33.3% rated 4**, demonstrating strong trust and satisfaction in the organizers' professionalism and preparation
- Participants appreciated proactive communication, clear explanations, and the well-paced agenda set by the organizing team
- Only one participant rated 3, with comments mainly pointing to limited time for certain interviews
- Overall, respondents noted that the facilitators contributed significantly to the seamless flow of the program

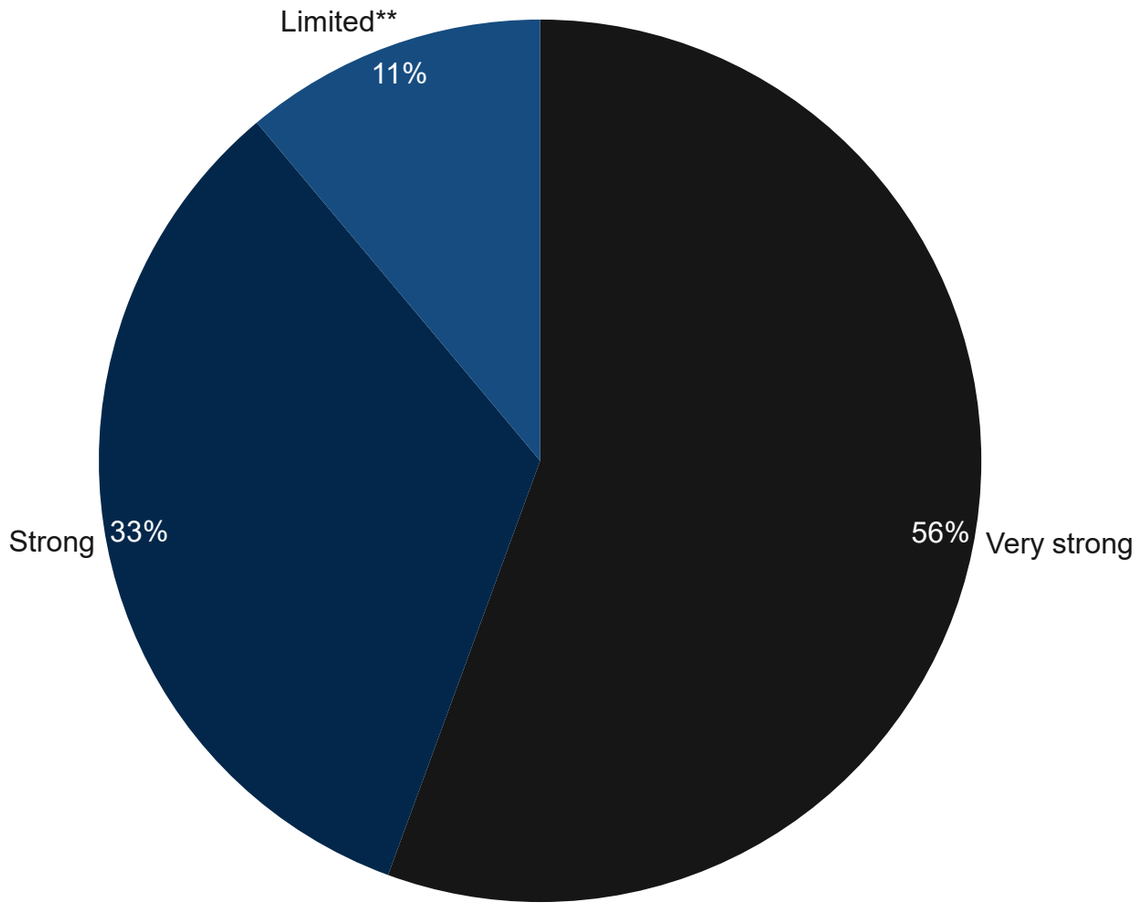
"Guidance throughout the entire program was clear, and the well-coordinated schedule made the training very efficient."

- Anonymous journalist answer from survey

The program strengthened motivation for continued reporting on the energy transition and climate issues

Intention to Continue Reporting on the Energy Sector

Survey by KBJA*, Percentage of respondents by intention



Note: * Korea Broadcast Journalist Association ** Despite interest in energy, it would be difficult to cover the energy topic as they are in other departments and sectors

Comments

- **55.6%** reported they plan to cover the sector proactively when major issues arise, while **33.3%** plan to maintain continuous interest
- Feedback suggests that exposure to Sweden's advanced climate policies increased motivation to engage more deeply in climate and energy reporting
- Only **11.1%** expressed difficulty in continued coverage due to personal workload, not because of a lack of interest
- Indicates that the program effectively strengthened journalists' understanding, curiosity, and sense of relevance toward the sector

> *"This program motivated me to follow energy-transition developments more closely."*
>
> - Anonymous journalist answer from survey

Field visits delivered strong practical and visual value for reporting, though limited time and access highlighted clear opportunities for deeper engagement

Voices from the participants

> Candela provided **the strongest visual impact for broadcast reporting and offered an experience unavailable in Korea**. Still, additional time and deeper technical explanations would have allowed us to create even richer and more detailed coverage.
>
> **- Anonymous feedback about Candela**

> The port visit **helped us understand electrification initiatives and OPS* systems in a real operational environment**. However, access to more physical facilities and expanded filming opportunities would have strengthened the storytelling value.
>
> **- Anonymous feedback about Gothenburg Port**

> Polestar **delivered highly relevant insights into Sweden's EV charging ecosystem and offered strong cooperation for on-site filming**. Yet, some sessions felt slightly rushed, and additional technical Q&A time would have enriched our understanding.
>
> **- Anonymous feedback about Polestar**

> The ministerial interview **offered essential policy-level context that strengthened our understanding of Sweden's climate and energy direction**. Yet, the short interview time limited the depth of questions we could ask, and more detailed examples of government initiatives would have made the session even more impactful.
>
> **- Anonymous feedback about Ministry of Housing and Infrastructure**

Note: * Onshore Power Supply

Expert and research sessions provided valuable strategic context, yet theoretical and technical content reduced immediate applicability for broadcast reporting

Voices from the participants

> RISE **offered broad insight into Sweden's innovation ecosystem and sustainability research**, which provided useful context. However, the session was highly theoretical, and focusing on fewer, reporter-relevant research areas would have improved clarity and broadcast relevance.
>
> **- Anonymous feedback about RISE**

> Ericsson's briefing on **AI, connectivity, and industry digitalization was informative and aligned with global trends**. Yet, the content felt detached from the program's main theme and was sometimes too technical for media-focused engagement.
>
> **- Anonymous feedback about Ericsson**

> Chalmers university professor **provided academically solid and data-driven explanations that added depth to our understanding of energy and climate issues**. Still, the lack of on-site demonstrations made it harder to translate the content into visual storytelling for broadcast.
>
> **- Anonymous feedback about professor from Chalmers university**

> SEI offered **strong global context on climate governance** and provided **useful background for policy reporting**. However, the session leaned toward a general company explanation presentation, and more Korea-relevant or region-specific examples would have increased its practical value.
>
> **- Anonymous feedback about SEI**

The coverage highlighted Sweden’s progress in electrifying transport, infrastructure and power semiconductor, supported by government

Korean Journalist Delegation to Sweden

No	Media	Published date	Subject	Keyword
1	MTN	2025-10-01	"Beyond Electric Cars, Sweden’s Electric Ships Technology and Commercialization Are Rising — The Key to Carbon Neutrality Revealed"	Polestar, Candela, Gothenburg Port Authority, Ministry of Infrastructure and Housing
2	MTN	2025-10-02	"Energy highway: Business Speed Is Competitiveness … ‘Partnerships with Leading Companies Are Essential’"	Chalmers University of Technology, Hitachi Energy
3	MTN	2025-10-13	"Differentiated Electricity Rates Across Four Regions Moved Companies into Action"	Chalmers University of Technology
4	MTN	2025-10-08	"Sweden’s Accelerating EV Transition Propels Kia to No. 3 in Market Share"	Green Transition in Automotive industry in Sweden
5	MTN	2025-10-09	"Swedish Minister: ‘We Have Much to Learn from Korea’s Leadership in Nuclear Power’ — Hints at Future Cooperation"	Ministry of Infrastructure and Housing
6	MBC	2025-10-14	"Sweden’s Water Buses Run on Time — Flying Boats on the Water"	Candela, Gothenburg Port Authority, Polestar
7	UBC	2025-10-06	Use of Flying Ships as Public Transportation	Candela
8	UBC	2025-10-07	Carbon-Neutral from The Start – Innovation through Materials and V2G	Polestar
9	UBC	2025-10-08	Eco-Friendly Incentives – Ports Become Carbon Neutral	Gothenburg Port Authority

Several reports emphasize the role of AI in transportation and region-specific electricity rates in accelerating local industrial development

Korean Journalist Delegation to Sweden

No	Media	Published date	Subject	Keyword
10	UBC	2025-10-09	Sweden Pioneers “Electrification Era”	Hitachi Energy, Ministry of Infrastructure and Housing, RISE
11	UBC	2025-10-13	Introduction of a Differential Electricity Rate System... "Foundation for Balanced Development"	Polestar, Chalmers University of Technology
12	MBC Daejeon	2025-10-07	Sweden’s 99% Low-Carbon Energy — The Path to Electrification	Ministry of Infrastructure and Housing, Polestar, SEI, Stegra, Cemvision
13	MBC Daejeon	2025-10-08	Different Electricity Rates by Region… Encouraging Balanced Development	Polestar, Chalmers University of Technology
14	MBC Daejeon	2025-10-08	Expansion of Carbon-Free Transportation	Candela, Gothenburg Port Authority
15	JTBC	2025-10-25	'100% Electric Ferry' Flying Over Water — Sweden Takes Active Steps Against the Climate Crisis	Candela, Gothenburg Port Authority
16	SBS	2025-10-21	"Sweden Is Electrifying All Energy Sources… What About Us?"	Candela, Polestar, Ministry of Infrastructure and Housing
17	KBS	2025-10-10	"From Water Buses to Ships… Expanding Eco-Friendly Transportation"	Candela
18	KBS	2025-10-16	"Predicting Ship Arrival and Departure Times… AI Accelerates Green Policies"	Gothenburg Port Authority

Key Coverage (1) : Beyond Electric Cars, Sweden's Electric Ships Technology and Commercialization Are Rising from MTN

Samples of published articles

Summary

- Sweden is rapidly advancing transport electrification, using technologies like *hydrofoil-based electric ferries* that glide above water, cutting resistance and improving efficiency.
- The Gothenburg Port promotes eco-friendly shipping by converting inspection boats to electric power and offering fee discounts to vessels using clean fuels.
- Government support plays a major role: Sweden subsidizes half of EV charger installation costs and enables users to monitor electricity prices and charge smartly via mobile apps.
- Sweden's success stems from collaboration between government, industry, and academia, uniting toward the national goal of achieving carbon neutrality by 2045.

Key Coverage (2) : Energy Highway : Business Speed Is Competitiveness … Partnerships with Leading Companies Are Essential from MTN

Samples of published articles

Summary

- Sweden pioneered HVDC technology in the 1950s and now supplies about 70% of the world's voltage-source HVDC systems, ensuring efficient, long-distance power transmission.
- The technology is directly relevant to Korea's "West Coast Energy Highway" project, which aims to transmit renewable energy from the southwest to the capital region by 2030.
- Experts stress the need for speed and streamlined permitting, as well as cooperation with global HVDC leaders
- While Korean firms are working on localizing HVDC technology, experts emphasize combining short-term adoption of proven foreign systems with long-term domestic technology development to secure energy transition goals.

Key Coverage (3) : Differentiated Electricity Rates Across Four Regions Moved Companies into Action from MTN

Samples of published articles

Summary

- Sweden introduced a regional electricity pricing system in 2011, dividing the country into four zones with different rates to balance power supply and demand—southern regions with low self-sufficiency pay higher prices.
- This policy encouraged energy demand redistribution, as companies like Stegra and Liquid Wind established production facilities in the low-cost northern regions, rich in renewable energy.
- Sweden's success results from a competitive electricity market, where prices reflect supply and demand, and consumers can choose fixed or variable pricing plans.
- Korea plans to introduce a similar regional price system in 2026, requiring careful design to address fairness concerns and potential industrial resistance while improving national power balance.

Key Coverage (4) : Sweden’s Accelerating EV Transition Propels Kia to No.3 in Market Share from MTN

Samples of published articles

산업제계

스웨덴 전기차 전환 가속에 기아도 씽씽 ...현지 점유율 3위로

스웨덴, 탄소중립 실현 위해 전기차 비롯한 운송 부문 전기화 방점
전기차가 신차 판매의 30% 넘어 ...한국 전기차에도 기회 '현지 점유율 한 단계 상승'

김주영 기자 2025-10-08 12:06:01

가

기아의 'EV3' /사진=현대자동차그룹 제공

북유럽 국가인 스웨덴이 전기차 전환에 박차를 가하고 있다. 이러한 흐름을 기회로 삼아 국내 자동차 기업이 빠르게 점유율을 확대해 나가고 있다.

8일 자동차 업계에 따르면 지난해 스웨덴의 신차 판매 중 순수 전기차 비중이 30%를 넘어섰고 하이브리드차까지 합칠 경우 약 60%를 기록했다.

스웨덴은 2045년까지 '탄소중립' 목표를 달성하기 위해 전기차를 비롯해 운송 부문 전기화에 방점을 찍었다.

전기차 구매 지원금은 폐지했지만 대신 충전기 설치 비용의 절반을 국가가 보조하는 등 전기차 기반 시설 확충에 사활을 걸고 있다.

이와 함께 기후 위기 대응에 대한 국민들의 인식 제고, 자동차 업계의 적극적인 신차 라인업 확대 등이 전기차 판매 증가에 힘을 싣고 있다.

이러한 분위기 속에 국내 자동차 기업이 현지에 진출해 점차 점유율을 끌어올리고 있다.

현대자동차그룹이 집계한 자료를 보면 올해 1월~8월 스웨덴 전기차 판매 순위에서 기아가 폭스바겐(점유율 18.4%), 볼보(점유율 17.2%)에 이어 3위(점유율 8.9%)를 차지했다.

지난해에는 테슬라가 1위(점유율 21.6%), 볼보(17.4%), 폭스바겐(13.2%)에 이어 기아가 4위(6.1%)였다.

올해 1월~8월 차종별 판매 순위를 보면 기아의 EV3가 3645대 팔리며 4위를 기록했다. 폭스바겐 ID.7 5823대, 테슬라 모델Y 4426대, 볼보 XC40 4119대를 바짝 추격하고 있다.

또 EV9과 EV6가 각각 1426대, 1357대 판매되며 15위, 17위를 차지했다.

지난해의 경우 기아의 차종 중 스웨덴에서 가장 인기를 끈 것은 EV6로 2452대가 팔리며 10위에 머물렀다. 이 외 EV9과 니로EV가 각각 1975대, 1291대 팔리며 13위, 18위를 기록했다.

스웨덴에서 기아의 전기차 판매가 증가한 것은 EV3 신차 효과 덕분으로 분석된다. 현대차그룹 관계자는 "현지 시장에서 EV3가 상품성, 디자인, 전동화 기술력 등에서 높은 평가를 받으며 점유율을 키우고 있다"며 "최근 출시된 EV5도 인기여서 스웨덴 전기차 시장에서 점유율이 더 오를 것으로 기대된다"고 설명했다.

이와 함께 '안티 테슬라' 영향도 있었던 것으로 풀이된다. 트럼프 2기 행정부에서 국가효율부 수장으로 임명된 일론머스크 테슬라 최고경영자는 유럽 내 극우 정당을 지지하며 내정 간섭 논란을 일으켰고 유럽 전역에서 테슬라 차종의 판매가 감소하고 있다.

Summary

- Sweden is rapidly advancing transport electrification, with electric and hybrid vehicles making up around 60% of new car sales as part of its 2045 carbon neutrality goal.
- The government has shifted from purchase subsidies to covering 50% of EV charger installation costs, accelerating charging infrastructure expansion.
- Kia has risen to 3rd place in Sweden’s EV market (8.9% share, Jan–Aug 2025), driven by strong sales of the EV3, alongside steady demand for the EV9 and EV6.
- The surge in Kia’s market share is attributed to the EV3’s high product value and design appeal, combined with the decline in Tesla sales across Europe amid political controversies involving Elon Musk.

Key Coverage (5) : Swedish Minister “We Have Much to Learn from Korea’s Leadership in Nuclear Power – Hints at Future Cooperation from MTN

Samples of published articles

산업재계

스웨덴 장관 "원자력 선도하는 한국서 많은 것 배울 수 있어" ...협력 시사

안드레아스 칼손 스웨덴 농촌국토부 장관, 한국 기자들과 간담회 개최
원자력 발전, 녹색전환 등에서 한국과 스웨덴 협력 가능성 시사
"우리가 협력하면 세계에 한층 강한 영향 미칠 것"

김주영 기자 2025-10-09 09:10:01

가

안드레아스 칼손 스웨덴 농촌국토부 장관이 현지시간으로 9일 23일 한국 기자단을 대상으로 기자간담회를 개최했다./사진=머니투데이방송 김주영 기자

스웨덴이 최근 신규 원자력 발전소(이하 원전) 건설에 대규모 예산을 편성한 가운데 한국 기업에 기회가 될지 주목된다. 스웨덴 정부 주요 인사가 한국과 스웨덴의 원자력 분야 협력 가능성을 시사했다.

안드레아스 칼손 스웨덴 농촌국토부 국토주택장관은 지난 달 23일(현지시간) 부처 내에서 한국방송기자연합회 공동취재단을 대상으로 기자간담회를 개최했다.

칼손 장관은 "대한민국은 원전 시장을 선도하고 있고 상당한 역량을 갖고 있다"며 "스웨덴이 원전을 확대하는 과정에서 한국으로부터 많은 것을 배울 수 있다"고 강조했다.

스웨덴 정부의 2026년도 예산안에는 12년동안 신규 원전 건설에 최대 2200억 크로나(한화 약 32조 원)를 지원한다는 내용 등이 담겨 있다.

스웨덴은 1980년대 원전의 단계적 폐지를 발표했고 현재 6기의 원자로가 남아 있다. 2022년 원전 재개를 선언하면서 2035년까지 신규 원전 2기를 건설하기로 했다.

칼손 장관은 "스웨덴이 원전 투자를 위한 재정적 요건을 갖추기로 한 결정은 원전을 확대하기 위한 상당한 진전"이라며 "원전에 대한 훌륭한 경험을 가진 다른 국가로부터 배울 수 있게 된 점을 자랑스럽게 생각한다"고 말했다.

이어 "정치적 관점에서도 원전 투자에 대한 방향이 친화적으로 가고 있다"며 "최근 원전 투자에 대한 토론에서 많은 정당이 긍정적이라는 것을 확인했다"고 전했다.

칼손 장관은 스웨덴이 한국에 도움을 줄 수 있는 부분에 대해서도 언급했다. 특히 한국의 녹색전환 실현을 위한 핵심 파트너가 되기를 희망한다고 강조했다.

스웨덴은 2045년 세계 최초로 '화석 연료 없는 복지국가'로 전환하는 것을 목표로 설정했으며 그 해법으로 전기화에 방점을 찍었다. 강력한 정책 지원과 청정 에너지 인프라, 산업 생태계를 바탕으로 전기화 혁신을 이끌고 있다.

칼손 장관은 "스웨덴과 한국은 각각 2045년, 2050년 탄소중립을 목표로 녹색 미래를 향한 여정을 걷고 있다"며 "같은 방향과 목표를 갖춘 우리가 함께 혁신함으로써 기후 목표를 달성할 수 있을 것"이라고 말했다.

그는 스웨덴이 경쟁력을 갖춘 초고압직류송전망(HVDC) 기술, 전기트럭과 친환경 솔루션 등을 예로 들며 스웨덴은 한국의 녹색전환을 지원할 수 있는 좋은 위치에 있다고 설명했다.

이어 "스웨덴에는 혁신적이고 역사를 가진 연구기관이 많이 있다"며 "한국의 다양한 연구개발을 지원할 수 있을 것"이라고 덧붙였다.

칼손 장관은 "우리는 서로 많은 것을 배울 수 있다고 확신한다"며 "우리가 협력할 때 아시아와 유럽 등 세계에 한층 강한 영향을 미칠 것"이라고 말했다.

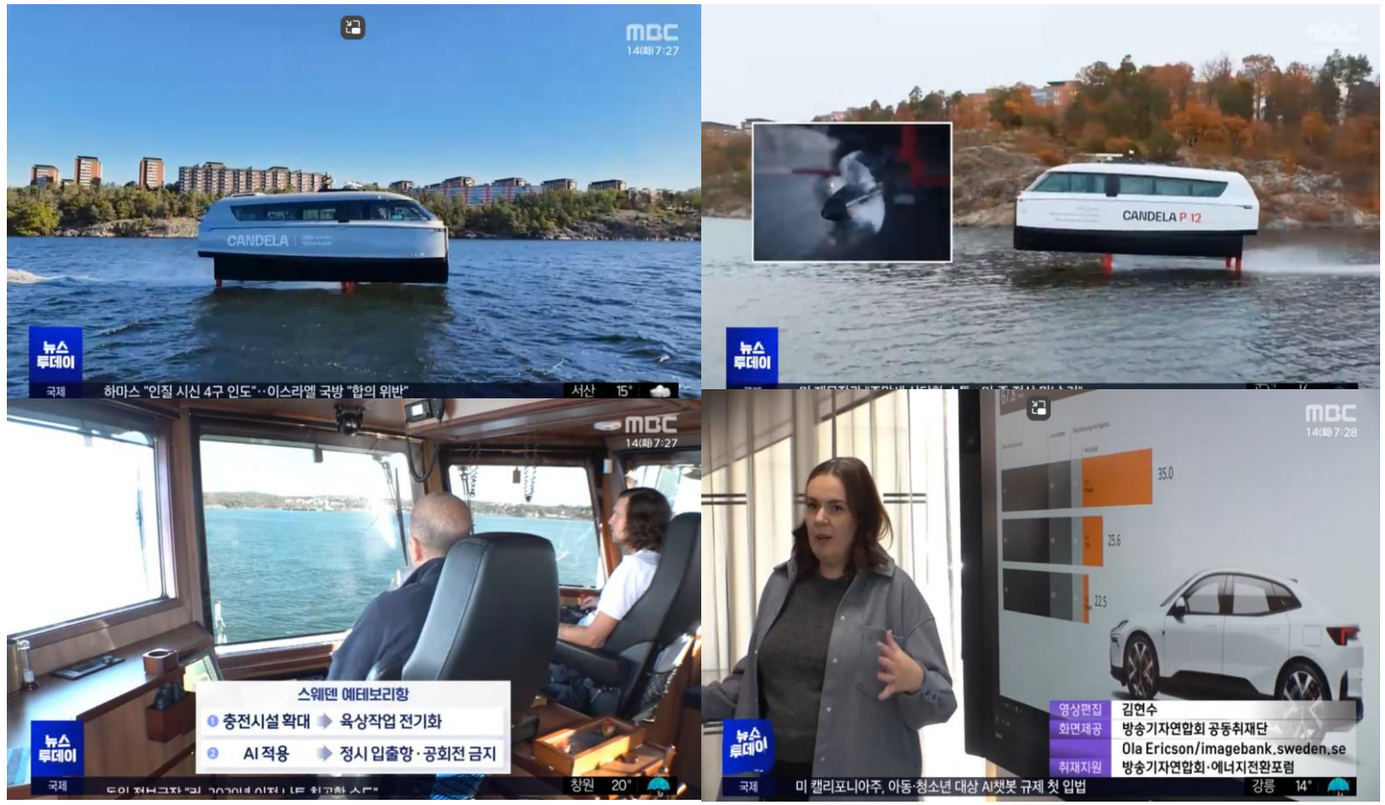
한편 스웨덴 농촌국토부는 농촌 지역, 농업과 식품 생산, 지역개발, 교통과 인프라, 주택, 국토 공간 계획과 관련된 사안을 담당하고 있다.

Summary

- Sweden’s SEK 220 billion budget planning for 2026 opens collaboration opportunities for nuclear plant development
- Minister Andrea Carlsson emphasized that Sweden can learn from Korea’s experience with nuclear power plant expansion regard
- Sweden’s strengths in HVDC transmission, electric mobility and green infrastructure position it as a valuable partner for Korea’s energy transition
- Through mutual innovation and cooperation, Sweden and Korea can jointly advance the global shift toward a fossil fuel-free future

Key Coverage (6) : Sweden’s Water Buses on Time – Flying Boats on the Water from MBC

Samples of published articles

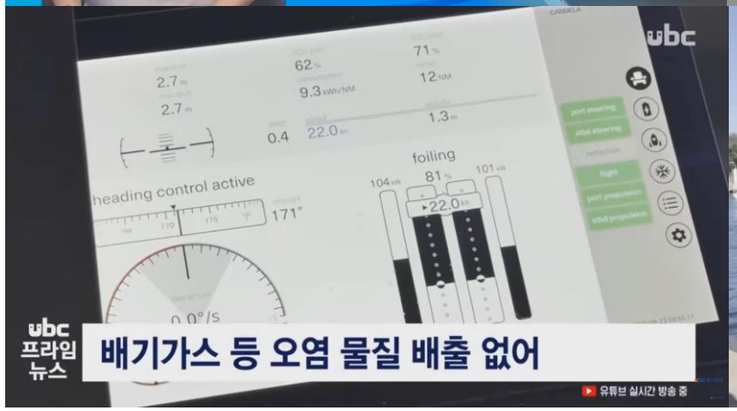


Summary

- In Stockholm, electric ferries like Candela have become key commuter transport, using hydrofoil “wings” to lift above water—cutting energy use by 95% and eliminating noise and wake.
- Ports such as Gothenburg are going green by requiring ships to shut off diesel engines and connect to the grid when docked, while AI systems optimize docking schedules to reduce idling and emissions.
- Sweden’s electric vehicle adoption exceeds 60%, and EV batteries are now part of the smart grid, storing surplus renewable energy and feeding it back during peak demand.
- A dynamic electricity pricing system encourages consumers to charge vehicles when power is cheapest, fostering a stable and efficient energy ecosystem that supports full-scale electrification.

Key Coverage (7) : Use of Flying Ships as Public Transportation from UBC

Samples of published articles



Summary

- The Candela P-12, a 100% electric ferry developed in Sweden, uses hydrofoil technology to lift its hull above the water, reducing energy consumption by up to 90% compared to conventional vessels
- Its friction-free, quiet operation produces no exhaust gases or waves, minimizing marine pollution and coastal erosion while offering a smoother ride
- The vessel can travel up to 80 km on a 45-minute charge using a standard EV charger, combining efficiency with accessibility
- Since introduced public transport service between Stockholm and Ekerö, the P-12 has cut travel time in half and carried over 15,000 passengers in eight months, symbolizing the maritime sector’s shift toward carbon-neutral mobility

Key Coverage (8) : Carbon-Neutral from The Start – Innovation through Materials and V2G from UBC

Samples of published articles

Summary

- Electric vehicles account for 35% of new car sales in Sweden, supported by extensive charging infrastructure and government subsidies covering 50% of installation costs
- Swedish EV maker Polestar is pioneering material innovation, using recycled fishing nets, plastics, steel, and aluminum to reduce emissions throughout the manufacturing process, aiming for a climate-neutral car by 2030
- Apps like the Polestar Charging App use algorithms to find the lowest-cost charging times, empowering users to charge efficiently and economically
- Sweden is also testing Vehicle-to-Grid (V2G) technology that enables EVs to feed stored electricity back into the grid, stabilizing power supply and creating new energy revenue opportunities

Key Coverage (9) : Eco-Friendly Incentives – Ports Become Carbon Neutral from UBC

Samples of published articles

Summary

- The Port of Gothenburg's inspection vessel, originally diesel-powered since 1979, was converted to an electric ship, cutting the Port Authority's carbon emissions by 15%
- The port is expanding onshore power supply systems, enabling docked ships to connect to the electric grid instead of idling their diesel engines, and has electrified cargo handling equipment
- Incentive programs encourage sustainability: ships using eco-friendly fuels receive 10% port fee discounts, and electric trucks get priority lanes for faster logistics processing
- With a goal to reduce total port emissions by 70% by 2030 (vs. 2010), Gothenburg stands as a leading example of carbon-neutral port transformation

Key Coverage (10) : Sweden Pioneers The “Electrification Era” from UBC

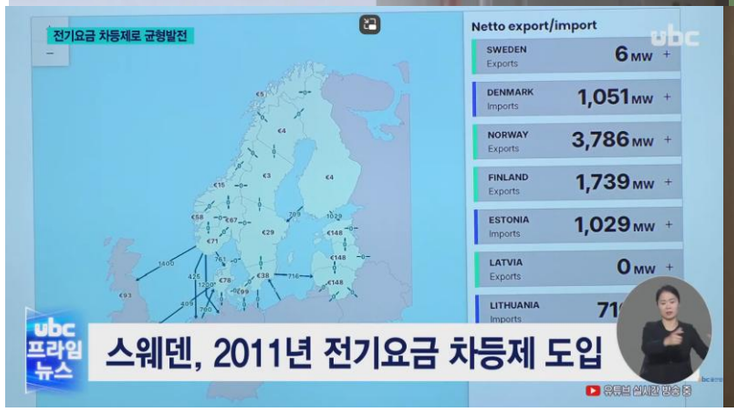
Samples of published articles

Summary

- Sweden, recognized as a global leader in carbon neutrality, is pioneering the era of full electrification through advanced energy technologies
- Hitachi Energy developed the HVDC technology, enabling long-distance, high-capacity transmission with minimal power loss and strong integration with renewable energy
- The Swedish National Research Institute focuses on power semiconductors, especially wide-bandgap materials, essential for electric vehicles, ships and renewable power generation
- Decades of national-level investment and R&D have positioned Sweden as a front-runner in green grid and semiconductor innovation, accelerating its transition toward a sustainable, electrified future

Key Coverage (11) : Introduction of a Differential Electricity Rate System… “Foundation for Balanced Development” from UBC

Samples of published articles



Summary

- Since 2011, Sweden has implemented a four-zone regional electricity pricing system, where southern regions with higher consumption pay more than northern regions with abundant power generation—creating up to a 1.7× price gap
- The policy has helped revitalize northern Sweden, leading to a 3% population increase and attracting energy-intensive industries, such as fossil-fuel-free steel manufacturing, to the low-cost power regions.
- Residents, like Maria from Gothenburg, view the system as fair, recognizing that long-distance electricity transmission entails higher costs.
- Korea plans to adopt a similar regional rate system next year, expected to benefit Ulsan and other self-sufficient regions, though experts stress the need for careful stakeholder coordination to ensure fairness and balanced national development.

Key Coverage (12) : Sweden’s 99% Low Carbon Energy – The Path To Electrification from MBC Daejeon

Samples of published articles

Summary

- Sweden is driving electrification across manufacturing and transportation to achieve carbon neutrality amid the global climate crisis
- About 99% of Sweden’s electricity is generated from low-carbon sources, mainly hydropower, wind and nuclear energy
- Electric vehicles now account for 60% of new car sales, supported by widespread charging infrastructure
- Even in manufacturing sectors like cement and steel, companies are developing and commercializing low-carbon manufacturing technologies
- Through strong public-private collaboration, Sweden targets net-zero emissions by 2040, a decade ahead of the Paris agreement goal

Key Coverage (13) : Different Electricity Rates by Region… Encouraging Balanced Development from MBC Daejeon

Samples of published articles

Summary

- Since 2011, Sweden has applied regional electricity pricing, charging higher rates in the power-consuming south and lower rates in the energy-producing north to balance supply and demand
- The system has led to regional revitalization, with northern Sweden's population—previously declining for two decades—increasing by about 3% in ten years and attracting fossil-free industrial investments, especially in steel production
- Residents like Maria from Gothenburg accept higher southern electricity prices as fair, acknowledging the cost of long-distance power transmission
- As Korea prepares to introduce a similar system next year, experts stress the need for public consensus and precise pricing design to ensure fairness and support balanced regional energy development

Key Coverage (14) : Expansion of Carbon-Free Transportation from MBC Daejeon

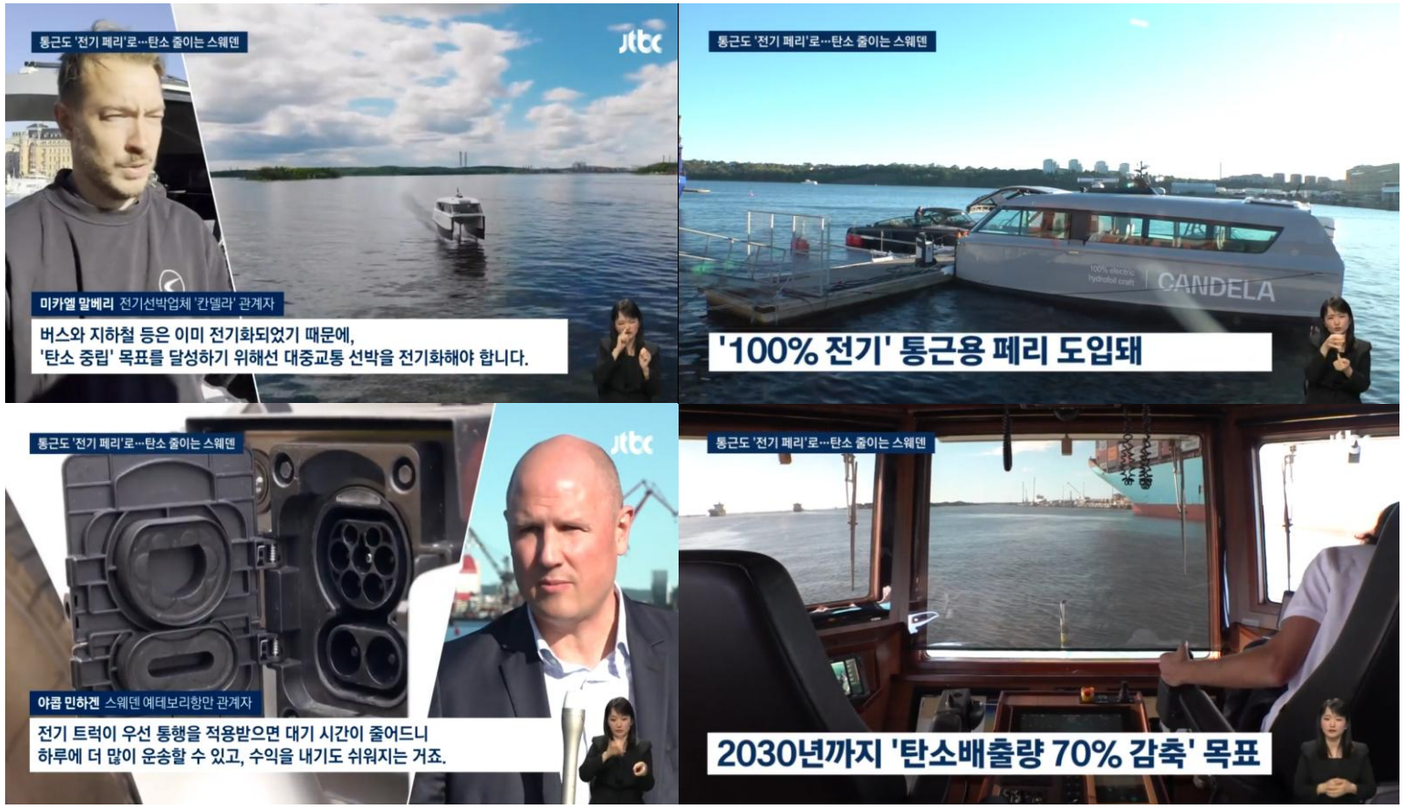
Samples of published articles

Summary

- Sweden is leading maritime electrification, with the world's first 100% electric hydrofoil ferry operating in Stockholm, offering faster, quieter rides with zero emissions and minimal maintenance needs
- The electric hydrofoil, powered solely by electric batteries, reduces carbon emissions and water resistance, making it more efficient and environmentally friendly than diesel vessels
- In Gothenburg Port, a former diesel inspection vessel built in 1979 was converted to electric, cutting 60 tons of CO_2 emissions annually, and ships using eco-friendly fuels receive 10% port fee discounts
- The Port of Gothenburg continues expanding carbon reduction efforts, including onshore power connections for docked ships, aiming to reduce total emissions by 70% by 2030

Key Coverage (15) : 100% Electricity Ferry Flying Over Water – Sweden Takes Active Steps Against the Climate Crisis from JTBC

Samples of published articles



Summary

- In Stockholm, a city of islands connected by ferries, trams, and buses, the Candela electric shuttle ferry has been introduced as a 100% electric commuter vessel, gliding above water with 90% less energy use and no emissions or noise
- The Candela ferry's hydrofoil design reduces water resistance, offering faster, smoother, and quieter rides than diesel ferries while supporting Sweden's carbon-neutral public transport goals
- In Gothenburg, the largest port in the Nordics, inspection vessels have been converted from diesel to electric, and the port aims to cut carbon emissions by 70% within five years
- To encourage industry participation, electric trucks get dedicated lanes for faster logistics, and ships using eco-friendly fuels like methanol receive discounted port fees, driving a nationwide transition to clean, electrified transport

Key Coverage (16) : Sweden is Electrifying All Energy Sources… What About Us? from SBS

Samples of published articles

Summary

- In Stockholm, where ferries are a core part of public transport, electric hydrofoil vessels like Candela's have been introduced, flying above the water to reduce drag and energy use for efficient
- Sweden is rapidly electrifying all transport sectors—from cars to ships and heavy equipment—with dynamic electricity pricing systems that enable smart, low-cost charging through AI algorithms.
- Electrification greatly improves energy efficiency, as EVs convert about 70% of stored battery power into motion, compared to just 20–30% for combustion engines, while allowing carbon reduction at the power generation stage.
- According to Sweden's Minister of Rural Affairs and Infrastructure, full electrification of transport could cut national carbon emissions by 30%—a goal supported by Sweden's 90% carbon-free electricity mix, far ahead of Korea's 40%, where industrial decarbonization still lags behind.

Key Coverage (17) : From Water Buses To Ships… Expanding Eco-Friendly Transportation from KBS

Samples of published articles

Summary

- Stockholm, known as the Venice of the North, is adopting electric boats powered by EV batteries as part of its green transport transition
- The hydrofoil electric ferry lifts above water at 40 km/h, reducing drag, noise and emissions – producing zero exhaust and fine dust
- Initially launched for tourism, it is now used as a commuter ferry, while port vessels have also switched from diesel to electric engines
- Through strong public-private collaboration, Sweden aims to cut CO2 emissions by over 70% by 2030 and strengthen industrial competitiveness

Key Coverage (18) : Predicting Ship Arrival and Departure Times… AI Accelerates Green Policies from KBS

Samples of published articles

Summary

- Gothenburg Port, the largest shipping hub in Scandinavia, began converting diesel-powered vessels to electric battery systems two years ago
- According to Captain Thomas Kruse Kolberg, this retrofit reduced the company’s CO2 emissions by 15%, mainly by cutting ship idling time – a major pollution source, as about 80% of port emissions come from vessels
- AI technology is now being used to predict vessel arrival and departure times, improving scheduling efficiency and reducing unnecessary fuel consumption
- With a national goal to eliminate fossil fuels by 2045, Sweden expects AI to play an increasingly central role in advancing carbon reduction and energy efficiency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