

# Seoul Sharing City

## Executive Summary in 2015

Seoul Metropolitan Government(SMG) has addressed various problems such as transportation, parking, residential, and environmental issues through sharing policies. SMG has announced the policy “the Next Step For Sharing Seoul” on April 20<sup>th</sup> which helps solve citizens’ issues, including reducing child care and vehicle maintenance expenses.

SGM has designated and supported 57 sharing organizations and businesses for the last two years, and it will promote 300 businesses, which is about six times more than it did in the past, until 2018. Since the declaration of Seoul being a Sharing City in 2012, sales of some of the 57 sharing businesses that applied have increased nine fold over the past two years. The goal of the plan mentioned above is to expand the sharing activities into various fields.

The city has been designating sharing organizations and businesses, providing administrative support in consulting and public relations, and financially supporting with approximately 5 million won per company as well as supporting 37 sharing businesses of the district offices surrounding Seoul with 3.6 million won. For instance, the car-sharing companies such as Green Car and So-car, began in 2013 and reached approximately 400,000 members. The total number of car sharing used was about 850,000 times.

Since 2013, Modu-Parking (Modu means “for all” in Korean)—one of the parking lot sharing projects which shares residential lots that are free during work hours, shared 2,000 parking spots in seven districts by cooperating with the city of Seoul and surrounding districts. Likewise, Kiple, a company that shares children’s clothes shared about 8 million pieces of children’s clothes by affiliating with 230 daycare centers of six autonomous districts in Seoul. PJT OK(one of house sharing companies), that aims to reduce single person households, increased the number of shared houses to 16, in which there are now 117 people living together.

SMG concluded that the result of sharing parking space, opening public facilities, and sharing cars had the economic effect of about 48.4 billion won.

- Sharing parking space:  $2,000 \text{ lots} \times 8,000 \text{ won} = 160 \text{ million won}$
- Opening public facilities:  $139,366 \text{ m}^2 (1,000 \text{ units}) \times 2,275 \text{ won} = 3,170 \text{ billion won}$
- Members of sharing cars:  $2 \text{ million won (annual saving cost per 1 sharing car)} \times 37 \text{ million people} \times 1\% = 7.4 \text{ billion}$

Based on these achievements, SMG is planning for the second project to keep addressing urban problems through sharing and to expand the concept to citizens’ lives. SMG is going to expand these sharing concepts to citizens’ everyday lives including Resident Parking Only, the One Roof Inter-Generational Sympathy Project, introducing the concept of sharing children’s clothes to the entire districts in Seoul, and trialing car sharing in apartment complexes instead of just public parking lots.

Meanwhile more than five of the designated “Sharing Organizations” and “Sharing Businesses” will be supported as the representative sharing star business for Seoul.

*※ sharing star business: There are some outstanding sharing companies which are still unknown to the world in Seoul. Like air b&b(superstar sharing company in the world!), SMG will support some companies having unique sharing ideas by public relations.*

Furthermore, by constant yearly improvement, the current sharing methods will be diversified with more than 300 sharing methods by 2018. The sharing star business will be fully supported the increased investment needed for growth of sharing businesses, implement customized consulting, constructing a cluster of “Sharing Organizations” and “Sharing Businesses,” as well as implementing a sharing promotion plan by SMG.

SMG will run a demo version of “sharing schools” for students (it will be gradually developed for every Office of Education from 2016) so that students can understand the concept of sharing and practice it from childhood on.

The city also operates ‘schools for sharing experts’ and encourages the creation of new sharing businesses. (In fact ‘sharing economy clubs” are being formed among middle and high school students and students are practicing the sharing economy by sharing their school supplies.)

SMG plans to operate different businesses to meet diversified needs for housewives, young people, working professionals, and retirees. It also plans to discover and disseminate models for outstanding “Sharing Businesses” that can make progress in communities and schools by designating sharing communities and sharing schools.

Not only municipalities and district office buildings but also public facilities such as museums and art galleries will entirely extend their operating hours to night, weekends, and holidays. Experiential sharing events and campaigns for citizens that are closely related to everyday life will take place more than once a quarter promoting such practices as car and children’s clothes sharing at places like Myeong-dong, Gangnam, and university towns.

The city of Seoul plans to reinforce operating ‘Sharing facilitation Committee (domestic)’ in order to improve laws and policies that are hindrance to the growth of Sharing Businesses. SMG plans to make revisions to statutes in cooperation with the National Assembly and the central government and to create more institutional support for sharing such as enacting special laws.

The city has identified seven areas that are in need of system improvement including transportation, tourism, parking lots, detergents, food industry, insurance, and construction, and it plans to open various forums for each field to collect public opinions and create reform measures.

SMG will actively brand great sharing cases to spread them to not only other local governments but also to the entire world. The city plans to become a worthy global sharing capital by creating a “National Sharing City Association” and “Consultative Group of World Sharing Cities”, and in the long term the city will take lead in creating “Global Organizations of Sharing”.

In 2015, the city plans to additionally appoint sharing economy experts of various nations and cities as the International Advisory Group for Sharing Economy in order to extend our network and build a foundation for creating a consultative group of global Sharing Cities led by the city of Seoul.

Since the announcement of Seoul to be a Sharing City in September 2012, the city of Seoul has been striving to create the institutional foundations for realizing sharing cities.

SMG legislated in December 2012, enactment of the Ordinance to Facilitate Sharing, and constituted a 'sharing facilitation committee' with civilian experts in February 2013. Also SMG launched 'Share Hub,' the online clearinghouse of sharing economy services in June 2013. It has also been making progress using conferences, exhibitions, and events for citizens' experiences to spread the city's sharing policy to the general public.

As a result, Seoul has received international recognition including the 'Metropolis Award' last September for making remarkable progress in such a short time by passing sharing legislation at the local government level, a first in the world. In addition, more than 100 cities came to learn about Seoul's sharing policies including Busan and Bristol, England and so on.

✂ Metropolo is an international organization with 171 city-members established in 1985 to promote improvement of cities through solving common issues of major cities around the world and reciprocal exchange among cities.'

Last September 'Metropolis' acknowledged Seoul's sharing policy as a three-part policy that can solve social, economical, and environmental issues at once. 'Forbes,' (May.25.14) mentioned Seoul as 'one of the world's sharing capitals.' 'Shareable,' (June.4.14) the biggest sharing news and action platform, also highly rated sharing Seoul as the 'world's model for sharing capital.' Seoul is making its excellent sharing cases known to the world at various international events that it was invited to, such as ICLEI, SIX, Citylab.

The city of Seoul estimates the economic effect of its second run of sharing projects:

- Citizens save 12 billion won annually
- The city saved 1.18 trillion won
- 1,280 new jobs
- A 29,800 ton reduction of Co2 emissions.