

Current Status of “Sharing City Seoul” Projects

■ Development of infrastructure of “Sharing City”

- **“Sharing City Seoul” declared on September 20, 2012**
 - “Car Sharing” and other priority projects selected, sharing city infrastructure developed and propagated
- **Seoul Metropolitan City ordinance for sharing enacted on December 31, 2012**
 - Sharing organizations and businesses designated, administrative and financial support provided, Sharing Promotion Committee organized and operated
- **Sharing Promotion Committee organized and operated under joint private sector-government governance**
 - Total of 15 members: 2 from the City Council, 12 civilian experts, 1 government employee
 - Determines the designation of sharing organizations or businesses, support for project funding; reviews or advises on policies for promoting sharing
- **Seoul Metropolitan City ordinance enforcement rules for sharing enacted on February 21, 2013**
- **“Seoul Sharing Hub” operation supported**

Information Plaza	Production, accumulation archiving, dissemination promotion, and provision of information
Network Forum	Support for formation or link with sharing-related organizations, businesses, media, or social sectors
Campaigns	Campaigns waged to diffuse sharing
Education	Education or training of venture startups, interested citizens, and government employees

■ Support for sharing organizations or businesses

- **The city government designates “sharing organizations” or “sharing businesses.”**
 - Eligibility: Organizations or businesses wishing to resolve social problems through sharing
 - Application method: Applications accepted on the Internet during the public recruitment held two to three times a year
 - Status of designation: **42 organizations or businesses**
 - Effects or benefits: Designation certificate issued, Sharing Seoul Brand Image license granted, administrative and financial support
- **Administrative and financial support to sharing organizations or businesses**
 - Administrative support: Support for collaboration with related government departments, networking with other sharing organizations or businesses, and improvement of institutions or systems
 - Financial support: Financial support provided to projects with greater sharing promotion effects among those implemented by the designated organizations or businesses
- **Support for the startup of sharing economy business**
 - **20 teams** selected based on ‘1,000 projects or tasks designated for Youth Business Startup Incubation’
 - Provides office space, operational funds, support for training or consulting
- **Outcome of support to sharing organizations and businesses in 2013**
 - **Total amount of project funds supported: 286 million won to 18 businesses and organizations**
 - Parking lot sharing : 0 parking lot ➔ 359 parking lots (Yongsan-gu)
 - Home stay in city: 4,000 rooms ➔ 6,700 rooms(monthly cases from 5,100 to 13,500)
 - Sharing of kids’ clothing : Total clothes held 17,894 pieces ➔ 40,235 pieces
Total exchange cases 1,527 ➔ 3,458
 - Sharing of performance props: 100% increases in successful cases and memberships

■ Propagation of citizens' participation

○ Public hearing held on “Sharing City”

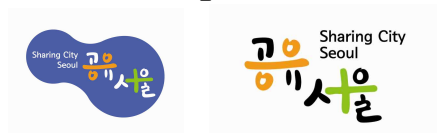
- Date: 2012.09.24 (Mon.), 10:00
- Venue: Grand conference hall, Seoul City Hall
- Topics: Discussion on the draft ordinance for promoting sharing and plans for promoting “Sharing City Seoul”

○ Lectures on “Seoul meets sharing economy”

- Period: 2013.01.10 ~ 04.11, Every Thu, 19:30
- Venue: Grand Conference hall, Seoul City Hall
- Topics: Lectures on service startup-related stories and methods of participation by representatives of sharing organizations or businesses

○ Open invitation and production of Sharing City brand images and slogans

- BIs:



- Slogans: “Sharing brings happiness to 10 million citizens”
- Application: Licensing granted to designated sharing organizations and businesses for promotional purposes

○ “Sharing Economy Forum” event

- Date: 2013.04.18 (Thu.), 19:30~22:00
- Venue: Multi-purpose hall, Seoul City Hall
- Topics: New sharing models presented through promotional booths of sharing businesses or organizations

○ “Book-Reading Subway” event

- Date: 2013.04.20 (Sat.), 13:00~17:00
- Venue: Citizens' Hall and Line No. 2 subway stations and trains
- Contents: Book concerts, “sharing bookshelf making” events, flash mob event for book reading in subway trains

- **Sharing City Fair Smart Cloud Show**
 - Period/Venue: COEX, 2013.08.01 ~ 03
 - Contents: International conference and Sharing Seoul promotion halls operated
 - ※ Scheduled to hold a conference on the sharing economy in September this year
- **“Sharing Economy Starter School”**
 - Period/Venue: Every Saturday, 2013.08.03 ~ 09.07
 - Targets: Those preparing for venture startup, members of non-profit organizations, community activists, etc.
 - Contents: To enhance understanding of the sharing economy, to support startup by developing specific sharing economy business models
 - ※ 2nd term of the Sharing Economy Starter School operated in March and April this year
- **Events for citizens to experience sharing**
 - Period/Venue: Hongik University, 2013.10.30 ~ 11.30
 - Areas for promoting sharing: Sharing cars, talents, food, or kids' clothing
 - Methods for promoting sharing: Joint promotion by the city government, sharing hub, and sharing organizations or businesses
- **“Tomorrow is designed by reviewing experiences in sharing city programs in 2013”**
 - Period/Venue: Youth Job Hub, 2013.12.23
 - Sharing experiences of sharing programs by sharing organizations or businesses in 2013 to seek program directions for 2014
- **“Sharing Imagining Workshop” held**
 - Period/Venue: Seoul Partners House, 2014.01.27
 - Attended by government employees, members of sharing organizations or businesses, members of the Sharing Promotion Committee, etc.
 - Policies developed for “Sharing City Seoul,” which can be implemented through collaboration between the private and public sectors

■ Leading Sharing City Seoul projects as of April 2014

○ Car sharing(Nanum car)

- Cars shared conveniently as required anytime, anywhere, hourly rates paid
- Implemented by: Green Point Consortium Ltd., So-Car Ltd., etc.
- Sharing record: **282,356 members' service used**

A total of 1,070 cars held for sharing

○ Parking lot sharing

- Support provided to organizations, businesses, and autonomous district offices wishing to resolve parking lot shortage by sharing parking lots
- Sharing record: Pilot areas have been selected in Yongsan-gu and Songpa-gu for sharing all parking lots in the districts.

359 parking lots secured (Yongsan-gu)

- Implementation plan: Plans to diffuse the service to more autonomous districts, including sharing for-residents-only parking lots in Gwangjin-gu and parking lots of apartment houses in Seongbuk-gu.

○ Shared bookshelves

- Sharing books with neighbors by storing them on shared bookshelves
- Sharing record: **19 bookshelves opened**

○ Sharing idle space in public or government-owned facilities

- Opening conference rooms and auditoriums at government buildings for use by citizens
- Sharing record: **970pieces of idle space fully opened and used in 22,931 cases**

○ Room Sharing

- Senior citizens as landlords share their extra rooms with students at low rent, with the students helping their landlords in life, including chatting companion service.
- Sharing record: **28 students at 23 households in Nowon-gu and Gwangjin-gu**
- Implementation plan: Scheduled to diffuse the service in Seodaemun-gu, etc.

- **Children's Clothes Sharing Program**

- Parents can purchase their kids' clothing using the credit points they earn by donating used kids' clothing to sharing businesses.
- The program is being promoted by signing an MOU between the autonomous district offices and Federation of Nursing Homes Operated by the Central and Local Governments.
- Sharing record: **31,246 cases of exchange of kids' clothing through Kiple Ltd., a designated sharing business**

- **Seoul e-Sharing(e-Poomasi)**

- Sharing goods, talents, or services using regional community currency
- Sharing record: **21,052 cases by 5,685 people in 15 districts**

- **Open Data Plaza**

- Public data with high social or economic values opened to citizens
- Documents signed by section supervisors or higher government officials fully disclosed to citizens
- Sharing record: **1,300 data sets on 125 systems opened**

■ **Status of improvement of statutes and institutions obstructing sharing**

- **Status and problems**

- Too stringent requirements for sharing empty rooms with tourists
- Tourist interpreting guide certificate is mandatory for guiding foreign tourists.
- When religious facilities are shared, their benefit of tax exemption may be revoked.

- **Progress**

- Legislation is planned by drawing social consensus through panel discussion by experts.
- The improvement of statutes or institutions obstructing sharing has been recommended to the central government.
- The Seoul Metropolitan Government is currently consulting with insurance carriers to develop insurance that can indemnify damages suffered by users of sharing services.

[Statutory provisions obstructing sharing activities]

- Regulations on Standards for Urban Home Stay Service for Foreign Tourists, Enforcement Rules of the Tourism Promotion Act

- The total floor area shall be less than 230 m².
- The applicant or household member must be able to provide foreign language service.

- Problematic provisions related to the sharing of travel experiences in the Tourism Promotion Act

- Travel service providers shall employ those who have acquired Tourist Interpreting Guide Certificate for providing tourism guide service to foreign tourists.

- Problematic provision on taxation when religious facilities are shared in the Act on Restricting Exemption from Local Taxes

- Taxes are not waived when religious facilities are used for profit-seeking services or when they are not used directly for their mission or purpose.

- Provision related to the sharing of privately owned cars in the Passenger Transport Service Act

- Renting non-business cars for consideration is prohibited.

Status of “Sharing City Seoul” Projects

Basis on April 2014

No.	Project Name	Status of projects
1	Car sharing service (Nanum car)	- 1,070 cars shared at 564 locations in Seoul - 282,356 members’ service used
2	Shared bookshelves	- Bookshelves for sharing books - Bookshelves opened at 19 locations
3	Tools library	- Tools rented or repaired, woodworking programs operated - Tools libraries opened at 13 locations
4	Children’s Clothes Sharing Program	- Participated in by 75 nursing homes in Guro-gu and Seongbuk-gu in the project organized by Kiple, a sharing business - Expanded to more autonomous districts in 2014, including Seodaemun-gu and Dongjak-gu
5	Parking lot sharing	- 359 parking lots secured (Yongsan-gu) - Promotion methods diversified in Gwangjin-gu, Gangdong-gu, and Songpa-gu
6	Sharing idle space in public or government-owned facilities	- 970 spaces opened and used in 22,931 cases - Opens to citizens idle space owned by public or government agencies
7	Room Sharing	- 28 students at 23 households in Nowon-gu and Gwangjin-gu - Young people’s housing problem resolved by utilizing idle space in homes owned by senior citizens

No.	Project Name	Status of projects
8	Urban Home Stay promoted	- 1,399 rooms designated and used by 443 home stay service providers
9	Human Library	- Held twice a year (Seoul Metropolitan Library, 2013)
10	Seoul e-Poomasi	- 21,052 cases of sharing by 5,685 persons in 15 districts - Sharing goods or services with zones where sharing currency is used
11	Public Wi-Fi Seoul	- 1,992 APs deployed at conventional markets, parks, and civil service rooms at government agencies
12	Open Data Plaza	- 1,300 data sets on 125 systems opened - Documents approved by section supervisors or higher from March 2014
13	Seoul Photo Bank	- A total of 240,000 photos provided - Platform deployed to share photos held by the city government and citizens
14	Support for sharing organizations or businesses	- Sharing organizations or businesses designated: 42 - Operating funds supported: 461 million won provided to 27 projects (2013~2014)
15	Seoul Sharing Hub	- Sharing platforms and hub website deployed or organized to share news related to sharing
16	Sharing Seoul Fair held	- Sharing Seoul conference and exhibition held, Participated in by 23 sharing organizations and businesses, 11 Seoul City sharing projects in 2013
17	Sharing city publicized	- Citizens' participation promoted through diverse media - Production and distribution of PR video clips and posters

No.	Project Name	Status of projects
18	Support for sharing service projects by autonomous district offices	<ul style="list-style-type: none"> - Operating funds supported: 185 million won provided to 15 projects - Operating funds supported after reviewing projects openly recruited by autonomous district offices
19	Eunpyeong Goods Sharing Center opened	<ul style="list-style-type: none"> - Center being opened in Bulgwang-dong as resident service by the Eunpyeong-gu office planned to be opened in October 2014 - Various tools lent, DIY experience classes planned to be operated
20	Provides incentives to those who participate in sharing programs	<ul style="list-style-type: none"> - Provides opportunities for certification or publicity through review of outstanding sharing individuals, businesses, or organizations by the Sharing Promotion Committee

Annex 2
Details of Designation of Sharing Organizations or Businesses

No.	Field	Organization/Company	Details
1	Information sharing	Creative Commons Korea	The sharing hub is operated on a participation platform as well as an online sharing magazine. Knowledge-sharing activities or services promoted, including promotion of Creative Commons License CCL, a mark of voluntary sharing
2	Space sharing	Fair Space	Liaison for linking idle space to those who need space, including empty café during daytime and empty conference room of a business during evening hours
3		Idelelot	
4		BnBHero	
5		Hanintel	Liaison for empty rooms for renting to foreign tourists
6		Home Stay Korea	
7		Kozaza	
8		Labo Korea	
9		Parking Lot Sharing	Parking lot sharing service promoted
10		Sellpark	
11		Space Noah	Support for office space sharing or co-working network among businesses
12		On Off Mix	Support for meetings or linking meeting space among citizens
13		Living and Art Creative Center	Sharing space for living or creative work, education for creation in life
14		Norizzang	Sharing workspace or tools to allow people to make daily necessities by recycling waste wood
15		WOOZOO	Renting to people with the same interest areas by remodeling old houses into a shared house where the kitchen and living spaces are shared among tenants
16		Hello Market	Small-scale flea market operated in a small open space for recreation, which is mandatory in buildings
17		Church Plus Wedding	Linking with people who wish to use church space for weddings, etc.
18		Seoul Social Standard	Strives to propagate shared house models

No.	Field	Organization/Company	Details
19	Object sharing	Wonderland	Linking with people who wish to rent or borrow goods that are not used frequently, including travel luggage or bags
20		Billi	
21		Billiji	
22		Super Natural Used Market	
23		Tikle	Liaison for car pool service
24		N Market	Linking with people who wish to share trivial jobs or work or rent or borrow goods that are not used frequently, including travel luggage or bags
25		SoCar	Car sharing service that enables borrowing cars as required using smart phones
26		Green Car	
27		Car Sharing Korea	
28		Kiple	Service that enables parents to purchase clothing for kids using a virtual currency they earn by donating their kids' used clothing
29		The Open Closet	Renting to young job seekers for their interview donated suits that were hardly worn by their owners
30		Staff Seoul	Business that shares stage facilities or props abandoned after a show is over
31	Experience, talent sharing	My Real Trip	Provides information on tourist destinations by linking tourists with a local guide
32		Play Planet	
33		Wisdom	Linking people to share experiences or talents through small gatherings
34		Join Us Korea	Community for sharing knowledge or multiple cultures in multiple languages for foreigners staying in Korea
35		Book PR Media (Book Metro)	Flash mob events organized to read books in subway stations or trains
36		Wishket	Linking programmers or designers with businesses or individuals for short-term service

No.	Field	Organization/Company	Details
37		Zipbob	Social dining to share experiences or interest while dining
38		Ready and Start	Supports young people in realizing their dreams by sharing the experiences and wisdom of seniors
39		AirKlass	Sharing experiences and knowledge by displaying video clips of lectures on the Internet
40		Local Stitch	Promotes the local business or economy by sharing local tourism resources around local hotels
41		Eunpyeong e-Poomasi	Allows local residents to share talents or goods using a local virtual currency
42		Questrunner Korea	Supports the sharing of talents by providing a platform for linking people to temporary jobs

Annex 3
Homepage address of Sharing Organizations or Businesses

No.	Field	Organization/Company	Homepage
1	Information sharing	CCK	http://www.cckorea.org/
2	Space sharing	Fair Space	http://spacemarket.kr/
3		Idlelot	http://idlelot.kr/
4		BnBHero	http://www.bnbhero.com/
5		Hanintel	http://www.hanintel.com/
6		Home Stay Korea	http://www.homestaykorea.com/
7		Kozaza	http://www.kozaza.com/
8		Labo Korea	http://www.labo.or.kr/
9		Parking Lot Sharing	http://blog.parkingshare.kr/
10		Sellpark	http://www.sellpark.kr/
11		Space Noah	http://www.spacenoah.net/
12		On Off Mix	http://www.onoffmix.com/
13		Living and Art Creative Center	http://www.livingnart.or.kr/
14		Norizzang	http://www.norizzang.org/
15		WOOZOO	http://woozoo.kr/
16		Hello Market	http://www.hellomarket.com/
17		Church Plus Wedding	http://www.churchplus12.com/
18		Seoul Social Standard	http://3siot.org/roundabout/
19	Object sharing	Wonderland	http://wonderlend.kr/
20		Billi	http://billi.co.kr/
21		Billiji	http://billiji.com/
22		Super Natural Used Market	http://cafe.naver.com/snumarket/125
23		Tikle	http://www.tikle.co.kr/
24		N Market	https://www.facebook.com/nmarketpage

No.	Field	Organization/Company	Homepage
25		SoCar	http://www.socar.kr/
26		Green Car	http://www.greencar.co.kr/
27		Car Sharing Korea	http://www.wesharecar.co.kr/
28		Kiple	http://kiple.net/
29		The Open Closet	http://theopencloset.net/
30		Staff Seoul	http://www.staffseoul.com/
31	Experience, talent sharing	My Real Trip	http://www.myrealtrip.com/
32		Play Planet	http://blog.letsplayplanet.com/
33		Wisdom	http://wisdo.me/
34		Join Us Korea	http://www.joinusworld.org/
35		Book PR Media (Book Metro)	http://www.bookprmedia.com/
36		Wishket	http://wishket.com/
37		Zipbob	http://www.zipbob.net/
38		Ready and Start	http://www.ittda.co.kr/
39		AirKlass	http://www.airklass.com/
40		Local Stitch	http://www.localstitch.kr/
41		Eunpyeong e-Poomasi	http://poomasi.welfare.seoul.kr/community/CMMN31/upum_user_index.do
42		Questrunner Korea	http://www.questrunner.com/