

Not yet a member of the Eco-mileage program?
Join today!



Save energy (electricity, water, gas)
and receive incentives.

ecomileage.seoul.go.kr 

What is Eco-mileage?

The combination of words “Eco” and “mileage” means that participants are accumulating miles to achieve environment-friendliness.

It is a citizen participation program which gives incentives to member households and organizations who saved over 10% of electricity, water or gas use.

Who can join :

Households, schools, companies, and various organizations

How to join :

Join the Eco-mileage program at the website as an individual or a group

Please contact 120 Dasan Call Center for more information.

Eco-mileage Incentives

- Environment-friendly products, i.e. LED lamps, odometers and energy saving multi-outlet strips
- Discounts on green products, i.e. energy-efficient home appliances and boilers
- Tree voucher
- Financial support to schools and apartment complexes for greening projects



SEOUL METROPOLITAN
GOVERNMENT

Tips on saving energy

Let's act together



Save \$10 every month by using multi-outlet power strips.

Unplug appliances and electronics not in use or use energy-efficient multi-outlet power strips.



Do not open your refrigerator too often and for too long.

Do not overload your refrigerator and fill only 60% of the space. Use transparent containers to store food and organize them to make it easier to find what you are looking for.



Prevent energy loss

Do not charge your mobile phone battery longer than necessary.
Do chores such as ironing after 10 p.m.



Save water and earn Eco-miles

Wait and wash full loads of laundry.
Install water-saving showerheads and toilets.



Wear long underwear and socks to lower heating bills.

Set the room temperature at 18°C.
Get into a habit of wearing long underwear and socks.



Make sure to turn off the lights

Reduce indoor lighting
Use individual LED lamps

Use earned incentives like cash~

Eco-mileage Card Membership

The Eco-mileage program added card membership system to promote sustainable operation of the program and provide economic benefits to citizens who save energy and deliver green actions.

Deliver green actions and earn Eco-miles

- 1 Save electricity, water and gas.
- 2 Purchase eco-friendly green products.
- 3 Use public transportation such as subways and buses.

Earned Eco-miles can be used like cash



Not yet a member of the Eco-mileage program? Join today!

eco-mileage

ecomileage.seoul.go.kr

**Save energy (electricity, water, gas)
and receive incentives.**

Way to reduce carbon dioxide emissions to
stop global warming

Why do we need the Eco-mileage program?

Carbon dioxide is a main contributor to global warming and cars and buildings are responsible for 90% of all carbon dioxide emissions in SEOUL. The Eco-mileage program is a citizen action program to lower electricity, water and gas consumption from buildings.

The average temperature in Seoul has increased
by 2.4°C over the last one hundred years.

This is **three times** faster
than the Earth's temperature rise.



Increase in the number of tropical night phenomenon:
0.9 day in 1900s → 7.8 days in 2000s

Increase in the number of extreme rain days (over 150mm a year):
3-5 days in average → 12 days

National greenhouse gas emissions in 2006

Korea : 599.5 million ton of CO₂ emissions
(World's 10th largest emitter, 4.5% increase every year)

Seoul : 45 million ton of CO₂ emissions
(7.5% of the national CO₂ emissions)



You learned why we need the **Eco-mileage program**.
Now, let's take action to save **electricity, water and gas**
to prevent global warming.
As a first step, visit the Eco-mileage program website
and join the program. (<http://ecomileage.seoul.go.kr>)

Saving  electricity,  water and  gas

Begin with the Eco-mileage program

The combination of words "Eco" and "mileage" means that participants are accumulating miles to achieve environment-friendliness. It is a citizen participation program which gives incentives to member households and organizations who saved over 10% of electricity, water or gas use.

Who can join : Households, companies, schools and other organizations

How to join :

Visit the eco mileage website
(<http://ecomileage.seoul.go.kr>)



Sign up for a membership
(Enter information such as name and address)

- Monthly electricity, water and gas consumption will be managed automatically for the members.
- Members living in apartment complexes where electricity and water are shared need to enter only their gas account number on the bill at the website.
- Citizens who want to join but face difficulties in using the internet can contact 120 Dasan Call Center or visit community centers for assistance.



Apply for a Green Apartment Complex

Who can apply :

- Apartment complexes can join the program as an organization.
- Over 50% of all households must individually register for the program.
- The apartment complex must save more than 5% in greenhouse gas emissions for 6 months.
- Use of high-efficient, renewable energy, participation in Weekly No Driving Day Program.

Benefits :

\$10,000 for an apartment complex with more than 500 households or
\$6,000 for a complex with less than 500 households.

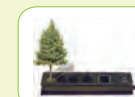
Select what you want, enjoy the incentives

Eco-mileage program brings gift to you

Participating households and organizations (schools, apartment complexes, commercial buildings) which have reduced over 10% of electricity, water and gas for 6 months compared to the standard consumption (average energy use of the last 2 years) will enjoy various incentive gifts.

*For details, please visit the Eco-mileage program website.

Eco-friendly incentive gifts



Multi-Outlet
Power Strip



Ceramic Mug



LED Lamp



Circuit Breaker



LED Bulb



Water-Saving
Showerhead



Glass Food
Container



Energy Saving Multi-
Outlet Power Strip



Yew Tree



Anionic Water-Saving
Showerhead



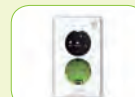
12W LED Lamp



Plastic Food
Container



Odometer



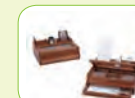
Fire Safe Electrical
Outlets



Ceramic Food
Container



Smart Electric
Meter



Desk Organizer



Energy Auditing
Service



LED lamp



LED lamp

Other : Azalea pot/ multi-power outlet strip with automatic shut down feature, timer with automatic power shut down feature, family book stand, circuit breaker for computers, wood bed tray, ceramic food container

Apply for the incentive gifts at the website

Incentives will be provided twice a year
(June and December)

Additional greenhouse gas reduction activities for Eco-mileage program incentive

1. Provide incentives for district heating reduction

- **How to earn Eco-miles:** In addition to the energy saving of electricity, water and gas, if heat consumption is saved from district heating (saving by more than 10%)
- **How to check:** Develop and check the system connecting the Eco-mileage program and electronic notification system for district heating bills, and offer monthly heat consumption data to each household.
 - ※ Size of district heating supply: total 699 complexes, 507,000 households (15.7% of total households in Seoul)
- **Launching date:** April 2011

2. Provide incentives for reducing private vehicle mileage

- **How to earn Eco-miles**
 - Vehicles participating in Weekly No Driving Day Program¹, which reduced more than 10% of the mileage over six months. Such vehicles will receive 50,000 Eco-miles (worth of 50,000 Korean won).
 - ※ Average greenhouse gas emissions of one vehicle is almost 69% of emissions from one household. However given that keeping a car off the road brings other benefits such as reducing fugitive dust on the road and mitigating traffic congestion, participants will receive the same amount of incentive as saving energy at households for reducing the mileage of the private vehicle by 10%
- **How to check:** Install On-Board Diagnostics (OBD) and check the mileage, and upload the information on the Eco-mileage website.
 - ※ Plan to develop a system to receive collected OBD data automatically from the Korea Insurance Development Institute from 2012
- **Launching date:** Pilot operation in the second half of 2011, full operation from January 2012

☐ Pilot operation plans

- Target: 500 vehicles installed with OBD
- * Number of vehicles installed with OBD: 10,000 vehicles in Korea (2,000 cars in Seoul)
- How to recruit participants: Register at the Eco-mileage website
- Specific plans
 - March, 2011: Develop the program
 - April ~ May, 2011: Promote the plan, recruit participants
 - June ~ November, 2011: Measure and evaluate the mileage (compare 3 months before and after implementing the plan), provide Eco-miles
 - January 2012: Supplement the program and start full operation

¹ Weekly No Driving Day Program is a citizen participation program launched by the Seoul Metropolitan Government. Participants of the program select one weekday, and leave their car at home on the designated day.

Background: Working in partnership with companies

Sponsorship from companies

For sustainable implementation of the Eco-mileage program, the Seoul Metropolitan Government signed MOUs with large and medium-sized companies, including Samsung Electronics, Hyundai Motors, and LG Chemical, which manufacture high-efficiency appliances or environmentally-friendly products, with the aim of providing environmentally-friendly incentives. These companies offer their products to households that had demonstrated outstanding energy conservation.

List of companies that signed agreement with the Seoul Metropolitan Government

No.	Company	No.	Company
1	LG Chemical	9	Nuri Telecom
2	Hyundai Motors	10	Sekwang Electronics
3	Kia Motors Corporation	11	Lock & Lock Co., Ltd.
4	Shinsung E&T Co., Ltd.	12	Hyosung Electric Industrial
5	Daejin DMP Co., Ltd.	13	Samsung Electronics
6	CEST Co., Ltd.	14	KyungDong Navien Co., Ltd.
7	Wellbas	15	Tong Yang Magic
8	JESJTEK	16	Autus, Inc.

Participation from financial institutions

For the implementation of the Eco-mileage card system, which provides points (a.k.a. Eco-miles) for activities such as energy conservation, purchase of eco-friendly products, or use of public transportation, the Seoul Metropolitan Government signed an agreement with six institutions – BC Card, Woori Bank, SC First Bank, NH Nonghyup, Industrial Bank of Korea, and Korea Environmental Industry & Technology Institute – to join hands and develop a citizen participation model for a low carbon mileage system.

** Below are English translations of the MOUs signed between SMG and the business sector. The original agreements are written in Korean.*

【Example 1】

MEMORANDUM OF UNDERSTANDING

For Enhancement of Low Carbon Green Growth Citizen Activities

The Seoul Metropolitan Government (hereinafter referred to as “SMG”) and Samsung Electronics (hereinafter referred to as “SEC”), recognizing that voluntary energy saving based on green lifestyle of the citizens is necessary to successfully achieve low carbon green growth, have agreed as follows to work together to promote the Eco-mileage program, which is launched by SMG.

1. Purpose This MOU aims to promote cooperation between SMG and SEC to actively address climate change issues and to encourage citizen participation in the **Eco-mileage program**, a green lifestyle activity program based on energy saving.

2-1. SMG Commitments SMG agrees to undertake the following:

- a. Promote eco-friendly activities implemented by SEC which are related to the Eco-mileage program
- b. Promote incentive gifts offered by SEC by posting details on the Eco-mileage program website (<http://ecomileage.seoul.go.kr>) to inform the citizens

2-2. SEC Commitments SEC agrees to undertake the following:

- a. Encourage affiliated and related companies to join the Eco-mileage program, and act to reduce greenhouse gases
- b. Promote SMG’s low carbon green growth policies including the Eco-mileage program
- c. Participate in the Eco-mileage program and provide incentive gifts to citizens who tried to achieve low carbon
 - Number of people subject to receive incentive gifts: 4,000 per year
 - Incentive gift types: Discount 50,000 Korean won when purchasing one of the SEC manufactured products (energy saving refrigerator, air conditioners, washing machines, LED TV)
Prize: 1 refrigerator, 1 air conditioner, 1 washing machine
 - Above prizes will be delivered to the winner directly after receiving the list of people subject to receive the incentive gifts from SMG

2-3 SEC is able to consult with SMG to change the incentive gifts offering to the citizens. If SEC to change the incentive gift type due to its internal situation, SEC must inform SMG about the details.

3. Confidentiality

a. SMG and SEC shall hold strictest in confidence abiding by the relevant laws including all information related to the signing of this agreement and information obtained (including information about the third party) in the process of implementing related tasks as well as other party's confidential information, and shall not disclose or distribute confidential information to the third party without written agreement from the other party nor use for the purpose other than the ones stated in this agreement.

b. Both parties agree to hold in confidence of the above stated confidential information even after this agreement is terminated, cancelled, or ended.

c. In the event of violating the duty to hold in confidence and thus resulting damage to the other party or the third party, the violating party or the party that disclosed the confidential information is responsible to indemnify to the other party or the third party for all the damages they have suffered.

4. Term/Termination The term of this agreement shall commence upon signing and shall continue for an initial term of one year and shall extend another one year unless any party expresses to terminate this agreement within thirty days prior to the termination in written notice to the other party.

5. Sincerity SMG and SEC shall put in the best effort to realize the purpose stated in this agreement.

To prove signing of this agreement and to sincerely implement the commitment, this agreement is made in two copies and sealed for each party to keep a copy of it.

April 22, 2010

Seoul Metropolitan Government
Oh Se-hoon
Mayor
Taepyeongro 1-31, Jung-gu
Seoul, Korea

Samsung Electronics
Choi Ji-seong
CEO
49-4, Nonhyeongdong, Gangnam-gu
Seoul, Korea

『저탄소 녹색생활 시민실천 저변확대』를 위한

협 약 서

서울특별시(이하 “서울시”)와 삼성전자주식회사(이하 “삼성전자”이라 한다)는 저탄소 녹색성장의 성공적인 추진을 위해 시민들의 자발적인 에너지절약을 통한 녹색생활 실천이 필요하다는데 인식을 같이하고, 서울시에서 시행중인 에코마일리지제를 활성화하는데 공동 협력하고자 다음과 같이 협약을 체결한다.

제1조(목적) 본 협약은 에너지절약을 통한 녹색생활 실천 프로그램인 『에코마일리지제』의 시민참여 활성화와 기후변화에 적극 대응하기 위하여 상호 협력하는데 그 목적이 있다.

제2조(협약내용) ① 서울시는 본 협약을 추진함에 있어 다음의 업무를 담당한다.

1. 에코마일리지제와 관련한 “삼성전자”의 친환경 실천내용 홍보
2. “삼성전자”의 인센티브 제공내용을 에코마일리지 홈페이지(<http://ecomileage.seoul.go.kr>) 게시 및 홍보물에 반영하여 대시민 홍보

② “삼성전자”는 본 협약을 추진함에 있어 다음의 업무를 담당한다.

1. 에코마일리지에 가입하여 저탄소에 노력한 시민에게 인센티브 제공
 - 제공인원 : 연간 4,000명(각 품목별 800명)
 - 제공내역 : 삼성전자 초절전 냉장고, 에어컨, 세탁기, LED TV, 노트북 품목 제품 구매시 5만원 할인권 지급
 - 제공방법 : 서울시로부터 인센티브 대상자 명단을 받아 대상자에게 전달

2. 우수 절약자 시상용 경품제공 : 냉장고 1대, 에어컨 1대, 세탁기 1대

③ “삼성전자”는 인센티브 제공내용을 서울시와 협의하여 변경할 수 있으며 자체 사정에 의해 그 내용이 변경된 경우에는 이를 서울시에 통지하여야 한다.

제3조(비밀유지 의무) ① “서울시”와 “삼성전자”는 본 협약의 체결 및 업무수행과 관련하여 취득하게 된 제반 거래정보(제3자에 대한 정보 포함), 상대방의 업무상 비밀 등을 관계 법령에 따라 보호하여야 하며, 상대방의 사전 서면 동의 없이 제3자에게 유출하거나 협약 외의 목적을 위하여 사용해서는 아니된다.

② 제1항에서 정하는 비밀유지의무는 본 협약이 종료, 해지, 해제된 경우에도 계속 유지된다.

③ 본 조의 의무에 위반함으로써 인하여 상대방 또는 제3자에게 손해가 발생한 경우 귀책 당사자 또는 비밀을 유출한 당사자는 상대방 또는 제3자가 입은 모든 손해를 배상하여야 한다

제4조(협약기간) 본 협약은 서명한 날로부터 발효하여 '10년 12월 31일까지 유효하다. 단, 할인권의 사용은 '11년 2월28일까지 가능하다.

제5조(신의성실의 의무) “서울시”와 “삼성전자”는 본 협약의 목적이 구현될 수 있도록 최선을 다 한다.

이 협약의 체결을 증명하고 제 의무를 성실히 수행하기 위하여 협약서 2부를 작성하고 상호 날인하여 각각 1부씩 보관한다.

2010년 4월 22일

서울특별시(서울특별시 중구 태평로1가 31번지)

서울특별시장 오 세 훈 (인)

삼성전자주식회사(경기도 수원시 영통구 매탄동 416)

대표이사 최 지 성 (인)

【Example 2】

MEMORANDUM OF UNDERSTANDING

For Issuance of Eco-mileage Card to Encourage Citizens to Participate in Green Lifestyle

The Seoul Metropolitan Government, Korea Environmental Industry & Technology Institute, Woori Bank, SC First Bank, NH Nonghyup, Industrial Bank of Korea, and BC Card have agreed as follows to issue the “**Eco-mileage card**” and to provide various benefits to the cardholders to encourage citizen participation in the “**Eco-mileage program**” which was introduced by the Seoul Metropolitan Government as an effort to address climate change.

1. The Seoul Metropolitan Government encourages citizens to join the Eco-mileage card (credit, debit and membership card) and provides Eco-miles to cardholders according to their energy savings.

2. The Korea Environmental Industry & Technology Institute certifies green products by issuing environment mark and carbon dioxide report, designates green stores, encourages retail stores to participate in the program to credit additional Eco-miles to the Eco-mileage cardholders for the purchase of green products, and provides the list of participating companies, and promotes cooperation with the BC Card.

3. Woori Bank, SC First Bank, NH Nonghyup, and Industrial Bank of Korea encourage citizens to join the Eco-mileage program and recruit new Eco-mileage program members, and provide Eco-miles to cardholders for using public transportation or purchasing with the Eco-mileage card.

4. BC Card identifies retail shops and green manufacturers to provide additional Eco-miles to Eco-mileage cardholders, and develops and operates the IT system to balance and manage the Eco-miles given by the Seoul Metropolitan Government, participating banks and stores.

As stated above, the parties signing in this agreement shall promote citizens to involve in green consumption by providing economic benefits to those delivering green activities, and join hands to eventually lead green growth.

January 17, 2010

Seoul Metropolitan Government
Oh Se-hoon
Mayor

KEITI
Kim Sangil
President

Woori Bank
Lee Jonghwi
President

SC First Bank
Richard. Hill
President

NH Nonghyuo
Kim Taeyoung
President

BC Card
Jang Hyungdeok
CEO

녹색생활 시민참여 활성화를 위한

「에코마일리지카드」 발급 업무협약

서울특별시, 한국환경산업기술원, 우리은행, SC제일은행, NH농협, IBK기업은행, 비씨카드(주)는 서울특별시에서 기후변화 대응을 위한 온실가스 감축노력의 일환으로 시행중인 「에코마일리지제」에의 시민 참여를 활성화하기 위해 「에코마일리지카드」를 발급하고, 동 카드 사용 시민에게 다양한 혜택을 제공하기 위해 아래와 같이 협약한다.


1. 서울특별시는 시민들이 에코마일리지카드(신용·체크·멤버십 등) 회원으로 가입하도록 권장하고, 에너지 절감실적이 있는 가정의 카드 회원에게 소정의 에코마일리지를 지급한다.
2. 한국환경산업기술원은 환경마크, 탄소성적표지 등과 같은 녹색제품 인증 및 녹색매장 지정 서비스를 제공함과 아울러 에코마일리지카드 회원이 유통매장 및 제휴 가맹점에서 친환경 제품 구매시 추가적으로 에코마일리지를 지급받을 수 있도록 관련업체의 참여를 독려하고, 참여업체 명단을 비씨카드(주)에 중계한다.
3. 우리은행, SC제일은행, NH농협, IBK기업은행은 시민들이 에코마일리지제에 많이 가입하도록 권유하면서 카드회원을 모집하고, 대중교통 이용시나 카드 사용액에 대해 에코마일리지 서비스를 제공한다.




4. 비씨카드(주)는 에코마일리지카드 회원에게 마일리지를 추가적으로 제공할 유통매장과 친환경 제조업체 등 제휴처를 모집함과 아울러 서울특별시, 참여은행 및 제휴처에서 제공하는 에코마일리지를 정산하고 관리할 IT시스템을 구축하고 운영한다.

위와 같이 저탄소 녹색생활을 실천하는 시민들에게 경제적 혜택을 제공함으로써 녹색소비를 촉진하고, 나아가 녹색성장을 견인할 수 있도록 참여기관 모두가 함께 노력하기로 한다.

2011년 1월 17일

 **서울특별시**
시장 오 세 훈



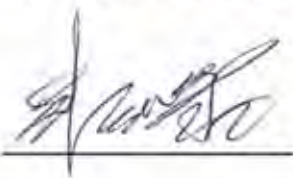
 **KEITI 한국환경산업기술원**
원장 김 상 일




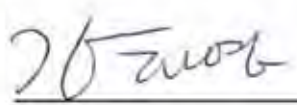
 **우리은행**
행장 이 중 휘



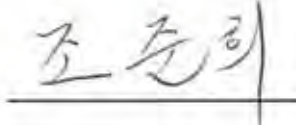
 **Standard Chartered
SC 제일은행**
행장 Richard Hill

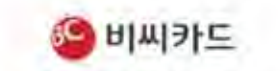


 **NH농협**
신용대표 김 태 영



 **IBK 기업은행**
행장 조 준 희



 **비씨카드**
대표이사 장 형 덕

