



Seoul Sharing City Executive Summary



Background & Context

- **Seoul:** 10 million inhabitants in 234 square miles; high levels of digital literacy and access.
- **Mayor Park Won-Soon:** has a track record of being a visionary leader: human rights and social justice activist; lawyer; founded the Hope Institute, a think tank designed to promote grassroots solutions for social, educational, environmental, and political problems.
- **Gu:** 25 gu (districts), each of which has a mayor and local autonomy over certain community affairs. All gu are part of Sharing City via projects, learning platforms and quarterly meetings.
- **Legislation:** “Sharing City” initiative announced in September 2012; ordinance passed on December 31, 2012; enforcement rules enacted on February 21, 2013.
- **Primary Goals:** recover a sense of community connectedness, trust and local relationships; enable community rebuilding and resilience at all levels; increase hyper-local opportunities for social innovation.
- **Secondary Goals:** boost local incomes; create jobs; promote sustainable consumption; reduce waste; address environmental issues.

Structure, Mandate & Governance

- **Social Innovation Bureau:** municipal government agency tasked with developing and implementing Sharing City strategy and initiatives; led by In-Dong Cho.
- **Sharing Promotion Committee:** joint public-private sector committee with 15 members (2 from city council; 1 government employee; 12 civilian experts from a range of sectors).
- **Global Advisory Council:** provides external advice with international perspective; 5 members (Rachel Botsman, Joe Gebbia, Neal Gorenflo, Harald Heinrichs, April Rinne).
- **ShareHub:** centralized information portal, including an “information plaza” (directory), educational materials and campaigns to promote sharing. Currently in Korean language only.
- **Creative Commons Korea:** key partner in dissemination of information and resources.

Initiatives

- More than 20 different initiatives selected since launch
- **Education & Outreach**
 - o Public hearings and town hall meetings to discuss the ordinance and SIB plans
 - o Weekly lectures on various aspects of the sharing economy
 - o Sharing Economy Forum: evening expo of sharing economy models and businesses
 - o Crowdsourced Sharing City brand and logo design
 - o Sharing Economy Starter School: weekly course to develop sharing business models
 - o NB. International Sharing City Conference planned for Fall 2014
- **Business Support**
 - o “Sharing Organizations” and “Sharing Businesses”: New non-profit and business entities with special designation. Approved applicants receive administrative and financial support, brand license and logo, and certificate from SIB.
 - o Startup support: SIB provides office space, operational funds and other support for sharing companies that are part of the Youth Business Startup Incubation initiative.
- **Workshops & Fairs**
 - o Sharing City Fair & Smart Cloud Show: international conference
 - o Sharing Imagining Workshop: for government and other key stakeholders. Focus on identifying and developing appropriate policies for the initiative.
- **Pilots, Programs & Social Engagement**
 - o Urban Home Stay: promote foreign and domestic tourism
 - o One Roof Inter-Generational Sympathy Project: senior citizens share spare rooms with students at reduced rent; students help seniors with tasks and friendship
 - o Book Reading Subway Gala: book concerts, shared bookshelf making event
 - o Seoul e-Poomasi: sharing of goods and services with regional community currency

- Transportation: Car sharing, parking lot sharing
- Consumer goods: Tool libraries, book sharing, children's clothing sharing
- Space: Government-owned and public space sharing
- Data: Public wifi & Open Data Plaza initiative, Seoul Media Bank

Results (as of May 2014)

- 286 million won (\$275,000) awarded to 18 sharing businesses and sharing organizations
- 1,070 cars dedicated to be shared and 282,356 people participated in carsharing
- 359 shared parking lots
- 779 government-owned spaces used for more than 17,000 activities and events
- 28 students and 23 seniors participated in the One Roof Project
- 13,500+ Urban Home Stay rooms shared
- 31,000+ children's clothing articles shared
- 1,300 data sets shared via Seoul Open Data Plaza
- 13 tool libraries
- 19 public shared bookshelves

Identified Challenges

- Overly restrictive rules for sharing spare rooms with foreign tourists
- Overly restrictive rules for foreign tour guide certification
- Overly restrictive rules for income generation from renting of non-business (private) cars
- Availability and provision of appropriate insurance
- Potential risks to non-profit organizational status if sharing enables earned income / profit

Select Sharing Businesses

- Travel & Tourism
 - Kozaza, Home Stay Korea, BnB Hero, Labo Korea: shared accommodation
 - My Real Trip, Play Planet, Local Stitch: tourist information and tour guides
- Space & Housing
 - Space Noah, On Off Mix, Norizzang: office space, meeting space, workspace
 - Woozoo: remodeling old homes into shared housing
 - The Living and Art Creative Center
- Transportation
 - SoCar, Green Car, Carsharing Korea: carsharing
 - Tikle: carpooling service
- Clothing
 - Kiple: donation and purchase used children's clothing with virtual currency
 - The Open Closet: donated business suit rental for young job seekers
- Skills
 - AirKlass: online video lectures
 - Wishket: skill sharing, particularly programming and design services
 - Questrunner Korea: skill sharing and temporary jobs
 - Ready and Start: mentoring and advice
 - Join Us Korea: multi-lingual knowledge and culture platform for foreign tourists
- Miscellaneous
 - Billi: sharing of underutilized goods, from appliances to travel luggage
 - Staff Seoul: stage facilities and props
 - Zipbob: social dining

Next Steps

- Link community building projects with sharing economy company projects (hyper-local)
- Extension of successful pilot projects to all gu and development of best models and practices
- Continued policy reform: identification, participatory feedback, community benefit