

12 NOV

Showcase of cities linked to the principles of the Declaration

Sharing City Seoul

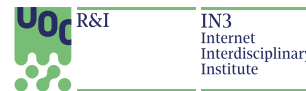
‘New challenges for Sharing’

Speakers

Im Guk-hyun (team leader of sharing city team, Seoul)



**SHARE
BARCELONA**
SHARING CITIES SUMMIT
12th -15th NOV 2018



Ajuntament de
Barcelona

Seoul Sharing policy Structure

By business department

enforcement of sharing projects

- Seoul's bike sharing system (Ddareungi), car sharing, opening of public facilities, sharing of parking lot, share house program, sharing of toys, guest house, opening of public data, etc.

Sharing City Team

City and autonomous District cooperative project

- **2013 - 2017: 1,555 million KRW for 89 projects was supported**
 - 491 tool libraries were installed (It was installed at 68% of all community service centers)
 - Spread of sharing through the cooperation with autonomous District

Support of sharing corporations and organizations

- **2013 - 2018: 102 corporations (organizations) were designated and 1,536 million KRW was supported**

Sharing promotion and recognition improvement activities

- **Sharing Seoul Festival and Conference were promoted**
- The international advisory group was operated and international networks including International Association of Educating Cities were participated in

New sharing projects

- **Rooftop Festival 2017 was held in Seoul**
 - The rooftop festival was held for 40 times at the rooftop of five public buildings including Seoul Metropolitan Library

Bicycle Sharing

따릉이 “ddareungi”
www.bikeseoul.com



- Operating **1300** bike-stations
- 600,000 users
- More than **20,000** bicycles
(x2 until 2020)
- 23 Euro / 1 year without limitation

- SMG operated by itself
- bike sharing as public transportation
- 91.1% Satisfied

2018

New project : Sharing of Residential Priority Parking space

- 3million/month civil complaints because of illegal parking



- 120k Residential Priority Parking spaces in Seoul
- once assigned to an individual
 - ▶ semi-permanent use possible
 - operated by local districts
 - 30 Euro / month
 - (since 1997~)



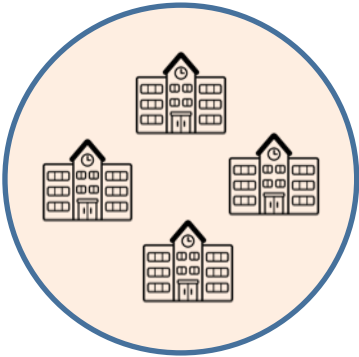
SMG



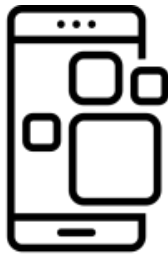
- establish **guidelines** for local districts
 1. Reflect hours of sharing for 1 year in the score after the space is assigned (ex. If Share 1200h/year, 12 extra points)
 2. Connect system to a sharing platform operated by sharing company
 3. publicity of a changed system
- **Subsidize** the district for Promotion
- **Incentive** to local governments that adhere to guidelines



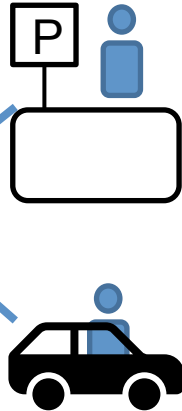
25 local districts



Sharing platform

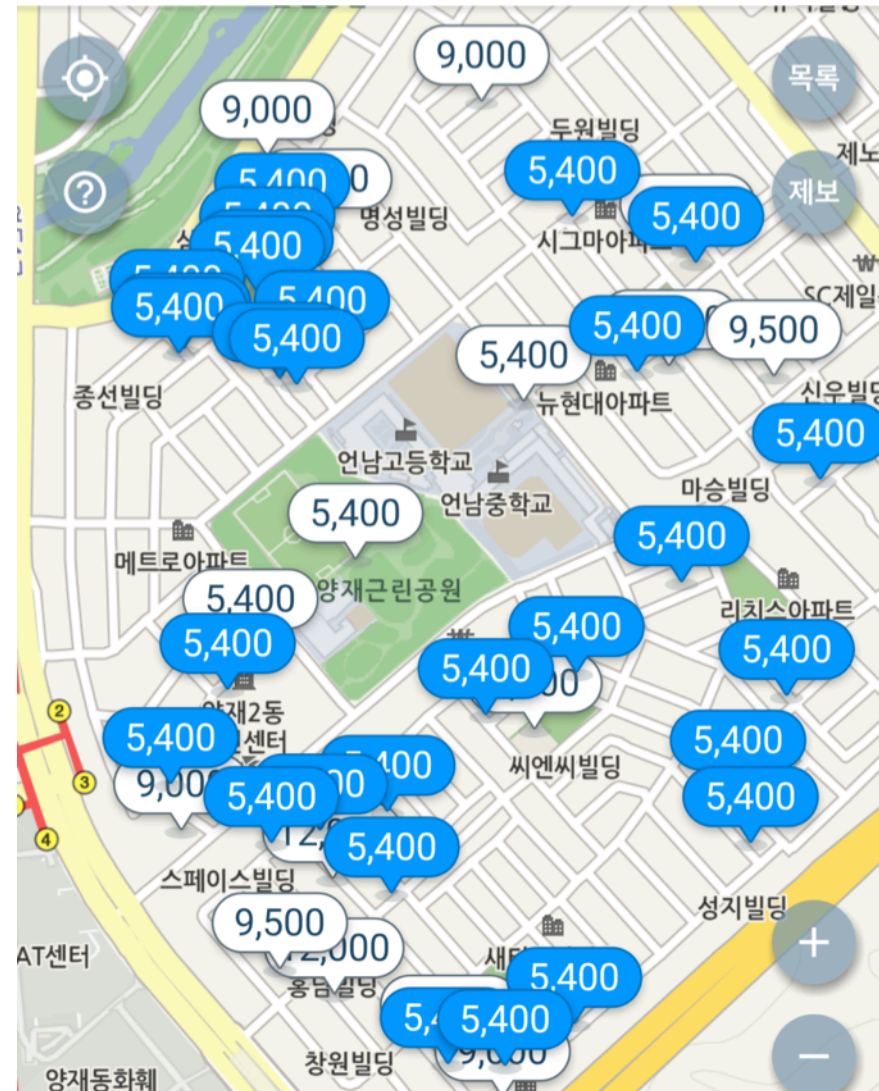


business agreement



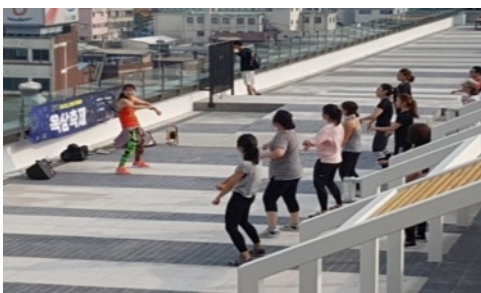
- a reduction in fares of parking space
- Reassign next year

- low-price parking 1Euro / hour



- ★ in some local district, x100 sharing performance(0.98/day ▶102/day)
- ★ over new 5,000 parking spaces in 6 month
- ★ decrease of civil complaints 60%

Rooftop Sharing



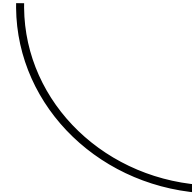
School Sharing



- Revitalize sports♪
- Reduce the operational burden♪
- Increase income♪



School manager♪
-Safety, facility and security management♪



Reservation♪



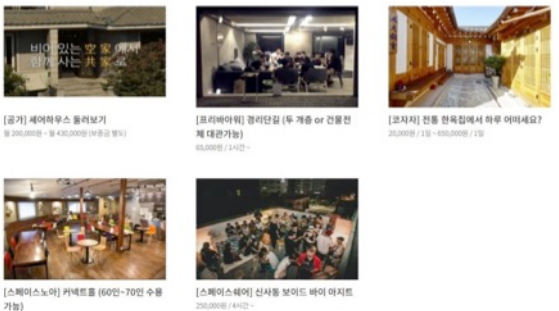


Reform of Share Hub - sharehub.kr -

- Sharing Map Service
(Sharing Bike, Cars, Parking Space, Tools.. Etc)



- the service of sharing corporations
- Provide all available services and products





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2018 Sharing Seoul Festival



- ★ 13,000 citizen participation
- ★ 30 sharing business
- ★ 100 programs



mobility sharing



school sharing



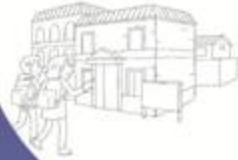
TED series

SEOUL, the Sharing City



Spaces

- Idle Public Spaces**
1,200 facilities available
- Parking lots**
1,700 resident parking lots has been shared
- Room Sharing between Generation**
267 Young people residing with Elderly people



SHARING HUB
The Online Platform for Sharing

We will make efforts to become Sharing City Seoul where more sharing activities take place.
Thank you.

Experience / Information

- Photo Bank**
80,000 photos
- Open Data Plaza**
4,341 dataset are opened to public
- E-Poomasi**
19 local unit, 7,224 people Participating



- Sharing Car**
1,336 spaces, 3,742 cars, 5,600 users / a day
- Children Cloths**
National Kindergartens are engaged, 180,000 cloths registered

Items

