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Séoul, la mégapole qui rêvait de partage

ENVOYÉ SPÉCIAL À SÉOUL BENOÎT GEORGES - LES ECHOS | LE 05/04/2016

Depuis 2012, la capitale sud-coréenne a fait de l'économie du partage une priorité, donnant naissance à des dizaines de start-up. Mais celles-ci peinent encore à s'exporter.

Et si l'économie collaborative permettait de rendre la ville de demain plus sobre, plus humaine et plus durable ? L'idée peut sembler naïve, mais elle est expérimentée par l'une des plus grandes métropoles de la planète : Séoul. Avec ses 10 millions d'habitants, et près de 25 millions pour l'ensemble de son agglomération, la capitale sud-coréenne est la troisième mégapole mondiale, après Tokyo et Mexico. C'est aussi, depuis 2012, la première ville à revendiquer le titre de Sharing City : un nouveau modèle dans lequel les autorités locales mettent en place et encouragent des initiatives collaboratives à grande échelle, que ce soit directement ou via des partenariats avec des ONG et des entreprises privées.

A Séoul, il est possible de louer une salle municipale pour une fête de famille, d'emprunter des jouets, des outils de bricolage ou du matériel de camping dans certains lieux publics, et de partager sa place de parking aux heures de bureau. L'initiative a aussi fait naître plus d'une centaine de start-up proposant des soirées gastronomiques (ZipBob), des chambres dans des maisons traditionnelles (Kozaza) ou des costumes-cravates à louer (OpenCloset).

Faire croître l'écosystème

A l'origine du programme, il y a un homme, Park Won-soon, maire depuis octobre 2011. Élu à la surprise générale, sans étiquette mais avec le soutien du Parti démocrate, ce juriste diplômé de la London School of Economics s'est fait connaître comme activiste en faveur des droits de l'homme à la fin des années 1970. Avec l'ouverture des données publiques et le développement des transports en commun, « mayor Park » a fait de l'économie du partage une de ses priorités. « *Celle-ci est vue comme un moyen de répondre, au moins en partie, à différents problèmes*, explique Seonae Kwon, responsable de l'équipe pilotant le programme au Seoul Metropolitan Government. Séoul est devenue une très grande agglomération en relativement peu de temps. Cela a eu pour conséquences une forte pollution et un épuisement des ressources. Par ailleurs, après la crise de 2008, la vie est devenue très chère, notamment pour les jeunes adultes. »

Au-delà d'une campagne de communication sur les vertus du partage, et de l'organisation d'une conférence annuelle sur ce thème, la ville a multiplié les expériences, en instaurant des centres de partage ou en encourageant les personnes âgées isolées à cohabiter avec de jeunes adultes. Une loi sur la promotion du partage a été promulguée pour fournir un cadre juridique, une infrastructure et un soutien financier aux entreprises du secteur.

C'est une ONG venue de la promotion des contenus « open source », Creative Commons Korea, qui a été chargée de la partie la plus visible du programme : la création d'un site Web, ShareHub, recensant les initiatives, qu'elles soient à but lucratif ou pas. « *Notre rôle est multiple*, explique Nanshil Kwon, responsable de ShareHub. Nous devons faire se rencontrer les start-up et le public, mais aussi diffuser les bonnes pratiques et faire croître l'écosystème. » Financé par la ville à hauteur de 70 millions de wons par an (environ 52.000 euros), ShareHub dispense également des sessions de formation aux créateurs de start-up. « *Depuis l'an dernier, nous avons également un programme d'initiation à l'entrepreneuriat collaboratif destiné aux lycéens.* »

ShareHub recense quelque 120 entreprises, dont plus de la moitié sont officiellement labellisées par la municipalité, ce qui leur donne notamment accès à des financements. « *Pour l'heure, la plate-forme n'est ouverte qu'à des entreprises coréennes*, explique Senae Kwon. Elles peuvent être à but lucratif ou pas, mais doivent apporter un service au public. En revanche, des plates-formes étrangères comme Uber ou Airbnb opèrent en Corée dans une zone grise : il y a encore besoin de fixer des règles précises

à leur activité. » Il y a un an, les autorités locales ont ainsi interdit le service low cost UberX sous la pression des sociétés de taxi.

Dans le même temps, les start-up de Seoul Sharing City peinent à s'exporter. « *La barrière de la langue et la petite taille de notre marché font que nos entreprises ont du mal à étendre leurs services à d'autres pays* », justifie Nanshil Kwon. Pour s'ouvrir davantage à l'international, la municipalité a récemment créé un groupe de conseil où siègent notamment Joe Gebbia, cofondateur d'Airbnb, et Neal Gorenflo, du think tank californien ShareHub. Un autre défi d'envergure sera de rendre Seoul Sharing City plus visible au niveau local. Selon un sondage publié l'an dernier par le quotidien économique « Maeil Kyongje », moins de deux habitants de Séoul sur dix affirment savoir ce qu'est l'économie du partage. Neal Gorenflo, qui juge l'expérience de Séoul « *unique par sa taille et par l'implication des autorités locales* », reconnaît que « *la diffusion d'un tel projet dans une ville de 10 millions d'habitants prendra forcément du temps. Cela va demander que la ville ne soit plus vue comme un lieu de consommation, mais de collaboration.* »

●

En chiffres

La ville de Séoul, administrée par le Seoul Metropolitan Government (SMG), compte 10,29 millions d'habitants à fin 2015.

L'agglomération compte 25,8 millions d'habitants, soit plus d'un Sud-Coréen sur deux.

L'opération « Seoul Sharing City » a été lancée en septembre 2012. Dans ce cadre, le SMG met à disposition via Internet 1.700 bâtiments publics (musées, mairies, bibliothèques) pour des événements (conférences, concerts, etc.).

Une plate-forme, ShareHub, recense 120 start-up de l'économie collaborative, dont 64 ont le soutien officiel de la municipalité.

Les systèmes d'auto-partage (SoCar, GreenCar...) totalisent 897.000 utilisateurs pour 4.200 trajets par jour. Au total, 1.262 places de parking et près de 3.000 véhicules sont partagés.

Un système d'échange de biens et services par monnaie virtuelle (e-poomasi) compte près de 8.000 utilisateurs et 49.000 échanges à ce jour.

Envoyé spécial à Séoul Benoît Georges



SVERIGE 11 april 2016 05:41

Seoul får miljöpris i Göteborg

Verktygsbibliotek, bilpooler och boende som både gammal och ung tjänar på. Det är några av projekten som gör att en sydkoreansk borgmästare får det årliga Göteborgspriset för hållbar utveckling.



Park Won-soon är borgmästare i Seoul och är årets mottagare av Göteborgspriset för hållbar utveckling.

Bild: Göteborg & Co

Seouls borgmästare Park Won-soon får priset för sitt arbete att göra Seoul till så kallad sharing city med delningsekonomi som grundtanke.

— Han är väldigt engagerad och är en stark bidragande orsak att staden har kommit så pass långt, säger Lotta Göthe som är juryns ordförande.

ANNONS



TOPPNYHETER (3/8)

Rutte vinnare trots tapp



Delningsekonomi handlar bland annat om att privatpersoner via nätet delar olika saker såsom bostad, båt eller verktyg. En besparing både för plånboken och för miljön.

I Seoul matchas till exempel äldre och ensamma människor som bor i stora lägenheter med unga i behov av bostad. Det kan också handla om mötesplatser såsom ett lånebibliotek för verktyg.

— Så att man kan låna ett verktyg i stället för att köpa ett nytt, säger Lotta Göthe.

Miljöpriset, som delas ut för 16:e året, går till personer eller organisationer som arbetar för att göra förändringar för en hållbar värld. Prissumman är på en miljon kronor.

Prisutdelningen sker i november.

Bland tidigare pristagare finns Al Gore, Margot Wallström och Kofi Annan.

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Singapore's sharing economy: Why are we not doing more?

Jessica Cheam

✉ (mailto:jcheam@eco-business.com)

⌚ PUBLISHED FEB 19, 2016, 5:00 AM SGT

Using Airbnb for the first time in December, I booked an apartment at Gare du Nord - in the heart of Paris - for \$1,800 for nine days. It was no swanky hotel but the apartment was a steal for its location and had reliable heating and hot water for my team of three.

Our host, a French-Canadian advertising executive named Eric, was on a business trip the entire time we were there. But even though we did not meet, he and I have struck up a friendship over countless e-mail messages discussing the merits of the eating establishments near his apartment. We now have a standing invite to visit each other in our countries.

As transactions go, this was a win-win for all parties, and explains why the sharing economy has gained global traction.

PricewaterhouseCoopers expects the industry to grow exponentially from US\$15 billion (S\$21 billion) today to US\$335 billion by 2025. Put simply, the sharing economy favours access over ownership, and achieves this through peer-to-peer networks. Its impact has reverberated across countries and disrupted entire industries, from transport to hospitality to rentals.

American sharing economy expert April Rinne, who spoke in Singapore last month, notes that prior to the 19th century, people shared everything from infrastructure to goods to labour. Communities were hyper-local, based on trust and reciprocity, and did not require much technology.

Then the Industrial Revolution happened and consumer mass marketing proliferated the "take, make, waste" economic model, enabling people to "own their own stuff". But in the process, it also broke up old systems of sharing. The advent of the Internet, which allowed people to connect in unprecedented ways, then led to the sharing economy, which has since "repaired this damage" by creating new relationships and social value, she says.

The statistics back that up. A 2014 Nielsen poll of 30,000 people in 60 countries found that 68 per cent of global consumers are willing to share their assets and 66 per cent are willing to seek shares from others. The sharing economy's benefits are many. It generates economic activity by enabling people to share and earn income from underused assets such as cars, apartments and tools. It reduces environmental impact by minimising consumption and extending goods' lease of life, and also promotes convenience as well as relationship-building.



While Airbnb and Uber have already set up shop in Singapore, the sharing economy in the Republic has been relatively slow to take off. PHOTO: REUTERS

With all these obvious benefits, it is surprising that the sharing economy has been relatively slow to take off in Singapore - especially given its dense population and high Internet penetration.

Sure, the global posterchildren of the sharing economy - Airbnb and Uber - have already set up shop here, and home-grown enterprises such as iCarsClub (shared cars), PandaBed (shared beds) and Rent Tycoon (shared daily items) have expanded in recent years.

But if you look at cities such as Seoul and London, it's obvious Singapore is missing a trick.

In Seoul, the city government has embraced the sharing economy and is using it to deliver public services, trigger economic activity, reduce waste and build communities. For instance, it has harnessed technology to open up more than 700 underused public buildings to the public during idle hours for meetings and community events, which today have been used 23,000 times by residents.

In Britain, which is regarded as the European capital of the sharing economy, the government announced a raft of sharing economy initiatives in last year's Budget. A new trade body, Sharing Economy UK, has been set up to champion the sector.

Of course, the sharing economy has attracted its share of controversies, which is why some governments across the world have been slow and cautious. Critics say some sharing economy businesses violate regulations, evade taxes, displace traditionally secure jobs and facilitate labour exploitation. These are all valid concerns, but the approach should be to tackle these challenges head on, not abandon the sharing economy altogether.

The world's leading cities - Amsterdam, Seoul, San Francisco and London, to name a few - have passed laws to address these issues and to regulate sharing economy activity.

In Singapore, the Urban Redevelopment Authority (URA) conducted a public consultation exercise a year ago on the short-term rentals of properties - currently, HDB prohibits anyone from renting out a space in HDB flats for less than a six-month period, and URA has a similar guideline for private properties, but they have been silent otherwise. The Land Transport Authority is also reviewing regulations for the transport industry, which has faced a major upheaval with the entry of new taxi providers such as Uber and GrabTaxi.

In policymaking, Singapore can learn from Seoul's sharing city strategy, which is centred on changing outdated laws and systems, supporting sharing enterprises and encouraging citizen participation.

One key approach would be to work in consultation with all stakeholders - including those affected and those who cause the disruption - to identify the benefits and desired outcomes for Singapore, then create rules to help realise them. Attention should also be paid to access to technology.

I believe the sharing economy is a key part of the Smart Nation vision to deploy technology to increase sustainability, deliver better services and improve the quality of life for citizens. It also has natural overlaps with national efforts to promote entrepreneurship and social enterprises. For starters, the Government can set up a unit tasked to look at national sharing economy initiatives.

For businesses, civic society and individuals, the sharing economy presents unparalleled opportunities to create new revenue streams, solve social challenges and build community resilience.

The Sharing Economy Association Singapore - a new group set up to promote the idea - wants to see the Government move quickly to amend laws. Its founder, Mr Eugene Tay, also suggests applying it in the business-to- business and government-to- government space so that businesses with underused equipment and assets can share with other firms; and government agencies can do likewise.

If achieved, this can deliver a huge boost to Singapore's productivity levels - a goal that has eluded us so far despite huge outlays in taxpayer money.

One day soon, I hope to be able to rent out my spare room on Airbnb - like Eric - without getting into trouble with the authorities. By then, I also hope Singapore will be known as a sharing society.

The possibilities are both endless and within our reach.

- The writer is editor of Eco-Business, an Asia-Pacific sustainable business online publication. This is a monthly column on the environment.

FROM AROUND THE WEB

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Is Seoul the Next Great Sharing City?



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By Cat Johnson

July 16, 2013



Imagine this scenario: You wake up in a bustling city and have breakfast with the guest you rented your spare room to. You then ride in a shared car to your job where you give tours of the city to out-of-towners. On your lunch hour you participate in a public transportation flash mob and after work you swing by a tool sharing center to finish a project. Once home, you enjoy a community meal at your neighbor's apartment and spend the evening packing for a trip using borrowed luggage that you found via your smartphone.

Where are you? Would it surprise you if I said Seoul?

One of the great megacities of the world, Seoul, South Korea is positioning itself to be a model city

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to all Seoul citizens by expanding sharing infrastructure, promoting existing sharing enterprises, incubating sharing economy startups, utilizing idle public resources, and providing more access to data and digital works.

Created in September of 2012 as part of the Seoul Innovation Bureau's plan to solve social, economic and environmental problems in innovative ways, the Sharing City is a move to better the lives of Seoul citizens through sharing. It's also a way to maximize the city's resources and budget.

The goal of the Sharing City is to create jobs and increase incomes, address environmental issues, reduce unnecessary consumption and waste, and recover trust-based relationships between people. According to Kim Tae Kyoon, director of Seoul's Social Innovation Division, the recovery of a sense of community is an important aspect of the project.

"The Sharing City not only creates new jobs, increases income and efficiently uses resources," he says, "but it will reproduce communities that disappeared, due to rapid urbanization and industrialization, in a modern mode using information technologies and social networking services."

With more than 10 million people living within 234 square miles, Seoul is in a good position to demonstrate the benefits of tech-enabled sharing. It's one of the most populous cities in the world and one of the most connected. It has a highly-developed tech infrastructure, widespread public wifi, and [60% of South Koreans own a smartphone](#).



Seoul's mayor Park Won-soon discussing the Sharing City. Photo: ShareHub

Seoul also faces serious challenges. Overpopulation and urbanization have led to housing, transportation and parking shortages, pollution, and resource overuse. These are issues that other municipalities face, but they're amplified by Seoul's population density. The Seoul government, led by [Mayor Park Won-soon](#), who has a history of social activism and innovative problem-solving, has embraced the sharing economy as a way to remedy some of these issues and is taking a proactive

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Seoul's Ambitious Sharing Economy Agenda

One of the first global cities to officially endorse the sharing economy, Seoul is actively working to create a culture of sharing. The below are the key actions the city is taking, all part of a comprehensive plan that encompasses public awareness, business incubation, new regulation, and mobilization of the city's underutilized assets:

- **Vetting and designating sharing nonprofits and corporations** - By putting the city's stamp of approval on select sharing services, the city builds the public's trust in the sharing economy and introduces citizens to proven and trusted sharing services.
- **Promoting sharing enterprises** - City-wide promotion of sharing enterprises generates buzz and strengthens the public's perception of the Sharing City as something that crosses demographic boundaries.
- **Publicizing Seoul's brand as the Sharing City** - Branding Seoul as one of the great cities for sharing is a powerful way to attract international attention, accelerate the city's sharing economy and position the city as a forward-thinking hub of innovation.
- **Subsidizing the expenses of 10 sharing enterprises** with 250 million won (U.S. \$240,000, EUR 180,000). Providing 10 sharing enterprises with the funding to either launch or scale up their platform gives the enterprises a bit of financial breathing room to focus on building or enhancing their service.
- **Incubating approximately 20 sharing startups** with office space, consultation, and subsidies. Providing space, guidance and some funding to sharing startups will allow businesses to take their service to the next level and the city to support innovative ideas and thinkers.
- **Creating a Seoul Sharing Promotion Committee** made up of representatives from a variety of sectors including academic, legal, press, welfare, transportation and more. Having a team of representatives from numerous sectors who are all on board with the Sharing City plan is a good way to extend the reach of the sharing economy, make sure that it's being promoted appropriately in the various sectors and ensure that sharing is part of the discussion when decisions within those sectors are being made.
- **Creating an International Sharing City Conference** - Creating a Sharing City Conference further brands Seoul as an innovative locale and provides other municipalities from around the world a chance to see a sharing city plan in action.

There's more. Officials are also working to correct obstructive statutes or systems and facilitate communication between sharing enterprises and the central government. The Social Innovation Division will handle sharing-related civilian proposals and requests.

In addition, the city is introducing a 492 vehicle car sharing service; opening select government parking lots and municipal buildings to the public during off-hours and idle days; connecting senior citizens who have extra rooms with students who need a room; installing tool libraries and shared bookshelves in communities throughout the city; and more.

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that facilitate the lending and borrowing of idle goods; car sharing service [SoCar](#); [Kiple](#), a children's clothing exchange; [The Open Closet](#), a company that distributes donated suits to young job seekers; the [Living and Art Creative Center](#), a creative writing and art education space; and [Zipbob](#), a meal sharing platform.



Zipbob members sharing a meal. Photo via Zipbob

The city has also committed to supporting sharing in the digital realm. [Creative Commons Korea \(CCK\)](#) is an instrumental partner in the city's plan to share information and resources about the Sharing City project. The organization created and powers a newly launched online portal called [ShareHub](#) that serves to educate and inform citizens about the Sharing City, share news about the sharing economy and provide a directory of sharing services.

"The directory will hopefully provide an opportunity for discovery," says full-time Creative Commons Korea activist Diane DaYe Jung. "People will have the services at their fingertips and it will be more convenient for them look up what they want and need." She adds, "hopefully, we'll get people's attention and let them see how sharing is convenient and more reasonable than traditional consumption..."

Working with CCK also ensures that the sharing spirit extends to digital works including art, photos and public data.

"Government data, public data, is paid for by our taxes," says Jung. "I think we have good reason to ask them to open that data so that we can freely use it."

As both a Creative Commons activist and a Seoul citizen, Jung is enthusiastic about the Sharing City project.

"It's really great to hear that the government is driven by the social motivation of sharing," she says.

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public." She continues, "as a citizen, it's great because I've always wanted some kind of policy that's really close to our daily life. The sharing economy provides a lot of affordable options for most of us."



Sharing City Q&A participants. Photo: ShareHub

San Francisco an Inspiration, Seoul Hopes to Inspire Asia and Beyond

Inspired, in part, by the sharing economy in San Francisco, and specifically the [Sharing Economy Working Group](#) (which Shareable helped launch), a cross-departmental group created to develop model policies for the sharing economy, Seoul also referenced the [Policies for a Shareable City](#) reports when developing its Sharing City policies.

Unlike San Francisco however, sharing activities in Seoul's private sector are, "in its infant stage," says Kim. So the city government is playing a more hands-on role with the development and promotion of sharing enterprises.

Even at this early stage, the Sharing City is proving to be a model for other cities in South Korea. Representatives from Gwangju Metropolitan City and Busan Metropolitan City visited Seoul to learn about the city's sharing program and have implemented sharing policies in their own cities.

"Other cities actively discuss the Sharing City," says Kim, "and we expect sharing culture will spread to many other cities in Korea." He says that the central government notes the relationship between sharing and the creative economy, which is the new Korean president's core policy.

According to Kim, the Seoul government hopes to exchange and collaborate with other cities abroad to activate sharing. "We wish that Seoul's sharing city policy can spread to other Asian cities," he says, "and further, to many other cities in the world."

"The ultimate goal of Seoul Metropolitan Government's Sharing City," he continues, "is to share lives among dispersed people recover trust and relationships and shape a warm city in terms of

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We met with 6 representatives from the South Korean Public Procurement Service yesterday to discuss corporate/government sharing.

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Sharing City Seoul: Eine ganze Stadt lebt die Sharing Economy

Von Christoph Strobel - 10/02/2016

Die südkoreanische Hauptstadt Seoul lebt die Sharing Economy im großen Stil. Die Millionenmetropole darf sich ganz offiziell „Sharing City“ nennen.

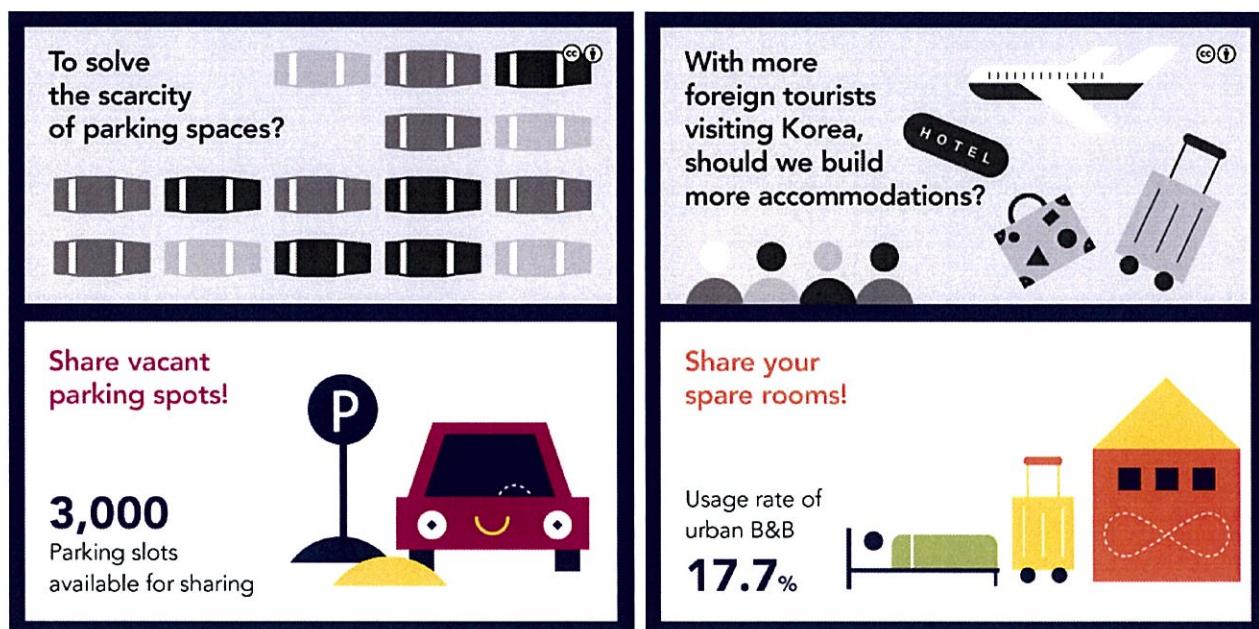
Kostensparnis, Zeitgewinn, Umweltschutz: Die drei Hauptgründe für das Teilen von Produkten und Diensten anstelle des Kaufs nur selten benötigter Waren wie etwa Werkzeug sind schnell genannt. Park Won-soon, seit 2011 Bürgermeister der südkoreanischen Hauptstadt Seoul, hat es auf ein Experiment ankommen lassen und die Sharing Economy mit dem umfangreichen „The Sharing City, Seoul“-Projekt zur Priorität erklärt.

Viele Probleme, eine Lösung

Die „Sharing City ist eine neue Alternative für soziale Reformen, die viele wirtschaftliche, soziale und Umwelt-Probleme der Stadt lösen kann und gleichzeitig neue Geschäftsfelder eröffnet, auf Vertrauen basierte Verhältnisse wiederherstellt und die Verschwendungen von Ressourcen bekämpft“, so die vollmundige Ankündigung. Die Steuerung erfolgt über zwei Wege: Einerseits sollen öffentliche Ressourcen wie Gebäudeflächen, Straßen und Parkplätze sowie öffentliche Dienstleistungen zur Verfügung gestellt werden, andererseits will die Stadt

mit neuen Gesetzen Hürden abbauen und die richtigen Voraussetzungen schaffen supported by:
Unternehmen den Einstieg in Sharing-Economy-Modelle zu erleichtern.
SHAREBW

Ein Beispiel für öffentliche Ressourcen sind Parkplätze für die Angestellten der Stadt. Statt diese abends und am Wochenende zu schließen stellt Seoul diese außerhalb der Bürozeiten zur Verfügung. Am Tag sollen hingegen Anwohner ihre Stellflächen teilen. Werden nur fünf Prozent der leeren Parkplätze bereitgestellt, könnte die Stadt damit **1.862 neue Parkplätze schaffen** – ohne einen Cent Steuergelder auszugeben. Sparen will Seoul aber trotzdem nicht, sondern Non-Profit-Organisationen und Unternehmen im Sharing-Economy-Bereich unterstützen – finanziell und organisatorisch.



Zahlreiche Infografiken auf Sharehub verdeutlichen den Effekt der Sharing Economy in Seoul (Bild: sharehub.kr)

Die Verbindung zwischen Politik, Wirtschaft und privatem Sektor bildet das „Seoul Sharing Promotion Committee“, das die Stadt mit Rechtswissenschaftlern, Presse, Unternehmen, Non-Profit-Vertretern, Wissenschaftlern und Vertretern der Regierung besetzt. Zu den Aufgaben gehören unter anderem Verbesserungsvorschläge für Gesetze sowie Vorschläge für gemeinsame Marketing-Aktivitäten. Zusätzliche Unterstützung kommt vom südkoreanischen Arm der Non-Profit-Organisation Creative Commons, die mit **ShareHub** eine Wissensdatenbank, und zentrale Anlaufstelle bilden.

Wieso Seoul die richtigen Voraussetzungen hat

Dass die Regierung der Metropolregion Seoul überhaupt in der Lage ist, derartige Maßnahmen durchzuführen, liegt zum Teil an den Voraussetzungen. Fast die Hälfte der

Südkoreaner wohnen in der Hauptstadt, die 606 Quadratkilometer der Metropolregion teilen sich zehn Millionen Einwohner. Mit 16.671 Einwohnern pro Quadratkilometer ist Seoul mehr als viermal so dicht besiedelt wie Berlin oder München. Gleichzeitig sind die Südkoreaner mit einem Breitband-Anschluss in 97,5 Prozent der Haushalte (Deutschland: 60,2 Prozent) und einer Smartphone-Durchdringung von 60 Prozent (53 Prozent) besonders gut vernetzt. Ideale Voraussetzungen für ein Wirtschaftsmodell, das vom bequemen Finden eines Konsum-Partners profitiert, ja sogar abhängig ist.

Ein zweiter Grund für den fruchtbaren Sharing-Economy-Boden ist die koreanische Mentalität. Die Tradition „Pum-a-si“ beschreibt das Teilen von Essen mit den Nachbarn oder das gegenseitige Ausleihen von Werkzeug und anderen Gütern. Vor Südkoreas Aufstieg zur Industrienation war auch die saisonale Aushilfe im Landbau Teil dieser Tradition. Für koreanische Unternehmen bedeutet die Sharing Economy somit eine Rückbesinnung auf alte Werte. Die Herausforderung für Politik und Unternehmen mit neuen Modellen ist also nicht die Erklärung, wieso das Teilen Vorteile bringt, sondern wie sich diese Vorteile auf moderne Lebensstile übertragen lassen.



Kim Chi für alle: Beim Sharing Festival sorgen die Einwohner von Seoul für ausreichend Vorrat in den Wintermonaten (Bild: robertcicchetti/iStock Editorial/Thinkstock)

Sharing Economy von A bis Z

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Damit die Bürger der Hauptstadt einen Überblick erhalten, welche Dienste aus dem Projekt hervorgegangen sind, liefert „Seoul Sharing“ eine Übersicht.

Da ist beispielsweise ein **Busservice**, den Unternehmen mit eigener Flotte zur Verfügung stellen können. Die vielen freien Plätze sollen von weniger mobilen Personen wie Kranken oder Schwangeren genutzt werden können, um einfacher in das Zentrum der Stadt zu gelangen. Der **Seoul Car Sharing Service** bedient mit knapp 500 Autos den Markt für gelegentliche Autofahrten, ähnlich den hierzulande bekannten Modellen Car2go, DriveNow und Multicity. **Green Car** und **Socar** sind weitere Anbieter von Kurzzeitmieten.

Für Events wie Flohmärkte liefert das Portal eine Übersicht öffentlicher und privater Plätze wie Innenhöfe privater Wohnungen, die zur Vermietung bereitstehen. Mit **BnBHere** und **Kozaza** stehen Alternativen zu Airbnb parat, die Vermieter leerstehender Wohnungen und Wohnungssuchende zueinander bringen. Wer keine Wohnung sondern einen Arbeitsplatz, vom Schreibtisch bis hin zum kompletten Büro sucht, wird auf **Co-up** fündig. Das passende Outfit zum Job leiht man sich über **Open Closes**, bei dem Job-Einsteiger zusätzlich Tipps von Berufsprofis bekommen. Gemeinsame Interessen bedient die **Citizens' Library Shelves** (deutsch: Bibliothekregal der Bürger) zum Austausch von Literatur, für ein Abendessen mit Gleichgesinnten sorgt hingegen **Zipbob**. Eines der wichtigsten Beiträge der Stadt dürfte der Fotokatalog sein. Diesen bietet Seoul seinen Bürgern kostenfrei unter der Creative Commons Lizenz an.

Globales Phänomen, lokale Adaption

Nach fast zwei Jahren hat sich Seoul tatsächlich zu einer Art Sharing City entwickelt, der Boom neuer Konsum-Dienste ist ungebremst. Globale Unternehmen wie Airbnb müssen aber dennoch keine Angst um ihre Geschäftsmodelle zu haben. Der Grund: Fehlende Skalierbarkeit. Viele der neuen Geschäftsmodelle funktionieren nur innerhalb der Stadt und lassen sich nicht einfach mit wenigen Klicks auf andere Regionen übertragen. Die Initiativen der Regierung sind allenfalls Vorlagen für andere Städte.

Bürgermeister Park Won-soon beim TEDxSinchon über sein einmaliges City-Konzept:

Christoph Strobel

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Christoph Strobel, Jahrgang 1973, war im Prinzip seit 1997 nicht mehr offline. Als Journalist und Autor schreibt er regelmäßig über IT und Technik. Christoph ist Mitgründer und Geschäftsführer der in Berlin ansässigen Text- und Kommunikationsagentur Solokarpfen Publishing.

f in



Landmarks around the world went dark for Earth Hour this weekend but many cities are making longer term moves towards sustainability. From Hamburg's coffee pod ban to São Paulo's ad-free streets - seven cities taking radical steps

Laura Paddison

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Banning coffee pods and bottled water - Hamburg

The north German city has banned single use coffee pods - which are hard (and sometimes impossible) to recycle - in government buildings and other public institutions such as schools and universities. The measure is part of a wider policy to tackle waste which includes a ban on public officials spending taxpayers money on bottled water and plastic cutlery.
Photograph: nagelestock.com/Alamy



Getting cars out of the city centre - Oslo

Oslo's new government plans to ban cars from the city centre by 2019 as part of a plan to cut emissions in half by 2020 (as compared to 1990 levels). The city also plans to divest pension money from fossil fuels and be fossil free by 2050.

Photograph: Mats Anda/Getty Images/Moment Open



Better buses -

Bogotá The Colombian capital has led the way on sustainable transport, establishing TransMilenio, one of the most successful bus rapid transport networks. These buses are segregated on high speed lanes, creating low cost, high speed transport capable of moving masses of people through the city. The city also has an annual car free day, which has been running since 2000.

Photograph: Alamy



Mobility on demand - Helsinki

The Finnish capital has ambitious plans to create a "mobility on demand" system by 2025 by developing a smartphone app that provides people with access to cheap and more sustainable transport options such as carpools, taxis, bikes and ferries. The app would allow them to map and pay for journeys.

Photograph: Hemis/Alamy



Big data city - Seoul

Seoul is considered a global leader on open data and boasts the world's fastest broadband. Under the leadership of mayor Park Won-Soon, the city has announced every public space will have free wifi by 2017, including buses and subways. It has also embraced the sharing economy. ShareHub, supported by the mayor, is an online platform that connects users with sharing services, supports sharing enterprises and offers workshops to residents.

Photograph: Alamy



Paying cyclists - Milan

The Italian city, which has been affected by dangerous levels of pollution, has plans to pay commuters to cycle to work. Officials have said the plan will be modeled on a French pilot scheme which paid a small amount of money per mile. The city is also looking to develop an app to track cyclists. These proposals follow a government commitment to put €35m towards sustainable mobility solutions.

Photograph: ROPI / Alamy Stock Photo/Alamy Stock Photo



Advertising-free street - São Paulo

In 2006, São Paulo banned billboard advertising through the Clean City Laws after the mayor Gilberto Kassab called outdoor adverts a form of visual pollution. It was the pioneer for an ad banning movement: Chennai banned billboards in 2009, US states including Vermont and Alaska followed suit, and last year Tehran replaced 1,500 ad billboards with art for 10 days.

Photograph: Alexandre Meneghini/AP



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