

With Eco-mileage Card, Get Discount at 60 sites in Seoul

- Discount available at over 60 cultural facilities, double the number last year
 - * Sejong Center for the Performing Arts (20%), N Seoul Tower (10%), Hangang River Cruise (30%) and other facilities
 - * Special 20% off for Tim Burton Exhibition at Seoul Museum of Art
- Accumulate the Eco-miles up to KRW 250,000 by saving energy and using public transportation and use the mileage as cash
- To have the card issued: Join Eco-mileage and visit any of 11 partner banks
- Seoul city plans to expand benefits to help citizens enjoy culture

Seoul, South Korea - 26 January, 2013 - If you want to enjoy culture in this new year in an economically-sound way, the Eco-mileage card is the key. The card, available as both credit and debit card, is issued for the members of Eco-mileage, a program to incentivize energy saving actions of citizens of Seoul and allows holders to get discount at diverse culture and sports facilities in Seoul.

For example, the Eco-mileage cardholders can get 20% discount for the Exhibition of Tim Burton, a world-renowned filmmaker, by simply showing the card at the ticket box of Seoul Museum of Art. The normal ticket price of the exhibition, which runs through 14th April this year, is between KRW 8,000 and 12,000.

<Discount now available in 60 cultural facilities>

The Eco-mileage cardholders can enjoy discount offer at Sejong Center for the Performing Arts (20%), N Seoul Tower (10%) at Namsan mountain and Hangang River Cruise (30%) and other facilities run by the Seoul Metropolitan Government and 25 district offices. Starting this year, the number of facilities offering benefits is expanded to over 60. The discount rate varies from 5% to 50% and more detail is available at the Eco-mileage website.

Launched in 2009 by the Seoul Metropolitan Government, the Eco-mileage is a program to engage citizens in energy saving actions by giving them green products and other incentives when they save electricity, water, gas and district heating at

home or office. In 2011, the city partnered with a credit card company and launched the Eco-mileage Card that provides additional mileage point when card holders use public transportation and purchase green products. As of end-2012, the program has 660,000 household members and 40,000 organization members (offices, commercial buildings, schools, etc.)

The Ministry of Environment expanded this product to a nationwide scale by launching "Green Card," modeling after the Eco-mileage Card. With the Green Card, residents of other local governments in Korea can also get the same benefits as the Eco-mileage cardholders get.

Eco-mileage members holding the Eco-mileage Card get incentives worth KRW 50,000 for saving energy by 10% compared to the last six-month period. When combined with additional incentives for public transportation use and green product purchase, the annual total of available benefits amounts to KRW 250,000.

<Examples of benefits>

- KRW 50,000 for saving over 10% for six months
- 1~5% of green product purchase with the Eco-mileage Card
- 10% of public transportation fee (monthly ceiling of KRW 10,000)
- 5~50% off at Sejong Center for the Performing Arts, N Seoul Tower, Hangang River Cruise and other culture & sports facilities

<Available at bank counters for Eco-mileage members>

The Eco-mileage Card is available in forms of both credit and debit cards. New customers wishing to get the card have to firstly join the Eco-mileage program online and visit any partner banks nearby. The members already joined the program can simply get the card issued at the bank counter. Up to now, 11 banks have joined the partnership: Woori, KB, IBK, Nonghyup, Standard Chartered Korea, Hana SK, the Post Office and the National Federation of Fisheries, etc.

More information on the Eco-mileage program is available at the program website (ecomileage.seoul.go.kr) as well as on the phone via the 120 Dasan Call Center.

In 2012, the Eco-mileage members saved 101,000 TOE of energy at home and office in total. To convert this into carbon emission reduction, an effect equivalent to cutting 308,000 tons was produced for the one year.

▶ TOE: an energy unit meaning the amount of energy released by burning one ton of crude oil. 1 TOE is approximately 10^7 kcal: equivalent to gasoline needed for 16 round-trips between Seoul and Busan by mid-sized car; an amount of electricity for an ordinary household (monthly consumption at 280 kWh) to use for 16 months.

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Seoul, "Pay your maintenance bill with Eco-miles"

- Automatic deduction of Eco-mileage from maintenance bill, first service in country
- Expanded mileage usage: green products, gift certificate, mass transit card and apartment maintenance now
- MOU with a billing company covering 1.39M households or 90% of apartments
- Eco-mileage deduction indicated on the maintenance bill
- On-line signup available at the Eco-mileage website
- Process: Log-in > Check eligibility > Apply > Pay deducted bill
- Seoul city "expects this will encourage more citizens to save energy and join the Eco-mileage"

Seoul, South Korea - 15 July, 2012 - Jeolyak Kim paid KRW 50,000 worth Eco-mileage for his apartment maintenance bill of KRW 135,000 in total. He had only to pay the remainder of KRW 85,000 with cash. The bill indicated that the Eco-miles Kim had accumulated by saving water, electricity and gas were deducted from the total due.

The Seoul Metropolitan Government declared on Tuesday the 17th that it becomes the first city government in the country to introduce a system that automatically deducts the Eco-mileage from apartment maintenance bill.

The system will be launched in full scale by September. The city is planning to build a transaction system with the billing company by end-August.

<Expanded mileage usage: green products, gift certificate, mass transit card and apartment maintenance now>

This means the usage of Eco-mileage point has been now expended to include paying apartment maintenance fee, from buying green products, recharging mass transit card, shopping at local market and accumulating credit card points (for Eco-mileage Card holders)

The Eco-miles are given to member citizens who saved electricity, water, gas and district heating by over 10% compared to the last six-month period. By expanding

the point usage to allow citizens to pay apartment maintenance with the points, the city of Seoul expects that more citizens will join the program to save energy.

<MOU with a billing company covering 1.39M households or 90% of apartments>

To this end, the city of Seoul signed on the 16th an MOU with Aegis Enterprise Co. Ltd., a billing company that covers 90% of apartments in the city, to establish and operate together an automatic Eco-mileage deduction system from the maintenance bill.

The two parties pledged to cooperate in order to encourage apartment residents in Seoul to join the Eco-mileage program and save energy by building a system that automatically deducts the Eco-miles from the maintenance bill and indicate the results on the bill for 1.39 million households for which Aegis issues the maintenance bill.

<Expected to encourage 4.44M citizens (40% of households) to save energy>

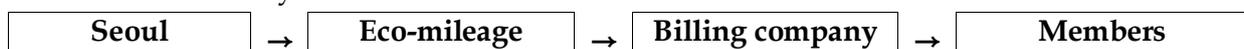
The advancement of IT technology allowed developing and operating of such a system for more than 4 million citizens. The number of apartment residents amounts to 4.44 million from 1.44 million households, 40% of the total households of Seoul. Among the Eco-mileage members, 260,000 (210,000 households) live in apartment as of June 2012.

The city expects that citizens will be even more encouraged to save energy when they can check directly how much money they can save from the maintenance bill.

<On-line signup for the service available on the Eco-mileage website>

Apartment residents who wish to have their mileage deducted from the maintenance bill can check whether their apartment is covered by the service or not and submit the application on the Eco-mileage website (ecomileage.seoul.go.kr).

<How does the system work?>



	members		
Notify the members who saved over 10% by SMS and mailing	Check eligibility on the website and submit application	Issue maintenance bill with miles deducted and invoice the city for the cost	Pay the remainder after deduction

Launched in 2009 by the city of Seoul, the Eco-mileage is a program to engage citizens in energy saving actions by giving them incentives when they save electricity, water, gas and district heating at home or office.

By June 2012, 540,000 households and 29,000 organizations (office or commercial buildings) have joined the program to save energy in their daily lives. Among the organization members are 1,395 schools, 1,551 apartment complexes and 25,968 ordinary buildings.

Hyonsik Kim, Director for climate change and air quality management of Seoul, says “more and more citizens voluntarily join the Eco-mileage to work together to cut carbon emissions in their daily lives” adding “we from Seoul expect that the new service to allow members to pay the maintenance bill with the miles will further encourage citizens to join the program.”

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Seoul to give back KRW 2.3 billion to energy-saving citizens

- With over 500,000 members now, Eco-mileage further attracts citizens with stronger incentives
- Households: KRW 50,000 for saving 10% + additional incentives for below standard consumption
- Organizations: Up to KRW 10 million for saving over 5%, citizens engaged in the selection process
- Small shop owners (gas station, bistro) can also join
- Local market certificate included in incentives, adding to green products and mass transit coupon
- Half of members saved energy last year, cutting CO2 emission by 313,000 tons
- Seoul city, "If 10 million Seoul citizens save 10% of electricity, we can spare one nuclear unit"

Seoul, South Korea - 07 March, 2012 - Yeon-ok Choi, 46-year-old housewife living in Guro district of Seoul is absorbed in energy saving recently. She saved as much as KRW 300,000 from the utility bill last year by taking some simple actions in her daily life: wait until the washing machine is fully loaded, turn off unnecessary switches and lights.

All in all, she saved electricity by 575 kWh (13.9%), water by 14 tons (7.3%) and gas by 91m³ (10.7%) compared to the previous year. Plus to the saved bill, she even had the pleasure of receiving green stationary products worth KRW 100,000 from the Eco-mileage program she joined in 2009.

Established in 2009 by the Seoul Metropolitan Government, the Eco-Mileage is a program designed to engage citizens by giving them incentives when they save electricity, water, gas and district heating at home or in buildings.

By February 2012, some 479,000 households and 28,000 organizations (non-housing buildings) have joined the program to save energy in daily lives. Among the organization members are 1,245 schools, 1,445 apartment complexes and 25,153 general buildings.

The city of Seoul announced on Thursday the 8th that it will give back a total of KRW 2.3 billion to the citizens who save energy this year, by expanding incentives for the Eco-mileage members. Household members can get additional incentives when their energy consumption goes below the standard, and the scope of incentives is also expanded to include local market gift certificate.

Seoul aims to save 150,000 tons of oil equivalents (TOE) of energy annually by 2014 through the Eco-mileage program. It is 11% of the annual capacity of Wolsong Nuclear Power Plant Unit 4 (6,034 MWh or 1.39 million TOE).

- ▶ TOE: an energy unit meaning the amount of energy released by burning one ton of crude oil. 1 TOE is approximately 10⁷ kcal: equivalent to gasoline needed for 16 round-trips between Seoul and Busan by mid-sized car; an amount of electricity for an ordinary household (monthly consumption at 280 kWh) to use for 16 months.

Update Overview:		<Before>	<From 2012>
Incentives	House-holds	KRW 100,000/year for saving over 10%	1) KRW 100,000/year for saving over 10% 2) Additional incentives for maintaining a below-standard consumption after saving over 10% already 3) eco-experiment program for family
	Organizations	Flat-rate incentives for saving over 5% selected by the SMG	Civic groups and experts engaged in the selection process
Types of incentive (for households)		Green products Mass transit card recharging coupon	+ Local market gift certificate Donation to energy-vulnerable people
Organization membership		Schools Apartment complexes General buildings	+ Community associations Small business (gas station, bistro) owner associations
Energy monitoring		Members can check on line.	The city sends informs via mail and SMS individual energy consumption and comparison with other members every quarter.
Additional benefit		- Free energy audit for household members (10,000 household in 2012) and small buildings (under 500 TOE/year) - Loan support for Building Retrofit Program for 2,500 individual	

The Eco-Mileage Program membership is divided into household members and organization members.

<For household members: KRW 100,000 for saving over 10% + Additional incentives for maintaining consumption below standard>

Household members had to save over 10% a year to get incentives worth KRW 100,000. From now on, however, members who have already saved over 10% and can hardly save more will be also able to get incentives by maintaining their energy consumption below the standard.

The standard consumption rates of electricity, gas, water and district heating, varying based on size of family and house, will be determined by the second half of this year based on a research to be commissioned to the Seoul Development Institute in the first half.

Exemplary energy-saving families can also enjoy a variety of eco-experiment activities, ranging from green community visiting, tree planting and renewable energy site trip, provided by the city government. Such activities are expected to make the participants proud of themselves for saving energy and contributing to a greener and cleaner Earth as eco-citizens.

The incentives will be also diversified. In addition to receiving green products, members can also receive certificates for local markets or local farmers' market as incentives for energy saving. They can also make a donation of the incentives they accumulated for energy-vulnerable people. Green products provided as incentives for household members include multi-strip power outlet with automatic standby power cutting, timer with standby power control, LED lamp, water-saving showerhead and mass transit card recharging coupon, all of which help citizens save energy and use public transportation.

To help all family members and the whole population in buildings to check how much they are consuming and get motivations for saving energy, the city will inform the member on their individual energy consumption via e-mail and SMS on a quarterly basis.

<For organization members: Up to KRW 10 million for saving over 5%, citizens engaged in the selection process>

For organization members saving over 5% in their building, some amount between KRW 5 - 10 million is being provided as incentives. Starting this year, civic groups and experts participate in the process of awardees selection and incentive calculation to evaluate citizen participation, saving rate and cases of innovation.

The Seoul Metropolitan Office of Education will deal with the evaluation process for schools, while a team of civic environmental groups, women associations and energy experts will deal with the evaluation of apartment complexes and general buildings. The evaluation criteria includes the Eco-Mileage membership ratio of residents, group-wide initiatives of energy saving. The period of evaluation will be twice a year, winter season (4Q~1Q) and summer season (2Q~3Q) for all members, different from every six months starting the day of signup for each member. The evaluation for new members starts every October or April.

The membership eligibility has been also expanded from schools, apartments and buildings to include community associations and small business owner associations (e.g. bistro, hair salon, gas station) in order to encourage more groups of citizens to save energy.

In addition, the city plans to grant award to exemplary organizations every May and November and promote successful cases onto a city-wide level.

<212 Organization members reinvested their incentives in upgrading facilities to save even more electricity>

Residents of an apartment complex in Dobong district of Seoul decided at the council of residents to upgrade street lamps in the complex and improve water supply mechanism. This led to an annual saving of KRW 9 million from the electricity bill. The apartment was selected as exemplary Eco-mileage member and received KRW 10 million-worth incentives.

What they did to save energy was to replace 30 metal street lights (250W) with high-efficient three-wave-length lamps (75W) and rooftop cisterns with booster pump system. A booster pump system doesn't require rooftop cisterns as the water

is pumped up from the underground cistern to each floor, thereby saving electricity to pump the water up to the rooftop.

“With the incentives we replaced fluorescent lamps in guardian offices and elevators with LED lights, which led to saving of another 3 million of electricity fee,” says Chang-gyoon Kim, 56, apartment manager, adding “I’m glad that we are saving electricity and making contribution to the city’s ‘One Less Nuclear Power Plant’ initiative.”

A total of 212 groups like this apartment complex in total reinvested the incentives they received last year in LED lamps, high-efficiency boilers, solar street lamps and so on, leading to a reduction of additional 1,271 tons of CO₂ per year.

<Half of members saved electricity, water and gas, cutting emission by 313k tons>

Among 351,064 members joined the Eco-mileage by last year, an impressive proportion of 49.4% (175,284 members) voluntarily participated in CO₂ emission reduction. The total amount of reduction is 312,976 tons. This equals to the greenhouse gas emitted when 2.2 million mid-sized passenger cars make a round trip from Seoul to Busan (820 km round). It equals also the annual absorption capacity of 63 million pine trees.

Specifically, 49.2% of household members (167,352 members out of 336,817) reduced 94,206 tons of CO₂ while 53.9% of organization members (7,932 out of 14,788) reduced 218,700 tons.

In order to raise awareness on such an effective program among citizens of all ages, the city government published a comic book, introducing the necessity of energy saving and a variety of daily energy-saving actions with familiar cartoon characters created by renowned illustrators. This book is distributed through 25 district offices and available for free download from the Eco-mileage website as well.

More information about the Eco-mileage program is available on line at the Eco-mileage website (ecomileage.seoul.go.kr) and the SMG Climate & Environment Headquarters website (env.seoul.go.kr) as well as on the phone via the 120 Dasan call center.

<Free energy clinic and support for retrofitting>

In addition to the expanded benefits, the city of Seoul is providing support for free energy audit and loan for Building Retrofit Program (BRP) so that households and buildings can get ideas of energy saving and improve their old facilities.

- ▶ Energy clinic (audit): Consultant with expertise visits home to check energy consumption status for each type of energy (i.e. electricity, water and gas) and provide specific energy saving solutions.
- ▶ Building Retrofit Program: Building owners can get a long-term low-interest loan of up to KRW 5 million for houses and 1 billion for buildings at 2.5% a year for 8 years, for raising energy efficiency by upgrading old facilities.

Ok-ki Lim, Assistant Mayor for Climate and Environment of Seoul says “If 10 million Seoul citizens come together to reduce electricity use by 10%, it can spare one nuclear unit. We will continue to encourage citizens to participate in diverse energy saving actions at home and office, such as wearing warm underwear, turning unnecessary lights off and unplugging unused devices.”

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