

'Sharing and Saving Benefit All'

Gwangju Nam-gu District's Items Sharing Center

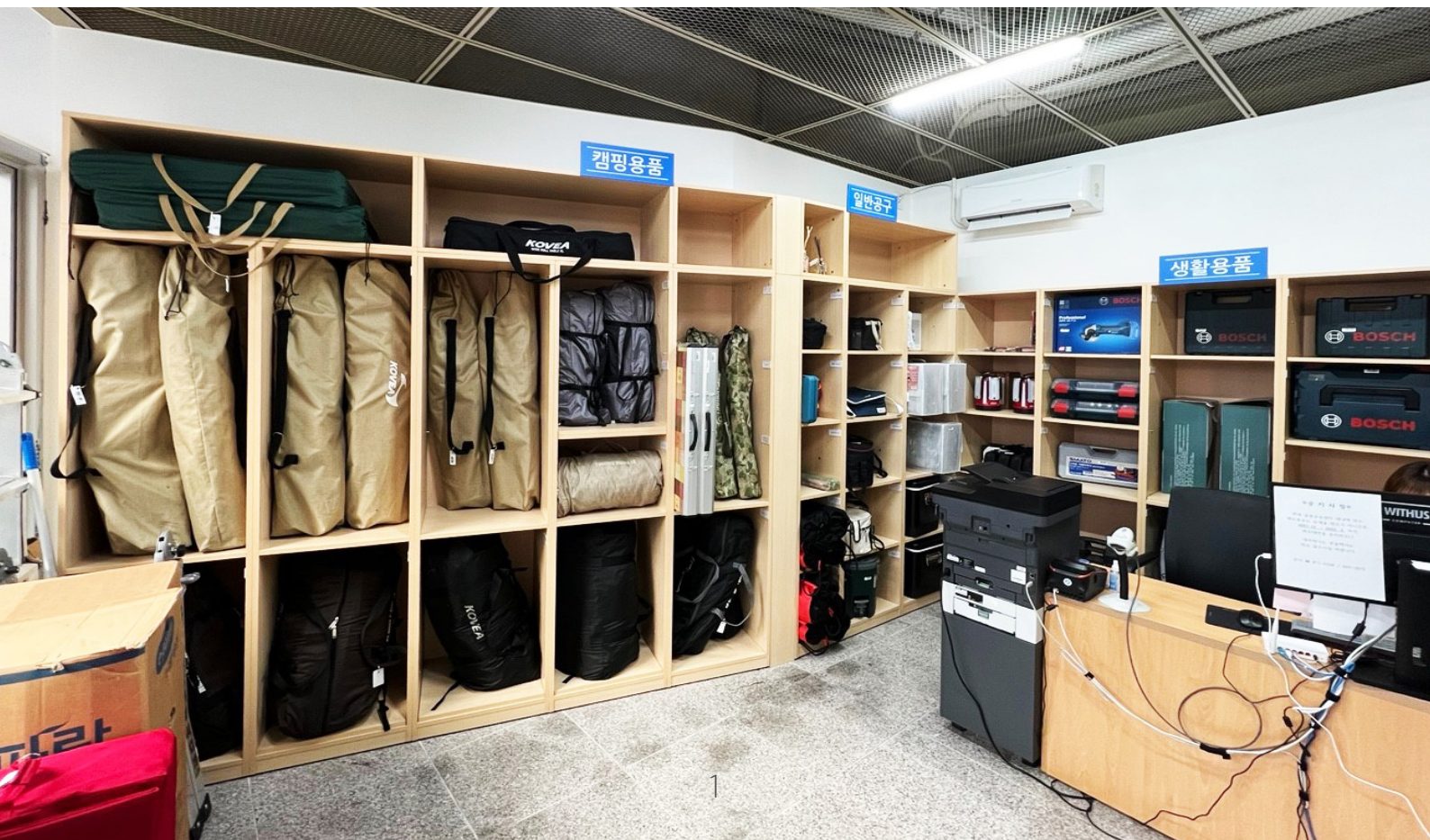
Items that are used once or twice a year. Should we purchase them?

Under the theme of 'beyond competition and monopoly, toward sharing and cooperation', Gwangju Nam-gu district has implemented measures to promote the sharing of items among residents. Based on the idea that asked, "What if we share items instead of owning them?" Nam-gu District Office decided to open an item sharing center.

Opening the center was not easy. To decide on a place for the center, the District Office had to consider the convenience of residents. Finally, a parking lot beside the Public Service Center at the District Office, often visited by residents, was selected.

For the efficient use of space and to increase the usage rate, a unique concept needed and a list of items desired by residents had to be compiled.

Items Sharing Center_ interior view



Answers were found through residents' opinions and the items sharing centers of other local governments

First, the rental status of items sharing centers in Gwangju Metropolitan City and other districts was investigated, and residents' opinions were collected to select a list of items for sharing. Advice from sharing centers in Seoul and Gwangju was sought regarding the payment and rental system, personnel assignment, and follow-up management. Finally, for the residents' convenience, a card payment system in the District Office's Public Service Center and a barcode-based rental system were introduced.

Sharing the pleasure of sharing

Initially, there was skepticism that the center's small space and limited number of items would limit usage among the residents. However, promotions via online and offline channels, including newsletters, the official blog of the Nam-gu District Office, materials for community groups' meetings, Nam-gu Story on KakaoTalk, and Instagram led to a dramatic increase in the residents' interest and participation.

Product information and user manuals were publicized whenever new items were ready for rental. If an item was damaged due to ignorance or inexperience, residents were not liable, and the District Office repaired the damages using the follow-up services of the manufacturer, reducing the burden on residents. In addition, the Office focused on customer service to make the rental service comfortable and convenient for residents.

Thanks to these efforts, in a survey of residents' satisfaction in the second half of 2021, 95% of respondents said they were satisfied with the service. Also, the district was favorably rated in the 2021 Assessment of Local Governments' Public Resources Opening and Sharing Service by the Ministry of the Interior and Safety. Going forward, Nam-gu plans to establish a culture of sharing and cooperation in everyday life through sharing schools, which will enhance the understanding of residents and public officials on the culture of sharing.

Items Sharing Center



Overview of Gwangju Nam-gu Items Sharing Center

Location: 1 Bongseon-ro, Nam-gu, Gwangju Metropolitan City (parking lot, 1st-floor Nam-gu District Office Annex), with an area of 21.43m²

Items for sharing: 139 in 62 categories (14 daily necessities, 36 camping items, 12 household tools)