

EL804. Car Sharing Service 【EL804-2014/1/2014-53】



1. Application Scope

The criteria shall apply to car sharing service providers specified as rental service providers in accordance with the “Passenger Transport Business Act.”

Note) Limited to businesses that satisfy the registration criteria in Article 61 of the Enforcement Ordinance on Passenger Vehicle Transportation Businesses [Table 6].

2. Definitions

2.1

“Low Emission Vehicle” refers to a vehicle defined by the “Special Act on Metropolitan Air Quality Improvement” that satisfies the requirements of a Class 1, Class 2 or Class 3 low emission vehicle specified in Article 3 of the Enforcement Ordinance of said law.

2.2

“Eco-Driving” refers to the driving method that helps drivers conserve fuel consumption, reduce CO2 emission and drive safely.

2.3

“Environment Policy” refers to a pledge by an organization to maintain consistent activity to improve the environment and comply with the requirements of environmental laws.

2.5

"Carbon offset program" refers to an activity in which the greenhouse gas emissions of an organization are calculated and trees planted or investments made in alternative energy facilities to offset those emission amounts.

2.4

"Green Product" refers to a product defined as a green product in accordance with the "Act on the Promotion of Green Product Purchase." And it includes products with a certified Eco label in accordance with the “Support for Environmental Technology and Environmental Industry Act”, and best recycled products in accordance with the “Act on the Promotion of Saving and Recycling of Resources” and the “Industrial Technology Innovation Promotion Act.”

3. Certification Criteria

3.1 Environmental Criteria(Total: 100 points)

3.1.1 General Matters

3.1.1.1

The Environmental Criteria is composed of 100 points. The sum of each item should be higher than 70 points, while at the same time the total for required items should be satisfied (items that allow a partial score should be higher than minimum requirement).

Note) Each item means (B)~(E).

3.1.1.2

Supporting files cover one year of activity from the point of application for the certification.

3.1.1.3

If there has been no significant achievement, a partial score (50% of the applicable base point) can be given provided that a detailed implementation plan was established during the certification period.

3.1.2

Should satisfy the following criteria on the facility (Total: 20 points)

3.1.2.1

Over 30% of the automobiles purchased annually should be low emission vehicles (electric cars, hybrid cars or compact cars) in order to spread the use of low emission vehicles. (Required, 7 points)

3.1.2.2

Parking lots and car turn-in points required to provide the car sharing service should be set up. (5 points)

3.1.2.3

Drivers should be able to get access to information on parking lots, areas allowing the shared use of automobiles as well as charging stations by installing navigation systems in the vehicles. (4 points)

3.1.2.4

Promote the installation of environment-friendly and LED lights in office spaces by setting up internal policies to promote the conservation of energy. (4 points).

3.1.3

Should satisfy the following criteria with respect to business activities (Total: 25 points).

3.1.3.1

A single car should be used by multiple drivers. The number of members should be over 30 per vehicle owned at the time of application, and the average daily usage hours per vehicle should be over one hour. (Required, 6 points).

3.1.3.2

Members should be able to use the service through electronic terminals, including for rental

and return of vehicles. In addition, information for members should be delivered via electronic terminal to conserve paper. (5 points).

3.1.3.3

The following points shall be given according to the share of printed paper with a certified Eco label in the annual purchase amount of printed papers that are provided to customers. However, a partial score (up to 50% of base score) can be given provided some concrete replacement plan was set up that can be implemented during the certification period (4 points).

Share of green product purchase (%)	10~30	30~60	Over 60
Score	2	3	4

$$\text{Purchase rates (\%)} = \frac{\text{Purchase amount of products printed with green papers}}{\text{Total amount of printout purchase (Won)}} \times 100$$

3.1.3.4

Project should be implemented in partnership with other businesses and public institutions (5 points).

Assessment Criteria	Point
Signed an agreement with government (including local and municipal governments), public institutions, other businesses (shopping centers, small business complex) as well as multi-unit dwellings or apartment with over 500 homes for the shared use of vehicles. Then, shown a specific case of implementation.	5
Signed an agreement with government (including local and municipal governments), public institution and other businesses (shopping center, small business complex) for shared use of vehicles with some concrete realized businesses.	4
Signed an agreement with government (including local and municipal governments), public institutions and other businesses (shopping center, small business complex) for shared use of vehicles with some concrete realized businesses.	3

3.1.3.5

Should contribute to management of traffic demand and easing of congestion by expanding services in areas struggling with excessive traffic congestion. However, a partial score (up to 50% of base score) can be given provided some concrete replacement plan has been set up

that can be implemented during the certification period (5 points).

3.1.4

Should satisfy the following criteria with respect to provision of information to users (Total 20 points).

3.1.4.1

Should advise drivers to implement eco-driving and strive to promote awareness on eco-driving as well as to provide related information. (Required, 5 points).

3.1.4.2

Should provide drivers with detailed information including fuel consumption information depending on vehicle type and driving distance (4 points).

3.1.4.3

Should advise drivers to use public transportation as applicable and offer appropriate incentives when they use the car sharing service and public transportation simultaneously (4 points).

3.1.4.4

Should set up a collaboration system through the signing of MOUs, e.g. to interconnect the service with public transportation (4 points).

3.1.4.5

Should have a system that allows members' cards or smart phones to be used as public transportation cards. However, a partial score (up to 50% of base score) can be given provided some concrete replacement plan was set up that can be implemented during the certification period (3 points).

3.1.5

Should satisfy the following criteria with respect to eco-friendly anagement (Total 35 points).

3.1.5.1

Should consistently strive to improve the environment either by improving fuel efficiency or reducing emissions, through the establishment of an internal environment policy (Required, 6 points).

3.1.5.2

Should have a dedicated organization that establishes environmental policy or oversees the environmental management (4 points).

3.1.5.3

Should strive to prevent safety accidents by changing parts or maintaining the vehicles (tire pressure, oil exchange) through regular checkup (4 points).

3.1.5.4

Should have an internal policy that mandates the use of recycled auto parts when repairing vehicles, as well as an agreement with a maintenance shop that handles recycled auto parts (5 points).

3.1.5.5

Should set up an internal policy to offset carbon emissions or run a “carbon offset program” based on the fuel consumption and mileage of the vehicles used by drivers, or publish “carbon emission data” on company homepage (4 points).

3.1.5.6

Should sign a voluntary agreement with government institutions with respect to green purchasing or encourages the purchase of green products through the internal management system (4 points).

3.1.5.7

Should monitor the change in users' driving and traffic pattern and conduct a survey on user compliance with eco-driving (4 points).

3.1.5.8

Should participate in voluntary activities on environmental protection on a regular basis every year (4 points).

3.2 Quality Criteria

3.2.1

The applicant should comply with the related laws as a registered company in the rental service in accordance with the “Passenger Transport Business Act.”

3.2.2

The usage fee should include fuel, insurance, maintenance and inspection and repair.

3.3 Consumer Information

3.3.1

Should provide sufficient information to customers of the service with respect to the certification system implemented by the car sharing service provider, and post related promotional material.

3.3.2

Should keep promotional materials designed to encourage eco-friendly activities by customers.

4. Verification Method

Certification Criteria	Verification Method
Environmental Criteria	Submitted document and on-site check
Quality Criteria	Check submitted document
Consumer Information	Submitted document and on-site check

5. Reason for Certification : “Provision of eco-friendly service

[Common Criteria]

1. The candidate products for Korea Eco-Label shall comply with the following regulations with regard to the appropriate processing of environmental contaminants that occur in the process of manufacturing or service operation, including air contaminants, water contaminants, waste and harmful chemical substances.
 - 1.1 A person who violates any environment-related law or agreement applicable in the region where his or her factory or operating establishment is located within one year prior to the date of application may not apply for Korea Eco-Label certification. For violations other than the ones subject to penalties, however, a person may apply for the certification after completion of any action for the violation.
 - 1.2 A person who has obtained Korea Eco-Label certification must comply with the environment-related laws and agreements applicable in the region where the factory or operating establishment is located during the certification period. If any violation against penal provisions is found during the certification period, however, the certification may be canceled, and for violations other than the ones against penal provisions, the certification may be suspended until the relevant action is completed.
2. In principle, the “consumer information” specified in the certification standards by product shall be marked in a way not to be removed easily on the surface of the product. If it is impossible or undesirable to mark it on the surface of a product, the information shall be marked on another appropriate part of a product where consumers will notice it, including product packaging, a guidebook, an instruction or etc. For services, however, the consumer information shall be, in principle, marked on the internal and external areas of a building where the service is provided. If it is impossible or undesirable to mark it on the internal or external area of a building, however, it shall be marked on an appropriate part where consumers can notice it, including a contract, statement of delivery, letter of guarantee or brochure.
3. A person who has applied for, or obtained approval for, use of Korea Eco-Label on a product shall comply with the Fair Labeling and Advertising Act in order to establish fair trade order and protect consumers, and if they violate the law, their application for certification may be rejected or their certification may be canceled.

4. Unless otherwise specified, the various specifications cited in the certification criteria by product shall be the latest ones at the time of application for certification.
5. If application of the standards for quality in accordance with the certification criteria by product is deemed as inappropriate, the President of Korea Environmental Industry & Technology Institute (hereinafter referred to as KEITI president) may establish and operate the quality criteria for the product after deliberation committee review or expert consultation.