

I·SEOUL·U

발간등록번호

51-6110000-001525-01

I·SEOUL·U

Citizens Dream, **Seoul** Creates

Policies and Initiatives of
Seoul Metropolitan Government

Citizens Dream, **Seoul** Creates



Who
We Are

We are realizing citizens' dreams.

CONTENTS

- 01. History
 - 02. Location
 - 03. Climate
 - 04. Population
 - 05. Emblem
 - 06. City Brand
 - 07. Tree, Flower & Bird
 - 08. Seoul City Hall
 - 09. Citizens' Hall
 - 10. Seoul Metropolitan Library
 - 11. Seoul Metropolitan Government
 - 12. 2016 Budget
 - 13. Statistics regarding foreign nationals
residing in seoul
 - 14. A Day in Seoul
-

Significance of Seoul

History

Located at the heart of the Korean Peninsula, Seoul has always been an important strategic point throughout the centuries in terms of defense and the economy, from one kingdom to the next. The three kingdoms of Baekje, Goguryeo, and Silla (BCE 57 – CE 688) all fought over the area that is now Korea's capital. Indeed, whichever kingdom claimed Seoul became the dominant power. The Joseon Dynasty (1392 – 1910) declared Seoul its capital, a role that Seoul still plays to this day.



World History

BC

- 266 BC Rome unifies the Italian Peninsula
- 221 BC Emperor Qin Shi Huang unifies China

1C

- 79 Pompeii is buried by the eruption of Vesuvius
- 222 Later Han of China is divided into Wei, Shu, and Wu
- 476 The West Roman Empire falls.
- 618 The Tang Dynasty of China is established.
- 751 China’s paper-making skills spread to the Saracens in the wake of the Battle of Talas



10C

- 1096~1270 Europe engages in seven major Crusades against Muslim territories in the East
- 1219~1225 Genghis Khan of Mongolia leads an expedition against Europe

Seoul’s History

- 30,000 BC The site in Myeonmok-dong, Seoul, is formed
- 20,000 BC The sites in Yeoksam-dong and Garak-dong, Seoul, are formed
- 5000 BC The site in Amsa-dong, Seoul, is formed. The site in Garak-dong, Seoul, is formed

- 2~3C AD Pungnaptoseong Fortress is built.
- 3~4C AD The tombs in Seokchon-dong, Seoul, are built. Mongchontoseong Fortress is built.
- 551 Baekje occupies the lower reaches of the Han (River)
- 553 Silla occupies the lower reaches of the Han (River)
- 555 A monument of King Jinheung of Silla is erected on Bukhansan (Mountain)
- 604 Goguryeo attacks Silla’s Bukhansan Fortress.
- 614 Silla establishes Bukhansan-ju (referring to its newly occupied area north of the Han River).
- 645 Silla establishes Jangeuisa Temple in Hansan-ju (present-day Seoul) to pray for the peace of the spirits of two military commanders killed in action
- 687 Incorporation of the present-day Seoul area into Hansan-ju
- 757 The area of present-day Seoul is renamed Hanyang-gun
- 918 The area of present-day Seoul is renamed Yangju (during the Goryeo period)
- 1067 The area of present-day Seoul is renamed Namgyeong

- 1096 Kim Wi-je recommends relocation of the capital to Namgyeong
- 1104 Royal palaces are built in Namgyeong
- 1308 Namgyeong is renamed Hanyang-bu in the fifth year of the reign of King Gongmin of Goryeo

World History

15C

- 1492 Columbus discovers the New Continent
- 1660 The Industrial Revolution
- 1776 The American Revolution
- 1789 The French Revolution
- 1840 The Opium Wars between China and Great Britain
- 1876 Alexander Bell invents the telephone
- 1896 The first modern Olympic Games are held in Athens
- 1989 The Berlin Wall I falls
- 1949 The People’s Republic of China (PRC) is established.
- 1969 America’s Apollo 11 lands on the Moon
- 1975 The Vietnam War comes to an end.
- 1911 The Xinhai Revolution takes place in China
- 1919~1925 World War I
- 1939~1945 World War II
- 1995 Windows 95 marks a milestone in software development.

21C

- 2000 Taiwan’s first regime change in 50 years takes place.
- 2000 George Bush of the Republican Party is elected as President of the United States.
- 2001 US invades Iraq.
- 2003 Seoul City Tour Buses begin operation.
- 2005 Kyoto Protocol officially enacted.
- 2006 Ban Ki-moon takes office as the eighth UN Secretary General.
- 2008 Obama inaugurated as the 44th president of the United States.
- 2008 Earthquake strikes in Sichuan, China.
- 2011 Great East Japan Earthquake and Tsunami strikes.
- 2015 Terror attacks occur in Paris, France.

Seoul’s History

- 1356 Hanyang-bu is renamed Namgyeong
- 1357 Royal palaces and castle walls are built in Namgyeong (in the sixth year of the reign of King Gongmin).
- 1381 King U of Goryeo decides to relocate the capital to Hanyang (in the eighth year of his reign).
- 1382 King U relocates the capital to Gaegyeong
- 1387 King U attempts to relocate the capital to Hanyang in the 13th year of his reign. Jungheungsanseong Fortress is built.
- 1394 Joseon relocates the capital to Hanyang
- 1395 Hanyang-bu is renamed Hanseong-bu
- 1396 Construction of the castle walls surrounding Hanyang is completed.
- 1398 Construction of Sungnyemun Gate is completed.
- 1399 The capital is moved from Hanseong to Gaeseong
- 1404 Construction of Gyeongbokgung Palace is completed.
- 1405 The capital is moved to Hanseong. Changdeokgung Palace is built.
- 1407 The five bridges, along with the streets, in Hanseong-bu are named.
- 1412 Stores to be leased to people in Sijeon (a government-operated market) are built.
- 1426 Houses and 116 stores in Sijeon are destroyed by a large fire in Hanseong-bu
- 1506 The boundaries of the capital are designated.
- 1601 Donggwanwangmyo (known as Dongmyo), a shrine for Guan Yu, a third Century Chinese military commander, is built in Hanseong.
- 1619 1,000 houses and Nambyeolgung Palace are destroyed by a large fire in Hanseong.
- 1620 Gyeonghigung Palace is repaired.
- 1711~1712 Construction of Bukhansanseong Fortress commences.
- 1727 The capital’s boundaries are re-designated.

Seoul's History

1759	Work commences on the overhaul of streams in Hanseong, based on a newly formulated plan. Juncheon Jeolmok (Regulations on Streams) is drawn up.
1773	Stream banks in Hanseong are reinforced with stones
1842	Streams in the capital are dredged.
1852	The Hanseong-bu building is destroyed by fire.
1864	Stores between Gwangtonggyo (Bridge) and Jonggak are destroyed by fire.
1865	Repair work on Gyeongbokgung Palace begins.
1893	The country's first clock/watch shop opens in Gurigae (present-day Euljiro 1-ga)
1894	The country's first dental clinic opens on Namdaemun-ro
1896	Seoul City re-arranges districts within the city and commences work to improve Seoul's sewage system.
1896	Seoul City announces urban planning between Hwangtohyeon and Heunginmun Gates and between Daegwangtonggyo (Bridge) and Sungnyemun Gate.
1897	Appearance of the first oil-fueled street lights in Seoul.
1899	Severance Hospital is built by an American.
1900	Hanseong Electric Company installs three street lights on Jongno 3-ga.
1902	Hanseong Phone Exchange begins operations (13 customers, one of which is Korean)
1904	Public toilets are installed. Relieving oneself in the street is prohibited.
1908	Part of the Seoul City Wall is demolished to build tracks for a streetcar.
1906~1908	The installation of water supply pipes is completed.
1909	Installation of underground gas supply pipes at Jingogae (Ridge) commences.
1910	Siheung-gun is incorporated into Yeongdeungpo-gu.
1910	Siheung-gun is incorporated into Yeongdeungpo-gu.
1912	The first Japanese-owned taxi business is launched in Gyeongseong.

1912	Construction of the double-track of Hangangcheolgyo (Railroad Bridge) is completed.
1913	Gyeongseong land value and grading is reassessed.
1915	The decision is made to relocate Jonggak following a re-zoning of Gyeongseong.
1917	Construction of the Hangang Indogyo (Bridge) is completed.
1919	Public markets open in Myeong-dong and Jongno.
1925	Yongsan and Ttukseom areas are flooded.
1925	Gyeongseong Stadium opens.
1925	A ridge beam installation ceremony is held at the Gyeongseong-bu Office building (Seoul City Hall).
1928	Gyeongseong-bu commences operation of intra-city bus lines (base fare: 7 jeon).
1929	Yeouido Airport opens.
1930	Construction of the Gyeonseong branch (present-day Shinsegae) of Japan's Mitsukoshi Department Store is completed.
1934~1936	Hangang Indogyo (Bridge) is built.
1938	Price labels for consumer goods are introduced in Gyeongseong.
1938	Gyeongseong-bu restricts liquor licenses and business practices at alcohol-serving establishments.
1939	Construction of Gyeongseong Chojiya Department Store (present-day Midopa) is completed.
1945	The city's name is changed from Gyeongseong to Seoul.
1948	The number of registered vehicles in Seoul stands at 4,706.
1949	The first Seoul Culture Prize is awarded.
1952	The Hangangcheolgyo (Railroad Bridge) re-opens following repairs.
1953	The Seoul Intra-City Bus Cooperative is established.
1954	The Seoul Tax Cooperative is established.
1955	Seoul City commences demolition of unauthorized buildings.
1958	Hangang Indogyo (Bridge) re-opens.
1958~1961	The Cheonggyecheon (Stream) is paved

Seoul's History

	over with concrete.
1961	Mapo Apartments, the country's first apartment complex, is built.
1962	Seoul Metropolitan Government's announcement of the Seoul Citizens' Charter.
1962	Seoul Metropolitan Government announces the Seoul Citizens' Charter.
1966	Construction of a pedestrian underpass at Gwanghwamun is completed.
1966~1969	Construction begins on Hanganggyo 1 (Bridge) (present-day Hannamdaegyo)
1967	The Seun Arcade and a pedestrian underpass on Taepyeong-ro are opened.
1967	Construction of the Cheonggye Overpass is completed.
1968	A bronze statue of Admiral Yi Sun-sin is erected on Sejong-ro.
1968	Street cars in Seoul cease operation.
1969~1970	Namsan Tunnels 1 and 2 are built.
1970	Wau Apartments in Mapo collapse.
1971	Daeyeongak Hotel is destroyed by fire.
1971~1974	Seoul Subway Line 1 is built.
1972	Jamsildaegyo (Bridge) opens.
1973	Seoul Children's Grand Park opens in Neung-dong.
1976~1978	Namsan Tunnel 3 is built.
1978	Sejong Center for the Performing Arts opens.
1979	Seongsudaegyo (Bridge) opens.
1977~1984	Seoul Grand Park opens in Gwacheon.
1978~1984	Seoul Subway Line 2 is built.
1985	Seoul Subway Lines 3 and 4 open
1986	The 88 Olympic Expressway opens.
1986	The first cruise boats commence operation on the Han River.
1988	The country's first McDonald's opens in Apgujeong-dong.
1991	Regulations on automobile-use are enacted with the intention of reducing the amount of automobile traffic by 10%.
1994	Seongsudaegyo (Bridge) collapses.
1994	Seoul City celebrates the 600th year of Seoul's establishment as the capital of the Joseon Dynasty, culminating in

	the burial of a commemorative time capsule.
1995	The pay-per-bag household waste disposal system is adopted.
1995	Bus-only traffic lanes are introduced.
1995	Sampoong Department Store collapses.
1990~1995	Construction of Seoul Subway Line 5 is carried out.
1996	Construction of Seoul Park, in Yeouido Plaza, begins.
1998	Construction of Seoul World Cup Stadium, in Sangam-dong, begins.

21C

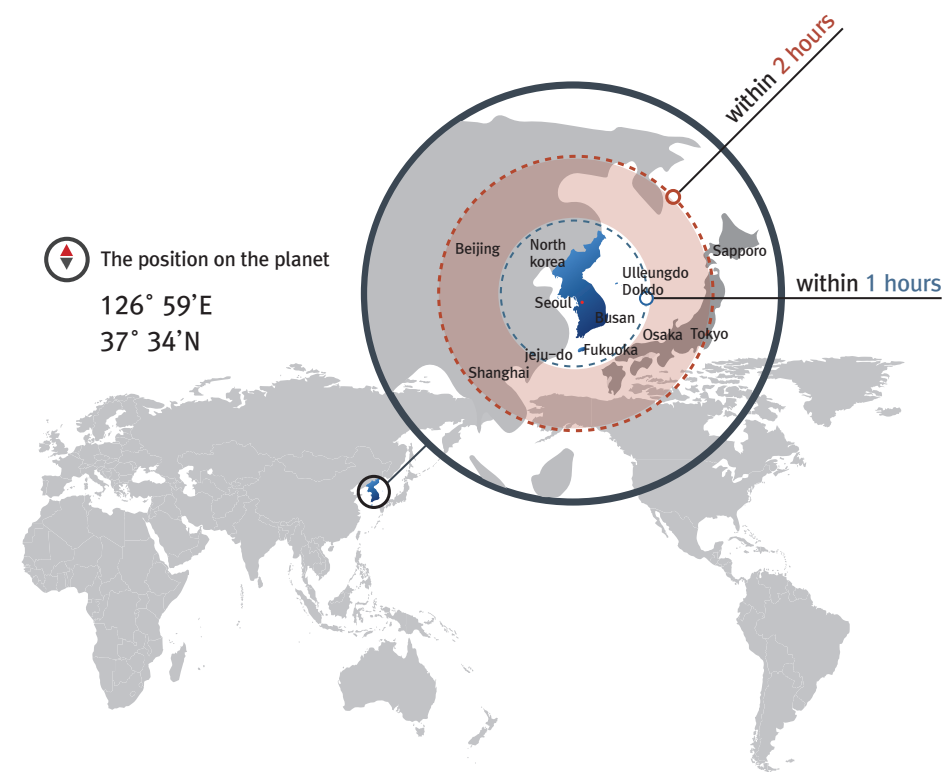
2000	Seoul Subway Line 7 is opened.
2000	Media City 2000 is held.
2000	The Third Asia-Europe Meeting (ASEM) is held.
2000	Seoul City Tour Buses begin operation.
2000	Insadong-gil is opened as part of a plan to create pedestrian walkways in historic and cultural areas.
2000	Seoul Drum Festival 2000 is held.
2000	Gwanghwamun Gallery is opened in Gwanghwamun Station on Subway Line 5
2000	Seoul Subway Line 6 is opened.
2001	The Seoul World Cup Stadium is opened in Sangam-dong.
2002	The Korea-Japan World Cup Games begin.
2005	The Cheonggyecheon (Stream) Restoration Project is completed.
2009	Seoul Subway Line 9 is opened.
2010	The 2010 G20 Seoul Summit is held.
2011	Sinbundang Line (Railroad) is opened.
2012	The 2012 Seoul Nuclear Security Summit is held.
2015	Seoul City celebrates the 10th year of Cheonggyecheon (Stream) Restoration Project

Significance of Seoul

Location

Seoul, the Gateway to Asia and Europe

The Korean Peninsula lies in the center of Northeast Asia. The coordinates of its capital, Seoul, are 37.34° N and 126.59° E, putting it in close proximity to the Yellow Sea. Seoul is within a three-hour flight from 43 cities with populations of over one million people. Korea's location between China and Japan has been a great geographical advantage for the nation.



The Hangang (River) flows horizontally across Seoul, dividing the city into two sections lying north and south of the river. There are 25 autonomous districts and 423 administrative “dong” units in Seoul. The city covers 0.28% of the entire peninsula (or 0.61% of South Korea), and spans an area 30.30 km north-to-south and 34.78 km west-to-east.



Significance of Seoul

Climate

Like the rest of Korea, Seoul has four distinct seasons, which means the landscape changes considerably throughout the year. This unique climate is deeply embedded within Korea's cultural fabric.

• Spring in Seoul



Seoul's average temperature is 12.5degrees Celsius, and spring begins around March, when the entire city bursts into flowers. Many Seoulites enjoy strolling around Yeouido or other green spaces throughout the city that are filled with a dizzying display of cherry blossoms, forsythias, azaleas, and magnolias. This is the season when the temperature drops sharply after nightfall.

Those planning to visit Seoul at this time must remember to pack suitable clothing. A pair of sunglasses and a mask to keep you from inhaling the yellow dust that is carried over from China during the spring are essential. The atmosphere can be extremely dry, so take extra care if you have sensitive skin or a sore throat.

• Summer in Seoul



Seoul's long, hot, and humid summer is only interrupted by sporadic monsoon rains in June and July. If you find Seoul somewhat quiet during this period, that's because many Koreans go on vacation at this time of year. You will also find people gathered around the water fountain in front of Gwanghwamun Square or under a bridge along the Hangang (River). Banpodaegyo (Bridge) is a popular spot that offers a fantastic view of the city.

• Fall in Seoul

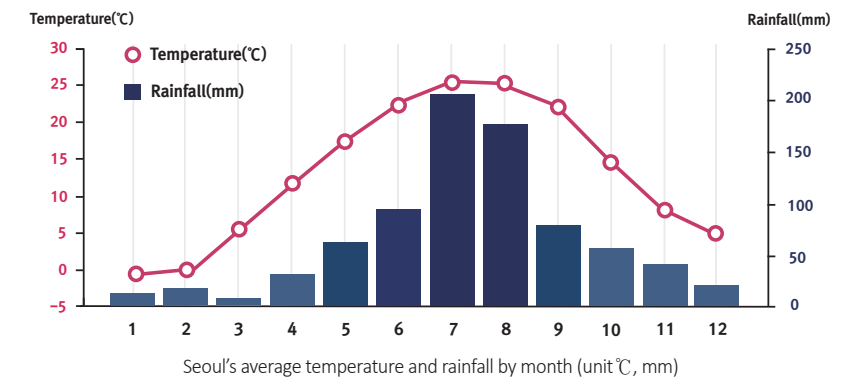


Seoul's pleasant autumn season lasts from September to November. Seoul is filled with bright autumnal colors at this time of year. It is the harvest season, which is celebrated by showing thanks to the ancestral deities and spirits. It is also the season in which people prepare for the imminent winter. In addition, Seoul Street Art Festival (Hi Seoul Festival), one of Seoul's major festivals, is held during this period. During this time, Changgyeonggung Palace and Gyeongbokgung Palace are also open to the public in the evenings, as well as the Seoul Lantern Festival, which lights up the streets at night, offering many spectacles.

• Winter in Seoul



Due to the strong influence of icy air from the North, winter is quite cold in Seoul. This is when public areas all over Seoul open skating rinks. The days become markedly shorter, and you will see Seoulites busily going about their business wrapped up against the cold under myriad flashy neon lights.



Significance of Seoul Population

Seoul has a population of 10,236,408 people. [2016 (3/4) Statistic]

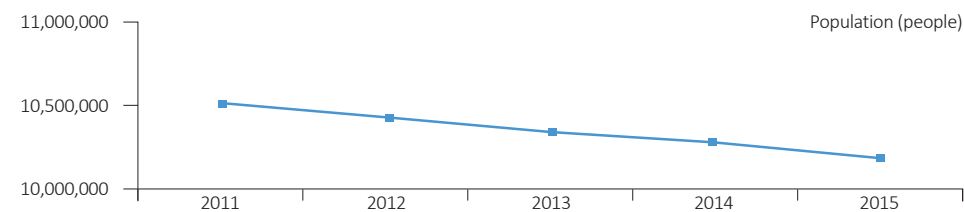
Male : 5,025,843 people

foreign residents 130,335

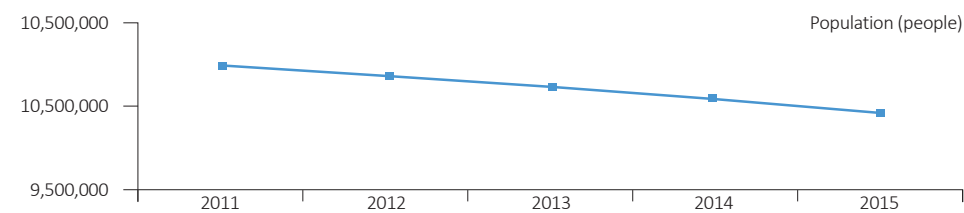
Female : 5,210,565 people

foreign residents 141,782

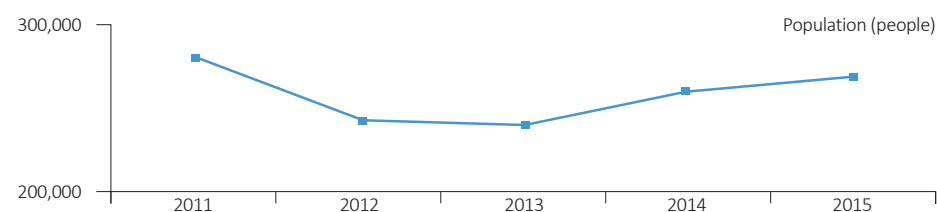
• Total Population



• Local Residents (Korea)



• Foreign Residents



Seoul's Symbols Emblem

The Seoul Metropolitan Government designed its emblem to embody the bright future of the capital city of the Republic of Korea.

• Meaning

The emblem features the Korean letters for "Seoul" in the shape of a mountain, the Sun, and the Hangang (River), with the general design depicting the figure of a joyful human being, thus representing Seoul as a human-oriented city. Encompassing images of nature, humanity, and the city, the green mountain signifies respect for the environment, the blue Hangang (River) represents history and vitality, and the Sun in the center, symbolizes the city's vision of the future. These three elements are organically connected by being depicted as the strokes of a brush, visualizing an image of Seoul's dynamic energy. The emblem was designed on the basis of national roots, so that it can be seen as a symbol of Seoul's present and future. The basic idea for the design was inspired by the works of two prominent painters of the Joseon Dynasty (1392-1910), namely, Mokmyeokjodon (Sunrise over Namsan (Mountain)) by Jeong Seon (pen name: Gyeongjae) and Mudong (Dancing Boy) by Kim Hong-do (pen name: Danwon).

• History

This emblem was adopted on October 28, 1996, replacing the emblem previously used from 1947.

• Current Use

- Seoul flag, buildings, offices, signs, government cars, and stationery
- Official documents, certificates, publications, public servant name cards
- Grounds
- (Ordinance of Seoul Metropolitan 's Symbol)
- Article 3 – 1. Emblem



Seoul's Symbols

City Brand



Seoul, Where “You” and “I” Connect and Coexist

- Between people, there is Seoul.

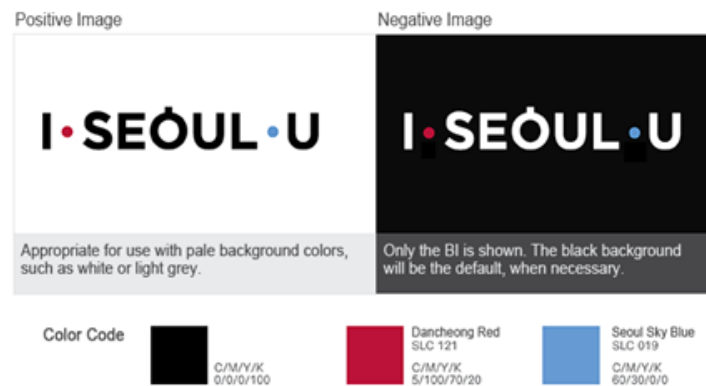
Between “you” and “I,” among citizens, and among people all around the world... Seoul is at the center of all relationships. Seoul is a city where diverse nationalities and generations, mountains and rivers, ancient palaces and skyscrapers, and all disparate elements coexist in harmony.

- Seoul fills the gap between the two dots, which represent passion and relaxation.

The red dot next to “I” signifies passion, while the blue dot next to “U” symbolizes relaxation. Seoul is what allows everything to coexist in harmony, from “my heated passion” to “your calm relaxation.”

- The Korean letter “O” and English letter “O” are brought together as one.

The letter “O” in “SEOUL” is expressed as the Korean letter “O,” illustrating the pride of Koreans and highlighting Seoul’s coexistence with the rest of the world. The Korean letter “O” is also the same shape as the traditional Korean door handle. Therefore, it also suggests that “you and I knock on the door to Seoul and walk in together.”



Seoul's Symbols

Tree, Flower & Bird

- Flower



The Seoul Metropolitan Government designated the forsythia as the official flower of Seoul on April 3, 1971. The flower is considered the most appropriate symbol of Seoul’s climate. Forsythias come into full bloom in early spring, and symbolize the cooperative spirit of Seoulites.

- Tree



The Seoul Metropolitan Government designated the ginkgo, known for its beauty, longevity, and strong resistance to pollution, as the official tree of Seoul on April 3, 1971. As a tree that grows large and strong, it symbolizes the development and prosperity of the nation’s capital.

- Bird



Traditionally loved by the Korean people, the magpie is believed to be an auspicious bird and a messenger of good fortune. According to a Korean folktale, magpies formed a bridge to help two star-crossed lovers reunite. The magpie was chosen as the national bird of Korea in 1964, after receiving a substantial amount of votes in a national contest.

Representative colors of Seoul



Dancheong red(traditional Korean decorative coloring)

- A wishful color symbolizing good health and peace
- A palatial color used in Joseon’s royal structures for 600 years
- The color most favored by Seoulites



Hangang (River) silver

- A radiant silvery white color evoking the waters of the Hangang (River)
- A color symbolizing the “white-clad” Korean people
- A granite color typical of Seoul’s mountains

Overview of City Hall

Seoul City Hall

After four years and five months of construction, Seoul City Hall was reborn in October 2012.

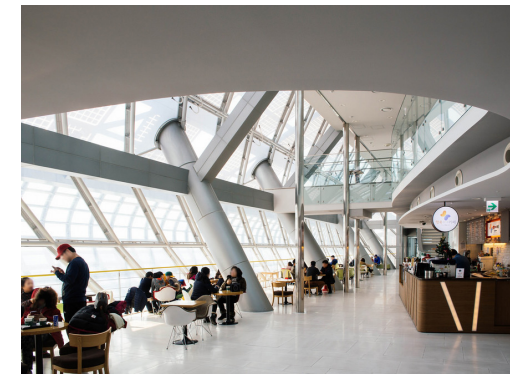
The new Seoul City Hall is an eco-friendly building with a unique exterior, the design of which is based on the eaves of traditional Korean houses. The total floor area of the city hall buildings is 90,743m², including the old city hall building, which is now the Seoul Metropolitan Library. Government offices account for 62 percent of the area, and public spaces for citizens make up 38 percent. The building is highly efficient, as it is built with a double skin façade system. About 28.3 percent of the energy used in the building comes from eco-friendly energy sources, including photovoltaic, solar thermal and geothermal.

The Green Wall is the most popular attraction at the Seoul City Hall building. Spanning an area of 1516m², the size of a soccer field, this vertical garden climbs up the inner wall, all the way from the first to the seventh floor. It was named in the Guinness World Records as the largest vertical garden in the world.

Over 70,000 plants of 14 different species were planted in the garden over an eight-month period. They help to eliminate contaminants and fine dust and regulate the temperature and humidity. When visitors take the elevator or escalator from the Haneul Plaza on the ninth floor down to the first floor, where the double skin façade can be clearly seen, it feels like being inside a space ship.

“Meta Epic: SeoBeol” is a symbolic artwork that expresses the long history of Seoul, which has been the capital city for 2000 years, by incorporating light, pathway, and “tornado” characteristics. As parts of the “Meta Epic: SeoBeol” artwork, the “Path of Myth” symbolizes the dynamic myth of Seoul, the “Light of Hope” symbolizes the hope of Seoul citizens, and the “Tornado of Life” symbolizes how the City of Seoul communicates with its citizens.

2016 WHO WE ARE



Overview of City Hall

Citizens' Hall



Seoul Citizens' Hall is located on the first two basement floors of Seoul City Hall.

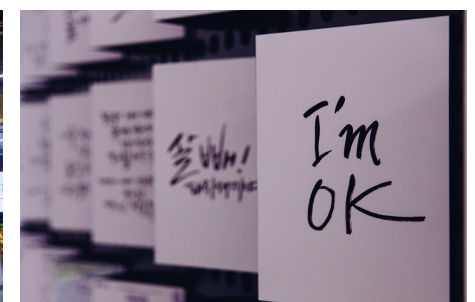
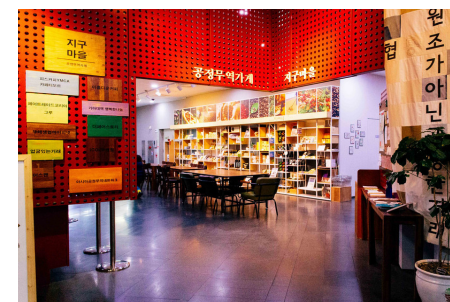
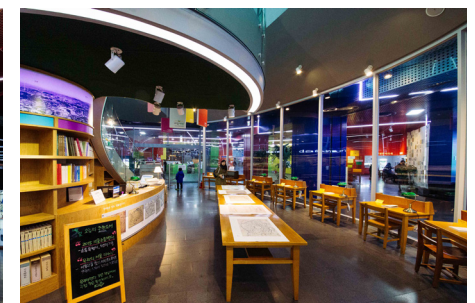
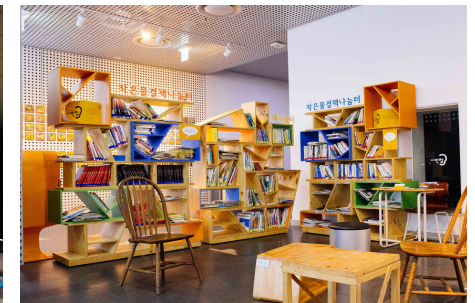
The Citizens' Hall, which is a fresh new space for citizens, is a place where not only performances, exhibitions, forums, lectures, and markets can be held, but policy forums and citizenship education courses are hosted. It is also a place where learning and communication activities are conducted every day in order to empathize with the citizens and hear their opinions.

The number of visitors to the Seoul Citizens Hall since it opened in January 2013 has reached 6.8 million people as of October 2016. With the exception of closed days, an average of 5,369 people per day visited the Seoul Citizens Hall. Specifically, 137 couples had their simple and unique wedding ceremonies in the hall. Citizens rented the hall for exhibitions, performances, workshops and others events 2,946 times, allowing themselves to host event at low cost. A total of 5,968 people participated in the event "I have something to say" and made their voices heard.

Seoul Citizens' Hall is a space of the citizens, for the citizens, and by the citizens, where concerts, bazaars, art markets, weddings, conferences, lectures, workshops, and exhibitions are held. It includes an exhibition hall, where relics found during the construction are showcased, and also the Gungsi Relics Exhibition Hall, where the excavation site of Gungsi, an armory where weapons were made and stored during the Joseon Dynasty, is preserved.

The Citizens' Hall is closed every Monday. It is connected to Exit 4 of City Hall Station on Seoul Metro Line 1.

You can take a comprehensive guided tour of the City Hall building by signing up for the Tong-Tong Tour—the official tour of Seoul City Hall.



Overview of City Hall

Seoul Metropolitan Library

The old Seoul City Hall building was transformed into the Seoul Metropolitan Library, a public library for all citizens, on October 26, 2012.

The Seoul Metropolitan Library was built using USEM (Underground Space Extension Method), which allowed the construction of underground structures while preserving the outside wall and the main hall of the old City Hall building, which was built in 1926. Also, the central staircase was restored for symbolic and historic significance.

In addition, the mayor's office, on the third floor of the library, has been restored to its early 20th-century state, without damaging any of the original



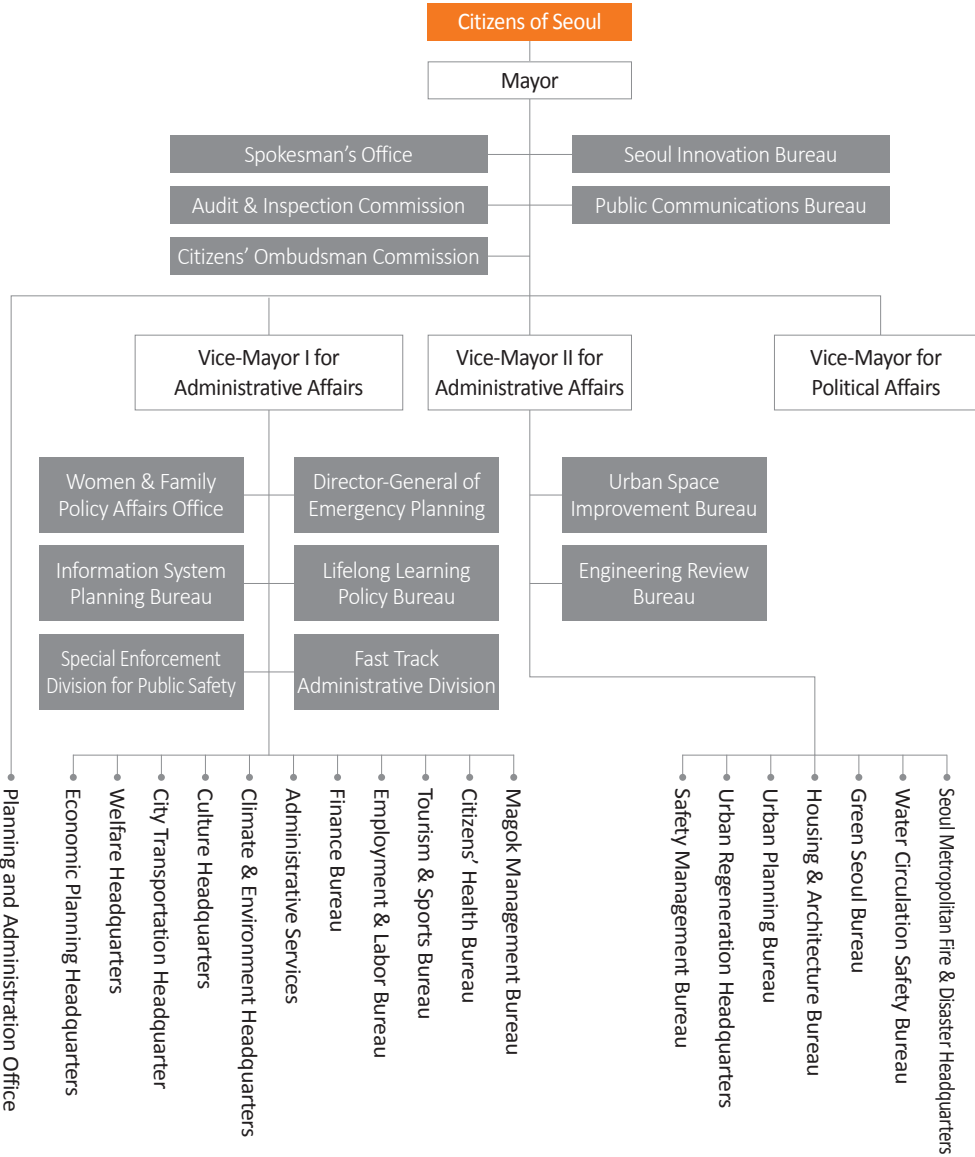
materials. Visitors can take pictures at the mayor's desk, where nameplates of all the mayors have been placed. An exhibition hall on the fifth floor showcases items and parts that were discovered while dismantling the old Seoul City Hall.

The Seoul Metropolitan Library houses about 260,000 books, five-meter tall bookshelves along its walls, a reference room for people with disabilities, and a Seoul reference room. It is also equipped with an integrated book search service, which connects all libraries in Seoul, allowing easy and convenient book searches.



Organization Chart

Seoul Metropolitan Government



2016 Budget

24 trillion KRW and 235.0 billion KRW

(based on the net total)

The Seoul Metropolitan Government Budget is planned in association with citizens

Seoul Metropolitan Government allows citizens to increasingly participate in the planning of policies beyond just reflecting their opinions. Such typical examples include the citizen-participatory budgeting system, by which citizens propose community projects, and by which the budgeting committee, which is comprised of citizens, strictly reviews such proposals to reflect the corresponding costs in the city budget. In order to ensure financial transparency and finance allocation fairness, Seoul adopted the citizen-participatory budgeting system in May 2012.

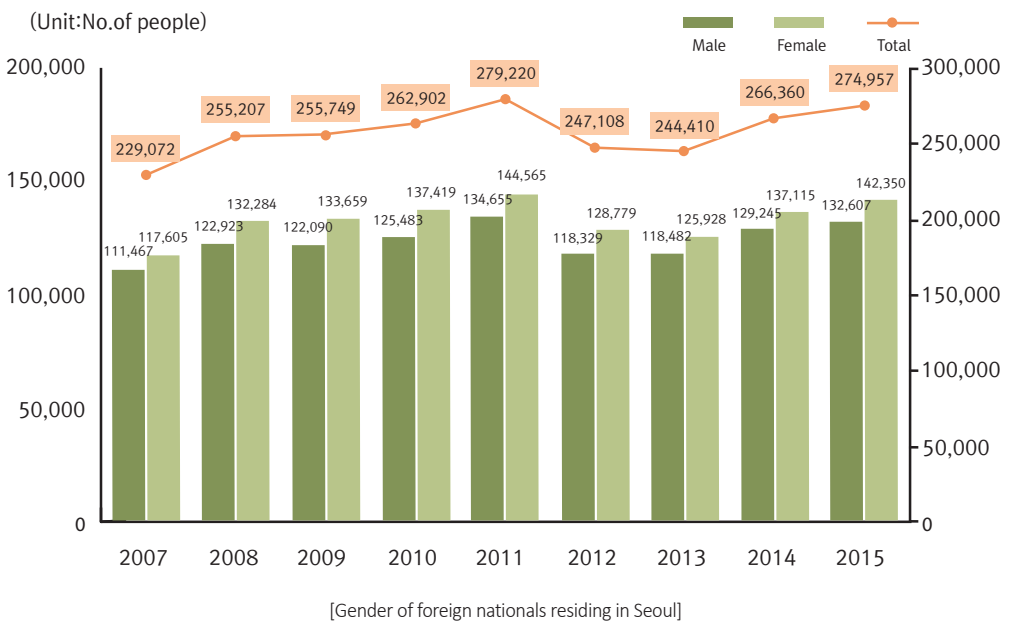
Selecting 223 projects worth 50.3 billion KRW for 2014 through the citizens’ participation system (The Seoul Metropolitan Council endorsed 202 projects worth 44.8 billion KRW)

Citizens’ participation increased drastically in 2013, in particular. Citizens’ rate of participation in the budgeting committee was increased by 80%. To ensure the reliability of projects involving citizens’ participation in their budgeting, the review system was bolstered. Seoul selected 2014 projects involving citizens’ participation in their budgeting by gathering their proposals for the budget. The city did so by holding 25 districts’ meetings, by determining projects to be tabled for the general assembly after subcommittees reviewed them, and finally by the general assembly holding a participatory budget meeting for citizens to be able to vote on the budget.

Statistics regarding foreign nationals residing in Seoul

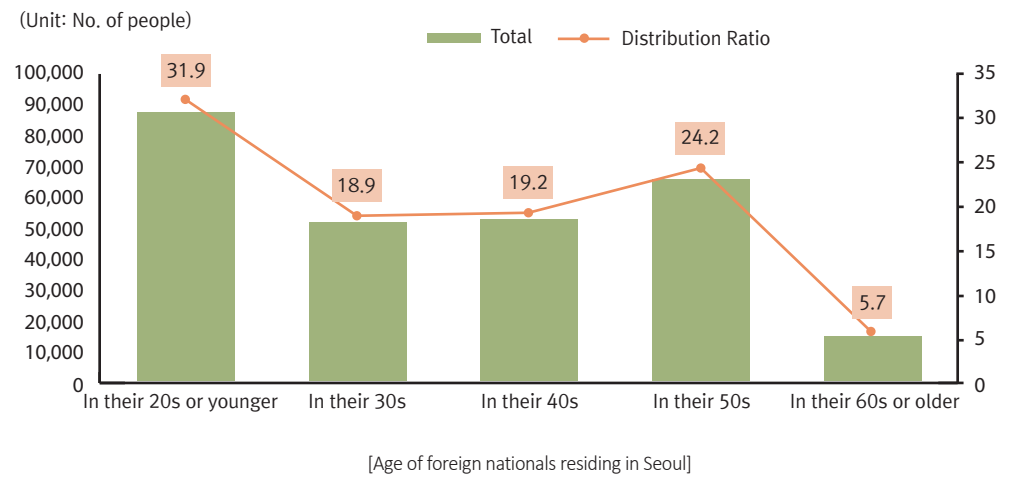
• Gender

As of the end of 2015, some 274,957 foreign nationals (132,607 males and 142,350 females) were living in Seoul, based on the population registered as residents, of which the number of female foreigners is 3% higher than that of male foreigners.



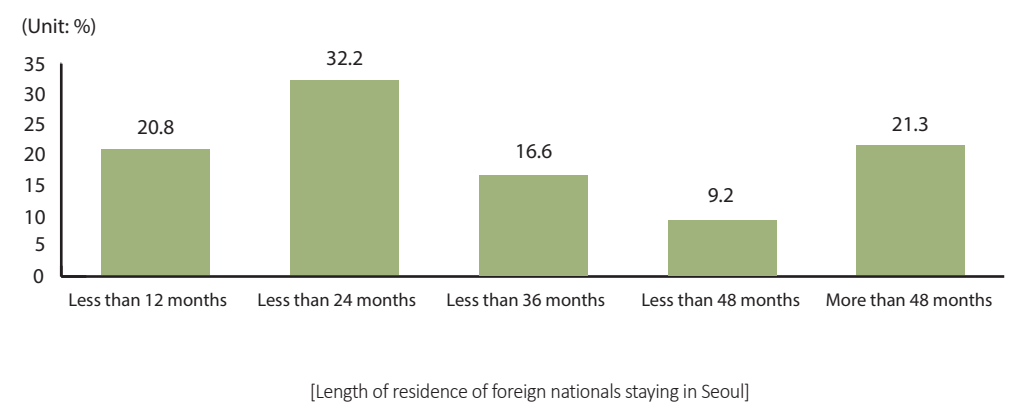
• Age

According to the population data for resident registration in Seoul, the distribution of foreign nationals by age group is as follows: 31.9% are in their 20s or younger; 24.2% are in their 50s; 19.2% are in their 40s; and 18.9% are in their 30s.



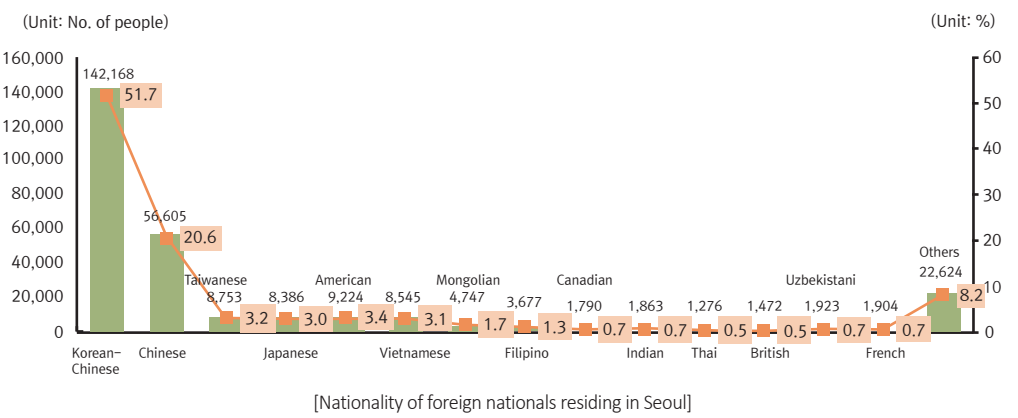
• Length of Residence

A survey of 2,500 foreign nationals staying in Seoul for more than 90 days reveals that 32.2% of them stayed in Seoul for less than 24 months, 21.3% for more than 48 months, 20.8% for less than 12 months, 16.6% for less than 36 months, and 9.2% for less than 48 months.



• Nationality

According to the population data for resident registration in Seoul, the nationality of foreign nationals residing in Seoul is as follows: 72.3% are Chinese citizens (Korean-Chinese: 54.2%, Chinese: 18.4%), 3.4% are US citizens, 3.2% are Taiwanese citizens, 3.1% are Vietnamese citizens, and 3.0% are Japanese citizens.

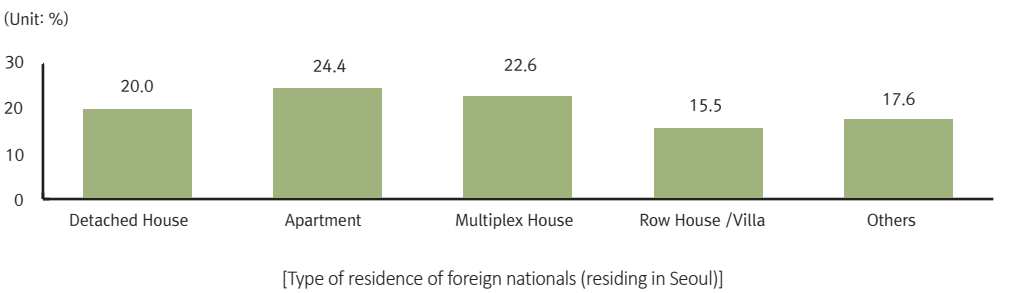


• Sojourn Qualifications

According to the population data for resident registration in Seoul, the status of foreign nationals' sojourn qualification is as follows: the number of foreign nationals with a Working Visit Visa is the highest (35.0%), followed by Permanent Residence (16.6%), Student (9.3%), Marriage to Korean Citizen (7.9%), Miscellaneous (6.6%), and Visiting or Joining Family (6.4%). These figures show that Seoul, as the capital of South Korea, has high percentages of foreign nationals with permanent resident and student visas, compared to other regions.

• Residential Type

A survey of 2,500 foreign nationals staying in Seoul for more than 90 days reveals that the number who live in an apartment is the highest (24.4%), followed by multiplex housing (22.6%), detached housing (20.0%), others (17.6%), and row house /villa (15.5%).



A Day in Seoul

Daily Statistics (2015)



Births

227 babies



Deaths

118 people



Marriages

176 couples



Divorces

50 couples



Movement of Population

5,991 people



Passports Issued

2,455 cases



Vehicle Increases

118 Vehicles



Bus Passengers

4.403 million people



Subway Passengers

7.234 million people



Death in Traffic Accidents

1.03 people



EMS Activity

1,388 cases



Fires

16.2 incidents



Electricity Consumed

124,333 MWh



Oil Consumed

135,000 barrels



Domestic Wastes Generated

9,614 tons (2014)



Building Permits Granted

41 Blocks



Water Supply per Person

301 ℓ



Liquefied Natural Gas Consumed

11.402 million m²

**What
We Do**

What
We Do

We are creating citizens' future.

CONTENTS

01. The Employment Trail 2016
 02. Making the City Safe for Women 2.0 Measures
 03. Housing for 2030 Youth
 04. Special City Respecting Workers' Rights
 05. Walking Trails in Downtown Seoul
 06. A Comprehensive Plan for 50+ Assistance
 07. Visiting Community Service Centers
 08. Seoul Station 7017 Project
 09. I·SEOUL·U
 10. The City of Communication, Seoul
 11. The City You Want to Visit, Seoul
 12. One of the World's Best MICE Cities, Seoul
 13. Platform Changdong 61
 14. Development of Seoul International Complex
 15. Sewoon Shopping Mall, Taking A Leap
 16. Seoul Night Market
-

01. The Employment Trail 2016

The essence of the Employment Trail is that we have to focus on job quality, instead of just increasing the number of jobs, and strive to solve the issues through industrial vitalization, instead of creating temporary jobs.



New Hope for the New Generations!

“Due to the high rate of unemployment, many young people in their 20s can’t even dream. The baby-boomer generation who realized the Miracle on the Han River has nowhere to go after retirement. It is almost impossible for married women who quit working due to childbirth and childrearing to return to work. The high rate of unemployment is causing pain on all citizens irrespective of the generational gap and gender. Seoul Metropolitan City cannot just sit by and watch unemployment ruining the lives of its citizens.” – From “Keynote Speech for Employment Trail”



- Economic polarization penetrating into our society is widely and rapidly spreading over all individuals, households, generations, and society as a whole. People’s distrust of humans, society, and the

government keeps growing and the levels of education and incomes are passed down from parents to their children. The young generation who must compete with each other under different conditions lose hope and fall into despair.



- Under these circumstances, Seoul searches for what it can do and what it should do.
- The Seoul Metropolitan Government visited 99 worksites in 2015. The citizens said that the most urgent issue of our society is the high rate of unemployment.
- In 2016, Seoul tried to spread seeds of hope by revisiting the worksites and checking the fulfillment of its promises. We agonized over the unemployment issue, and worked hard to solve the issue.



- Through the “Seoul Employment Trail” carried out for one month from October 31, 2015, Park Won-soon, the Mayor of Seoul, discussed the unemployment issue with 99 job sites including citizens, corporations, and colleges. The essence of the Employment Trail is that we have to focus on job quality, instead of just increasing the number of jobs, and strive to solve the issues through industrial vitalization, instead of creating temporary jobs. In addition, it is important that all major parties including private companies, the industrial fields, and the labor unions should think together and find a way to solve the issue.



- In 2015, the first year of the Employment Trail, we visited job sites 12 hours a day for the first month. Instead of just visiting the location, we investigated the current situations in depth by

sharing opinions with job seekers, companies, communities, and local governments. In addition, we accelerated the project by establishing potential alternatives instantly on the worksites and established a practical foundation for employment policies. Under the principle “Jobs are the number one priority,” we visited 99 worksites and met 3,900 citizens from October 7 to 31.



“We were well aware that we couldn’t achieve great things with the limited authority and budget of the Seoul Metropolitan City. Nevertheless we knew that the Seoul Metropolitan City had to respond to the desperate appeals of its citizens.

To create one more job and improve the quality of jobs even by a little bit, we visited numerous job sites in Seoul for a month, keeping in mind that jobs are

The Employment Trail was a process in which we once again realized that all people should start at the same starting line through equal opportunities for education and a fair competition system.

the number one priority.” - From “Keynote Speech for Employment Trail”

- In 2015, the Seoul Metropolitan Government investigated the unemployment issue on the worksites for one month. In 2016, it designated the last week of each month as the “Week of Employment Trail” and strived to seek solutions for the issue.



- Our enthusiasm and will to solve the unemployment issue through the cooperation of companies, colleges, and labor unions became stronger since first launching the Employment Trail and visiting the sites in 2015.
- In particular, we focused on leading the cooperation of companies and colleges in order to resolve local issues and create jobs for young people

which was one of the main topics of the Seoul Employment Trail. Above all, we are trying to listen to and support young job seekers through practical policies to resolve youth unemployment, and spread the Seoul-type Employment Model to improve job quality.



- To solve the unemployment issue, we have made efforts in various ways. We tried to root out illegal industrial products to protect jobs in the manufacturing industry, especially at the Dongdaemun fashion markets and carried out the Walking Mileage Campaign where participants could accumulate and donate walk mileages to the underprivileged such as senior citizens living alone using the application program. Through the Parcel Service by the disabled, people with developmental



disabilities who like to move around began to work for parcel delivery service companies.

On the first day of the Korean Techshop Digital Smithy for young entrepreneurs, women who used to work in the clothing/fashion industry, and retired engineers, we held a two-day-long discussion marathon and shared opinions with 400 citizens for 30 hours in order to resolve urban issues such as fine dust, traffic jams, and floor noise.



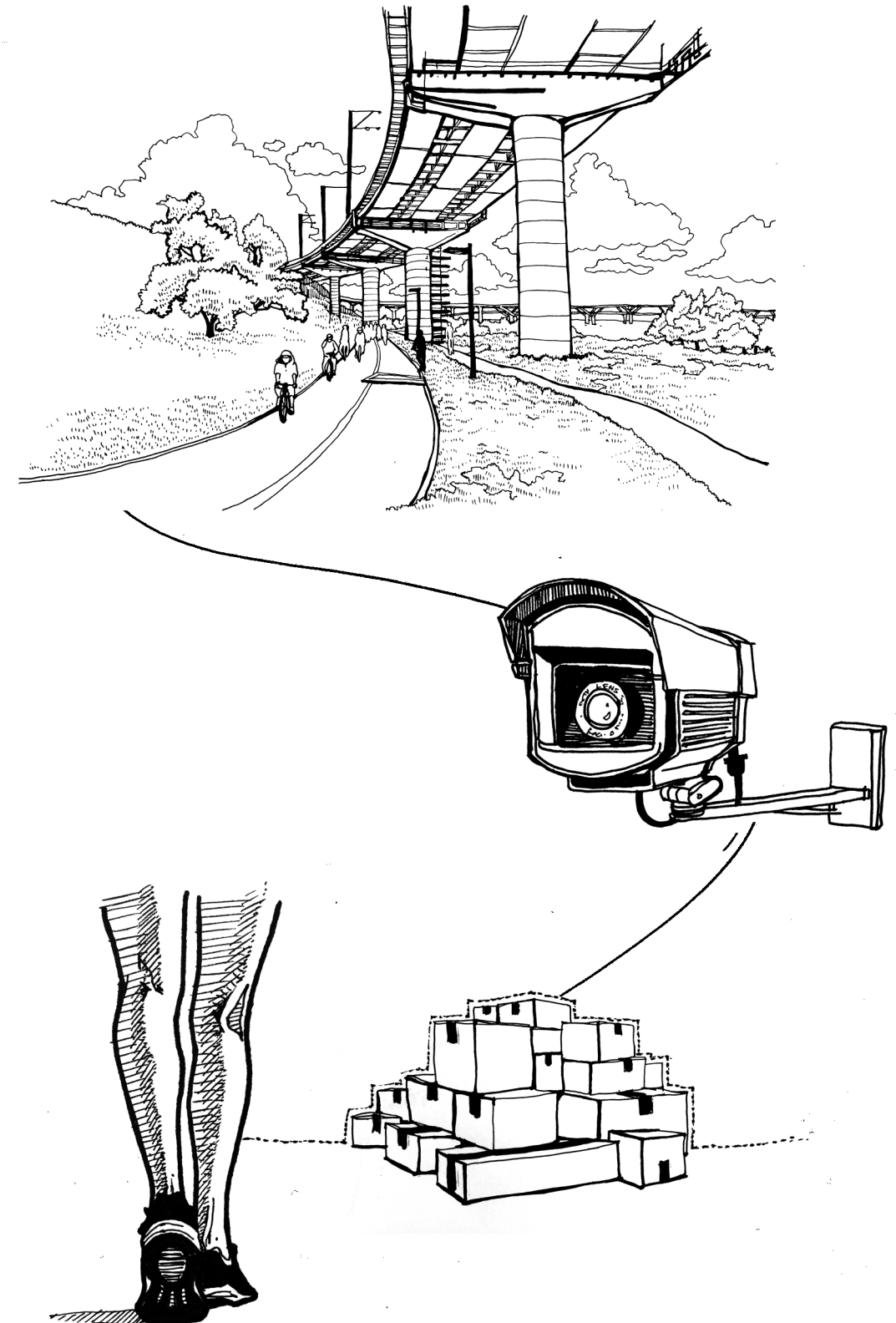
- The Employment Trail was a process in which we once again realized that all people should start at the same starting line through equal opportunities for education and a fair competition system. We also realized that policies for the underprivileged should be established and a social safety net protecting and encouraging citizens should be strengthened.

- The records of the Employment Trail contain our efforts for and agonies over equality and fair competition. These are the records of all citizens who seek to have a position in our society where they can dream of a future and can be rewarded for their efforts. The records represent all citizens who continue to take on challenges and create new hope.



02. Making the City Safe for Women 2.0 Measures

We create an environment where women can remain safe day and night by suggesting ways for women to keep their own safety using up-to-date smart technologies.



For Smarter and More Comprehensive Women's Safety

Smarter, More Comprehensive Making the City Safe for Women 2.0 Measures

The Seoul Metropolitan Government has announced the 'Making the City Safe for Women 2.0 Measures' policy with the goal of creating Seoul into a city where all female citizens can live in safety. The policy is designed to analyze and improve major vulnerable areas for women's safety since 2013, and has been implemented specifically for today's highly developed society. 'Making the City Safe for Women 2.0 Measures' also includes policies to create an environment where women can remain safe day and night and suggests ways for women to maintain their own safety using up-to-date smart technologies.

In addition, the SMG presented safety services of Seoul to the international community in order to draw attention to women's safety around the world. To do so, the government attended the 60th UN Commission on the status of Women held at the UN headquarters in New York to present the Making the City Safe for Women 2.0 Measures and discuss measures for exchanges on women-oriented policies with UN Habitat and UN Women.



Smart and Safe Seoul

Safe Seoul Day and Night, Smart One-stop Safety Network

- Link smartphones, CCTVs, and the integrated control center in real time
- Pilot project in 4 districts in 2016, expand to 11 districts by 2017, and to all districts by 2018.
- Comprehensive Safety Application for Women
 - Respond to indoor emergency situations (trespassing, domestic violence, etc.)
- CCTV Improvement
 - Schedule : 2016-2020
 - Replace all the old CCTVs (below 1 million pixels)
 - 24-hour monitoring of CCTVs within the districts



Preventive Measures against Spy Cams 'No Spy Cam'

- Security guard for Women's Safety
 - Regular inspection in places vulnerable to spy cams, such as public offices, subway stations, and public restrooms
- Spy Cam Preventive Education
 - Preparation and distribution of education promotional materials including video clips, webtoons, posts, and banners
 - Education program linked to freshmen orientations of universities
- Anti-spy Cam Men's Action Group
 - Men's action group to prevent spy cams (Approximately 50 men)
 - Monitoring and reporting websites for sharing videos of spy cams
 - Drawing empathy and participation through social awareness campaigns

Safe Seoul

SMG is responding actively to the increasing crimes in daily life including dating violence. Task forces will be operated for each type of crime and consultation

and education will be reinforced to prevent incidents and respond to crimes.

Preventive Measures against Dating Violence

Establish women as active participants that fight for their own safety

- Dating Violence Hotline (02-1366)
 - Dating violence hotline linked to women's emergency hotline (02-1366)
 - Provides instructions on how to respond to dating violence and connects the victim to medical and legal support services
- Dating Violence Prevention Campaign (I·Good Memories·U)
 - Preparation and distribution of promotional materials for dating violence prevention : video clips, webtoons, posters, and banners
 - Dating violence prevention talk show tour

Safety Measures involving Women's Participation

Revitalize women's communities and strengthen women's independence and safety

- Happy Village for Women's Safety
 - Violence prevention and recognition improvement

We work to revitalize women's communities and to strengthen women's independence and safety.

of dating violence, domestic violence, etc.
centering on women-led communities and
local voluntary groups

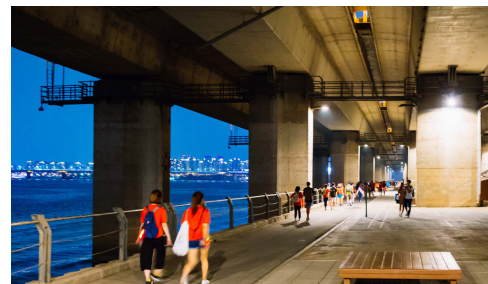
- Consistent monitoring of women's safety in cooperation with NGOs and individual activists (quarterly)

• Women's Safety Street

- Create streets themed with women's safety street, women's convenience street, etc. with local residents
- Adopting security system using Crime Prevention through Environmental Design (CPTED) and installing more CCTVs
- Expand idea contests in each district by 2017 (Areas with dense populations of women, such as Hongik University (Hongdae) Area and Itaewon, and to expand the base and promote it through propagation of international and domestic cases)

Guide Map for Foreign Women's Safety

- Develop informative contents for foreign women visiting Korea (English, Chinese, Japanese, Spanish)
- Distribute as e-Books or booklets in information centers or travel agencies



Development and Management of Gender Safety Index

- To develop and consistently manage gender safety indexes by area
- Regularly measure safety level, and analyze and announce the results from the first half of the year in the following year
- Establish policies according to the results of the analysis

Disaster-free Seoul

The SMG will enhance related infrastructure so that women will be able to actively respond to achieve their safety. The Disaster Preparedness Manual and Safety Experience Center will be reanalyzed from a women's perspective and educational benefits will be reinforced.

Women's Manual for Disaster

- Analyze the existing disaster manual of Seoul from a gender-sensitive perspective and present guidelines
- Preparation and distribution of correspondence manual for each disaster-vulnerable individual (2017)

Establishment of Disaster Infrastructure from Gender-sensitive Perspective

Reinforce social roles in safety against disasters

- Make Gender-Separated Statistics mandatory during Analysis on Disasters
 - Analyze SMG-managed disaster statistics by gender
 - Apply a gender-sensitive perspective when establishing prevention, response and restoration measures
- Strengthened Capacity to Respond through Citizen's Safety Experience Center
 - Enhance education and experience programs to increase the capacity to respond to disasters (To encourage women's participation, and to improve instructors' capacity with regards to a gender-sensitive perspective)
 - Establish and organize "Women's Safety Experience Day," based on World Women's Day on March 8th

Building Women's Response Capacity and Independence

Building capacity as subjects to overcome disasters

- Foster 200 key leaders for local women's safety
 - Schedule : 2016 ~ 2018
 - Foster female safety leaders to look after local women's safety
 - ※ Fostering program customized to individual capacities such as local managers, childcare leaders, and nurses
 - Foster female citizen instructors with gender-sensitive perspectives and to link it with activities of local safety helpers.
 - Establish networks through the "Women's Safety Key Leader" workshop (every December)

• Capacity Building Program to Respond to Disasters

- Women-oriented firefighter experience sessions
- Education programs customized to women : Disaster response manual education programs for single women's households and senior women

Enhanced Women's Safety Service

The SMG will expand existing services for women's safety and convenience to the entire city so that citizens can use them more conveniently. The currently operating Women's Mail Box and Women's Safe Shelter will be expanded and safety indexes related to women's safety will be developed to be applied to policies.

• Safety Mailing Service

- Increase safe mail boxes to 160 (an increase by 20%, year on year)
- Education programs customized for women: Disaster response manual education programs for women of single-person households and senior women

• Women's Safety Scout

- Increase Women's Safe Shelters to 1,000 (an increase by 33%, year on year)
- Pre-education and site inspections of 5 member companies related to Women's Safe Shelter

• Crime Prevention Design Project

- Establish 5 more local crime prevention design centers
- Programs to strengthen local communities through strengthened public-private partnership

• Replacement of Streetlights on Alleys

- Replace old security sodium lamps

• Traffic Safety Network

- Increase subway security staff (an increase of 18% compared to the previous year)
- Update the safety helper application : to add services for subway line 9

03. Housing for 2030 Youth

We are strengthening legal and administrative support so that private businesses can construct rental housing in station influence areas equipped with infrastructure.



Providing Nests for Youth We Expect Their Soaring into the Future

Housing Conditions for the Youth in Seoul

Increasing numbers of young people move out of Seoul due to problems of housing costs

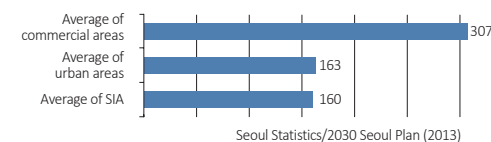
- Insecurity in securing housing cost due to increase in unemployment and lack of regular jobs among the young
- Increasing burden on household budgets due to increase in household debt (Increased rate of financial debt among those in their 30s: 12.9%)
- Increasing rental deposits, accelerated shift to monthly rental system

Housing for 2030 Youth in Station Influence Areas

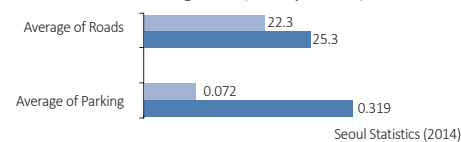
The Housing for 2030 Youth in Station Influence Areas is a youth housing project operated through public-private cooperation that provides excellent rental housing to college students, people who just started working, and newlyweds in areas with great public transportation at a price lower than the market price. As the policy is implemented, the Seoul Metropolitan Government is strengthening legal and administrative support so that private businesses can construct rent-

al housing in station influence areas equipped with infrastructure. Supported businesses will contribute to solving the problems of housing for the youth by constructing rental housing in areas around subway stations and providing them for lower prices than market prices. Outside of the downtown areas and other specific regions such as Gangnam, there are areas with significant opportunities and adequate infrastructure, forming ideal locations for housing for the youth.

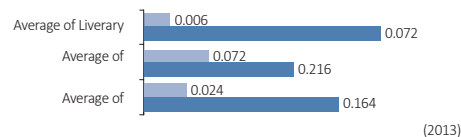
• Density of Development in Seoul



• Roads and Parking Lots (cars/person)



• Social Service Facilities (available area of social service facilities/person)



Key Purpose and Expected Outcome

To gradually implement the policy beginning in 2016 in order to provide a maximum of 200,000 public rental houses in station influence areas by 2030

- Building a stable living space in the station influence areas for the 2030 Youth
- Formation of a no-car residence culture through expanded application of Car-sharing and designation of the maximum allotted number of parking spaces
- Invigorate the local community and economy through operation of the community center

Master Plan

• Business Method

- SMG : Deregulation of legal restrictions within SIAs, greater administrative and financial support for the project
- Private Businesses: Providing rental housing in all residential areas

• Operation Plan

Divide rental housing into public rental housing

and semi-public rental housing

- Complement the current policy (supplying housing in installments without a deadline), the lots shall be distributed within 3 years and located within a 250 m radius from stations.
- Public Rental Housing: 60-80% of market prices of neighboring housing
- Semi-public Rental Housing: Mandatory lease term of 8 years (rent increase: 5% or less per year)

• Pilot Plan

- Pilot projects

① Hangang-ro 2-ga

- Area : 8,671m², Class 3 general residential area, general commercial area→ Change to general commercial area

- Youth housing supply no. 1,088
(Public no. 371/Private no. 717)

② Chungjeong-ro 3-ga

- Area : 5,412m², Class 3 general residential area→ Change to semi-residential area

- Youth housing supply no. 499
(Public 49/ Private no. 450)

Upgrade of Use of the Sites

Upgrade class 2 and 3 general residential

Supported businesses will contribute to solving the problems of housing for the youth by constructing rental housing in areas around subway stations and providing them for lower prices than market prices.

areas around stations

- **Commercial Area (1,000m² or larger)**
 - Meets 2 or more of the following conditions :
Area around intersected stations, bus-only lanes, and road 30 m or wider
 - Areas adjacent to commercial areas.
 - Class 3 residential/semi-residential areas
- **Semi-residential Area (500m² or larger)**
 - Areas around roads 30m or wider.
 - Areas adjacent to semi-residential areas.
 - Class 2 and 3 residential areas.

Deregulation of Legal Restriction

- **Commercial Area (1,000m² or larger)**
 - Deregulation of the floor area by volume system in commercial areas : To adopt a basic floor area rate in order to guarantee a minimum floor area rate if mandatory requirements are met (semi-residential areas 400%, commercial areas 680%)
 - Deregulation of non-housing rate : Non-housing rate in semi-residential areas is not applied
 - Deregulation of building coverage : To deregulate the upper limit of building coverage
 - Deregulation of deterioration criteria :
To deregulate the number of structures aged

20 years or more to 1/3 of total structures

- **Deregulation of Housing Construction Standards**
 - Deregulation of parking lot construction standards :
For studios (30m² - 50m², excluding semi-housing including officetels), deregulation of half of construction standards (0.3 cars per household)
 - For studio housing, only young people who don't own a car can move in.



Administrative Support

- **Simplification of Procedures**
 - Housing rental business promotion zones :
Integrated approval for designation as a promotion zone, approval of the plan, and approval of housing project
 - Outside promotion zones: The SMG draws up and



implements the project

- Urban redevelopment zones : The areas covered by the housing project for 2030 youth in station influence areas are regarded as potential zones for the urban redevelopment master plan.
- **Designation of Support Institution (SH Corporation)**
 - Overall support for the housing project for 2030 youth in station influence areas.
 - Support for research, study, and planning of expansion of the housing project for 2030 youth in station influence areas
 - Impact monitoring of the project in the areas.
 - Studying and implementation of measures for solving regional problems according to the monitoring results.

Financial Support

- **Support in Project Implementation**
 - Save interest balance on construction loans
 - Tax reduction: Based on reduction regulations, including the regional market price reduction ordinance
 - Encourage smooth implementation through active involvement of SH Corporation
 - Induce SH Corporation to establish a support

center for the housing project for 2030 youth in station influence areas: To provide support for landlords who want to participate in the project

- **Support for Residents**
 - Security deposit rate : Reduce the tenant's burden by making the deposit at least 30% of the rent
 - No interest up to a maximum of KRW 45 million for low income youth toward their security deposit
 - Reduce the housing and living expenses of the youth by providing them with various community facilities



04.

Special City Respecting Workers' Rights

Our Special City Respecting Workers' Rights 2016 policy is to protect the rights and interests of workers, making noticeable improvements in working conditions and quality of life.



Of the Worker, By the Worker, For the Worker!

Seoul City Respects Workers' Rights

The policy protects the rights of workers and establishes and fulfills a standard user model for the purpose of raising public awareness on labor condition improvement and the quality of life. On September 2012, a labor policy-dedicated organization (Labor Policy Division) was installed for the first time among self-governing bodies in the nation. In 2015, the Labor Policy Basic Plan (for 2015-2019) was established, and in 2016, "Special City Respecting Workers' Rights 2016" was implemented.



This new policy will contribute to eliminate the labor rights-related blind spots for vulnerable workers, and build cooperation between labor and management, thereby creating a variety of high quality jobs.

The Seoul Metropolitan Government plans to invest 285 billion won in 61 businesses by 2019 so as to improve working conditions and transform Seoul into a better place to work.

Zero Violation of Labor Rights

To protect the rights and interests of workers, the SMG provides an increased number of Protectors of Workers' Rights, Community Certified Labor Attorneys, Protectors of the Rights of Young Part-timers, and the Open Seoul Labor Academy in order to provide one-stop services, including labor rights-related educational programs, consultations regarding prevention of infringement of workers' rights, and relief assistance.

- **Protector of Workers' Rights**

The SMG provides consultation to low-income workers regarding delayed payment of wages and unjustified dismissal, as well as other forms of legal aid.

- **Community Certified Labor Attorney**

The SMG provides labor rights-related educational programs and consultation to small enterprises (less than 4 employees).



- **Protector of the Rights of Young Part-timers**

The SMG expands the operation of the protection system to guarantee the rights of young part-timers.

- Investigate the actual conditions of workplaces such as stores near universities and subway stations, where most part-timers work, and check whether the employers provide labor contracts, secure the rights for break times, and abide by the minimum wage regulations (in collaboration with the Seoul Regional Ministry of Employment and Labor)
- Promote the campaign protecting the rights of part-timers and make plans to protect the rights of young workers and improve working conditions.

- **Open Seoul Labor Academy**

By forming the Open Seoul Labor Academy, the SMG will establish the infrastructure for everyone to receive education to become aware of labor rights. In addition, it will distribute the Notebook on the Labor Rights of the Youth through convenience stores, and distribute the Seoul Bill of Labor rights to the public.

Elimination of Labor Rights-related Blind Zones

To protect the rights of vulnerable workers and increase the respect of the rights and interests of workers, the SMG will implement support measures for workers engaged in driving or delivery services, working moms, foreign workers, and those who engage in emotional labor

- **Creation of shelters for workers engaged in driving or delivery services**

The SMG operates shelters for workers engaged in driving or delivery services to provide not only rest areas, but also consultation regarding career changes, welfare, and finances.

- **Operation of centers for working moms and foreign workers**

- Working Moms Support Center : Through on/offline counseling services, and counseling at the workplace and the Call Center, the center provides consultation and support for the settlement of conflicts
- Foreign Workers Support Center : This center provides counseling and interpretation services by reservation, and operates counseling programs on weekends

The policy protects the rights of workers and establishes and fulfills a standard user model for the purpose of raising public awareness on labor condition improvement and the quality of life

- Promotion of comprehensive support for those who engage in emotional labor

Install emotional labor rights protection center to expand the emotional labor protection system to include both public and private sectors

- Creation of safe workplaces for private contractors providing municipal services

The SMG improves working conditions for private contractors providing municipal services



Extended application of a living wage

Implement a living wage system that reflects the price level of Seoul so that citizens can live a healthy and dignified life while also performing the role as an independent economic entity

- Expanded obligatory targets to workers that have been directly hired by the City Government as well as private contractors providing municipal services and hopes to further expand the scope to include the private sector in the future

Conversion of non-regular workers into regular workers

The SMG converts non-regular workers into regular workers so as to create a workplace free from discrimination and improve working conditions. To this end, the SMG phased in the conversion policy since 2012 and reduced the number of non-regular workers at investment companies and funded companies, and hopes to expand the policy to private sectors in the autonomous districts.



Shorter working hours

"Shorter Working Hours Model" will be implemented on a trial basis and further expanded to the private sector, thereby improving the quality of life for workers and creating more jobs

- Apply the model to overall municipal government-invested agencies
- Host expert forums for reductions in working hours, agreements with companies, continued planning and promotion to contribute to expanding the model to the private sector



Workers Participation in Management : A new management paradigm of coexistence

The Workers Participation in Management (WPM) enables labor-management relations to reduce con-

flicts and take steps towards positive communication and coexistence, further laying the groundwork for management innovation and economic growth.

- Targeting 13 investment companies and funded companies with 100 or more employees
- Secure management transparency and induce ownership of employees through sharing the responsibility and outcome between labor and management

Establishment of the hub of labor policy

The SMG operates Seoul Labor Center as the hub of the network between labor and management by authorizing it as a foundation. In addition, the SMG sets up a task force serving as a communication channel for each autonomous district, and build more labor welfare centers.

05. Walking Trails in Downtown Seoul

We are promoting the “Good Bye Car, Good Day Seoul” project so as to improve the lives of its citizens and transform the city of Seoul into a global center of walking tourism.



Experience a Fresh Time and Space In “Walkable City, Seoul”

Stop the car and see people. (Good Bye Car, Good Day Seoul)

When you walk more, Seoul becomes happier.

As the sun shines and the cool breeze blows, everyone wants to go for a stroll and enjoy the scenery. However, there are not many places in most cities where people can enjoy going for a walk. That's why developed cities are forming walking trails like Broadway (New York, USA) and Exhibition Road (London, England) so that their citizens can enjoy taking walks in their city. The Seoul Metropolitan Government (SMG) will promote the “Good Bye Car, Good Day Seoul” project so as to improve the lives of its citizens and transform the city of Seoul into a global center of walking tourism.

• Possible to walk

- Carry out maintenance on pedestrian roads and reduce obstructions for walking
- Expand safe facilities for pedestrians by expanding pedestrian-only roads and improving accident prone areas

• Easy to walk

- Form pedestrian walkways that connect to one another by linking disconnected pedestrian paths
- Increase convenience for walkers by operating

a Citizens' Mobility Care Center and forming Median bus-only lanes in the Jongno area

• Want to walk

- Establish walking spaces offering events for citizen's participation and various displays to enjoy
- Form global landmarks for walking by developing various walking trails

• Walk together

- Promote pedestrian rights for the disabled and the elderly by improving the protection zones for them and providing safety education for walking
- Continued development through citizen's engagement and cultural innovation

To realize “Walkable City, Seoul,” the SMG will implement an urban regeneration project and a pedestrian-friendly project. Specifically, to transform Seoul into a walkable city with an attractive narrative, the SMG will form urban walking trails and build close links between various urban projects.

Walkable City, Seoul' Brand Identity (BI)



• Linguistic meaning

- By forming the phrase in an intuitive and simple



imperative format, it encourages citizens to act voluntarily

- By using a comma, it expresses the relaxation and rest of “walking”

• Visual meaning

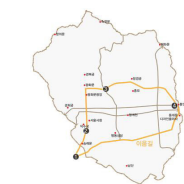
- Expresses the identity precisely and clearly
- Expresses the face of a walker as interpuncts in “I-SEOUL-YOU”
- “人,” which means ‘human’ in Chinese characters and stands for Seoul in the Korean alphabet, stands for the human body to express excitement and liveliness

A walker-friendly Space, the Urban Walking Trail

The urban walking trail project is one of Seoul's major projects that aims to build a close link between the urban regeneration projects and the walker-friendly project in order to realize “Walkable City, Seoul.” To help visitors have more exciting and diverse experiences on Walking Trails, the SMG will provide the history of the major sites along the Walking Trails. To this end, information panels will be set up for a cultural storytelling tour on the courses, so that visitors can learn about the history of the sites along the trails.

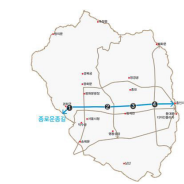
Additionally, by utilizing course guide maps of all the Walking Trails, information signboards for walkers, and road markings, the SMG will create an environment to allow for visitors' active participation. To this end, the SMG will connect the tourist attractions of Seoul with a large floating population and many tourists with five trails, and form good roads for walking by improving the pedestrian environment.

Connecting Trail



serving as a center for “storytelling” and link to all the trails

Jongno Unjong Trail



Jongno Unjong Trail starts at Seodaemun and goes through the Jongno area and reaches Heunginjimun. Because the trail runs through Jongno, the center of Seoul, it attracts many visitors. That's why the trail was named after Unjong Street, which translates to “people rushing around like clouds.” There are various tourist attractions along the trail including Jongno Street, Tapgol Park, Jongmyo, and Dongmyo.

“Road Diet,” is a project to reduce roadways, which accounts for most parts of the roads, and expand pedestrian-centered roadways.

Cheonggye Water Trail



The trail starts at Jeongdong Theater and goes through the old site of the National Tax Service leading to Sewoon Shopping Center. Visitors walk along the Cheonggyecheon Stream and pass through the Sewoon Shopping Center, the first multi-purpose building in Korea. Also,

walking along the ecological stream that underwent restoration gives people an opportunity to enjoy nature in the city, which attracts many visitors.

Old Scenery Trail



The Old Scenery Trail starts from Waryong Park and goes through Unhyeongung Palace, leading to the intersection of Toegye-ro 2-ga. Visitors can look around and enjoy a traditional atmosphere while walking on the trail. There is Samcheong Park, a great place for a picnic during

spring, and Pimatgol, a place with numerous restaurants and traditional bars. Visitors can enjoy a variety of experiences.

Forever-young Trail



Forever-young Trail starts at Hyehwamun, a part of the Seoul City Wall, goes through Daehak-ro, and reaches Dongdaemun Market. The trail leads to Daehak-ro, a leading area of culture and arts, and Dongdaemun Market, the fashion zone.

The trail is full of art, culture, youth and passion.

Safe walking street for children

Seoul is expanding “Walking Street for Children,” limiting traffic during children’s commute hours in order to improve the traffic safety for children. In addition, Seoul will increase and improve the Children Protection Zones and speed warning signs to prevent traffic accidents involving children.

- Walking street for children: There are currently 81 walking streets for children and a total of 141 walking streets will be in operation by 2018.
- Child Protection Zones: Child Protection Zones will be expanded and improved in areas concentrated with daycare centers, kindergartens, and elementary schools.
- Speed warning signs: Speed warning signs are known to effectively reduce speeds by alerting drivers. Currently, there are 87 in operation and it will be increased to a total of 117 by 2018.

Road Diet

“Road Diet,” is a project to reduce roadways, which accounts for most parts of the roads, and expand pedestrian-centered roadways. The project will be implemented in daily living areas, in addition to the center and sub-centers of the city. Seoul will build more than 20 pedestrian-centered roadways by



2016 so that citizens can experience ‘Walkable City, Seoul.’ It will contribute to the revitalization of local areas by increasing tourism as well as traffic safety in the region.

Two-wheel Seoul

Seoul will expand ‘Ddareungi,’ Seoul’s bike sharing system, which currently has over 210,000 members and is used by 1,720,000 Seoul citizens.

Seoul plans to create a biking city that utilizes ‘Ddareungi’ bikes as a convenient eco-friendly public transportation that can be used anywhere at any time. ‘Ddareungi’ is an unmanned bike rental system which was launched in October 2015. In 2016, it was operated in 11 autonomous districts and in 2017, it will be expanded to include all areas in Seoul.

Expand bike related infrastructure

As more people use the bikes and more rental places are being set up for Ddareungi, Seoul will expand its bike related infrastructure. 46km of bicycle road will be added to areas that will install new rental spots.

Seoul Bike Festival

Since 2015, the Seoul Bike Festival has been held

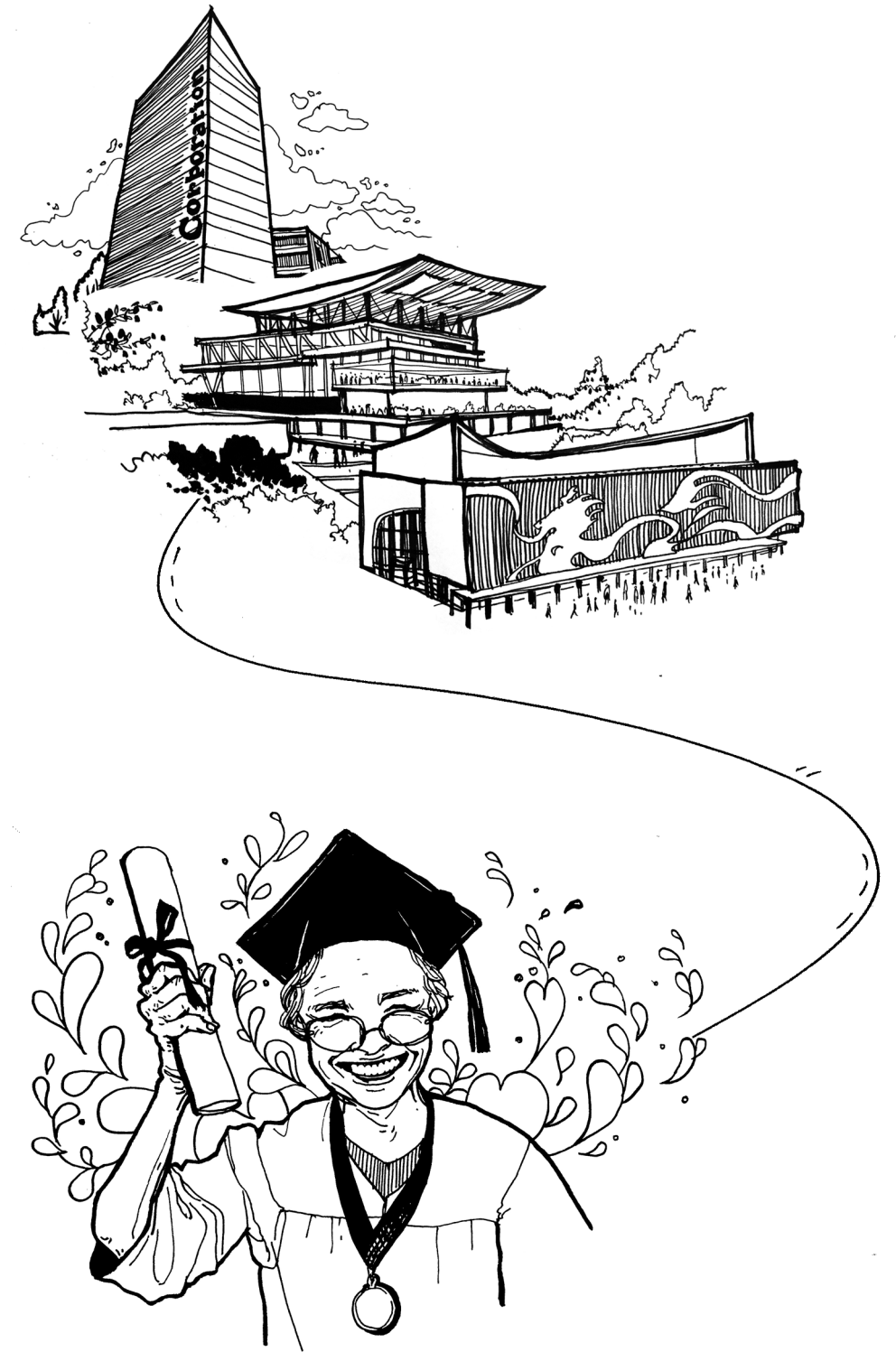
every year to raise citizens’ awareness about bikes as a green transportation option and to become a major bike festival in Asia.



During the 2016 Seoul Bike Festival, various events that citizens could enjoy were held. Also, during the festival, ‘Asian Cities Bicycle Forum 2016’ was held. The forum served as an opportunity to share success stories and development methods in different cities, and to find ways to compare bike policies in advanced countries through exchange of bike policies and promote cooperation among Asian cities.

06. A Comprehensive Plan for 50+ Assistance

The goal of the 50+ Renaissance Project is to provide the middle-aged and elderly with comprehensive assistance from education, to jobs, culture, and leisure activities.



Creating Quality Jobs For a Quantity of Workers

50+ Renaissance for the Middle-aged and Elderly

The average life expectancy of Koreans has continued to increase, reaching 84.4 years in 2011. However, a survey of the middle-aged and elderly aged between 50 and 64 living in Seoul shows that the average retirement age is 53 for men and 48 for women. The survey also shows that those who are satisfied with their life after retirement is around 56.4%. While life expectancy has increased, the retirement age of the middle-aged and elderly is getting younger, a situation requiring urgent measures to address associated problems.

In response, the Seoul Metropolitan Government will implement the 50+ Renaissance Project in order to help the middle-aged and elderly prepare for their later years. The goal of the project is to provide the middle-aged and elderly with comprehensive assistance from education, to jobs, culture, and leisure activities. European countries and the US, which became aged societies earlier than Korea, are already pushing forward with various measures to address the concerns of the middle-aged and elderly.

The UK has implemented the University of the Third

Age (U3A) movement. As a result, there are over 900 U3As in the UK, where citizens can continue their learning through various lectures including philosophy, psychology, arts, physical education, and games. Other countries like Germany, the US, and Japan have similar programs to support the lives of the middle-aged and elderly after retirement.

Current Situation of the 50+ Generation

The Seoul Metropolitan Government surveyed 1,000 people aged between 50 and 64 living in Seoul in order to understand the current situation and needs of individuals over the age of 50 with regards to their preparation for a second career post-retirement.

• Economic Activity

Among those surveyed, 82.8% of men and 34.3% of women were currently participating in economic activities, and 53.1% of men and 31.6% of women said they were willing to continue working in the future.

• Cultural Activity

As for cultural activities, 55.6% of those surveyed replied "Yes" when asked if they would use facilities built for the 50+ Generation. One out of two middle-aged and elderly people are thought



to have needs that would be addressed by such facilities, which would provide programs related to work/job and leisure activity.

50+ Renaissance Plan

The Seoul Metropolitan Government will formulate the 50+ Renaissance Project and provide systematic and comprehensive support so that middle-aged and elderly people aged between 50 and 64 can better prepare for their later years in life. To do so, it has set up a 50+ Foundation, which will be in charge of overall related policies and assistance plans and is gradually setting up "50+ Campuses" in each region and "50+ Centers" in each autonomous district.

In addition, the Seoul Metropolitan Government is developing and implementing programs in three categories of learning and exploration, work and participation, and culture and infrastructure to address the concerns of the middle-aged and elderly about their life after retirement.

Establishing the Infrastructure

The Seoul Metropolitan Government is establishing an assistance infrastructure to develop and implement policies supporting the 50+ Generation.

• 50+ Foundation

The 50+ Foundation is a think tank driving the 50+ Renaissance Project. It plays a central role as a network for developing policies and content related to the middle-aged and elderly and connects various resources.

• 50+ Campus

The 50+ Campus is a wide area platform and complex that provides systematic and comprehensive support in the areas of learning and searching, work and participation, culture and leisure, and community support. Six 50+ Campuses are scheduled to be constructed in Seoul by 2019.

• 50+ Centers

'50+ Centers are closely linked with each region and are slightly smaller in scale than 50+ Campuses. 50+ Centers will be used as activity space for the 50+ Generation. 50+ Centers run regular education courses, including social contribution academies, training for designing second life, counseling, social participation activities, and community support. 50+ Centers will be set up in each autonomous district and will become gradually expanded. A total of 19 centers will be operated by 2020.

We are expanding educational opportunities and carrying out customized consulting services for individuals in order to help the 50+ Generation design their second lives after retirement.

Education and Exploration

The Seoul Metropolitan Government expands educational opportunities and carries out customized consulting services for individuals in order to help the 50+ Generation design their second lives after retirement.

• 50+ Life School

In 50+ Life Schools, students can contemplate changes brought about after age 50 in work, finance, relationships, and health, and formulate their new life visions accordingly.

• 50+ Customized Intensive Courses

50+ Customized Intensive Courses offer comprehensive counseling, allowing citizens to explore their own needs and areas of interest, and provide customized educational programs for intensive learning according to the results of the counseling. Each program will offer jobs according to their interest in connection with local community activities and social contribution work programs. When six 50+ Campuses are established by 2019, 1,200 courses will be opened every year and 48,000 people will receive educational assistance.

• Visiting 50+ Consultant

For those who have difficulties in planning their life after retirement, 50+ Generation experts make visits to help resolve their concerns and plan their later years. To do so, professional consultants are visiting 50+ Centers and Lifelong Learning Centers around Seoul and carrying out counseling sessions.

Work and Participation

The Seoul Metropolitan Government will create socially contributing jobs (Encore careers*), which can address social problems based on the rich knowledge and experiences of the middle-aged and elderly.

*Encore career : A job that allows for sense of purpose, social impact and continued income. The concept was coined by Marc Freedman, a US sociologist.

• Jobs in the Public Sector for the 50+ Generation

The Seoul Metropolitan Government is operating jobs in the public sector for the 50+ Generation to meet the new demands for welfare and to solve social problems among generations or towns using their knowledge and experiences. The services are provided in various forms to connect with social welfare and mentoring services, and settle regional problems. It is expected to create 12,000 jobs over the next five years.



• Seoul's Encore Fellowship

The Seoul Metropolitan Government will use the experiences and connections of retirees who held specialized jobs through the Encore Fellowship to reinforce the capacity of social enterprises and non-profit organizations. The Encore Fellowship is already being implemented successfully in global companies. The Seoul Metropolitan Government will develop and implement Seoul's Encore Fellowship in consideration of Seoul's environment.

* Encore Fellowship : Members of the 50+ Generation who are expected to retire from a job in a leading company will provide consulting services in specialized areas such as IT, accounting and finance to social enterprises and non-profit organizations, after receiving the job-changing education. This is a mutually beneficial policy that reinforces the capacity of the companies/organizations receiving the consulting services and creates jobs for retirees of the 50+ Generation. This is a mutually beneficial policy that cannot only reinforce the capacity of the companies / organizations receiving the consulting services, but also create jobs for retirees of the 50+ Generation.

• 50+ Co-existing Private Jobs

The Seoul Metropolitan Government will create private jobs where Seoul and the 50+ Generation can mutually benefit through 50+ Co-existing

Private Jobs. To do so, private jobs can be divided into Seoul tourism, farming, and small and medium-sized businesses, and various jobs will be offered in each division.

• 50+ Customized Education for Business Start-ups, Employment, and Technology

The Seoul Metropolitan Government will support the building of social enterprises for the middle-aged and elderly, develop customized technology education courses, and create new jobs.

• Support for Building Social Enterprises

The Seoul Metropolitan Government will support the building of social enterprises suitable for the middle-aged and elderly in connection with cooperative association assistance centers and Joyful Union programs. To do so, the Seoul Metropolitan Government provides basic courses for social enterprises, as well as presentations and customized consulting services.

• Providing Places for Incubating Business Start-ups and Job Creation

The Seoul Metropolitan Government will provide incubating spaces such as open-type shared areas and offices as well as expert coaching for 50+ Gen-

We are supporting the 50+ Generation to provide them with opportunities to enjoy a cultural life through cultural and artistic activities and community activities.

eration individuals who plan to start businesses and create jobs. It is expected that incubating spaces will be built in 50+ Campuses in various forms by 2019.

- **Support for Customized Technology Education for 50+ Generation**

Seoul Metropolitan Government will team up with the Seoul Institute of Technology and Education and the Seoul Business Agency to offer customized education to the 50+ Generation.

Culture and Infrastructure

50+ Generation to provide them with opportunities to enjoy a cultural life through cultural and artistic activities and community activities.

In addition, to establish a business start-up infrastructure for young people, it will implement programs that integrate different generations, such as the “Mentor Group for Youth,” in which retirees from professional jobs pass on their knowledge and experiences to young start-ups, and the “2050 Joint Business Start-up Competition,” in which members of the 50+ Generation invest in young people’s start-up ideas.



- **Seoul’ U3A Development**

The Seoul Metropolitan Government will develop Seoul’s own U3A to support cultural and artistic activities and leisure for the 50+ Generation. To do so, the Seoul Metropolitan Government will directly plan and run more than half of the center’s education programs through 50+ Campuses. In addition, it will offer cultural programs with the help of retired cultural artists and lesser-known professionals.

* U3A : An acronym for ‘University of the 3rd Age’, meaning universities for retired senior citizens. Retirees can share their knowledge with others or learn about new fields from other people.

In addition, it will carry out “Hidden 50+ Projects” to come up with contents that will enrich the cultural and artistic activities of the 50+ Generation.



Through the Hidden 50+ Projects, it will support community activities, research, and content-generating activities.

- **Discovering 50+ Role Models**

The Seoul Metropolitan Government will find role models that will allow citizens of the 50+ Generation and the youth to co-exist by linking networks at home and abroad.

- **Generation Integration Program**

The Seoul Metropolitan Government will link young citizens preparing a new business with the 50+ Generation who are retired from their professions. Through the program, the Seoul Metropolitan Government will develop a model where both the 50+ Generation and younger generations can learn together and create new jobs.

- Operating the Mentor Group for Youth : Matching university business start-up clubs with retirees from professional jobs
- Holding the 2050 Joint Business Start-up Competition, in which production and investment of ideas of young people and the 50+ Generation can be made
- Developing 2050 Share House models

- **Expansion of 50+ role model policy vision via networks home and abroad**

- Sharing 50+ Trends abroad : 50+ Encore Forum (2-3 times a year), Seoul 50+ International Forum (each year)
- Expansion of 50+ Role Model: 50+ Public Campaign

- **Establishment of a tight-knit support network**

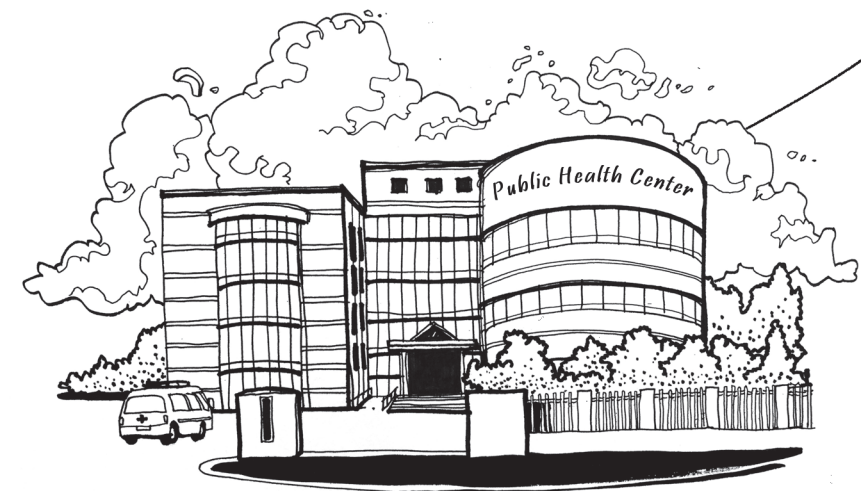
The Seoul Metropolitan Government has built a support system that can connect, integrate, and manage various areas in life such as finance, work, learning, culture, family, and others based on the 50+ Foundation, and offers intimate support to the 50+ Generation.

Expected Outcome

50+ Assistance Policy is expected to provide the 50+ Generation with opportunities to prepare for their later years and breathe new life into the society.

07. Visiting Community Service Centers

We are transforming community service centers from an organization handling general complaints and administrative affairs into welfare service bases that visit residents in need



Where There Are Citizens, There Are Our Services

Realization of Citizen-Centered Welfare – Visiting Community Service Center Program

The Visiting Community Service Center Program was launched in July 2015 in an effort to eradicate welfare blind spots and to deliver more practical welfare benefits to citizens. By transforming community service centers from an organization handling general complaints and administrative affairs into welfare service bases that visit residents in need, Seoul is addressing welfare blind spots and providing more practical services that integrate welfare, health and the engagement of the residents.

The visiting community service center, which started out with 80 neighborhoods (dong) in 13 autonomous districts (gu) in July 2015, has been expanded to include 283 neighborhoods in 18 autonomous districts as of July 2016, along with 1,941 more visiting social workers and nurses. Seoul plans to expand the implementation of the Visiting Community Service Center Program to include 342 neighborhoods in 24 autonomous districts by July 2017 with the ultimate goal of expanding the program to include all autonomous districts in Seoul.

Plans for Visiting Community Service Centers

Community service centers will reinvent themselves from civil petition and administration-centered organizations to welfare bases that promote the participation of residents in creating a resident convenient welfare ecosystem. In addition, 'the Visiting Community Service Center Program' has been operated with private-public governance throughout the process from preparation to drawing up the policy.

- Experts in all areas from private and public sectors collaborated to create the policy
- The Steering Committee organized experts in related areas, representatives of related organizations, related departments of the city and autonomous district governments (public officials) (Dec. 2014)
- Private-public governance expanded its application of the operation with the support division composed of private experts from the city and autonomous districts for the successful establishment of the program
- 1,941 workers were newly employed for the successful execution of the visiting community service center program (1,534 social welfare public officials, 340 visiting nurses, and 67 community



project experts) (plan to hire a total of 2,450 new workers by 2018)

- Support labor expenses for social welfare workers and visiting nurses.

With the implementation of the 'visiting community service center program', the centers can provide customized welfare and health services to residents and residents can become aware of and address community issues in an engaging community ecosystem.

Visiting Welfare Planner

In order to realize the core function of the visiting welfare service, 6.8 welfare planners are dispatched to each neighborhood and all employees of community service centers will take charge of certain sections of the community under the name of 'Official In Charge of Our Community'. Also, each community service center will be allocated with 1 or 2 visiting nurses in order to visit senior citizens aged between 65 and 70, families with newborn(s) and poor families in crisis to address their problems.

- **Visiting Senior Citizens Aged from 65 to 70**
 - Provide welfare/health information including basic pension, service counseling and consulting, and realization of preventative health management

through health checkups of senior citizens

- **Visiting Families with Newborn(s)**
 - Continued management in connection with private resources and provide welfare information including health checkups for newborns, mothers, post-natal depression test and provision of child-rearing benefits
- **Visiting Poor Families in Crisis**
 - Visiting reclusive and vulnerable families in each district and identify cases
 - Visiting reclusive and vulnerable families per each district and identify cases.
 - Continuous monitoring on the families and manage complex cases by neighborhood
- **Official In Charge of Our Community**
 - Visit the area in charge, identify welfare blind spots and provide welfare services
 - Inspect the area in charge on a regular basis with community leaders and sharing neighbors, handle civil complaints based on collected opinions of the residents

Provide Integrated Welfare Service

Provide customized services to meet residential demands along with the introduction of welfare coun-

The Visiting Community Service Center Program changes community centers from a general administrative space that handles civil complaints to an open space for local residents.

seling experts (allocate 1–2 experts in each team, provide a one-stop service on overall livelihood including welfare, health and employment)
Provide customized and integrated solutions to the relevant target based on neighborhood-specific case management

• Welfare Counselling Experts

- Social Welfare Public Officials with a minimum of 3-5 years of experience in welfare work
- Inform and provide integrated welfare services that reflect residents' demands and living conditions
- Provide customized solutions in connection with welfare counseling services and local resources (medical institutions, local organizations and community tax accountants)

Creation of Village Community

Create a residents-initiative community ecosystem in which residents who know their community best will address their own local problems.
Establish a support foundation for the program through reinforced capacity of residents, creation of a close network and increased uniformity and consistency with the community.

Nurturing Community Project Experts

Each neighborhood has designated one civilian expert, who knows about the properties of the community and the residents best, as a community project expert, who actively collects opinions of the residents and reflects collected ideas when administering community plans set up by the residents. The community project expert will create a local network and bridge between various organizations and residents who play a central role in community plans. With this, the community project reflects the nature of the local community in which residents can play a pivotal role, forming a foundation to create an engaging community ecosystem.

Create Open Space for Residents

The Visiting Community Service Center Program changes community centers from a general administrative space that handles civil complaints to an open space for local residents. It also involves renovation of the interior space. Architects in various areas who understand public concerns including public architectural work of Seoul City participated in the project. They redesigned and constructed the space after discussions with residents and civil

servants. The core idea of the space improvement is that office space can be added or rearranged according to the changing functions of the community center and the addition of work forces, and the unused remaining spaces can become an open space for the convenience of residents such as a book café or theater. 200 public architects of Seoul City have participated in and took charge of one center each, created an open space for the residents inside the neighborhood community service center following discussions with local residents. The architect in charge has presented during the entire process through gathering opinions from local residents, planning, design, and construction to post-management issues that are related to the improvement of the community center space. With the open space in operation, the community service center naturally becomes the center of local residents and encourages local residents to spread news to isolated neighbors and address community issues together.



One Year since Visiting Community Service Center Program – Administration and Welfare

People previously regarded community service centers as a place to handle civil complaints or carry out administrative processes such as document issuance. However, with the implementation of the Visiting Community Service Center Policy, people are now aware that community center employees pay visits to neighbors in need to provide assistance, and share the concerns of the community with local residents as a residents-centered welfare service foundation. Since the Visiting Community Service

Center Policy was implemented, it grew to encompass 283 neighborhoods in 18 autonomous districts. At Visiting Community Service Centers, the following work is being done to build a community along with the residents.

Creation of Neighborhood Administrative Foundation for Residents Welfare

• Increased Welfare Workforce

340 visiting nurses for seniors and 67 community project experts are newly hired to reinforce the welfare service workforce. While the number of welfare beneficiaries increased to 9,000, the additional employment of 1,534 social welfare public officials decreased. The ratio of welfare beneficiaries to worker is down from 170 to 115 welfare beneficiaries per each official.

• Establishment of Administrative Foundation

The legal foundation for the execution of these policies such as the identification of welfare blind spots was established and unmanned certificate issuing systems were installed to increase administrative efficiency.

Visiting Welfare Service

The implementation of the citizen-centered visiting welfare service has contributed to a decrease in welfare blind spots and expansion of customized services and connection of resources.

• Continuous Visits

Officials in charge of communities and visiting nurses started to pay visits to the seniors aged 65 and older and families with newborns(s) and increased their visits to poor families in crisis.

• Reduced Welfare Blind Spots

Welfare planners, officials in charge of communities and visiting nurses continued their visits to senior citizens, and as a result, 7,209 senior citizens with health issues have been newly discovered. In addition, social welfare workers, community leaders and neighbors continued their efforts to identi-

We carry out Welfare Leader Training Programs to provide more systematic and professional education to the community leaders

fy 12,281 poor families in crisis to enhance support for them.

• Expand Linkage to Customized Service and Resources

As a result of continuous efforts to inform potential beneficiaries and provide customized welfare services, the number of applicants by potential welfare beneficiaries has increased. In addition, the issue of newly-discovered poor families in crisis has been addressed utilizing case-by-case management in connection with other service resources.



One Year since Visiting Community Service Center Program – Village Community

The Village Planning Team was organized and village plans were carried out based on the direct participation and planning of residents in order to create an engaging village community. Out of 235 village

plans in total, 61.3% are of high public concern such as life safety and creation of infrastructure, showing residents' proactive participation in resolving public issues of their own community.

Citizen-Friendly Space Improvement

With the Visiting Community Service Center Program, 283 community service centers have obtained more open spaces for residents to cover issues such as welfare, health and community.

- Installed more seats (518 seats), improvement of counseling rooms (66 rooms), public space for residents (106 spots)
- White Paper on Space Improvement for the Visiting Community Service Centers, containing the best practices and space improvement progress in the first and second phases of the program, was published and shared with 25 autonomous districts and related organizations
- Visiting Community Service Center Agreement was signed together with Seoul, Autonomous districts and Architects
- Five Major Guidelines were established to support 'the Space Improvement for Visiting Community Service Center Project'

Training Welfare Leaders

Seoul City carries out Welfare Leader Training Programs to provide more systematic and professional education to the community leaders who play an important role in facilitating communication with local residents. This year, the training program will be provided to persons including community leaders and employees as the program coverage has been expanded to include 342 neighborhoods. It will include visiting counseling training, case management training and training for new public officials and welfare-related expert training.



Training Welfare Leaders

Seoul City carries out Welfare Leader Training Programs to provide more systematic and professional education to the community leaders who play an important role in facilitating communication with local residents. This year, the training program will be provided to persons including community leaders and employees as the program coverage has been expanded to include 342 neighborhoods. It will include visiting counseling training, case management training and training for new public officials and welfare-related expert training.

Our Community Neighborhood Project

Seoul Metropolitan Government carries out 'Our Community Neighborhood Project' to encourage local residents to help residents in need in their community. In an effort to create a neighborhood-based community welfare foundation, Seoul connected 'Nanum (Sharing) Neighborhood Project' and 'Nanum

(Sharing) Shop,' which thus far have been operated through the initiative of the local residents, with the Visiting Community Service Center. Moreover, it has a plan to expand the existing citizen-initiative gathering into a residents' engagement-based local welfare service system by providing integrated support including a demand survey of potential beneficiaries, communication among residents and volunteer training.

• Nanum (Sharing) Neighborhood Project

Residents serve their neighbors in need and community service centers assist their efforts in this project. The residents participating in the project identify and personally help neighbors who need assistance. Community service centers allocate the person in charge who will lead the project and provide various types of support to operate Nanum Neighborhood Clubs and provide capacity-building education. This year, Seoul City plans to train 5,000 resident helpers in 201 neighborhoods, which is about half of the city.

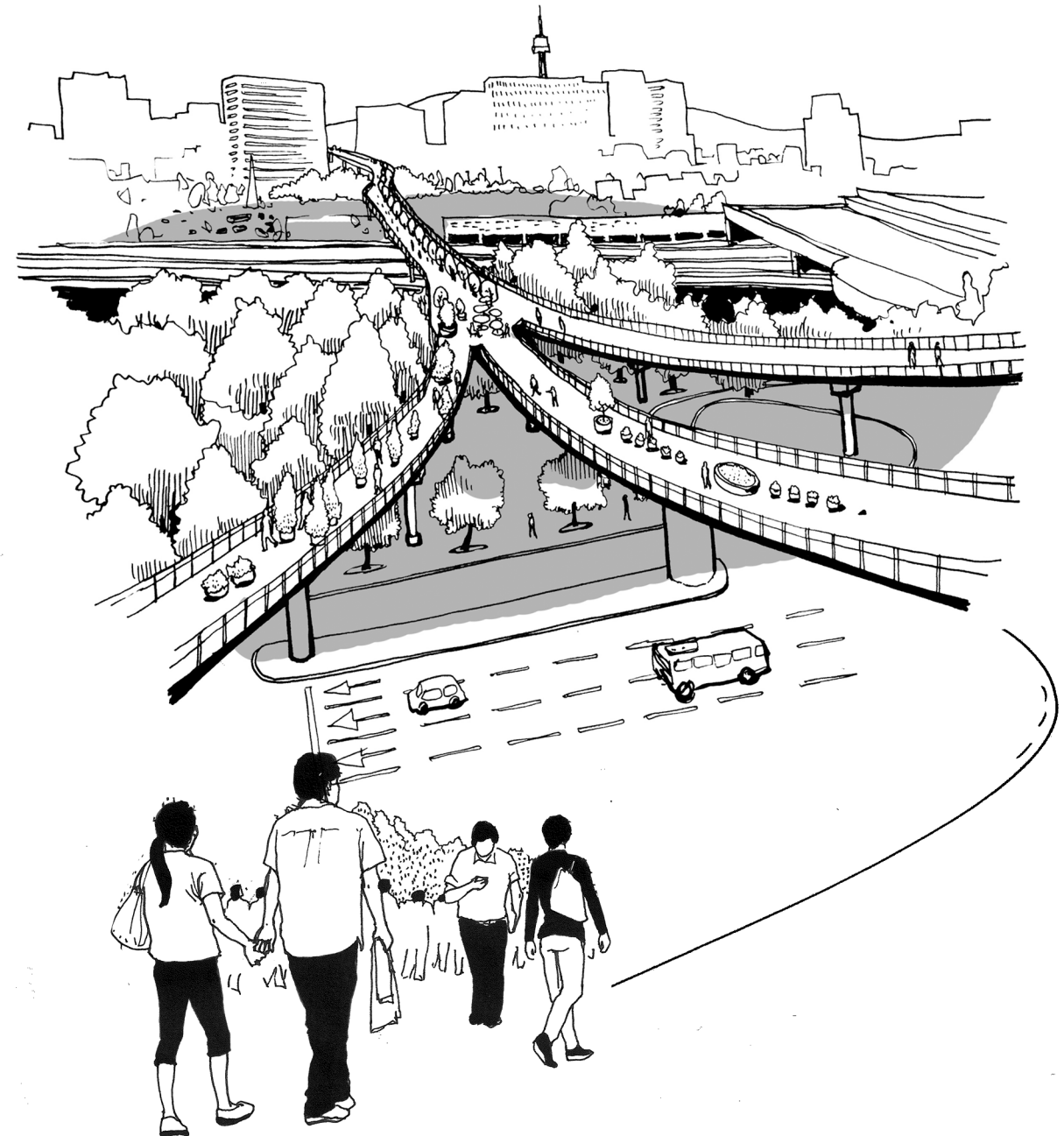
• Nanum (Sharing) Shop Project

The project aims to build a sharing community in which shops, academies (hagwon) and businesses in the local community provide goods and services to low-income residents in the neighborhood and those who received help expresses their gratitude to the shops who provided such help, in return, to ultimately share their own services with other residents in need in the community.

As a follow-up project to 'Seoul Didimdol' Project, which started in 2008, it provides intensified support to the recipients of the previous project. Each community center identifies potential recipients, and through continued case management, identifies the sharing resources necessary for them and matches shops that can provide the right services to the right recipients. Starting out with 1,000 shops in 2017, Seoul has a plan to provide support to 3,000 shops by 2018.

08. Seoul Station 7017 Project

We plan to transform 1,024m of deteriorated elevated roads near Seoul Station from a road for cars to a path for people.



Overpassing the History from 1970 Let's Go Onward Along the New Walkway “Seoul Station 7017 Project, Seoulo”

Comprehensive Development Plan for the Areas near Seoul Station



Seoul Station 7017 Project : Integrated Re- generation of Areas near Seoul Station and the Seoul Station Overpass Expected to Re- vive Local Economies

The Seoul Metropolitan Government plans to transform 1,024m of deteriorated elevated roads near Seoul Station from a road for cars to a path for people. For the past 45 years, the elevated roads have shared the glory and shame of Seoul City. The elevated roads will be connected to 17 pedestrian roads through Seoul Station Plaza and the area to the north of Seoul Station. The construction of 17

pedestrian roads will open a new chapter of ‘walking tourism’ in Seoul by connecting the popular tourist sites of Myeong-dong, Namsan, and Seoul Station through history, culture, and shopping. The Seoul Metropolitan Government plans to turn the Seoul Station area into a must-visit tourist attraction in Seoul along with Myeong-dong.

The Seoul Metropolitan Government established the Urban Renewal Headquarters to lead a new paradigm for urban development called “Seoul-Style Urban Renewal,” instead of tearing down the aging structure, as they had in the past. By developing the elevated road near Seoul Station, the city government aims to create a model for urban renewal projects that will trigger the revitalization of the Seoul Station area.

The 'Seoul Station 7017 Project' is largely focused on •significant improvement of the pedestrian environment through the renewal of the elevated road near Seoul Station, •facilitation of the urban regeneration of Namdaemun Market and the areas near Seoul Station •the remedy and resolution of problems related to communication, traffic, and safety. The number 7017 is significant, as it refers to



① the historical elevated road created in 1970 and reborn in 2017, ② the renewal of the elevated road from a road for cars in 1970 to 17 paths for people, ③ a 17m-high elevated road created in 1970, and ④ the significance of being the first urban regeneration project aiming to transform the Seoul Station Overpass and the areas near Seoul Station into high value-added areas.

The international design competition for the renewal of the Seoul Station Overpass was held from January 29 to April 24, 2015. Coming out on top was Dutch architect and landscaper Winy Maas for his submission, “The Seoul Arboretum.” The work depicts the Seoul Station Overpass as a massive tree in a sky garden, creating a library-like collection of local plants arranged according to their names in the Korean alphabet, from Toegye-ro to Jungnim-dong. Street lamps will line the overpass like tree branches, organically linking the 17 pedestrian pathways that the Seoul Metropolitan Government requested to be built.

The overall renewal plan is to link the city center, within the four gates, to the underdeveloped region to the west of the elevated road near Seoul Station, to Seoul Station itself, the international gateway into

Seoul, where over 390,000 people and 75 bus lines pass through every day.

Through this integrated renewal process, the government plans to revive Seoul Station as a “Bridge of Communication,” a place where people can gather and gradually disperse into the surrounding areas. By connecting and integrating the areas, traffic, and culture in the eastern and western parts of Seoul, which have long been disconnected, this proposal offers a new revival model for the dwindling local economy.

• Integration of the area expected to reinvigorate the economy

- Anticipated to become a center of urban tourism and conventions (Namdaemun Market, in connection with development of the North District of Seoul Station)
- Create a foundation for self-sustaining revival with the connection of pedestrian paths located between the eastern and western neighborhoods of the area (Seoul Station and Malli-dong)

• Create an innovative, green public space using existing facilities

- Propose a new type of hanging garden using existing facilities in the center of Seoul, as there are

Through this integrated renewal process, the government plans to revive Seoul Station as a “Bridge of Communication,” a place where people can gather and gradually disperse into the surrounding areas.

limitations on the expansion of green spaces due to a lack of available land and high real estate prices

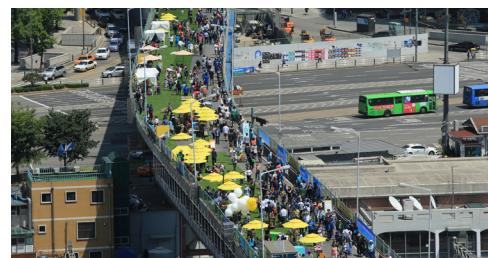
- Transform the overpass into a hub of history, culture, tourism, and urban ecology
- **Create new culture based on local cultural resources**
 - Establish a new, multifunctional cultural area by rejuvenating the space under the overpass and holding cultural programs and activities
 - Create a network of culture and history connecting the old Seoul Station, Seosomun Gate, Son Kee Chung Park, Yakhyeon Catholic Church, Namdaemun Market, Namsan Mountain, and Seoul City Wall
 - Improve accessibility by rearranging bike lanes and pedestrian paths.

Beautiful safety facilities, green walkway wall

The Seoul Metropolitan Government began the Seoul Station 7017 Project in earnest by starting repair work on the bridge in March.

The Seoul Metropolitan Government covered the wall at the overpass construction site with design work featuring the feet of citizens walking on the green walkway, along with businesses and culture representative of the Seoul Station area.

Since the wall along the Seoul Station Overpass was low and long (2m in height, 300m in length), there were limitations to applying the design. Therefore, by highlighting various “feet” walking on the walkway, the design invokes the image of walking on a walkway. The wall installed at the entrance and exit of Toegye-ro and Malli-dong depicts businesses and culture representative of the Seoul Station area. The design of the wall was created by the young designer group “VERY JOON OH” as a talent donation.



The wall of Seoul Station Overpass is designed to avoid danger at the construction sites and promote the Seoul Station 7017 Project to citizens and tourists, as well as serve as a new tourist attraction in the Seoul Station area.

A Glance into the Overpass Walkway, Seoul Station 7017 Info Garden



The Seoul Metropolitan Government created and opened to the public the Seoul Station 7017 Info Garden, which is a small edition of the Seoul Station Overpass Walkway at the pedestrian passageway next to the Seoul Metropolitan Library. The Seoul Station 7017 Info Garden consists of two cylinder-type structures, which will be used as an exhibit room and an information room, and a walkway where large tree pots and lights are installed.

Announcement of the New Name of the Seoul Station Overpass Walkway, “Seoulo” and its BI



The new name and face of the Seoul Station Overpass Walkway has been decided. “Seoulo” has dual meanings of “walking path for people representing Seoul,” and “a path towards Seoul.” It also refers to the year 1970, when Seoul Station Overpass was built, and the year 2017, when it will be transformed into a walking path. The logo is designed using a curved shape, and resembles a smiling face with good grace, showing friendliness.

The letter “ro” symbolizes the shape of walking human feet, highlighting its character as a “walking path.” The design of BI “Seoulo 7017” was created by “VERY JOON OH,” a group of designers in Seoul as a part of a talent donation. Previously, VJO designed the 300-meter long wall of the Seoul Station Overpass’ main track as part of a talent donation.

The BI announced will be applied to civic facilities on the walkway, as well as various road signs indicating the walkway. In addition, the city plans to develop various kinds of the applied designs to utilize them in making souvenirs.

Green Walkers, Environment Protectors

The Seoul Metropolitan Government operates Green Walkers, a volunteer organization, to manage the new Seoul Station Overpass Walkway.

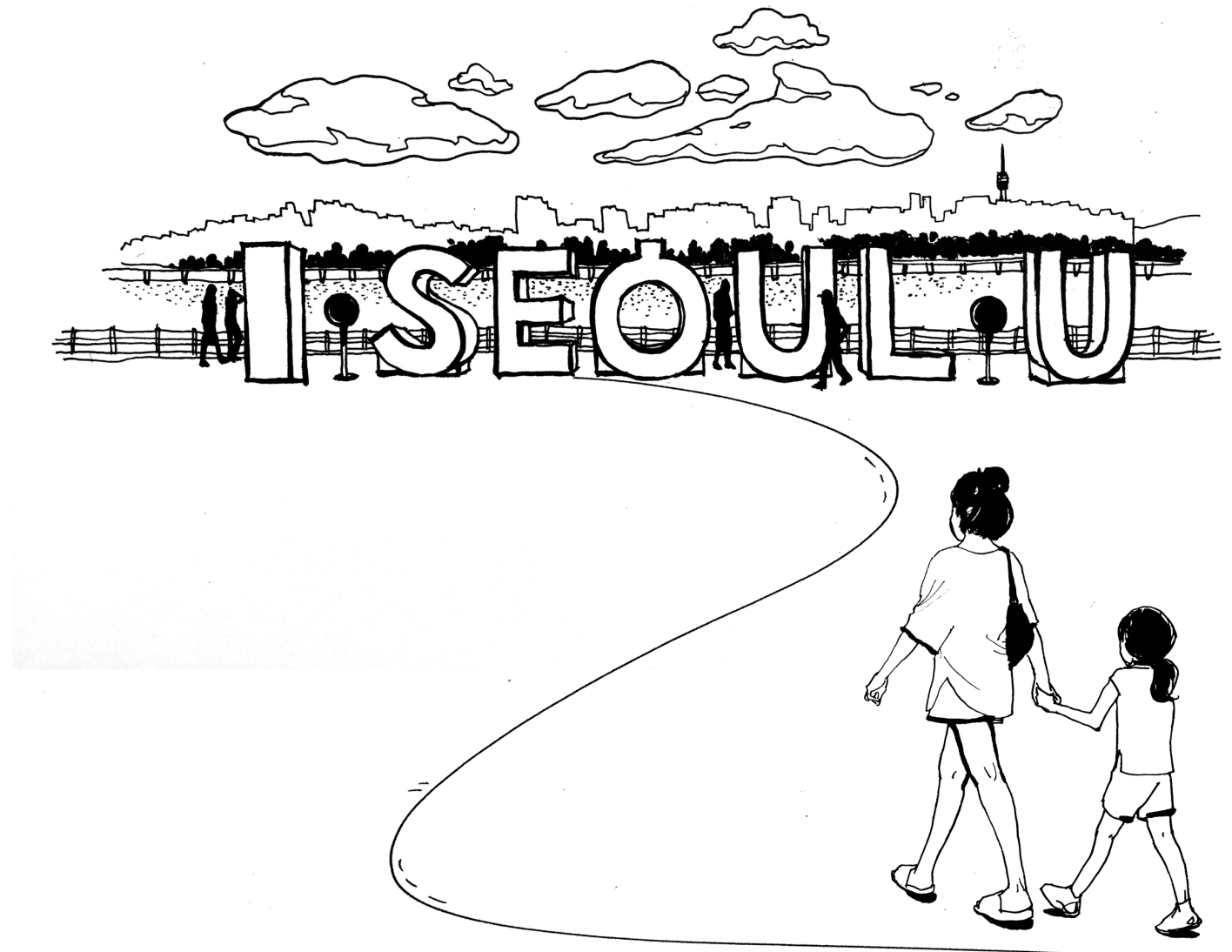
The Green Walkers were selected among citizen volunteers, and received 10 weeks of training to prepare for systematic operation.

In July, the first Green Walkers (93 people) finished training and had a completion ceremony. The first Green Walkers will improve their ability through workshops and field placement.

09.

I·SEOUL·U

‘I·SEOUL·U (City of You and Me)’ was developed as a relationship-based brand that can share and embrace the diversity coexisting in Seoul. It is a picture of Seoul connecting between the differences.



Seoul Is Alive Between You and I

I • SEOUL • U

A New Foothold to Leap Forward in the World

A country that succeeds in attracting global tourists by activating city brands is also successful in attracting investment from the world. That is the power of city brands as invisible assets. With its goals to attract 20 million foreign tourists per year and to become one of the world's top 3 global MICE (meetings, incentives, conventions and exhibitions) cities, Seoul has been growing into an international city. In order to take a new leap forward, however, it was critically necessary to raise Seoul's competitiveness and create its city brand to be a new growth engine of Seoul.

The brand 'Hi Seoul' that was created in 2002 played a big role in introducing Seoul to the world, but there were many critics to say "there is no more to the story other than saying hello." A brand should contain dreams and visions for the future while expressing the past and the present. If the Seoul brand contains only the dreams of the future regardless of the past and the present of Seoul, nobody would acknowledge Seoul's dream. If the Seoul brand embraces only the history and the current status tied

down to the past and the present, it will be a city without a future in spite of the recognition of such association.

So, Seoul decided to create Seoul's unique city brand that can contain the past and the present of Seoul, and it became a new foothold to leap forward in the world.

Seoul Brand Created by Citizens and Enjoyed by Citizens

Unlike other cities or countries, the Seoul Metropolitan Government (SMG) decided to create its brand by inviting citizens and people to participate in and lead the city branding project from the beginning stage, departing from the existing way of selecting a brand through a presentation competition of specialized companies. It was because SMG thought the city branding project should be led by the people who live in Seoul and understand the city best. After launching the "Seoul Brand Promotion Committee," the first step taken by SMG was to invite citizens to create the "Seoul Brand Citizen Ambassadors" that would suggest extensive opinions and transfer the citizens' voices to the city from the initial stage of brand building to the promotion and ex-



pansion stages after brand development. SMG puts emphasis on the diversity of the group members by gender, age, occupation and area while selecting the applicants, in order to reflect the voices of people from all walks of life as much as possible.

On Tuesday, December 16th, 2014, the "Seoul Brand Citizen Ambassadors" was finally launched to participate in the process of Seoul's brand development. Of the total 246 citizens selected across all age groups from a high school student to a 72 year-old senior citizen, around 160 citizens showed that they had great interest and strong intention by participating in the opening ceremony.

After that, SMG held "Town Hall Meetings" on the development of the Seoul brand three times to collect citizens' valuable opinions and to have discussions with them to continue the citizen-led Seoul brand development. Through the conferences, citizens of various ages and diverse occupations, including the youth, elderly, foreigners and multicultural family members, were able to have heated debates on Seoul's past, present and future identities and Seoul's city brand. In order to promote citizens' participation in various ways, SMG also sought to receive opinions from citizens through domestic and

overseas preference surveys, on-line campaigns, open contests for slogan creation and design and evaluation participation.



At last, "Coexistence, Passion and Relaxation" were selected as keywords representing Seoul's identity (Seoul-hood) by reflecting the opinions of both domestic and overseas citizens, experts and citizen governance collected on-line and off-line. Subsequently, SMG held an "International Idea Contest for the New City Brand of Seoul" to select the BI and Slogan that best represents the meanings of the 3 keywords.

Surprisingly, a total of 16,147 works from Korea and around the world were submitted for the "International Idea Contest for the New City Brand of

You and I, citizen to citizen, citizens and the world : Seoul is the heart of all human relationships. Inside the city of Seoul, generations, nationalities, mountains and rivers, ancient palaces and skyscrapers coexist harmoniously.

Seoul.” The number of submitted works was more than twice that of citizens’ works (8,064) for the contest for Seoul brand of “Hi Seoul” that was held in 2002, while recording the most entries not only in the history of domestic brand contests, but also of all the contests hosted by SMG. SMG was able to once again confirm how interested citizens were in creating a new Seoul brand and also to see how much citizens wanted the birth of a new Seoul brand reflecting Seoul’s identity.

In order to ensure fairness, SMG prepared various selection criteria (such as degree of Seoul’s identity reflection, originality, suitability, fidelity, correlation, scalability, formality and sophistication) and performed 4 steps of screening and examination by professional design companies, Seoul brand citizen selection committee, subcommittee to make the shortlist of Seoul’s brand, etc. In addition, SMG decided to proceed with citizen voting for the final choice of the new Seoul brand considering that the Seoul brand has to be made by citizens and enjoyed by citizens. Early citizen voting accounting for the highest percentage of the total vote (50%) was conducted for 20 days on-line and off-line. In order to fully reflect the opinions of citizens, on-site voting by

the citizen judging panel (25% of total vote) was also performed on the day of the Seoul brand selection event. As it was also necessary to consider the experts’ perspective, expert judging panel voting (25% of the total vote) was carried out.

City of You and Me

I • SEOUL • U
너와 나의 서울

‘I-SEOUL-U (City of You and Me)’ was developed as a relationship-based brand that can share and embrace the diversity coexisting in Seoul. It is a picture of Seoul connecting between the differences. Ha-rin Lee, the author of the slogan, said she got the inspiration for the Seoul brand while traveling through the subways.

• Seoul connects people.

- You and I, citizen to citizen, citizens and the world : Seoul is the heart of all human relationships.
- Inside the city of Seoul, generations, nationalities, mountains and rivers, ancient palaces and skyscrapers coexist harmoniously.

• Seoul connects two dots symbolizing passion and composure.

- Next to ‘I’ is a red dot that symbolizes ‘passion.’
- Next to ‘U’ is a blue dot that symbolizes ‘composure.’
- In Seoul, passion and composure co-exist and mingle harmoniously.

• The “o” from SEOUL is common to Hangeul and the Roman alphabet.

- The “o” was taken from both the Roman letter “o,” and the Korean consonant ‘ieung’ (i.e. ‘o’) to represent Seoul’s friendly relationship with the rest of the world.
- The ‘ieung’ also has the form of a traditional door knob, inviting people to open the door to Seoul and enter.



The new Seoul brand is open to all citizens through the open source business method so that anyone is allowed to change the design freely and turn it into products as long as he or she meets the minimum requirements. As the new brand was created by citizens, SMG plans to share it with the world and develop it further as a brand for global citizens to enjoy.

Of course, not all citizens were satisfied with the design. There were voices of concern about the lack of professional elements because the design was created by citizens. However, the Seoul brand I-SEOUL-U is showcasing its excellence through winning various awards including the “Communication Design” prize in the “2016 Red Dot Design Award,” one of

the world’s top 3 design awards, run by the Design Association of Nord Heim Westphalia, Germany, celebrating its 61th anniversary this year, and the “Communication Design” award at the “iF Design Award,” held at Hannover Fairgrounds in Germany.

Past, Present and Future

I-SEOUL-U was born through the participation of more than 200,000 citizens of Seoul about a year ago. On October 29th, 2016, 1 year after the birth of the new Seoul brand, SMG caught itself wondering how much the brand had taken root as a citizen brand after one year. To celebrate the first anniversary of the birth of the Seoul brand, SMG conducted both one-on-one interviews with 800 Seoul citizens and on-line surveys for 2,461 on-line panels. Results from one-on-one interview surveys showed that about six out of ten ordinary citizens were aware of the Seoul brand. Additionally, most of the on-line panel members (92.9%) were aware of the Seoul brand.

In addition, about one out of two ordinary citizens (52.8%), as well as 60.7% of the city on-line panel members responded that they had a good opinion of the Seoul brand.

SMG is planning various marketing activities to make the Seoul brand ‘I-SEOUL-U’ more successful. Since you need to love yourself in order to be loved by the others, SMG does its best to let the citizens of Seoul know the brand and to gain the affections of its citizens. Fortunately, ‘I-SEOUL-U’ meets some conditions to be loved to some degree because it was created through citizens’ participation. Nevertheless, SMG tries to strengthen and expand citizens’ interest in ‘I-SEOUL-U’ through more diverse campaigns. SMG will do its best until the day when Seoul is loved by all the citizens of Seoul and known to all the people of the world.

10.

The City of Communication, Seoul

We are providing the 'Have Seoul' service from July 2016 which is a citizen-centric information service centered on 200 policies, which are closely related to the lives of citizens.



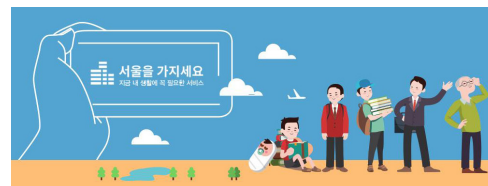
Our Services Are Ready On the Palm of Your Hand

Seoul as the City of Communication

Social Metropolitan City

Public transportation users used to read books and newspapers. Now, they are frequently seen using smartphones. What do you think they do with their smartphones? A survey showed that most smartphone users spend a lot of time sending and receiving information through social media platforms. Social media refers to Social Network Services (SNSs) such as Facebook, Twitter and Instagram. People can send updates about themselves or receive information from their friends. Furthermore, they can easily access interesting information and freely exchange opinions. Seoul has long anticipated social media to serve as a 'good channel to narrow the gap of thought among people and share various opinions.' Owing to this, Seoul made preparations for the era of social media. All the policies of Seoul originate with its citizens, and thus social media that helps communication with individual citizens is one of most suitable communication means. The 2008 Digital City Administration of Seoul started from the same idea.

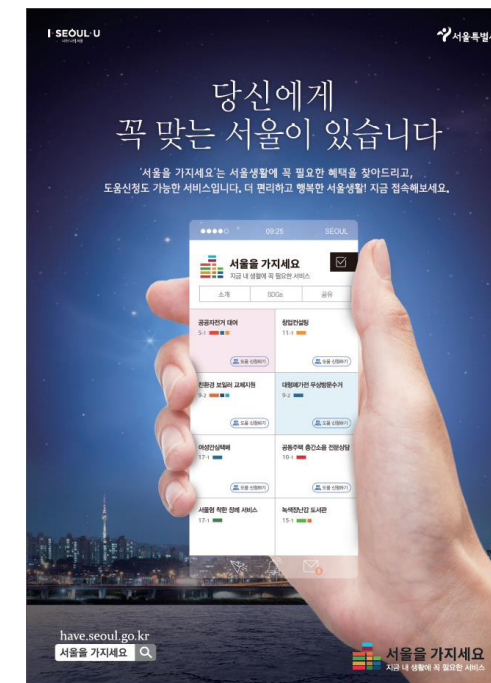
Have Seoul!



Have you ever used any of the websites provided by the Seoul Metropolitan Government? Did you experience any inconvenience? Seoul Metropolitan Government provides citizens with a variety of services in different areas. The services are provided by several agencies and departments, thus the service information is provided through individual relevant agencies or websites. Because of this, most citizens have difficulty in accessing information or have to perform cumbersome searches for information or individually contact relevant agencies even though they know about the existence of the services.

As a solution, the Seoul Metropolitan Government planned and began to provide the 'Have Seoul' service from July 2016 which is a citizen-centric information service centered on 200 policies, which are closely related to the lives of citizens. The 'Have Seoul' service can be accessed and used with PCs

and smartphones providing benefits for everyday life as well as one-to-one direct support for different administrative services.



Social Media for Communication

The Seoul Metropolitan Government has made efforts to communicate with citizens through different social media platforms. At first the response was not received enthusiastically. Starting with the initial blog in September 2008, the Seoul Metropolitan Government has since discovered different social media channels and used them for smart and faster communication with citizens, gaining their trust and active engagement in the city administration.

• Twitter

- Sharing of opinions with citizens
- Information sharing rate within media : 65%
- Twitter has been most effective in communicating breaking news and information related to the city administration.

• Facebook

- Establishment of consensus with citizens
- Consensus expression rate within media: 78.8%

- There has been a lot of sympathetic feedbacks on socio-cultural events and open expression of sympathy has contributed to an increase in the number of fans.

• Instagram

- Invoking sensibility
- Consensus rate within media: 97.1%
- There has been high interest in posts related to events in Seoul.

• Kakao Story

- Limitless communication with citizens
- Consensus rate within media : 48.6%
- Comment rate : 37.4%
- Administration marketing posts garnered many replies while non-administrative posts received more likes and sharing.

It is natural for profit-oriented businesses to use social media as part of their marketing efforts. However, it has been a meaningful challenge to launch a new space for an organization and citizens to communicate by using social media for the safety and convenience of the citizens rather than for profit. In recognition of its efforts, the Seoul Metropolitan Government won the "Grand Prize" in the public sector at the 'Korea SNS Awards,' awarded to a business or organization that actively engages in communications to establish an exemplary SNS culture.

Communication 123

For 'Social Metropolitan City' to become a communication hub, the Seoul Metropolitan Government has used websites and social media platforms as well as implemented the project 'Communication 123' to effectively notify citizens and share its policies.

* Seoul Communication Partner : Civil communication experts (about 5,000 people in 11 groups, as of December 2016) working in Public Communications Bureau to communicate with citizens through city administration marketing activities such as providing information related to the city administration

• Slogan

- Listen, Create and Enjoy Together.
- Implies 3 steps (Listening → Reflection on policies

We have used websites and social media platforms as well as implemented the project ‘Communication 123’ to effectively notify citizens and share its policies.

and Change → Sharing and spreading) of communication.

• Color

- Implies creation of different policies based on the different opinions of citizens and sharing and spreading them.

• Number

- 1 : The citizens
- 2 : and Seoul Metropolitan Government
- 3 : create policies together to change the world.

Voluntary Participation of Citizens

The communication between the Seoul Metropolitan Government and citizens has not been achieved merely with the efforts of the Seoul Metropolitan Government. Communication is bidirectional, requiring the efforts of both sides. The citizens have made the biggest contribution to transforming Seoul into a city of communication.

• I-SEOUL-U Friends

- A citizen participation group that aims to spread the value of the Seoul brand and the appeal of Seoul domestically and abroad through novel ideas and practices

- ‘Seoul Brand Promotional Booth’ at the 5th Seoul Trail Walking Festival.
- Experience of story of Seosulla-gil, Jongno-gu.
- Production of card news and events for Seoul and the Seoul brand

• Seoul Creators (SYNC)

- A collective intelligence group of advertising experts, university students and different creators to create a joyful and happy Seoul by proposing and sharing ideas to solve city problems and city administration issues
- I-SEOUL-U spread campaign.
- Political naming of Community Building program.
- Improved wastebasket design for Myeongdong Special Tourist Zone.

• Policy Hearing Debate Forum

- A representative communication channel of new paradigm to jointly create policies by listening to civil opinions and achieving private-public governance before establishing and executing them
- 102 meetings from November 2011 to October 2016
- 14,117 participants from relevant groups as well as citizens.



- 1,251 (75%) out of 1,663 proposals have been reflected on actual policies.

• Seoul Media Mate

- A social media journalist group who research and write stories of various contents including articles, pictures and videos to introduce the events and policies of Seoul
- Research on events, familiarization tours and festivals of Seoul
- Participation in empowerment program including professional SNS training

Changing Seoul

Many changes have been made since Seoul began to communicate with its citizens through social media. One of the biggest changes is that the Seoul Metropolitan Government has come to know what the citizens want through communication and respond quickly. It has also improved the satisfaction rate of citizens.

It was impressive that not only Seoul citizens but others made proposals and participated in the Seoul Metropolitan Government programs, and the quick actions increasingly improved satisfaction of citizens

over time. We believe that changing Seoul into a better place to live in is the true purpose of communication.

The Future of Seoul as the City of Communication

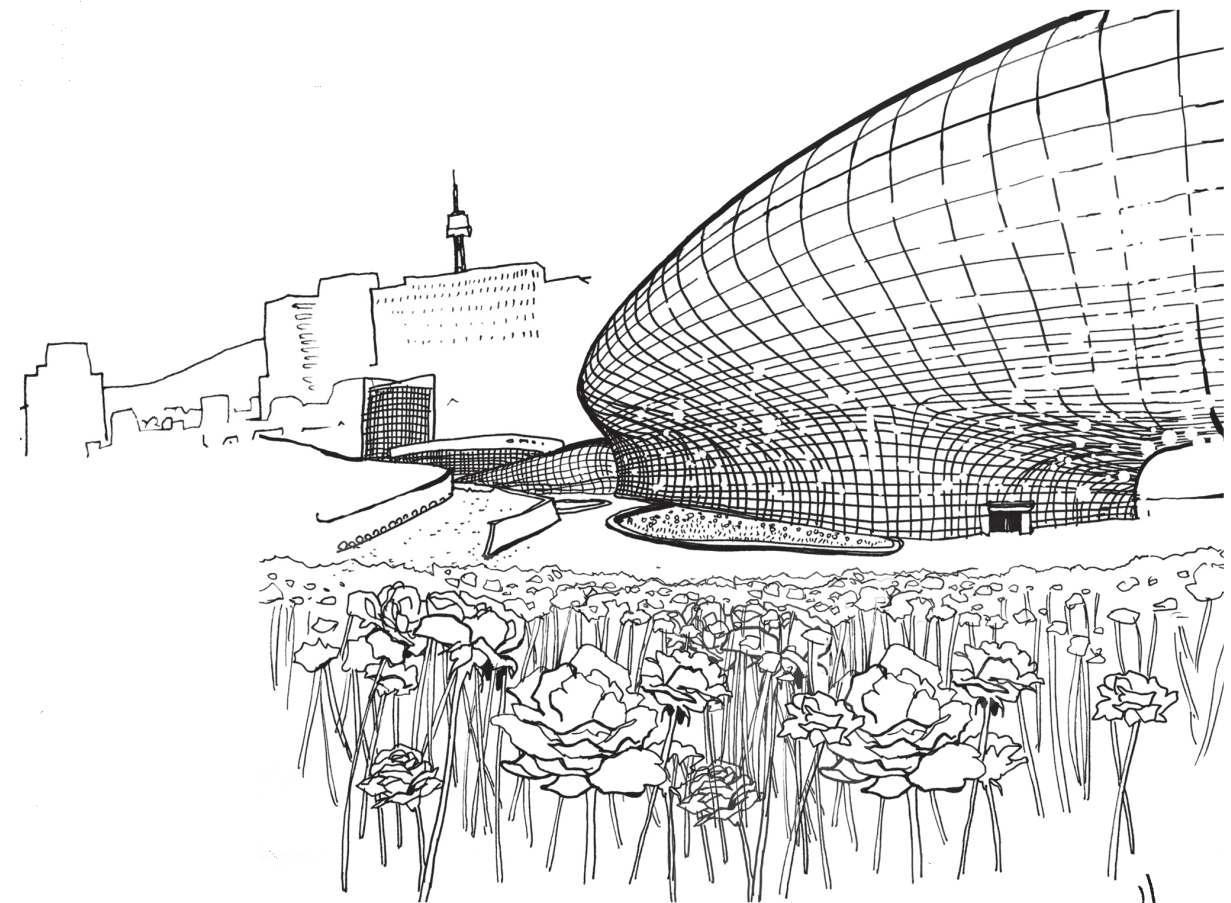
Despite concerns in the beginning, opening new social media channels including Kakao Story, Instagram and Facebook as spaces for two-way communication as well as direct participation from citizens instead of one-way announcements was a big success. With more citizens increasingly communicating with the Seoul Metropolitan Government through different forms of social media, currently over 20% of the Seoul population can be reached through SNS.

Citizens have started to respond to our communication efforts. Social media has offered opportunities to benevolently explain the city administration, know what the citizens really want, and take actions more quickly. The Seoul Metropolitan Government will make efforts to become a smarter and faster “City of Communication” while keeping in mind that citizens are the key and their opinions matter the most in the city administration, and communicate with them more actively.

11.

The City You Want to Visit, Seoul

Seoul has now become one of the world's top tourism destinations and advanced MICE cities. The Seoul Metropolitan Government has been carrying out a variety of policies and projects in order to transform Seoul into a city that tourists want to visit.



Are You Bored and Lonesome? Visit Seoul, the City of Diversity!

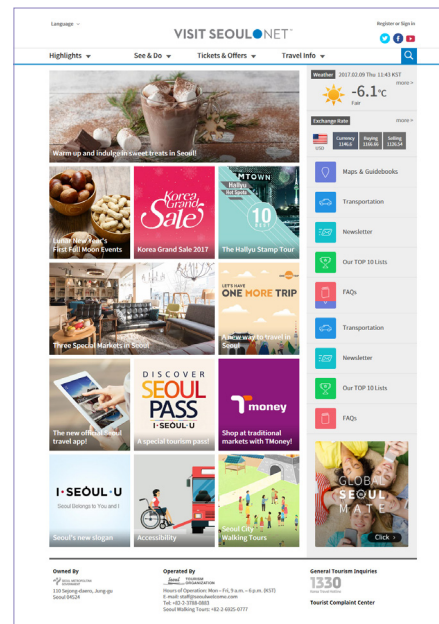
The City You Want to Visit, Seoul

The number of foreign tourists visiting Seoul reached 10 million in 2014 and exceeded 13.5 million in 2016. Seoul has ranked third on the international meeting cities ranking by the Union of International Associations (UIA), selected as one of the “Best International Business Meetings Destination” by Business Traveler US for five consecutive years, voted the “Best MICE City” by Global Traveler, and listed on the World’s 10 Top Tourism Destinations for four consecutive years. Seoul has now become one of the world’s top tourism destinations and advanced MICE cities. The Seoul Metropolitan Government has been carrying out a variety of policies and projects in order to transform Seoul into a city that tourists want to visit.

Seoul Tourism Website : www.visitseoul.net

The Seoul Tourism Website provides an extensive range of tourist information in five different languages (Korean, English, Simplified Chinese, Traditional Chinese, and Japanese). Visitors can translate the website into other languages using the multilingual translator. In addition, they can obtain a vast array

of information including tourist destinations, transportation, maps, guide books, festivals, restaurants, accommodations, and travel itineraries of Seoul and make online reservations for Walking Tour, Seoul Citizens Hall Tong-Tong Tour, and a variety of shows in various foreign languages. You can access the website via various devices including PC, tablet, and smartphone, anywhere and at any time.



Seoul Tourism Mobile Application : iTourSeoul (Android / iOS)

The Seoul Tourism Mobile Application, interlocked with the Seoul Tourism Website, provides Seoul tourist information in five different languages (Korean, English, Simplified Chinese, Traditional Chinese, and Japanese) in real-time. With the application based on user’s location information, tourists can find neighboring bus stops and bus schedules in real-time and search for the shortest routes and transfer information by designating a departure station and destination in various foreign languages. By scanning official tourist guidebooks published by the Seoul Metropolitan City with iTourSeoul, tourists can view restaurants in the area, find information, and real-time transportation on the scanned map.



Seoul, Ready to Meet You

As a popular tourist city with close to 20 million annual foreign tourists, the Seoul Metropolitan City is carrying out three tourism policies: Hospitality & Consideration, Pleasant Tourism Environment & Detailed Tourist Information, and Unique Experiences in Seoul.

- **Hospitality & Consideration attracts more tourists to Seoul**
 - The Seoul Metropolitan City designated peak seasons such as the National Day of the People’s Republic of China, Labor Day, and holiday seasons of other countries as Hospitality Week. During this period, Seoul sends out welcome messages from airports to downtown Seoul and opens welcome centers that provide traditional Korean culture programs in popular tourist destinations like Myeong-dong. In addition, Seoul is providing entertainment to visitors including various street performances and tourist discounts.
 - In order to create a welcoming vibe and promote hospitality and consideration, Seoul trains citizens and tourism staff by conducting welcoming education and a Smile Campaign.

We launched the Discover Seoul Pass, which can be used to enter 16 paid tourist attractions including palaces in Seoul, the Hallyu experience space, and art museums, and can be used as a transportation card as well.

• **Pleasant Tourism Environment & Detailed Tourist Information for single tourists**

- The Seoul Metropolitan Government launched the Discover Seoul Pass, which can be used to enter 16 paid tourist attractions including palaces in Seoul, the Hallyu experience space, and art museums, and can be used as a transportation card as well.
- Have you ever seen an interesting-looking bus driving across the city? Seoul City Tour Buses are running on seven different routes passing through popular tourist attractions of Seoul including the four palaces, museums, art galleries, traditional markets, and shopping centers. It is a convenient transportation system for individual tourists who are increasing in number in recent years, as it offers the advantage of being able to get off at a desired stop and get on again multiple times, until the last bus, once the initial fare is paid.

Bus Information Terminal (BIT), which provides bus arrival information in real-time, has been recently installed and bus passengers have access to free Wi-Fi on all buses. Seoul will keep making efforts to improve tourism services for the convenience of tourists.

- More luggage storage facilities will be installed at stations used by many tourists. Seoul will identify and correct errors in guide maps installed at the entrances to subway stations and multilingual guide signs. In addition, it will expand menus in foreign languages at restaurants frequented by foreign visitors.

- The Seoul Tourist Information Center will be established by 2018, providing a one-stop service for accommodations, performance reservations, currency exchange, travelers' itineraries and tour guides for more detailed customized tourist information.

• **Unique Experiences (travel contents) are provided in Seoul**

- Seoul commercialized various attractions of Seoul, such as Seoul Trails, street food, temple stays, and Hongdae club culture as tourist products and designated them as Seoul tourism recommended courses
- Following the tourism trends which is shifting from group tours to FIT (foreign independent tours), the Seoul Metropolitan City is operating the "One More Trip (www.onemoretrip.net)," an online direct transaction website for direct transactions of



tourism products.

On this website, tourists can select from various tourist products and map out their own trips. The website offers an extensive range of programs such as village tours, traditional culture programs, barrier-free products, and Hallyu experiences. "One More Trip," refers to a trip to Seoul you want to revisit, attracting foreign tourists with many attractions.

Website: One More Trip

(<http://www.onemoretrip.net>)

Chinese name: 一游未尽 (yi you wei jin)



Seoul with attractive tourism resources

Seoul is a dynamic tourist city with various tourist attractions (the four palaces, N Seoul Tower,

Cheonggyecheon Stream, Bukchon Hanok Village, Myeong-dong, Garosu-gil, etc.), ecotourism resources (Seoul Trails, Hanyang City Wall, Hangang River, etc.), and exciting festivals (Seoul Bamdokkaebi Night Market, Hangang Summer Festival, Seoul Lantern Festival, Seoul Silver Grass Festival, Seoul International Fireworks Festival, etc.). In order to promote various tourism resources of Seoul all over the world through global tourism marketing activities, it produces/spreads overseas TV commercials, encourages foreign TV shows to shoot their shows in Seoul, holds tourism promotion briefings and familiarization tours for foreign media, and conducts various overseas digital marketing activities using online media.

Seoul, the best city with medical tourism for smart care

Seoul is an advanced medical city that has 16,714 medical institutions with world-class medical techniques, state-of-the-art medical devices, and skilled medical teams that can provide foreign visitors with an extensive range of medical services encompassing severe illness treatment, plastic surgery, dermatology, medical checkup, obstetrics, gynecology,

Seoul is a dynamic tourist city with various tourist attractions (the four palaces, N Seoul Tower, Cheonggyecheon Stream, Bukchon Hanok Village, Myeong-dong, Garosu-gil, etc.), ecotourism resources, and exciting festivals.

and Oriental medicine. Seoul has numerous medical institutions for foreign tourists (1,151 medical institutions) and offers a variety of medical tours. In addition, tourists can enjoy wellness tourism such as state-of-the-art spas, hot springs, and saunas.

In order to provide safe and healthy medical tourism services, the Seoul Metropolitan City is strengthening the medical safety system for foreign tourists visiting Seoul for medical services, providing accurate price information and rapid medical consultation services based on cutting-edge IT technology, and offering customized life-cycle medical tours encompassing immigration service, airport pickup, interpretation, medical consultation, and sightseeing.

Seoul, the center of Hallyu

Seoul is the center of Hallyu contents spreading beyond Asia to America, Africa, and Europe. All around Seoul, you can meet the heroes and heroines of K-dramas and K-pop stars. The Seoul Metropolitan City provides information of the top 10 Hallyu destinations and must-visit attractions for K-culture fans and operates a variety of Hallyu programs such as K-pop dance class, K-culture theme park tour, K-beauty makeup, and Hallyu stamp tour.



MICE Industry of Seoul

The Seoul Metropolitan City operates a systematic MICE promotion system and provides one-stop general MICE services that encompass attraction, promotion, and event hosting. In addition, Seoul has developed a total of 50 unique venues for conferences and meetings over the past three years so that visitors can enjoy a variety of experiences in interesting places. For MICE tourists who don't have enough time to enjoy Seoul due to their business and conferences, Seoul developed 50 MICE-specialized tours encompassing tourist destinations, restaurants, and attractions of Seoul. In addition, it issues various types of the Seoul MICE Card which can be used for transportation, convenience stores, etc.



By 2025, Seoul will install MICE infrastructure facilities including 100,000-square-meters of international exhibition and convention centers, sports facilities, and concert halls near Jamsil Sports Complex. Once the infrastructure facilities are constructed, this place is expected to be a representative attraction of Seoul and the world's only MICE complex harmonized with a beautiful natural environment, dynamic downtown, sports, Hallyu, and public transportation. In order to develop Seoul as an international MICE city, Seoul has been making efforts to strengthen a foundation for qualitative growth, install various infrastructure facilities, and attract global MICE events by holding a variety of festivals and events such as Seoul Bamdokkaebi Night Market and Hangang Summer Festival and operating traditional market-associated tours.

Seoul International Fair & Sustainable Tourism Forum (SIFT)

Recently, there has been a growing global interest in tourism development for regional environments, cultural values, and coexistence of local residents and tourists. The Seoul Metropolitan City held the 2016 Seoul International Fair & Sustainable Tourism

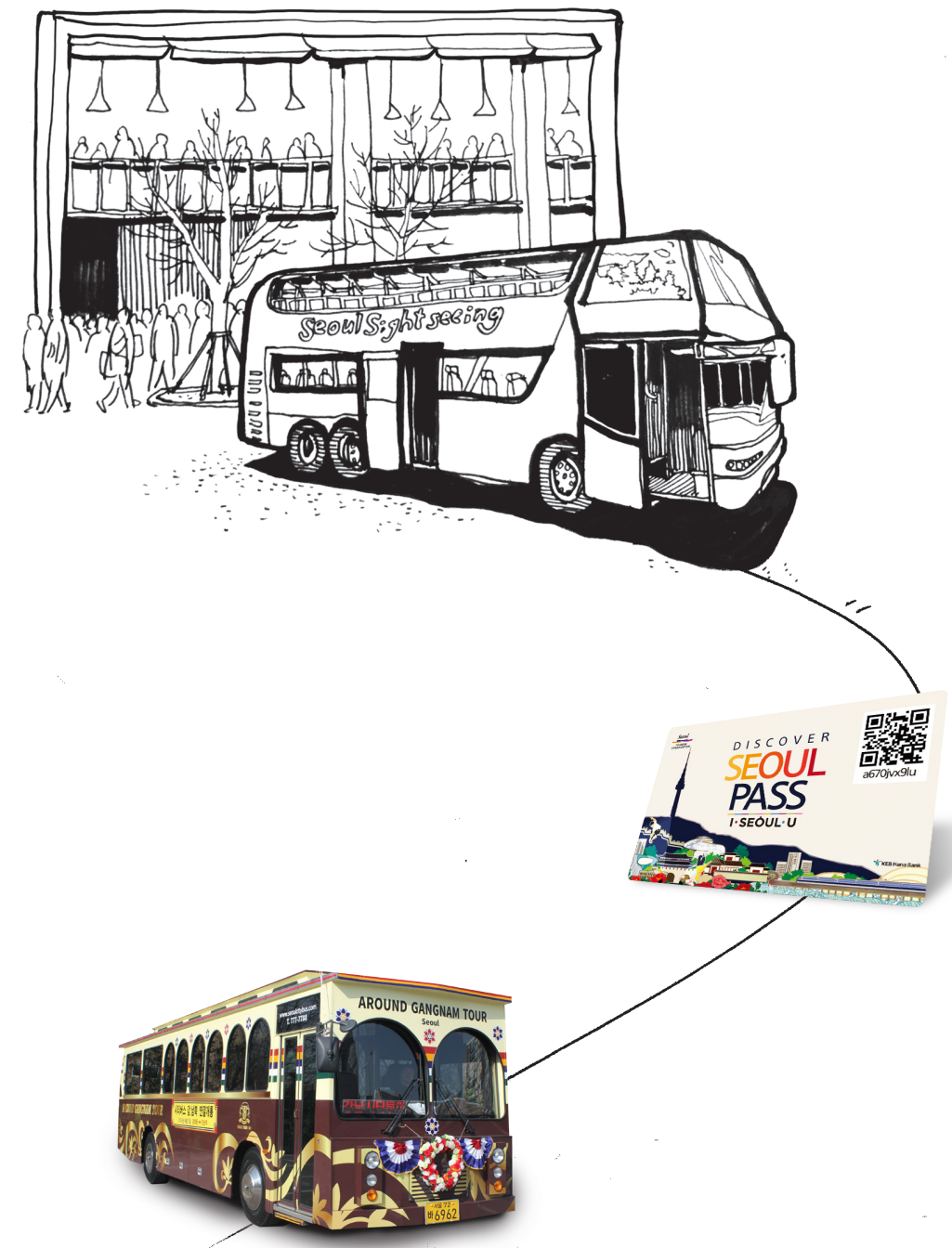
Forum in order to reestablish the goals and direction of sustainable tourism and determine new visions and projects. 2017 is the International Year of Sustainable Tourism for Development designated by the United Nations World Tourism Organization (UNWTO). In cooperation with various international organizations, the Seoul Metropolitan City will establish fair tourism models and develop itself as an advanced sightseeing city by considering the changing trends of tourism.



A city with exciting tourist attractions. A convenient and attractive city that everyone loves. A city that tourists want to revisit. We will make Seoul into such a city.

12. One of the World's Best MICE Cities, Seoul

We established a mid- to long-term master plan for growing MICE to start supporting the industry in a more systematic manner and, as a result, it ranked third place in the world among cities hosting international conferences.



Want to Make a Big Business? Come to the Mighty MICE City!

Past and Present of Seoul's MICE Industry

MICE, a collective term that encompasses Meetings, Incentives, Conventions and Exhibitions, is an industry with high added values in connection with various industries including transportation, hospitality and tourism, and is being nurtured and developed as a core industry in the majority of cities around the world as it significantly affects the establishment of infrastructure for hosting international conferences, enhancement of the national image, increase in the political status and social and cultural exchanges.

Seoul has a relatively short history of MICE industries compared to its European or North American counterparts. It was just four decades ago in 1979 when the first exhibition hall, COEX, opened, and the city of Seoul enacted relevant ordinances in 2004 to foster the industry.

However, in November 2013, it established a mid-to long-term master plan for growing MICE to start supporting the industry in a more systematic manner and, as a result, it ranked third place in the world among cities hosting international conferences (based on 2015 results), announced by UIA, the

Union of International Associations, in 2016.

Also, "Business Traveler US," a magazine specializing in business tourism, selected Seoul as the "best city for international business meetings" in the world for five consecutive years (2012 – 2016) while "Global Traveler," another prestigious medium in business tourism, chose Seoul as the "best MICE city" in 2013, 2015 and 2016.



Seoul's Efforts to Become the Best MICE City

Seoul operates a systematic MICE attraction system to provide a one-stop total MICE package service from attraction and promotion to hosting of an event.



By attracting numerous MICE events both big and small in scale, Seoul has secured a new growth engine for the future.

Also, in the past three years, Seoul has established 50 unique venues for conferences to offer users a chance for a variety of experiences in unique locations, and in addition, has developed 50 customized tour courses for MICE participants, who have limited free time due to meetings and business discussions, to experience things to see, eat and enjoy in the city, thus supporting different tours tailored to each event.

To attract individual tourists, the city also offers Seoul MICE Cards, which may be utilized for public transportation or in convenience stores, depending on the size of the group and the period of stay.



Creating Fond Memories in Seoul for Large-scale MICE Tourists to Promote Re-visits in the Future

"Samgyetang Party" for 8,000 tourists from JM Group of China

In May 2016, 8,000 employees from China's JM Group (health food company) enjoyed a feast of Samgyetang, a Korean-style chicken soup with ginseng, original soundtrack concert featuring songs from the hit TV drama Descendants of the Sun and a variety of other interactive events at Dalbit Plaza in Banpo Hangang Park, Seoul.

The Samgyetang event was inspired by Descendants of the Sun, in which characters cooked the Korean-style chicken soup, by SMG and the Ministry of Agriculture, Food and Rural Affairs that had been preparing to export Samgyetang to China. There's a backstory to the event; when the number of Chinese tourists, incentive group tourists in particular, plummeted in 2015 due to MERS, or Middle East respiratory syndrome, Mr. Park Won-soon, the mayor of Seoul, visited Beijing in person to conduct a presentation and a road show to demonstrate the city's willingness to "treat Chinese tourists with a

The Jamsil Sports Complex area, a historic space where the 1988 Seoul Olympic Games was hosted, will be transformed into a cluster of various cultural facilities including international exhibition and convention facilities.

great meal upon visiting Seoul.” JM Group responded positively, which is how this special event was materialized.

Rotary International 3K Walk for Peace event from “Seoul Plaza to Gwanghwamun Square”

Moreover, during the same month, the largest Rotary International event attended by some 50,000 people was held at KINTEX. Participants took part in the “3K Walk for Peace” event, walking on the streets of Seoul while wearing their countries’ traditional costumes and praying for world peace.



“Seoul Coffee Tour Bus” operated for Seoul Café Show participants

For participants who lack the time to tour Seoul due

to meetings and business conferences, Seoul operated its first-ever “Seoul Coffee Tour Bus” with three different routes. The 140,000 (2,057 foreigners) attendees of the Seoul Café Show (11/10/2016 – 11/13/2016), including foreign buyers, baristas and other participants, were given an opportunity to visit and enjoy various unique cafes around Seoul.



Seoul’s Direction for Future MICE Development and Becoming the World’s Top MICE City

Expanding Seoul’s MICE infrastructure

The Jamsil Sports Complex area, a historic space where the 1988 Seoul Olympic Games was hosted, will be transformed into a cluster of various cultural facilities including international exhibition

and convention facilities over an area greater than 100,000m² as well as sports facilities and performance halls.

Upon completion, it will become the world’s only integrated MICE space in which rich natural resources, vigor of the economic center, sports, the Korean Wave and public transportation coexist in harmony, serving as one of Seoul’s new favorite attractions.

Operating funds support system for each Seoul MICE industry

Seoul, in order to attract more MICE, has been providing support funds correlating to the scale of the events, the number of foreigners and other elements. From now, it will consider not only external requirements such as the number of participants but also the characteristics of the events and ripple effect on Seoul’s economy, in hopes to pursue a more logical support system.

Operating customized tour programs in association with local festivals, events and traditional markets

MICE participants often wish to experience unique programs such as team building amidst their busy schedules. Seoul offers fun events that can only be experienced in the capital such as “Bamdokkaebi Night Market” or “Hangang Mongddang Festival.” We will customized tour programs so that people can take part in such festivals, events and traditional markets and experience the real Seoul.

Developing global convergence MICE events

MICE events around the world are already moving beyond international conferences or exhibitions and evolving into festivals of the respective industry. Seoul will establish a step-by-step support system consisting of three stages of evolution, including

Stage 1 as new MICE in new promising industries, Stage 2 as MICE that can grow internationally, and Stage 3 for convergence MICE support through

Seoul Industry-Related MICE Convergence

- Step by Step Supporting System



Vitalization of industry-led governance and private-public cooperation

Seoul’s MICE industry development policies are being pursued through private-public cooperation with “Seoul MICE Alliance (SMA),” which consists of 230 member companies. Started with 47 companies in 2010, SMA has 230 member companies as of 2016. Having achieved five-fold quantitative growth and, for substantive creation of profits of member companies, it will conduct business conferences and meetings between the hosts of MICE events, which are scheduled to be held in Seoul, and SMA members, seeking qualitative growth as well.



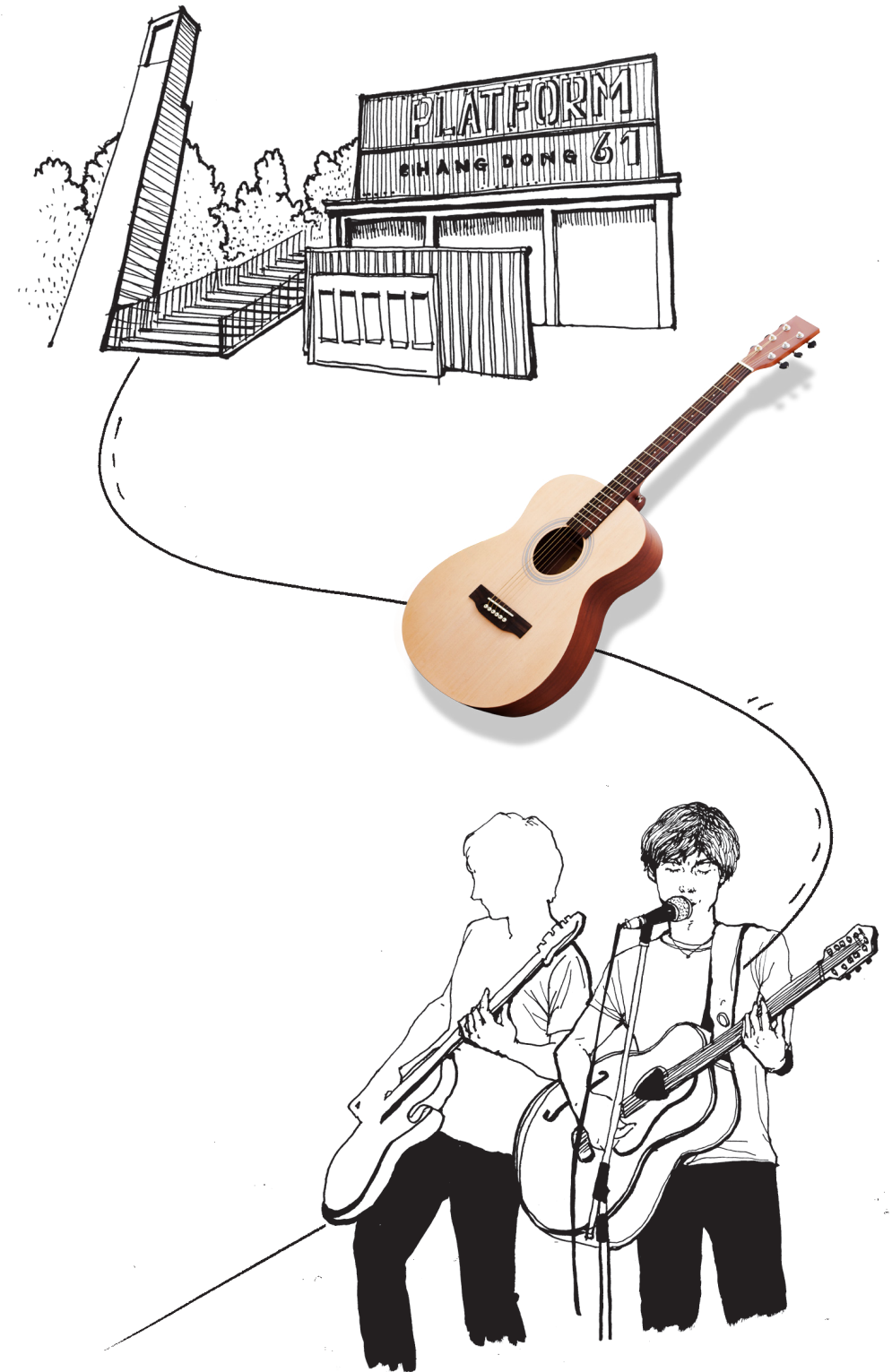
Establishing a foundation for growth through MICE talent bank program

Among Seoul MICE supporters (1,800 people), the city will select outstanding members to pair them with people who are currently working in MICE industries and who will act as mentors, in an effort to support their recruiting and employment activities such as internship programs through consulting sessions on employment, resumes, cover letters and others.

On the path to becoming a true global MICE city, Seoul will continue its work to grow MICE through expansion of infrastructure and establishment of a foundation for qualitative growth.

13. Platform Changdong 61

Platform Changdong 61 is a stage from which the Center of the New Economy for Changdong & Sanggye will grow, and will become the foundation of the music industry.



We Aim High at Building A Cultural and Economical Hub

A Door Leading to Tomorrow “Platform Changdong 61”

Center of New Economics for Changdong & Sanggye in 2014, the City of Seoul has been moving forward in order to develop the district of Northeast Seoul and designate it as the “City of Gathering and Enjoyment.”

It is expected that Platform Changdong 61, ahead of the “Project for Creation of the Center of New Economics for Changdong & Sanggye,” will be a first step towards improving the image of the four districts in the northeastern part of Seoul (Seongbuk, Gangbuk, Dobong, and Nowon), which have been viewed as areas primarily comprising apartment buildings.

Platform Changdong 61 is a stage from which the Center of the New Economy for Changdong & Sanggye will grow, and will become the foundation of the music industry, offering a variety of music performances and cultural content until the Seoul Arena is complete in 2021.

Main Plan

In the past decade, the scale of the performance culture has grown, but there is still a need for im-

provement due to the lack of infrastructure. In other countries, like England and Japan, success has been achieved by invigorating districts with the building of arenas and by dispersing the function of a city from metro based to sub-metro based.

The City of Seoul plans to promote various cultural events and activities such as music and hobbies through Platform Changdong 61 in order to emphasize creativity, the promotion of arts, and a sharing culture. This is to allow the Changdong and Sanggye regions to become recognized as centers for culture, and also to set a foundation for the construction of the Seoul Arena through Platform Changdong 61. In order to make this a reality, various programs that include music, performance, food, fashion, and photography will be held at 61 large containers built with a gross surface area of 2,456.73m².

• Platform Changdong 61’s features are below

- Multicultural space featuring the latest music trends
- Private control of the content will be managed in order to keep to the latest trends
- Program content will focus on participation and experience rather than simple commercial appeal
- Each program’s quality and professionalism will be



assured by inviting experts for each field, including Shin Dae Chul, Cho Se Hyun, etc.

- Provide a variety of experiences, including united concert by Genre and Recording Labels, Cooking, Fashion Photo class etc.

• Space for Culture & Art

The Culture & Art space will provide infrastructure to expand the scope of music culture such as a theaters and recording studios for musicians and artists.

• Space for Lifestyle

People from all over can take part in and enjoy many different programs like cooking, fashion, and photography, as classes will be taught by experts in each one of these fields in the Lifestyle space.

• Space for Community

The space for Community is a place where residents can host and create programs by themselves. Through this place, anyone can organize groups and participate in a variety of activities.

The Center for Music and Performance, The Space for Culture And Arts

With the completion of the Seoul Arena in 2021, the Space for Culture and Arts is expected to be the center

for music and performance. The Red Box, located in the first container auditorium, will provide various genres of performers year round. The space for Culture and Art will provide various platforms for content, such as a theater for musicians and artists, a recording room, and a studio for music culture.

- The Red Box : live music concerts, events related to music, live shows, etc.
- Changdong Sound studio : Residence type studio for music directors and others to rent as a living space where they can practice their craft.
- Recording studio : Space for both musicians and residents for playing music and performing.
- Rehearsal Studio : Band ensemble space for both musicians and residents.

Music Curation & Label United Concert

This concert will be a new style of performance, with the musicians who reside at Changdong Sound studio collaborating with other musicians to create and perform music.

- Musicians will participate in planning to create new content development.
- The creative content will only be developed by Platform Changdong 61

The combination of the domestic music industry market, available human resources in the region, and accessibility of public transportation, will combine to create a great synergistic effect.



Redbox Established Permanent Concert

Redbox also provides lifestyle concerts, with the stage hosting open lecture musicians every month.

- Provides differentiated programs that unite different aspects of culture (music, food, and fashion)
- Unites various genres of music : offers a creative performance through collaboration between artists

Changdong Sound Series

Provides samplings of genre-based music like Korean classical music, Rock, Latin, Hip-hop, and Electronic and features programs about sub-cultures

- Providing genre oriented performances in festival format

Event Performance and Participation of Residents and General Rentals

Providing event programs in order to promote resident's participation and renting of theater facilities

- Event performance: Adolescent Wow Rock! Festival, Office Worker's Band Festival, etc.
- Amateur bands, Clubs, etc.- resident participation rentals and musician's general rentals.

Living for Myself, Space for Lifestyle

In the space for Lifestyle, there are many opportunities to learn and enjoy various contents like cooking, fashion, and photography taught by experts from different fields.

Cooking Class

Learn about dishes that are the latest trends in cooking and make signature recipes that can be shared with friends and family.

- One-day cooking class with star chefs
- Learning recipes that star chefs recommend

Style Up Class

Students learn about fashion sense through styling

know-how and develop/craft quality items better than brand-name products from designers and professional stylists.

- One day fashion class with models, hair designers, and make-up artists
- Mix shop in the Multi-cultural Space :
Enjoy through collaborations between artists and designers

Photos in Class

There are not only learning programs that teach how to take a picture from professional photographers, but also programs that take you to places to practice through experience.

- Short-term and long-term classes with professional photographers
- Programs are run for shooting photographs and visiting sites

Sharing with Others, the Space for Community

The space for Community is where residents can create and host a program themselves. Anyone can join to create new gatherings and engage with others through this space.

Room for Workshop

This is an open space for regional residents to have workshops, meetings, and a place of education (Targeting teachers and students).

Creative School

Creative School is a program for young students who plan to have careers in the culture and art fields.

- Providing special lectures for Art and Culture content
- Providing mentoring programs by professionals and experts in different fields

Urban Restoration Cooperation Support Center in the 4 Northeast Districts

The Urban Restoration Cooperation Support Center is an institution of the city of Seoul that supports urban regeneration projects throughout the regions.

- Cooperate with supporting centers from 4 Northeast districts to develop programs for community involvement
- Support economic type, urban restoration projects with cooperation from the 4 Northeast districts :
Promoting studies of people and governance

Expected Outcome

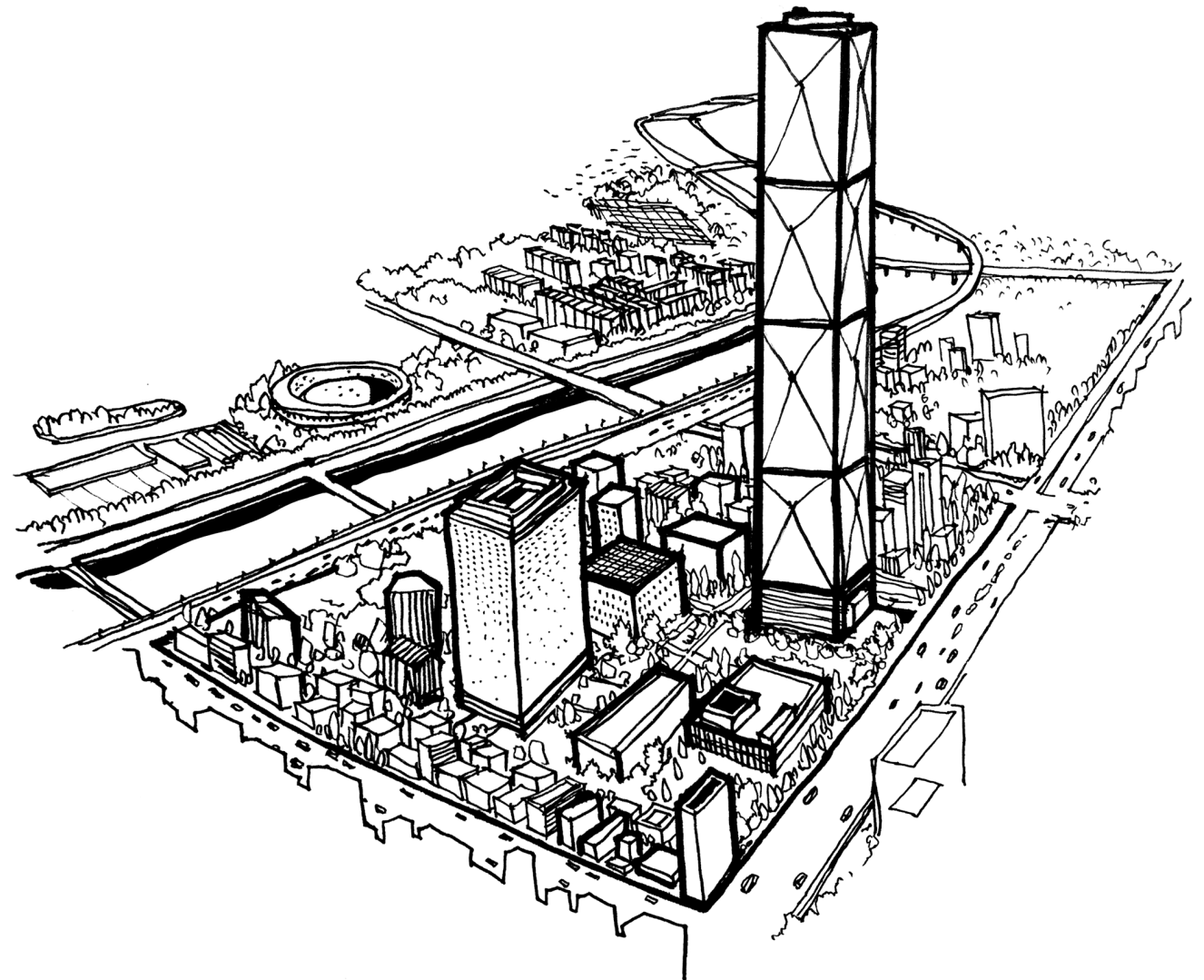
The Center of Culture & Economics of Northeast Seoul Beginning with the Platform Changdong 61, and expanding once the construction of the Seoul Arena is complete, Seoul will become the new center of culture and economics. The combination of the domestic music industry market, available human resources in the region, and accessibility of public transportation, will combine to create a great synergistic effect.

- Through this new economic hub project in Changdong & Sanggye, 80,000 new jobs are expected to be created. This not only includes companies for music performances but over 300 companies in broadcasting advertisement, movies, and gaming will join to create more than 13,000 additional new jobs.
- A new culture that includes the residents' lifestyles will be created after a variety of cultural content has been created, with the music industry at its core. Once a new culture is begun with the younger population, artists, innovators, and residents throughout the Changdong and Sanggye regions, the image of Northeast Seoul will be greatly improved and will attract over 100,000 visitors from Seoul annually.

14.

Development of Seoul International Complex

We began developing a plan and have been moving towards a transformation of the area from COEX to the Jamsil Sports Complex with the goal of creating a hub of international business exchange.



We Are Expecting the Greatest International Complex In the Asian Hub City, Seoul

Development of Seoul International Complex

Vision and Basic Direction

The area from COEX to the Jamsil Sports Complex is a center for exhibitions, conventions, and international affairs. Facilities in the area served as the venue for the 1988 Seoul Olympic Games, and still attracts a great number of visitors. The Seoul Metropolitan Government began developing a plan in 2008 and have been moving towards a transformation of the area with the goal of creating a hub of international business exchange (a MICE complex integrating international affairs, exhibitions, conventions, sports, culture, and entertainment), thereby improving Seoul's global competitiveness. The Seoul Metropolitan Government completed the master plan for the Seoul International Complex in 2016, and will now begin the development in earnest.

Vision and Basic Direction

Build "International MICE Complex," where the world meets and citizens join forces

- Foster major business facilities and lead the competitiveness of the city by strengthening

exhibition/convention facilities and furthering international affairs

- Build internationally renowned tourist attractions by developing open spaces around the Hangang (River) and Tancheon Stream
- Enhance accessibility by expanding the transportation infrastructure, and establish a transit-oriented transportation system



Schedule

Conduct the construction successfully using public infrastructure investment and ideas from the private sector.

- Carry out construction of infrastructure with high public interest using public expenditures
- Provide minimum guidelines to allow the private



sector to freely propose projects for all sites, including public projects.

- Develop in stages beginning in 2019 considering the continuity of sporting events

►First stage (2019~2021)

- Relocation of Student Gymnasium, demolition of swimming pool
- Construction of exhibition/convention facility ①
- Construction of the indoor sports complex
- Construction of leased facility of hotels and for-profit facilities
- Maintenance of the Hangang(River) and Tancheon Stream

►Second stage (2019~2023)

- After National Sports Festival (in 2019), demolition of indoor gymnasium and auxiliary stadium
- Renovation of the main stadium
- Relocation and construction of the auxiliary stadium
- Construction of the youth hostel
- Construction of the marina and related for-profit leased facilities

►Third stage (2020~2025)

- Moving Olympic-daero underground and demolition of the baseball park
- Relocation and construction of the baseball park

- Construction of exhibition/convention facility ②

Expected Outcome

Economic benefit of 27 trillion won annually, and creation of approximately 130,000 jobs

- Grow into a hub of international affairs by realizing the potential of the southeastern region
- Prepare for periods of low-growth and create new jobs now and in the future
- Development of public land such as the Jamsil Sports Complex : Economic benefit of 15 trillion won annually, and creation of approximately 80,000 new jobs
- Development of private land such as Hyundai Motors GBC : Economic benefits of 265.6 trillion won over 27 years (2 years for approval, 5 years of construction, 20 years after completion), and creation of approximately 1,216,000 new jobs
- Mixed-use development of Yeongdong-daero underground complex : Economic benefits of 2.5 trillion won annually, and creation of approximately 12,000 new jobs

We plan to transform the area around the Jamsil Sports Complex, the Hangang River, and Tancheon Stream into an area containing Seoul's most renowned tourist attractions for international events and cultural activities.

Development of public land such as the Jamsil Sports Complex

Transform the area around the Jamsil Sports Complex, the Hangang River, and Tancheon Stream into an area containing Seoul's most renowned tourist attractions for international events and cultural activities

- Establish the world's only MICE Complex by building leisure spaces, sports facilities, and cultural spaces in the center of the city around the Hangang River and Tancheon Stream
- Develop a sustainable urban development model to create environmentally-friendly and transit-oriented infrastructure
- Accomplish public-private cooperation by combining support from the public sector and ideas from the private sector

Improve the Jamsil Sports Complex and its supporting facilities

- Upgrade dilapidated sport facilities, and combine cultural and commercial functions to build an urban sports complex
- Main Stadium : Preserve the circular stadium (location, central design), a symbol of the 1988

Olympics, and modernize the stadium for international games

- Utilize the seating capacity of 60,000 by combining sports with additional facilities to create synergy, and enhance the general usability
- Auxiliary Stadium : Utilize the stadium as a multi-use stadium, as a track and field training facility, a public sports facility, and as a soccer stadium
- Sports Complex : Transform into a complex for sports and culture, with concerts and entertainment facilities
- Baseball Park : Build in a location offering views of the Hangang River and reinforce convenience facilities for players and audience

Build large-scale exhibition and convention facilities, and expand related infrastructure (commercial and cultural facilities)

Build a hub of international business exchange, leading global competitiveness by building a MICE cluster and creating Seoul exhibition brands.

- Exhibition and Convention : Capitalize on the locational advantage of the center of the city, establish a cluster by linking similar nearby facilities,



connect to the global network, and create Seoul exhibition brands.

- Build large-scale facilities (around 100,000m²) dedicated to exhibitions and conventions in the center of the city.
- Functions : Build accommodations such as luxury business hotels and youth hostels, and establish for-profit facilities (190,000m²) differentiated from local commercial areas on the basis of pedestrian walkways.
- MICE linked businesses such as duty free shops and sports category killers are recommended.
- Programs : Establish creative facilities and programs suitable for the characteristics of a MICE Complex and amplify the synergistic effects with each facility.

Create tourist attractions by building facilities for leisure and rest in the center of the city

Establish a plan to utilize the surrounding area and waterside areas by moving Olympic-daero, Tancheondong-ro, and Tancheonseo-ro underground.

- Moving roads underground : Move Olympic-daero, Tancheondong-ro, and Tancheonseo-ro underground in order to integrate and use the waterside areas.

- The waterside areas : The waterside areas around the Hangang(River) can be used as a multi-purpose space featuring performances, swimming, picnicking, and camping, and Tancheon Stream can serve as a rest area allowing for daily leisure in the center of the city.

- Pedestrian walkways : Build pedestrian walkways encompassing COEX, Hyundai Motors GBC, Tancheon Stream, the Jamsil Sports Complex, and the Hangang River
- Build a symbolic Tancheon Walkway that integrates buildings into a bridge, and use it as a base for cultural tourism.
- Ecological bases : Preserve and nurture the channel junction of the Hangang River and Tancheon Stream, where various ecosystems exist, as an ecological base.

Create tourist attractions by building facilities for leisure and rest in the center of the city

Expand five service routes, including metropolitan railways, and establish a public transportation system that is directly connected to the international airports.

- Consider the ecology and pedestrian walkways

We plan to encourage the development of private lands into major business facilities increasing the competitiveness of the city through the gathering of international affairs.

environment, and pursue “LEED-ND (LEED-ND : Leadership in Energy and Environmental Design–Neighborhood Development)” certification.



Development of private land such as Hyundai Motors GBC

Encourage the development of private lands into major business facilities increasing the competitiveness of the city through the gathering of international affairs

① Hyundai Global Business Center (GBC) site

Build a new landmark in Seoul where people around the world can communicate and have exchanges with citizens of the city

- Build facilities (928,000m²) suitable for international affairs (Hyundai Motors GBC), exhibitions and conventions, a concert hall, and a hotel
- Create a MICE cluster of international affairs, linked with areas encompassing COEX, Hyundai Motors GBC, and the Jamsil Sports Complex
- Build an open place where citizens can freely walk about by placing buildings in harmony with lanes in between streets and the existing city structures
- Revitalize the streets of the entire site using public pedestrian walkways
- Build tourist attractions that draw in many citizens and tourists, such as a high-rise observatory
- Present the future construction vision of environment-friendly high-rise buildings through self-supporting and environment-friendly plans
- Renewable energy supply ratio of more than 20%
- Achieve the global standard higher than the gold LEED certification
- Biotope area rate of more than 35%

② Seoul Medical Center and old site for Korea Appraisal Board

Seoul Medical Center

Encourage the introduction of facilities for international affairs and specialized exhibition facilities, and revitalize streets by utilizing the lower levels of buildings around Tancheon Stream

Korea Appraisal Board

Encourage the introduction of facilities for international affairs and accommodation, and revitalize streets by utilizing the lower levels of buildings around Tancheon Stream



③ Small- and middle-scale lands

- Encourage the accumulation of business functions, and expand the MICE supporting functions
- Manage the business complex and city service areas separately, in consideration of the link between the location and the surrounding areas
- Provide incentives to the floor area ratio and height when introducing MICE supporting functions
- Prepare measures to encourage voluntary large-scale development, considering the rising pressure of development
- Develop autonomously within the maximum development scale in consideration of the surrounding urban areas and communities
- Propose measures to upgrade use areas that are linked with the infrastructure (reorganization of household units)

• Regional activation through improvement of the pedestrian environment

- Propose measures to secure public pedestrian walkways to create the main walking axis in the construction region
- Revitalize streets by utilizing the lower levels of buildings, and improve the street environment through limiting the width of first floor shops

Mixed-use development of Yeongdong-daero underground complex

Mixed-Use Development of Yeongdong-daero underground complex based on the expansion of metropolitan transportation

- Mixed-use development of Yeongdong-daero underground complex (floor area ratio 159,000m²), facilitating transfers between railways and buses
- Through the linking of four metropolitan railways and city railways (light rail and subway), significantly improve accessibility to major cities
- Establish a metropolitan complex transfer system for organic links of public transportation facilities
- Complete a metropolitan complex transfer system for transferring conveniently and rapidly to various transportation means, such as railways, buses, and airplanes
- Maximize the use of urban space by building three-dimensional facilities around railway stations
- Build an organic and integrated complex by connecting major facilities such as COEX, integrated stations, Hyundai Motors GBC, and the Jamsil Sports Complex
- Reorganize the environment for pedestrians and bikes, in order to allow railway passengers to use the major facilities easily

15. Sewoon Shopping Mall, Taking A Leap

We announced the “Urban Renewal & Revitalization Project of Seoul” in order to reflect the past to the new paradigm of the low-growth era.



Build Together, Prosper Together, Happy Together

Reforming Sewoon Shopping Center

Over the past half-century, Seoul has achieved remarkable growth in the world. The national income per capita, which was \$ 45 in the 1950s, has rapidly reached \$ 20,000. Korea's remarkable economic growth was so exceptional that it gained the nickname of 'the Miracle on the Han River.' However, in the process of rapid growth, Seoul has neglected to pay attention to the underprivileged, and failed to consider the long term implications of Seoul's assets and future generations. Seoul is now experiencing the age of low growth. To ensure continued growth and development of the city, a new paradigm is urgently needed to reflect the times according to the changing demands and consideration of future generations.

Seoul's Urban Regeneration

In March of 2015, Seoul announced the "Urban Renewal & Revitalization Project of Seoul" in order to reflect the past to the new paradigm of the low-growth era. In the future, the SMG will select 27 "Seoul's Urban Regeneration Leading Areas," which will serve as the driving models for future urban re-

generation, carry out the first stage of urban regeneration projects in these regions, and plan to expand them across Seoul. In addition, we have introduced a customized maintenance method that enables residents to focus on the entire process from planning to implementation, instead of the uniform demolition system, so that the unique identity of the spaces can be preserved.

Purpose

- **Build together**
 - Residents, the public and private institutes think, act, and build together
- **Prosper together**
 - The region develops and receives benefits together
- **Happy together**
 - Pave the road to enhance the quality of life for future generations

Directions

- Under a people-centric principle, respect the identity of Seoul,
- Reorganize into a customized maintenance method instead of the uniform demolition system; and



- Promote the entire process from planning to implementation with residents.
- Focus on forming sustainable driving force rather than short-term and physical achievements.
- Concentrate on investing in Priming Water Project for the public to attract local vitality.

Object

- **Declining and Underdeveloped Industrial Areas**
 - Three areas including Sewoon Shopping Center, G-Valley, and Janghanpyeong area
- **History and Cultural Resources Areas**
 - Seven areas including Sejong-daero, Mapo Oil Depot, and Nodeulseom Island
- **Low use and Underdeveloped Central Areas**
 - Five areas including Seoul Station, Chang-dong-Sanggye, Yeongdong MICE, Sangam-Susaek

Dasi (Again) • Sewoon Project

Seoul has chosen the Sewoon Shopping Center, which was selected as a declining and underdeveloped industrial area, as the first region in the "Urban Renewal & Revitalization Project of Seoul." Built in 1968, the Sewoon Shopping Center was the first residential complex in Korea, and its name means 'the energy of the world is gathering again.' It was

once called the electronic mecca of South Korea, but is now underdeveloped and stagnant. Seoul has named the regeneration project of the Sewoon Shopping Center as "Dasi-(Again) Sewoon Project," to reflect the meaning that 'the energy of the world is gathering again.' The SMG has started city revitalization projects in order to turn the Sewoon Shopping Center district into a central axis of walking and innovative area for creative manufacturing industries. In addition to improving the existing infrastructure such as the planned walkways, we also strengthened the policy support by attracting strategic institutions that will become growth engines in order to revive manufacturing innovation through the Sewoon Shopping Center, which is drawing the attention of Silicon Valley in the United States, Shenzhen in China, and others. The main points of the project are as follows.

Dasi (Again) Walking Sewoon (Regenerating the Walk)

"Dasi (Again) Walking Sewoon" aims to revive the Sewoon Shopping Center district so that people want to once again hang out in the area. To that end, we will create a "Dasi (Again) • Sewoon Square"; re-connect

“Dasi (Again) Sewoon revisited” aims to link the potential of the Sewoon Shopping Center with an external growth engine to build the Sewoon Shopping Center as an innovation center for the creative manufacturing industry.

the axis of walking between the south and the north by restoring the above-ground pedestrian bridge, which was disconnected during the restoration of Cheonggyecheon Stream in 2005, as Sewoon pedestrian bridge; and re-connect the axis of walking between the east and the west by installing escalators and elevators that lead directly from Daerim Shopping Center to the Eulji-ro Underground Shopping Center area. Thus, visitors to Cheonggyecheon Stream will be able to directly go to Jongmyo and Namsan Mountain through the above-ground pedestrian bridge. The SMG will also create Sewoon Deck with various attractions next to the Sewoon Shopping Center to encourage visitation.

Dasi (Again) Sewoon Revisited (Regenerating the Industry)

“Dasi (Again) Sewoon revisited” aims to link the potential of the Sewoon Shopping Center with an external growth engine to build the Sewoon Shopping Center as an innovation center for the creative manufacturing industry. To this end, Seoul has strengthened its policy support.

- **Cooperation Support Center for Dasi Sewoon**

- Expand the functions of the existing communication center to uncover merchants and craftsmen

- Support outside creators and founders so that they achieve various innovations through cooperation
- Select operators through an open competition method

- **Sewoon Living Lab**

- A space for makers to make things and launch startups
- Those who want to create start-up businesses, those who want to collaborate in technology and production, and those who want to develop prototypes
- Operated at the Cooperation Support Center for Dasi Sewoon after the pilot operation

- **Attract Strategic Institutions**

- A plan to attract young people from Seoul Social Economy Center, New Job Research Institute at Seoul Creative Lab, and Graduate School of Urban Science of University of Seoul, and add vitality and innovation to their growth.

Dasi (Again) Sewoon Smile (Regenerating the Community)

“Dasi (Again) Sewoon Smile” aims to realize the revitalization of the Sewoon Shopping Center by helping local residents lead the way. Most of the underdeveloped cities are active only for a short period of time



when they are backed up. In order to prevent such a situation in the long run and help sustain those cities in the long term, Seoul is striving to establish a natural ecosystem at the starting phase.

- **Dasi Sewoon Civic Council**

- Independent resident organization for the regeneration of the Sewoon Shopping Center
- Sharing vision and inducing active participation
- Establishing a framework for maximizing effects

- **Repair Cooperative**

- Strengthening competitiveness of technical craftsmen
- Workshop to learn repair techniques from craftsmen
- Integration services for repair service businesses

- **Activation Program Operation**

- Expect synergistic effects between craftsmanship and young people's ideas
- 21C Alchemist : Participation of technical artisans, science and technology experts, and strengthening youth competency
- Sewoon Shopping Center as a university : a citizen's university where technical craftsmen and merchants participate and teach

- **Residents Cooperation Project**

- Residents suggest ideas and implement them.
- Competition for citizens and merchants.

- An opportunity to attract attention and identify potential.

- **Gentrification Prevention Agreement**

- Sharing awareness to prevent gentrification.
- Rent stabilization through the Gentrification Prevention Agreement
- Sharing awareness through residents briefing session

Sewoon Shopping Center, where the energy of the world is gathering again

Seoul hopes to revive the Sewoon Shopping Center, the most underdeveloped area in Seoul since losing vitality in the 1990s, through implementation of the Dasi (Again)•Sewoon Project. Seoul will strive to rebuild the Sewoon Shopping Center, which is part of the urban and architectural legacy of Seoul, and a complex of history, culture, and industry with cultural value and meaning, as a landmark that spreads vitality to the neighboring areas and connects Seoul's central walking axis in all directions.

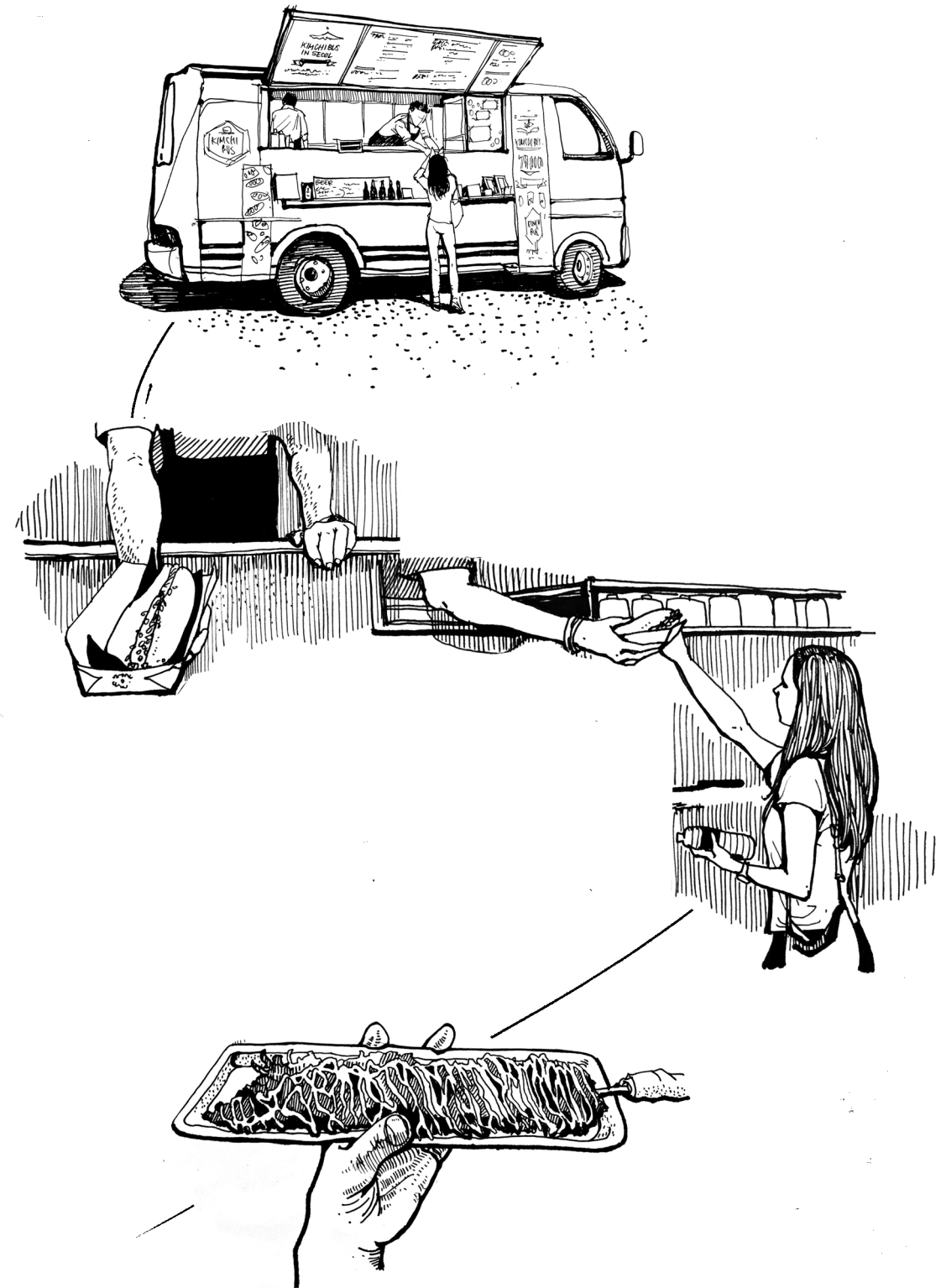
- **Floating population expected to increase 5-fold**

- **Store sales expected to increase by 30%**

- **70% of businesses have lease agreements based on the Gentrification Prevention Agreement**

16. Seoul Night Market

The Seoul Bamdokkaebi Night Market is expected to boost the local economy, youth business start-ups, and job creation, as well as serve as a platform for new cultural attractions for Seoul citizens to enjoy.



Welcome to Fantastic Night Markets Brightening Seoul's Nights

Seoul Bamdokkaebi Night Market

“Seoul Bamdokkaebi Night Market,” opened last October in Hangang Park in Yeouido, reopened as an updated version. This year, Seoul is organizing the Seoul Bamdokkaebi Night Market to take place every Friday and Saturday night at five different locations with each having a unique theme. The Seoul Bamdokkaebi Night Market is expected to boost the local economy, youth business start-ups, and job creation, as well as serve as a platform for new cultural attractions for Seoul citizens to enjoy.



Many countries, such as the United States and Thailand, have their own night markets, which serve as tourist attractions and boost the local economy. Seoul aims to likewise encourage related organiza-

tions and groups in the areas that fit the theme of Seoul Bamdokkaebi Night Market to participate in the project in order to develop them into cultural tourist attractions representing Seoul's nightlife.

Origin of the Title

Bamdokkaebi Night Market originated from “dottegi market,” which refers to a temporary or seasonal market where wholesale trade, secret trade, and others trading are conducted. The term has long been used to refer to traditional markets, such as markets in Hwanghak-dong and Banghak-dong. Seoul Bamdokkaebi Night Market is a market that opens at night and disappears in the morning like a dokkaebi, which is a demon or ogre in Korean folklore and fairy tales. It also alludes to the fact that the market is a space that transforms with the passage of time. Traditionally, dokkaebi perform magic with a club and enjoy dancing and singing with human beings. Dokkaebi are familiar folklore creatures to many Koreans. Dokkaebi were chosen as the mascot of Seoul Bamdokkaebi Night Market because they offer fun and dynamism at night to the citizens of Seoul as well as tourists.



Schedule

The Seoul Bamdokkaebi Night Market will open in Yeouido Hangang Park, Banpo Hangang Park, Dongdaemun Design Plaza, Cheonggyecheon Stream and Eunpyeong Innovation Park at the same time. Based on the results of operation this year, Seoul will expand the night market to 10 locations by 2018.

Operation Plan

The Seoul Bamdokkaebi Night Market will operate at five different locations in Seoul (Yeouido Hangang Park, Banpo Hangang Park, Dongdaemun Design Plaza, Cheonggyecheon Stream and Eunpyeong Innovation Park). The market will open every Friday and Saturday night between March 24th and October 28th (Cheonggyecheon Stream Night Market will open on Saturdays and Sundays), and citizens will be able to enjoy their time there. In addition, Seoul will improve the operation of the market and make it more efficient so that the Night Market can grow into a leading site of Seoul.

- Introduction of a card payment system, a price display system, and a system indicating the origin of the products

- Coordinating the ratio of handicrafts and food sales and designating sections for local merchandise
- Trademark application and registration of “Seoul Bamdokkaebi Night Market” brand
- Gradual transition into a private autonomous operation with administrative support (scheduled for 2017)

Yeouido World Night Market

One night world tour with Bamdokkaebi

Seoul Bamdokkaebi Night Market unfolded along the beautiful Hangang River nightscape. With the nightscape of the beautiful Hangang River, enjoy traditional cultural performances, food, and handmade items from around the world.

- Time : 2017. 3. 24 ~ 10. 28 18:00~23:00
- Venue : Mulbit Stage in Yeouido Hangang Park
- Size : 42 Food trucks, 70 Booths for handmade items

- Operating headquarters
 - Information desk and situation room for Yeouido World Night Market
 - Provides information about night market and help in case of emergencies

We will improve the operation of the market and make it more efficient so that the Night Market can grow into a leading site of Seoul.

• Food

- Food trucks section for enjoying various food from across the world.
- Provides a variety of foods, such as Korean, Chinese, Japanese, and Western food, which represent the pride and thought of young chefs.

• Things to buy

- Place for enjoying handicrafts and other items from around the world.
- Provides a variety of handmade items, manufactured with brilliant ideas and skills, from unique handicrafts to daily items of social businesses.

• Performances

- Place for traditional performances from around the world.
- Provides a variety of performances, such as modern performances, busking, and guerrilla performances.

• Resting area

- Place for enjoying food along the banks of the Hangang (River) offering beautiful views of the Hangang (River) at night



DDP Youth Runway & Dancing Night Market

Youth Runway & Dancing Night with Bamdokkaebi

Seoul Bamdokkaebi Night Market is held against the backdrop of the energetic night scene of Dongdaemun, the Mecca of design in Seoul. Dongdaemun Design Plaza, a place for open culture, offers trendy food provided by young chefs, handmade items with artist trademarks, romantic busking performances by local youth, unique and passionate fashion shows, and a variety of other performances.

- Time : 2017. 3.24~10.28 18:00~23:00
- Venue : Dongdaemun Design Plaza (DDP)
- Size : 30 Food trucks, 70 Booths for handmade items

• Youth Food

- Food truck section of the Youth Runway Market with a variety of food
- Features a variety of food made by creative young chefs.

• Youth Creativity and Intelligence

- Place to see items, from creative products made by young people to products offered by Dongdaemun merchants
- Features a variety of items, such as unique handicrafts of young designers and valuable items for daily necessities as well as finished products by Dongdaemun merchants

• Youth Romantic Square

- Cultural place for young artists.
- Features unique performances of Youth Runway Market & Dancing Night, such as busking performances, DJ parties, and youth fashion shows

• Youth Sharing Space

- Place for enjoying food bought from food trucks and buying homemade items

Banpo Moonlight View

Fun time with Bamdokkaebi

Romantic night out at the Seoul Bamdokkaebi Market where you can enjoy the moonlight reflected on the Hangang River and the brilliant Moonlight Rainbow Fountain. Enjoy healthy and delicious food, handmade items brought to you by young people and moonlight-themed performances.

- Time : 2017. 3.24~10.27 18:00~23:00
- Venue : Banpo Hangang Park Moonlight Square
- Size : 30 Food trucks, 70 Booths for handmade items

• Moonlight Recipe

- Food trucks offer varied and healthy menus to visitors who wish to enjoy the view of the Hangang River while eating
- Hearty food prepared by people from different

backgrounds including young chefs and retired elderly couples

• Moonlight Market

- Handmade products and interactive programs
- Witty works by up and coming artists and skilled works by popular artists

• Moonlight Stage

- Romantic space featuring light-utilizing performances and moonlight-themed acoustic busking

Cheonggyecheon Bamdokkaebi Night Market

Night Market at Cheonggye with Bamdokkaebi

Against the beautiful backdrop of Cheonggyecheon Stream in the heart of the city, the Seoul Bamdokkaebi Night Market will present you with a cozy and heart-warming experience.

- Time : 2017.3.25~10.28 16:30~21:30
- Venue : Cheonggyecheon Stream (Mojeongyo~Gwanggyo~Jangtonggyo)
- Size : 30 Food trucks, 70 Booths for handmade items

• Food

- Select from many food trucks by the Cheonggyecheon Stream
- High quality food that features the skills and philosophies of the chef

• Shopping

- Fun handmade items by young sellers with a unique edge
- Experience corners for all to enjoy

• Experience corners for all to enjoy

- Romantic small scale performances that will make your heart beat faster
- Fun busking performances that will liven up your weekend

※ The copyright for the contents and images contained in the book belongs to
Seoul Metropolitan Government.

Policies and Initiatives of Seoul Metropolitan Government

Citizens Dream, **Seoul** Creates

Published by Mayor of Seoul, Park Won Soon

Edited by Director General for Public Communication, Seo Jeong Hyup

Director for City Brand, Kim Dong Kyung

Assistant Director for Brand Marketing, Lee Nam Hyoung

Deputy Assistant Director, Kim Lan Hee

Deputy Assistant Director, Chung Byeong Ho

Deputy Assistant Director, Jeon So Yoon

Deputy Assistant Director, Jo Jeung Yoon

Publication Date Mar. 24. 2017

Government Publications Registration Number

ISBN 979-11-5621-997-2 03350

Designed by “Design Seoul”

COPYRIGHT © 2017 SEOUL METROPOLITAN GOVERNMENT ALL RIGHTS RESERVED.

