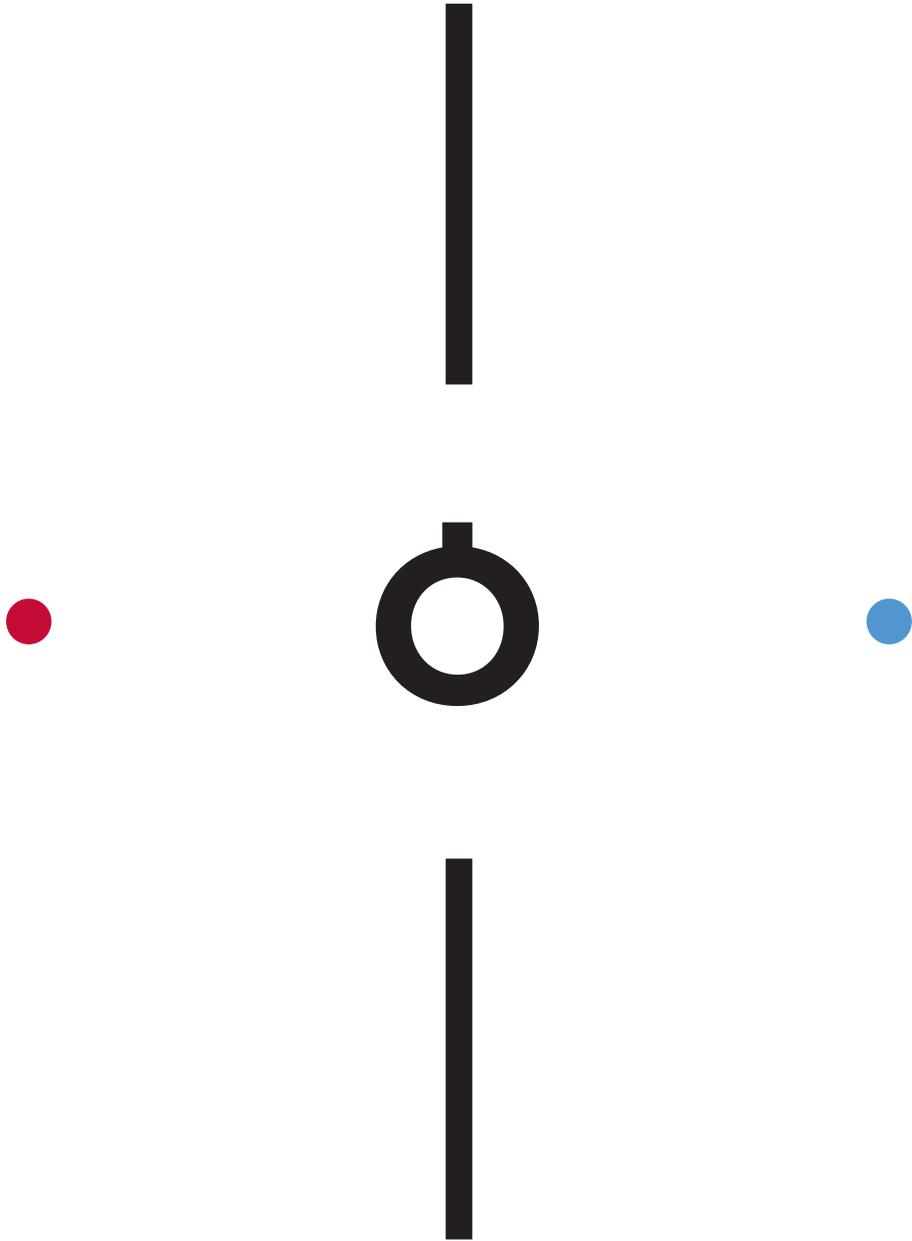


# Seeing Seoul



You and me,  
seeing  
our Seoul

— I · SEŌUL · U —



# Seeing Seoul





Hangang art park pink penguin in Ichon-dong

# Seeing Seoul





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Oil Tank Culture Park as seen from Maebongsan Mountain Observatory in Sangam-dong

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# Seeing the Seoul that is Owned by the People





A city that embraces the daily lives of  
the people has a life of its own.

It changes and matures with time,  
and at some point it blooms like a flower.

When a city is fully grown, the lives of the citizens  
become richer and city's competitiveness heightens  
with clusters of diverse people.

The people are a city's potential.

The people are the driving force that makes a city breathe and move.

The people are the owners of a city.

This is how Seoul defines the word, "city."

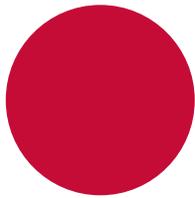
Seoul dreams of sustainable growth  
based on the lives of citizens.

Seoul hopes to become a mature city  
that sympathizes with and tends to the lives of Seoul's residents  
through innovation and regeneration, balance and solution,  
mutuality and exchange.

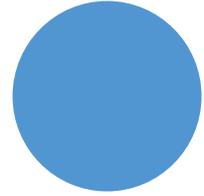
We will create a Seoul in which work is enjoyable,  
life is convenient, and the city pleasant and safe.



Seoul  
Everyday  
Sceneries



Seoul is the stage for the lives of 10 million citizens.





**Seoul through which  
you want to walk**



# **Walking through Seoul Following Nature, Following Culture**



Seoul is a city of walking. Railways were transformed into walking trails within nature, and the cultural trail following Seoul's history changes its everyday scenery. The trail incorporates Seoul's heart that wants to give the gift of relaxation to the citizens who go about their daily lives with hurried steps, allowing them to slow down for a moment. Seoul continues to oversee the city's environment and culture in order to become the "Seoul through which you want to walk" while looking at the blue sky, feeling the pleasant air, and enjoying Seoul's culture.



Seoullo 7017

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### ● Seoul, a Special Pedestrian City with the Citizens' Steps

Seoul is sparing no effort to be “Walking City, Seoul,” where the city will no longer be vehicle-oriented but rather pedestrian-oriented. Under this initiative, Seoul has designated sites with heavy foot traffic and with historical and cultural values as special pedestrian zones, and restricted Grade 5 vehicles from entering Hanyangdoseong, the Seoul City Wall, as part of the “Green Transport Promotion Zone,” which turns road environments into pedestrian-, bicycle-, and public transportation-oriented areas. The reduction of city traffic will result in a decrease of greenhouse gas emissions from vehicles. Local conditions were taken into consideration to initiate “Car-Free Streets” along Sejong-daero as well as in Sinchon and other major areas in Seoul. Citizens can experience walking along “Seoul Trail,” which encircles the entire city, comprising eight courses equipped with forest, riverside and village trails as well as resting facilities such as a book cafe.

Seoul Car-Free Pedestrian Streets : [seoul.go.kr/story/walk](http://seoul.go.kr/story/walk)

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### ● Seoullo 7017, a Symbol of Seoul's Pedestrian Streets

The whole area of Seoul Station, which was once severed by a roadway, regained its spirit with “Seoullo 7017.” The Seoul Station overpass completed in 1970 was reborn as a public park and pedestrian street in 2017. All seventeen roads are connected via Seoullo 7017 for easy mobility to nearby areas. Throughout the pedestrian street are rest areas and parks with various content along with free Wi-Fi so that visitors can relax and enjoy their promenade in Seoul's most representative trail.

Seoullo 7017 : [seoullo7017.seoul.go.kr](http://seoullo7017.seoul.go.kr)



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### ● A City of Forests and Parks with Seoul Botanic Park.

Seoul pictures a green city rich with forests, parks, and green areas. Seoul opened the “Seoul Botanic Park” and organically welded together a park and a botanical garden into a space that is seventy times the size of a football field, allowing plants to flourish as life and culture. The 100-meter, circular greenhouse is home to wild plants from twelve countries around the globe, and the outdoor “Themed Park” houses various plant cultures, including a recreation of a traditional garden with wild Korean plants. Seoul Botanic Park boasts a colorful composition, including “Open Forest” and “Lake Garden” as well as “Marsh Park” where visitors can observe organisms that thrive in marshes. The park aims to serve its role as a habitat for plants and plant culture education as well as a hub for city gardening. There are parks and green spaces within a 10-minute walk throughout the city for citizens to enjoy a green city in nearby spots.

Seoul Botanic Park : [botanicpark.seoul.go.kr](http://botanicpark.seoul.go.kr)

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### ● Railway Reborn as a Forest Trail

The old Gyeongchun Line and Gyeongui Line railways of the past have been reborn as forest trails, now serving the citizens as resting areas. Gyeongchun Line Forest, organized of three sections, is adored by citizens with varied sceneries like cozy cafes and old train stations. Gyeongui Line Forest, completed before Gyeongchun Line Forest, has become one of the most representative forest trails of Seoul as a result of its land reclamation. Gyeongui Line Forest offers leisure and relaxation to citizens’ lives with its themed, sectional trails such as its ginkgo tree as well as pine tree trails.



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### ● **Solar City Made Independent with Solar Power**

The hottest issue today is energy, right? Seoul recognizes solar power as sustainable energy that is safe from fine particulate matter and greenhouse gases. Solar power is eco-friendly energy that can be created with citizens in terms of the expansion, operation, and revenue sharing of power plants. Therefore, Seoul supplies each household with a miniature solar power generating station so that a portion of the consumed energy can be directly generated into eco-friendly energy. Seoul offers small subsidies to citizens who want to install a “miniature solar power generating station” in their houses and buildings; the installation of solar power generating facilities is mandatory for new buildings. Seoul will also form local community power plants in which local residents and cooperatives will operate power generating stations and share the profits. In addition, all public buildings and sites will be supplied with solar power generation facilities.

Solar Power Support Center : [sunnyseoul.com](http://sunnyseoul.com)

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### ● **“One Less Nuclear Power Plant” with Eco-energy**

Seoul is a city with low energy production compared to its energy consumption. Seoul’s “One Less Nuclear Power Plant” initiative creates a structure and system that substitutes the amount of power produced at one nuclear power plant through energy production and reduction. Energy independence is improved through new and renewable energy like solar power, and energy efficiency is increased through improved building effectiveness and LED lighting. Seoul introduced a comprehensive solution to reducing energy use with eco-energy and the practices of saving energy to transform into a sustainable, energy-independent city.

One Less Nuclear Power Plant : [energy.seoul.go.kr](http://energy.seoul.go.kr)

Eco Mileage : [ecomileage.seoul.go.kr](http://ecomileage.seoul.go.kr)

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### ● Clear Blue Skies without Particulate Matter

Seoul strives to offer benefits and disadvantages according to levels of gas emissions of vehicles with “Eco-friendly Vehicle Grading.” Eco-friendly, vehicle-based facilities like EV charging stations will be prepared for the convenient use of eco-friendly vehicles. To reduce gas emissions of vehicle, old vehicles will be scrapped in advance before they run down. Operation of old diesel cars will be limited and gas emitted from heating and electricity generation will be heavily reduced to improve air quality. Old boilers in houses will be replaced with eco-friendly boilers, and the basic ordinance on the environment will be amended to reduce fine particulate matter emitted from thermal power plants in Seoul. In addition, Seoul will enhance its regulations on the management of indoor air quality and enforce new indoor air quality standards for facilities frequented by vulnerable social groups, such as children, pregnant women and senior citizens, as well as multi-purpose facilities used by a great number of citizens to create environments that are safe from fine particulate matter.

Fine Dust Information Center : [bluesky.seoul.go.kr](http://bluesky.seoul.go.kr)

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### ● Pleasant City Made with Electric and Hydrogen Cars

In order to fully welcome an era of electric and hydrogen cars, Seoul will scrap old diesel vehicles and support the switch to compact eco-friendly cars, even in the field of public transportation. Together with the Ministry of Environment, Seoul will offer tax reductions or subsidies for purchases of electric or hydrogen cars in order to increase the number of electric and hydrogen car supply. This system will effectively reduce greenhouse gases and transform the city into a green transportation city.



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### ● A City Without Disposable Plastics

In order to create a “city without disposable plastics,” Seoul strives to reduce the use of disposable plastics and increase the rate of recycling. Public institutions practice the zero plastic policy, which banned the use of single-use cups and bottles, plastic bags, and plastic umbrella covers, along with the “five tasks to reduce the use of plastics,” as a means to encourage voluntary citizen participation. As well as the reduced use of disposable plastics, the city also supports the “upcycling movement” through which waste is reborn as new items. The complex cultural space “Seoul Upcycling Plaza” opened its doors in Seongdong-gu as a place to promote and realize upcycling. As the center for promoting the upcycling and recycling culture, Seoul Upcycling Plaza offers workshops for related businesses and future entrepreneurs as well as support for advertising, marketing, project exhibitions, and sales.

Seoul Upcycling Plaza : [seoupup.or.kr](http://seoupup.or.kr)





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## ● Filling Up with Culture Instead of Oil

Mapo Oil Depot, a vestige of the old industrial times, was reborn into Oil Tank Culture Park after four decades as a cultural space for citizens through urban regeneration. The five tanks that once stored 69.07 million liters of oil have each been transformed into the Glass Pavilion, Performance Hall, Original Tank, Complex Culture Space, and Story Hall, and a newly built tank turned into a community center. What was once used as a temporary parking lot is

now a culture garden that hosts various performances, exhibitions, and events. The newly reborn Oil Tank Culture Park is more than just a cultural facility, as it is a representative cultural heritage of Seoul's urban regeneration that fills the city with culture instead of oil. The park's name and features are special in that they are the result of citizens' ideas.

Oil Tank Culture Park : [parks.seoul.go.kr/culturetank](http://parks.seoul.go.kr/culturetank)

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## ● A Village as a Museum

Seoul creates diverse and unique museums for citizens to come into contact with relics and records of different time periods in their everyday lives. The museum is based on the traces of the past 100 years, and it is comprised of an exhibition area with an arcade, comic book room, and theater that brings to life the memories of the 60s to the 80s. In addition, various museums like the Seoul Urban Life Museum, Seoul Museum of Korean Folk Music, Pyeongchang-dong Art Complex, Samcheongguk Korean Cuisine Culture Center, Robot Science Museum, and the Seoul Photography Museum are all making their way into the citizens' lives.

Donuimun Museum Village : [dmvillage.info](http://dmvillage.info)



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## ● Deoksugung Stonewall Walkway

The 1,100-meter-long Deoksugung Stonewall Walkway is finally complete. The 100-meter section of the Deoksugung Stonewall Walkway, which had restricted access since 1959 due to occupancy of the British Embassy, opened in August 2017, and the 70-meter section from the front entrance to the back gate of the British Embassy opened in February 2018. After much deliberation with the British Embassy on the matter of security, a new walkway that follows the Deoksugung Stonewall was connected, and visitors can rediscover the history of Seoul by walking along the path that joins Gyeonghuigung Palace to Sejong-daero.

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## ● Seoul's 100-year-old Records Shared with the Citizens

The Seoul Metropolitan Archives, located in Seoul Innovation Park in Eunpyeong-gu, is where a collection of documents preserved by the Seoul Metropolitan Government and Seoul City Archives of Cheongdo-gun, Gyeong-sangbuk-do Province are stored in order to innovate the archival system and improve accessibility to municipal records and historical information. Another archival site is the Site of Remembrance, which pays tribute to the comfort women used by the Japanese army. The site is part of Seoul's efforts to recover the honor of the victimized women and to promote human rights.

Seoul Metropolitan Archives : [archives.seoul.go.kr](http://archives.seoul.go.kr)

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## ● Taking-off as a Global Music City

Seoul, the home of K-pop, is preparing to take off as a global music city. Currently, Seoul is home to venues for music culture, including Platform Changdong 61, a music-centered complex cultural space; Seoul Donhwamun Traditional Theater, a venue for traditional Korean music; and Gocheok Skydome, a space designed as a cultural sports complex. More newly opened and soon-to-open venues include Seoul Arena, a K-pop cultural space in Chang-dong; Eco Music Park, a complex cultural space for popular music on Nodeulseom Island; Seoul Gugak Center, a performance hall for traditional Korean music; and a classical music concert hall.



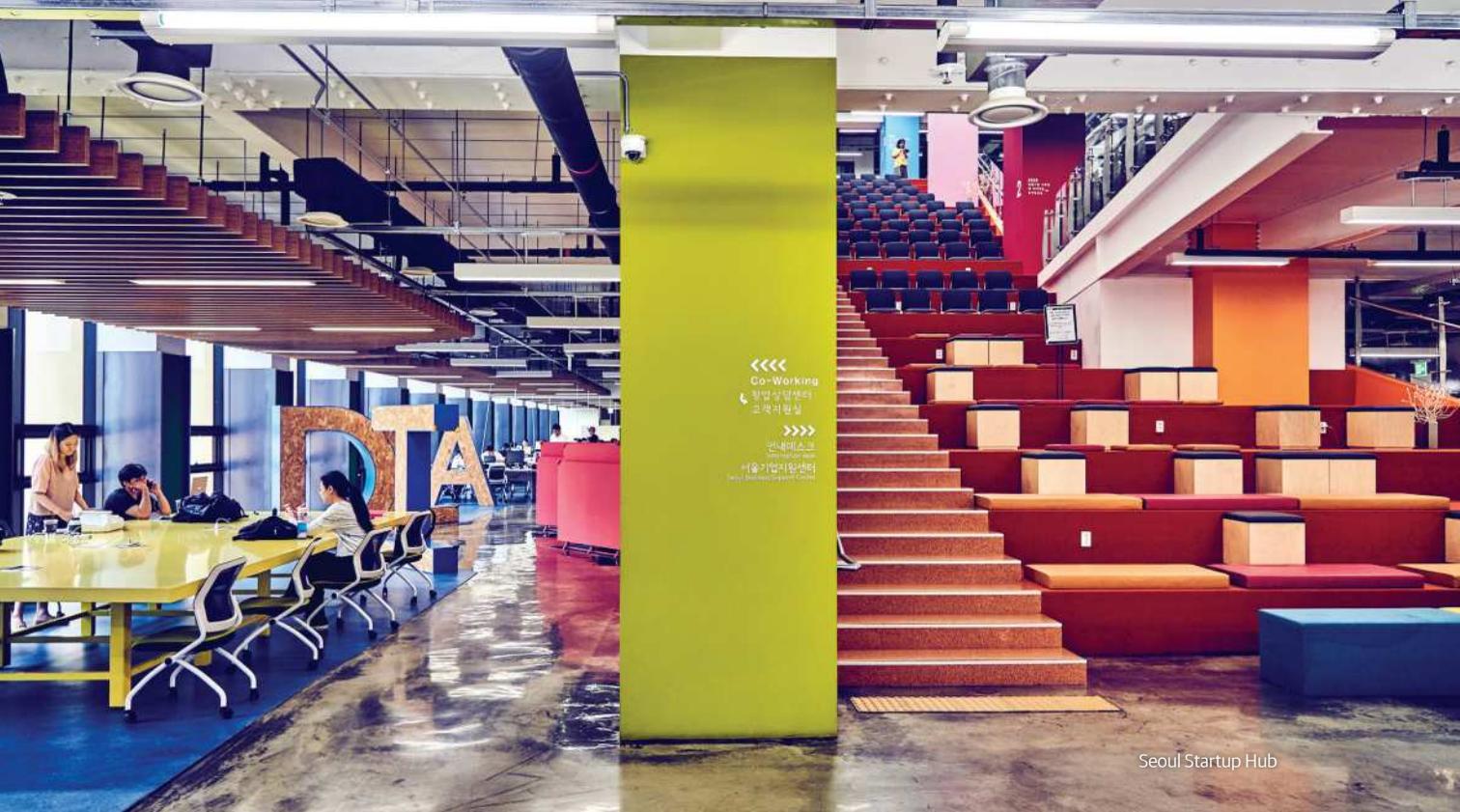
**Seoul, Where the Economy is  
Invigorated**



**Live in Seoul,  
Where the Economy is  
Invigorated and the People Look  
Forward to Tomorrow**



Seoul is a trendy city in which new topics arise each and every day and instantly become trending topics through social media channels. Seoul has the sense and ability to find and cultivate good items for the citizens and blow new life into disappearing heritage, transforming them into treasures of the city. Thanks to such efforts, Seoul is a city hub which the people look forward to tomorrow. The city of Seoul keeps a tight rein on Seoul's economy and discovers potential hidden throughout the city to support citizens' talents.



Seoul Startup Hub

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## ● Six Bases that will Lead the Fourth Industrial Revolution

Seoul is preparing for the Fourth Industrial Revolution based on six new industries. Simultaneously, the city is enhancing its smart city competitiveness suitable to each region. Hongneung, the home of universities, hospitals and major research institutions, is the base for the advanced medical and health-care industry centered around Seoul Bio Hub. Yangjae and Gae-po has settled down as a specialized area where over 300 large local enterprises and small- and medium-sized businesses are located, supporting the AI-related industry with the Yangjae R&CD Innovation Hub. Guro G-Valley, where manufacturing and IT companies are concentrated, actively fosters innovative exchange among IoT-based enterprises. In Magok, home of the R&D centers of large corporations and SMEs, there is research and development related to convergence and complex technologies as well as industry-university cooperation.

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## ● Seoul Startup Hub: Everything for Startups

Today, founding startups are as common as seeking employment. Startups contribute to the creation of jobs and recovery of industrial competitiveness, in addition to helping individuals find jobs. To continue the positive effects of startups, Seoul founded the “Seoul Startup Hub” that will be a control tower for startups. The platform does not only offer workspaces, but it is also a space that offers education and support for everything, from startup preparations to launching and growth. Anyone interested in startups can visit the Seoul Startup Hub in Gongdeok-dong, Mapo-gu for startup consultation and participation in related training programs.

Seoul Startup Hub : [seoulstartuphub.com](http://seoulstartuphub.com)

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### ● Urban Manufacturing Built Over Time

Seoul's urban manufacturers who stand their ground amid new technologies and industries are the foundation of innovation. The city will form a cooperative platform linked to planning, design, manufacturing, distribution, and marketing along with a cooperative that supports cooperation among small manufacturers to heighten productivity of urban manufacturing and create added value. The urban manufacturing "Smart Anchor" will offer stable jobs for urban manufacturers and deliver skilled techniques. "Smart Anchor" is a production facility with a modern work environment and a one-stop cooperative system for planning, production, and distribution. The basic ICT method will be added to the system to automatize and intellectualize the production process and heighten quality competitiveness. Everything from handmade shoes in Seongdong-gu to jewelry in Jongno-gu, sewing in Jungnang-gu and Gangbuk-gu, printing in Jung-gu, and machineries and metalwork as well as the G-Valley project in Guro-gu, will help Seoul's urban manufacturing regain its vitality.

Seoul Startup Hub : [seoulstartuphub.com](http://seoulstartuphub.com)

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### ● City Energized by MICE and Tourism Industry

Seoul will be energized thanks to the MICE (meetings, incentives, conferences and exhibitions) and tourism industries, in addition to the formation of the "Seoul Tourism Plaza" that will become the hub for local and overseas tourism organizations. The "Seoul-type Travel Voucher" will help part-time workers, special employees, the disabled, and low-income classes take vacations. Seoul will create an infrastructure for the stable operation of the MICE industry and attract large-scale global MICE to strengthen Seoul's international competitiveness. The city will also create the "Seoul MICE Industry Comprehensive Support Center" to offer professional consultation services.

MICE Seoul : [miceseoul.com](http://miceseoul.com)

Seoul Tourism Portal : [visitseoul.net](http://visitseoul.net)





### **Sewoon Again, Sewoon Plaza**

Sewoon Plaza, the old mecca of the electric and electronic industry, is rising as an innovative site of an original manufacturing industry through urban regeneration. The history and value of its surrounding areas, including Sewoon Plaza itself, is preserved while transforming into a local “maker city” with new energy. Seoul plans to achieve innovation in original manufacturing and creative printing as well as walking innovation with a 1-kilometer long floating pedestrian path.

Sewoon Plaza : [sewoon.org](http://sewoon.org)



### **Lumpium Sewing History Center**

The “Lumpium Sewing History Center,” where the sewing industry that fortified the domestic economy in the 1960–1970s can be seen from various viewpoints, opened in Changsin-dong, Jongno-gu in April 2018.

The center teaches the history and values of the sewing industry, encourages the pride of artisans, and presents visitors with memories and experiences.

The center also presents a grand exhibition of the nation’s top sewers and a special exhibit by young creators.

Lumpium Sewing History Center : [iumpium.com](http://iumpium.com)

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## ● From Industry to Culture: Customized Local Urban Regeneration

In order to become a lively “urban regeneration special city,” Seoul is initiating customized local urban regeneration. The project takes on a two-step process of residential regeneration and central regeneration based on industry and economy. The key to central regeneration is the creation of jobs for citizens and obtaining the conditions of a smart city. To achieve this, the city will secure base facilities for support of the downtown industry and widely regenerate the areas of economy, culture, and society. Representative cases of such regeneration are Sewoon Plaza, Lumpium Sewing History Center, and Janganpyeong Used

Car Market that helped the center of Seoul’s automobile industry take off once again. The key to residential regeneration is the improvement of a life infrastructure centered around low-rise residential areas to find a balance among districts. Furthermore, a cultural and economic hub for balance among districts will be formed. Chang-dong and Sanggye-dong will be the new economy central model in planning spaces for startup support, specialized culture and arts industry, and job creation.

Urban Regeneration Portal : [uri.seoul.go.kr](http://uri.seoul.go.kr)

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- **A City where Small and Independent Businesses Thrive**

Just like the saying, “small businesses must thrive for the local economy to survive,” Seoul strives to strengthen the capacity of small businesses that maintain Seoul’s economy and create a sustainable ecosystem for independent business. The Seoul Small Business Development Center has opened to help small businesses start up and stabilize. The center offers education and field experience, startup consultation, and startup funding support in addition to services like business district analysis through big data and reporting on business district floating population and sales property changes. The city will also offer support to prevent intensified gentrification through the method of offering free legal advice and lessening the burden of rent increases with the “Seoul-type Long-term Rent Control.”

Seoul Independent Business Support Center : [seoulsbdc.or.kr](http://seoulsbdc.or.kr)

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- **So that Citizens Who Want to Work Can Work**

Seoul is providing “Seoul-type New Deal Employment” to improve work skills of those yet to be employed and help with employment. Existing public institutions are connected with private businesses to discover more jobs and training is given to aid with employment and help startups. The “Seoul Youth Job Center” that help youths prepare for employment will offer support in the form of employment consultation, job mentoring, document screening, and consulting for interview preparations. “Seoul Job Cafes” located throughout the city offers all services to youths preparing for employment, free of charge. In addition, Seoul also offers various employment support programs for citizens of all classes preparing for employment.

Job Portal : [job.seoul.go.kr](http://job.seoul.go.kr)

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- **Special City with Respect for Labor That Changes the Lives of Workers**

Seoul is implementing new policies for part-time workers to transfer to full-time employees and shortened work weeks as well as providing Seoul-type living wages for the attainment of “equal labor, equal treatment.” Seoul is operating the “Labor Comprehensive Support Center” and the “Seoul Labor Center” for systematic consultation and welfare services so that equal welfare can be enjoyed by all workers, in addition to offering close network support for the establishment of unions that solve labor interest blind spots, migrant worker shelters, Seoul Emotional Labor Center, and village laborer system. The Chun Tae-il Memorial, the only labor complex in Korea, opened in April 2019.

Seoul Labor Center : [labors.or.kr](http://labors.or.kr)

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- **A Happier Seoul Created Together Through the Economy**

Seoul supports the local ecosystem and social businesses for the social economy in addition to supporting special social economic districts and spaces for revitalization. Social economic businesses in the field of innovative business will be selected to resolve social issues and financial support in terms of labor costs, and social insurance fees will be offered to create a stable profit structure. “Seoul Coop Support Center” will also be operated to offer an education and business model diagnosis for the presentation of a new social economic model through cooperatives.



## ● “Zero Pay” – Simple and Smart

Payment fees are a burden to small businesses. Therefore, Seoul is operating “Zero Pay” to revive the public economy. Zero Pay is a simple mobile payment service introduced through cooperation with the Seoul Metropolitan Government and the Korean government, financial institutions, and a simple payment business operator. As a QR code that directly connects sellers with purchases, it is a mobile payment method based on transferring money between accounts. Zero Pay is expected to produce substantial results as the payment fee is cut down to 0% to lessen the economic burden to small and independent businesses. Zero Pay can be used in Seoul’s public facilities, convenience stores around the nation, and franchise stores, and it also offers tax deduction benefits.

Zero Pay : [zeropay.or.kr](http://zeropay.or.kr)



Seeing Seoul





Seeing Seoul





# Seeing Seoul







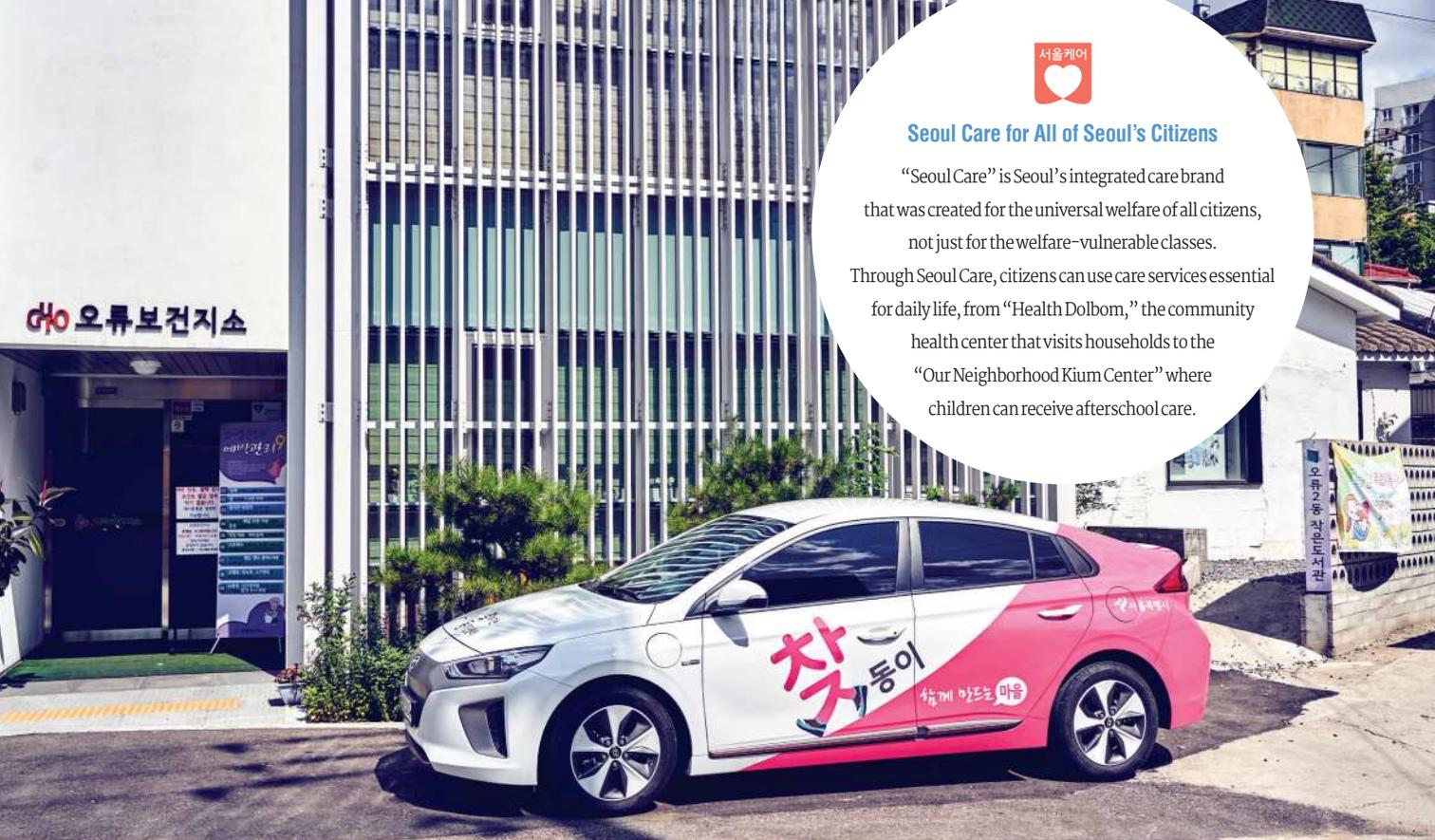
Seoul Cares for My Life



**Seoul Cares for You  
with Warmth  
and Affection**



What is the basic happiness of which a Seoul citizen dreams? We imagine that it is a healthy and safe life that properly harmonizes with others without social alienation. Citizens want to feel respected and add values to their lives to fill up with happiness. Seoul will be a foundation for adults and children, the disabled and the abled to experience happiness and freely pursue their dreams. We are creating a Seoul for citizens' happiness, a Seoul that cares for citizens' lives.



### Seoul Care for All of Seoul's Citizens

“Seoul Care” is Seoul’s integrated care brand that was created for the universal welfare of all citizens, not just for the welfare-vulnerable classes. Through Seoul Care, citizens can use care services essential for daily life, from “Health Dolbom,” the community health center that visits households to the “Our Neighborhood Kium Center” where children can receive afterschool care.

### ● Visiting Community Service Center, Closer to the Citizens

Seoul is operating the “Visiting Community Service Center” (“Visiting Center”) to change the welfare system of citizens by making a welfare system that visits citizens. The Visiting Center that was first established in 80 dong (administrative divisions) in 2015 increased to all 424 dong by 2019 so that more citizens could enjoy welfare benefits. With the implementation of the Visiting Center, civil servants became “our neighborhood officers” who actively discover welfare blind spots, listen to civil complaints, and become the bridges towards friendly relations among neighbors. Regular resident participation in alleyway units is supported through “visiting neighbor citizens” that inform community service centers of neighbors experiencing difficulties and “alleyway meetings” that can be requested when neighbors (minimum of three residents) wish to talk about a subject.

Welfare Portal : wis.seoul.go.kr

### ● Seoul-type Basic Livelihood Security System with No Blind Spots

The “Seoul-type Basic Livelihood Security System” lowers the bar for Seoul’s welfare services. For households experiencing difficulties in getting public assistance despite their livelihood difficulties due to the strict standards of basic livelihood security system, Seoul will relieve the property standards of individuals under obligation step by step. The standard for emergency welfare such as support for living expenses of high-risk groups likely to die alone will be eased to help citizens quickly escape urgent situations.

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### ● Elderly Care City in which the Elders Are Happy

With the intensifying urbanization, the number of single elderly households is increasing and isolation is rising as a social issue. Seoul prepared a comprehensive plan to prevent elders dying in isolation, which is comprised of public services for elders to continue to maintain a social network and even funeral arrangements. The “Neighborhood Watcher” visits isolated elders and helps them restore their relationships with society. The “Senior Welfare Service Center” helps elders communicate with neighbors to encourage social participation. Seoul creates a great care environment with senior citizens’ centers for those with senile illnesses such as dementia and recuperation facilities for elders experiencing difficulty with movement to lessen the burden of support for families and offer secure recuperation.

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### ● Support for Everyday Life of the Severely Disabled

Seoul is implementing customized support for the severely disabled, lessening financial burdens by giving up to KRW 50,000 for the purchasing of disposable items (diapers) per person who require continuous purchasing of diapers or those with brain-related disabilities. Seoul also helps youths with serious disabilities gain financial independence and support themselves through the “Irum Account” where Seoul gives an additional KRW 150,000 a month to these individuals’ personal savings (KRW 100,000, KRW 150,000, KRW 200,000 per month). The one-year activity support service following release was extended to two years to offer help to the released disabled and the disabled who are advanced in years with housework and daily living.

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### ● Support for 50-plus Generation for a Second Beginning

Also known as “baby boomers” or the “in-between generation,” the 50-plus generation, referring to those between the ages of 50 and 64, is the largest population group in Seoul with rich experience and competencies while being regarded as a new driving force for the future of the city. “Seoul 50 Plus Foundation” supports programs and spaces for the 50-plus generation, such as “50+ Campuses” and “50+ Centers,” so that they can prepare for a second beginning. The 50-plus generation can benefit from the customized programs offered for individuals of their age group by going to one of the three “50+ Campuses” in the western, central, and southern parts of Seoul or the “50+ Centers” located downtown (“Dosim 50+ Center”), as well as in Dongjak-gu, Yeongdeungpo-gu, Nowon-gu, Seodaemun-gu, and Seongbuk-gu. Customized programs include various tailored education programs, comprehensive counseling, job matching, community activities and mentoring services so that individuals of this generation can exert their experiences and capabilities to the fullest.

50 Plus Portal : [50plus.or.kr](http://50plus.or.kr)

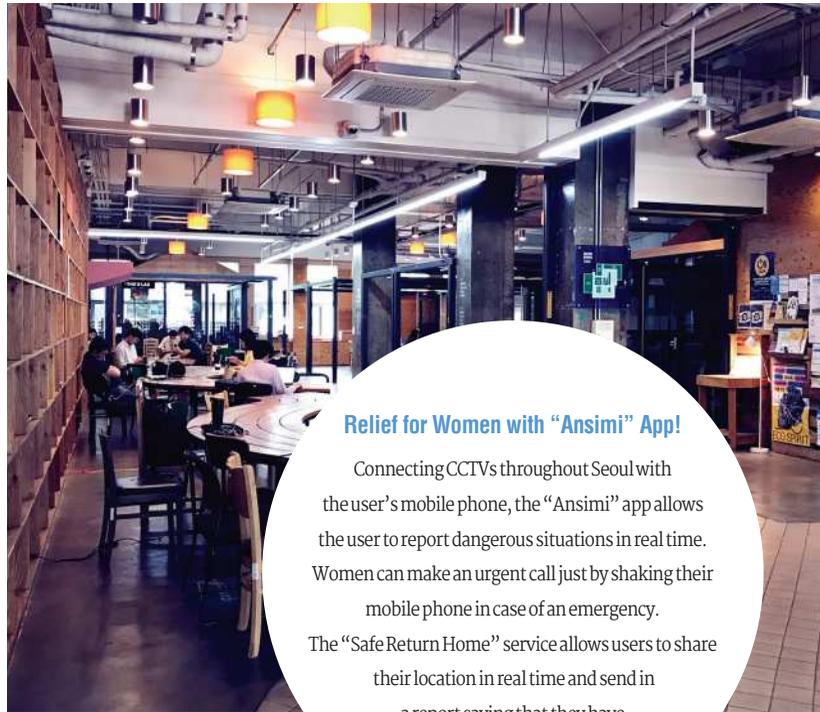


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## ● The Youth, Seoul's Future

Unemployed youths between the ages of 19 and 34 are able to receive KRW 500,000 worth of “youth allowance” for up to six months while seeking employment. There have also been a variety of spaces established to help the youth. One of the remarkable examples is the Seoul Youth Zone where youths can perform activities and socialize with each one another, free from the pressures of society. The Youth Hub, which is a space for voluntary community activities of the youth, supports young people's future by providing education for their independence and self-development.

Youth Portal : [youth.seoul.go.kr](http://youth.seoul.go.kr)



### Relief for Women with “Ansimi” App!

Connecting CCTVs throughout Seoul with the user's mobile phone, the “Ansimi” app allows the user to report dangerous situations in real time. Women can make an urgent call just by shaking their mobile phone in case of an emergency. The “Safe Return Home” service allows users to share their location in real time and send in a report saying that they have returned home safely.



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## ● Special City for Women's Safety, 24 Hours a Day

Seoul has created a foundation upon which women can live safely in the city. Measures have been executed to remove all blind spots when it comes to the safety of women, such as “Safe Return Home Scout Service,” “Safe Delivery,” and “Safe Zones.” Seoul also introduced “Special City for Women 3.0,” which not only provides physical measures for women's safety but also focuses on equality, respect, and safety in women's overall daily lives to improve gender equality and awareness to fight against misogyny. The project is oriented towards the inclusive safety of women and includes value-centered activities in schools, workplaces, and citizens' daily lives to enhance awareness surrounding gender equality. Seoul is also operating the mobile app, “Ansimi,” which provides SOS alarming services using smart technologies and the “Woman Safety Sheriff” service to eradicate the filming of illegal videos and photos.

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### ● Community Kium Center for Seamless Care of Elementary School Students

Child care is no longer a personal matter in Seoul, following the saying that “it takes a village to raise a child.” Community Kium Centers in Seoul take care of all elementary school students between the ages of 6 and 12, filling the need for afterschool care or care during school vacation. The centers are located in places where elementary school students can conveniently and safely visit, such as public libraries and welfare centers. Connecting care services by schools and those offered by the community, Community Kium Centers realize the public care service for elementary school students together with Elementary School Care Classes and Local Childcare Centers.

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### ● School Restrooms Designed and Decorated by Students

In order to improve school restrooms, a place in school that students find most inconvenient, Seoul launched the “Dream Together Restroom” project in 2015 to make school restrooms pleasant cultural spaces for students. While improving the restrooms together with parents, teachers and designers, students are able to create the school restrooms of their dreams. Based on the opinions of students, washstands for teeth brushing were installed to enhance practicality, changing the students’ negative perception of school facilities.

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### ● For Healthy and Pleasant Meals for Children

The “Eco-friendly Free Meal” is not just a meal, but it is also a means of education. Free of market logic, the meal can not only provide children with healthy food but also reinforce the solidarity between local communities through the use of local produce. Universal welfare experienced in school allows children to learn the meaning that is carried beyond just being a meal. Seoul will expand the targets of the “Eco-friendly Free Meal” year by year, allowing all elementary, middle and high school students to benefit from the support.



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### ● Reliable National Childcare Centers

As a result of the transformation of childcare centers into national childcare centers, most parents found that the quality of childcare services was ameliorated and their user satisfaction rose. To respond to the expectation of parents, the number of national childcare centers will increase so that one out of two children who go to childcare centers can go to a national childcare center. Accessibility will be improved so that it will take less than 10 minutes for a child to reach a center. A balanced distribution of centers throughout districts of Seoul will allow children to benefit from the public childcare service anywhere in Seoul. “Time Extended Childcare Centers” in districts provide parents with childcare services during the nighttime so that they can have their children taken care of until late at night.

Childcare Portal : [iseoul.seoul.go.kr](http://iseoul.seoul.go.kr)

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## ● Easy Hospital for the Ease of Patients and Citizens

As nursing becomes a social issue, Seoul designated several “Easy Hospitals” to provide patients and citizens with reliable integrated care and nursing services. Nurses, nurses’ aides, and nursing support personnel form a team at an “Easy Hospital” to take care of patients 24 hours a day. This service lightens the guardians’ burden of having to pay nursing expenses during the patients’ hospitalization while also leading their working and domestic lives. As of 2018, starting with the Seoul Medical Center, a total of seven hospitals in Seoul have been transformed into and are being operated as Easy Hospitals.

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## ● Visiting Healthcare Service

A healthy city has healthy citizens. Seoul has prepared a safe, healthy, and win-win food control system as the foundation to maintain citizens’ health. Also, the city offers a “Visiting Healthcare Service” by expanding simple healthcare services to prepare for the aging society and the increase in the number of elderly people living alone. A healthcare team composed of professionals like local doctors, nurses, nutritionists, social workers, and psychotherapists visit households to check up on patients’ health and social factors in order to provide concentrated care based on their healthcare plans.

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## ● Protecting Citizens from Infectious Diseases

Based on the city’s successful early response to Middle East Respiratory Syndrome (MERS) through a meticulous control system against infectious diseases in 2018, Seoul is upgrading the prompt response system to infectious diseases as well as the public medical care infrastructure. The city will prevent outbreaks of new infectious diseases and reinforce the capabilities of professional manpower based on the “Comprehensive Plan to Respond to Infectious Diseases,” deliver objective data on infectious diseases to citizens through the “Seoul Center for Infectious Diseases Control and Prevention,” and respond early and promptly through mobilization of a one-stop response team to the sites of the outbreaks of infectious diseases.

Seoul Center for Infectious Diseases Control and Prevention : [idseoul.weebly.com](http://idseoul.weebly.com)



Health Care Kit

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## ● What is Different about Special Care City?

Care services are becoming social services of which the public sector is in charge. The establishment and the fair and transparent operation of the Seoul Public Agency for Social Service lead to care services for the happiness of everyone, providing citizens with social services of better quality and preparing better treatment of workers in care institutions. Additionally, user-friendly care services are provided, such as long-term care through the “Comprehensive Home Care Center,” care for the elderly that is affiliated with the “Dolbom SOS Center” that offers customized services by care managers, and the support for activities of the disabled. Legal, fiscal, and labor consultations are offered to private care institutions and support is available in the form of substitute workers, including care helpers and caregivers.

Seoul Public Agency for Social Service : [seoul.pass.or.kr](http://seoul.pass.or.kr)

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- **Happier Living in Seoul Based on Housing Stability**

Public rental houses and public support houses provided by Seoul back up the stable lives of citizens by lessening their residential instability and the burden of housing expenses. Seoul regenerates each area by establishing community facilities, spaces for the start-ups of youths, and rental houses by remodeling abandoned houses and turning the area into a village in which the community is alive together with citizens. Seoul also provides housing repair consultation so that citizens can restore their deteriorated houses, allowing for the settlement of a sustainable residential culture. Instead of demolition, residential regeneration is performed in urban renewal promotion districts to prepare public facilities that can be used together by residents, improve efficiency, and vitalize the community of residents.

Seoul Housing & Communities Corporation : [i-sh.co.kr](http://i-sh.co.kr)

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- **Youth Housing near Subway Stations to Lighten Residential Burden**

Seoul is lightening the burden of housing expenses for young people through the “2030 Youth Housing near Subway Stations,” a project for lessening the economic burden of university students, beginners in business, and newlywed couples. The project provides these individuals with rental houses near subway stations that allow for the convenient use of public transportation at prices that are lower than market prices while also supporting the security deposit for a rental. The residential spaces for youths are also equipped with facilities like a start-up support center and performance hall so that the residents can lead healthy lives through a one-stop service with housing, working spaces, and places for entertainment.

Youth Housing Portal : [housing.seoul.kr](http://housing.seoul.kr)

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- **Making Clear Apartments With Smart and Transparent Measures**

“Making Clear Apartments” is a project for making happy communities of apartment residents by deflating bubbles in maintenance costs and reducing the causes of conflicts between neighbors. Seoul conducts inspections of apartment complexes, investigating to see whether there is corruption in apartment maintenance and checking the control of the noise between floors. Also, all paper documents produced in apartment management offices are digitalized through the “Smart Apartment” system. These changes fill the information gap between the residents and management offices and help with conflict resolution in apartment complexes.

Portal for Integrated Information on Shared Housing : [openapt.seoul.go.kr](http://openapt.seoul.go.kr)



**Safe and Convenient Seoul**



**Residents Protected in Every  
Nook and Cranny of  
Seoul without Exception**



Seoul is busy creating close connections between all the nooks and crannies in the city. The city prepares a safety net to protect citizens from disasters and readjust the traffic network to minimize the stress of citizens regarding movement. Seoul is attempting to establish a system that connects every spot in the city without any isolated places and find more effective ways to form relationships between persons. Seoul carefully manages every corner of the city to offer a safer and more convenient urban life.

## ● Safe Seoul, Secure Seoul!

Seoul is preparing a disaster safety plan to secure the safe lives of citizens no matter the time or the place. Deteriorated buildings are repaired based on big data to decrease the frequency of accidents while the number of related facilities like education and training facilities and fire stations is being increased to effectively respond to disasters. “Safety Experience Centers” are being operated in Seoul to improve citizens’ abilities to take action against emergencies and “Citizen Safety Guards”—citizens who can promptly respond to disasters—are cultivated to guarantee the safety of citizens during the first critical minutes upon the occurrence of a disaster. The “Seoul Safety” website and app provide information in real-time on disasters that occur in Seoul, customized location-based information in order to minimize harm caused to citizens due to disasters, as well as information on how to prevent, prepare for, and respond in such situations. Seoul is making efforts to tackle safety inequality and eliminate any blind spots in safety plans so that every citizen can lead a safe life. To this end, the city creates safe environments for groups who are susceptible to danger, and reinforces the safety control in traditional markets and hanoks. The Visiting Community Service Centers will work together with the city to offer attention and support in making sure that there is no place excluded from safety measures.

Seoul Safety Website : [safecity.seoul.go.kr](http://safecity.seoul.go.kr)

Seoul Safety Experience Center : [safe119.seoul.go.kr](http://safe119.seoul.go.kr)



### Who Are Citizen Safety Guards?

Citizen Safety Guards are citizens who can properly respond to an emergency during the early critical time. Any residents of Seoul can apply to become a Citizen Safety Guard. As of 2018, a total of over 100,000 Citizen Safety Guards are ready to work for the safety of neighbors.



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## ● Riding Ttareungi Throughout Seoul

Ttareungi is the city's policy that was most successfully received by the citizens of Seoul. The number of individuals with the Ttareungi membership amounts to over 1.7 million, and this public bike is now a friendly means of transportation for many citizens including bike commuters. To repay citizens' affection towards the policy, Seoul will continue to increase the number of Ttareungi bikes and decrease the average distance between the bike stations from 500 meters to 300 meters to further enhance accessibility. The mileage upon transfer between public means of transportation will be expanded and citizens' convenience will be promoted through a route searching service. Bicycle lanes will also be established based on the analysis of users' travel routes to enhance the convenience of all bike users, including Ttareungi users. The width and the number of car lanes will be decreased to secure space for the bicycle lanes. The bicycle lane network that links Hanyangdoseong (the Seoul City Wall), Yeouido, and Gangnam areas will be built to establish a special bike-only road so that citizens can ride bicycles around the city while learning about Seoul's culture and history.

Ttareungi : [bikeseoul.com](http://bikeseoul.com)

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### ● Buses Tailored to Various Needs and Environments

“Squirrel Buses” and “Owl Buses” are in operation in Seoul, the city that never sleeps. “Squirrel Buses,” which tackle the inconvenience of commuting during rush hours, are allocated for congested sections that were selected based on an analysis of big data on the use of transportation cards. This lowers congestion in buses and allows for more passengers to use the buses. “Owl Buses” are in operation from midnight to 6 AM, the time during which public transportation is not easily available, for late-night transportation convenience and to lessen the burden of late-night transportation fees. All intra-city buses are to be equipped with filters to remove particulate matter as well as free public Wi-Fi to offer citizens a more pleasant and convenient bus service. The introduction of eco-friendly buses like electric buses and hydrogen buses as major transportation in downtown Seoul will also promote the reduction of particulate matter in the urban area.

Transport Operation & Information Service : [topis.seoul.go.kr](http://topis.seoul.go.kr)

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### ● The City of Sharing : The Opening of the Shared Car Era in Seoul

As we enter into an active sharing era, the number of shared cars is expected to become 10,000, increasing from 4,688 in 2018. The city improved users convenience so that there will be no need to return the cars to the place from which they were rented anymore. The range of the service will be expanded so that people can find places to use shared cars within three minutes from any place in downtown Seoul. The “Shared Car Parking” system that is implemented with the shared car system will allow drivers to share private parking lots using the “Shared Car” app and create a virtuous circle to prevent illegal parking.

Nanum Car : [seoulhanumcar.com](http://seoulhanumcar.com)

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### ● Seoul Connected Through Urban Railroads

The Ui-Sinseol LRT opened in 2017 as the city’s first Light Rapid Transit line. The line was established to ease traffic congestion in the northeastern part of Seoul and for balanced development between districts. The Ui-Sinseol LRT is characterized by its unmanned operation and design that takes vulnerable subway passengers into account, which is the reason why citizens are highly satisfied with it. Instead of sticking to the design focused on profitability as the city did with the design of existing railroads, Seoul is now dedicated to making the movement of citizens more convenient and realizing harmonious development between districts. As part of these efforts, Seoul is connecting different parts of the city through new subway lines by establishing lines in areas that are vulnerable to traffic and increase the number of trains of Line 9. Those new lines include the LRT Gangbukhoengdan Line, Mokdong Line, Myeongmok Line, Nangok Line, and the Ui-Sinseol LRT. Seoul also provides better transportation services by improving deteriorated subway trains, preventing disasters, building a safety system, and making the convergence between the subway and culture and arts.

Seoul Metro : [seoulmetro.co.kr](http://seoulmetro.co.kr)



**Seoul Owned by the Citizens**



**A Fair and Just Seoul  
in which the Citizens are  
the Mayor**



Seoul treats the “citizens as the mayor.” A city is alive and breathing when it is filled with energetic citizens. With the energy emitted by the citizens, a city is developed, identified, and can dream of its future. This is why Seoul is making greater efforts to become a city for the people, a city that is centered around the people. The core value of Seoul is democracy. In order to become a city for all of the citizens of Seoul, the city protects a fair and just life for each and every citizen, guarding his or her thoughts and actions to guarantee a life that is respected while keeping its fundamental roles by means of its policies.



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- **Seoul of the People, by the People, for the People**

Seoul Citizens' Hall, located in Seoul City Hall, is a space in which Seoul listens to the different voices of the citizens in order to renew the city. It is a cultural space for communication of the people, by the people, and for the people. Seoul has also established and is operating the "Digital Mayor's Office," as the first of its kind in the world, for a city administration that is achieved together with the participation of the citizens. As a convergence of all of Seoul's administrative information and ICT, the system allows any citizen to look through the city's administrative information from the perspective of the mayor. The responsive web works well on a variety of channels, including PC, mobile phone, and tablets, while also being available on large screens installed in Yeouido Station, Hongik Univ. Station, and Chang-dong Station. "Seoul Information Communication Plaza" is another channel on which citizens can transparently look into Seoul's administrative information online as it offers an automatic system to uncover the administrative information produced by the city.

Citizens Hall : [seoulcitizenshall.kr](http://seoulcitizenshall.kr)

Seoul Information Communication Plaza : [opengov.seoul.go.kr](http://opengov.seoul.go.kr)

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## ● Seoul Growing Together with Other Cities in Korea

Seoul goes forward with various win-win projects for a balanced development that is achieved together with other cities. Seoul leads diverse projects, including the operation of the “I · Market · U” store as the springboard for the promotion and sales of agricultural products and specialty products from other provinces, supporting the individuals who go back to farming, and organizing job-matching programs for citizens of Seoul to find employment in smaller cities or start their own business. The win-win initiatives of Seoul are not limited to the sphere of logistics, but they are also expanded based on the connection between people and information. The city also operates local exchange programs that match the conditions and demands of other cities based on exact information related to their demands and resources. Helping the growth of other cities and easing the fierce competition inside of itself, Seoul seeks various ways for everyone to lead a happy life.

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## ● Peace Led by Seoul- Pyonyang Cooperation

Citizens’ conception of peaceful exchange and unification of South Korea and North Korea became more important than ever. Seoul is operating the “Seoul Youth Peace Academy” and the “Seoul Young Leaders for Peace & Unification” to raise young people’s and university students’ awareness on unification and foster them into key leaders for peaceful unification. Seoul builds a system for exchange and cooperation between itself and Pyonyang through the selection and concentration strategy, including the vitalization of exchanges through the co-hosting of the 2032 Summer Olympics, and continues the inter-city relationship through a variety of channels.

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## ● Democratic Seoul Made by Citizen Participation

Seoul provides citizens with various opportunities to participate in the administration of the city. The “Citizen Participatory Budgeting System” stimulates the active participation of citizens in the process of budget planning and realizes a more transparent management of finances and a fairer distribution of capital. At the “Together Seoul Policy Fair,” citizens can voluntarily participate not only in the budget planning, but also the development of policies. Under the vision of “citizens’ suggestions become the policies,” various programs are held, from discussions between experts to citizen forums, allowing everyone to feel free to talk about and experience Seoul’s policies. Also, Seoul is revitalizing local communication by organizing residents’ autonomous organizations in each dong, establishing the “Community Eco-system of Autonomous Districts” to recover the weakened communities and solve diverse problems in each communities, and creates circumstances in which local residents can socialize with one another through small gatherings between neighbors across the street.

Citizens’ Deliberation of the Budget : [yesan.seoul.go.kr](http://yesan.seoul.go.kr)

### Democratic Seoul to Gather Citizens’ Opinions

The “Democratic Seoul” website allows citizens to suggest problems and solutions.

A forum is open for opinions that receive a lot of likes from other citizens, and if over 5,000 citizens participate in the forum, the mayor of Seoul personally responds to the question.

Democratic Seoul : [democracy.seoul.go.kr](http://democracy.seoul.go.kr)

## ● A City of Communication Equipped with Lightning-Fast Public Wi-Fi

Starting in 2011, Seoul began cooperating with mobile service companies to equip its public spaces with public Wi-Fi access points for the convenience of citizens, allowing any citizen or tourist to freely use the Wi-Fi without the burden of communication fees. The public Wi-Fi service was originally accessible mainly in areas with a large transient population like major streets or tourist attractions. However, Seoul will now make the service accessible in local community facilities like local welfare centers and village communities, rooftop houses, and gosiwon rooms that are inhabited by disadvantaged groups, and in public transportation, such as green and blue buses.

## ● Joyful Share Innovation in the Sharing City, Seoul

After the proclamation of its “Sharing City, Seoul” project in 2012, Seoul has been establishing various sharing systems in its economy that correspond to citizens’ everyday needs—from “Shared Cars” and “Ttareungi” to the sharing of children’s clothes and tools. Through the “Generations under the Same Roof” project, the elderly who have available space can share it with young tenants. Various sharing projects of Seoul are neatly listed on the “Share Hub” website, where the Sharing Map and other various services are available, allowing citizens to learn about the new ways of life and the joy of sharing.

Share Hub : [sharehub.kr](http://sharehub.kr)

### Market for Everyone

The Market for Everyone, which opens at the front yard of the Oil Tank Culture Park, is a market that is operated by different agents in the local area based on the consideration of the circulation of resources for the earth, animals, and human beings. The market is held along with various experience programs under different themes, such as upcycling, welfare of animals, gardening, and living without electricity or chemicals.



# Seoul How to Meet



## Seoul Metropolitan Government

[seoul.go.kr](http://seoul.go.kr)

This is the official website of the Seoul Metropolitan Government. On this portal created for citizens, you can find information, news, and current events of Seoul, as well as a variety of information on life, transportation, and employment in the city, and even information on the city's policies on welfare, economy, and culture. There are websites available in English, Chinese, Japanese, Spanish, and French.

English [english.seoul.go.kr](http://english.seoul.go.kr)

Chinese (simplified) [chinese.seoul.go.kr](http://chinese.seoul.go.kr)

Chinese (traditional) [tchinese.seoul.go.kr](http://tchinese.seoul.go.kr)

Japanese [japanese.seoul.go.kr](http://japanese.seoul.go.kr)

Spanish [spanish.seoul.go.kr](http://spanish.seoul.go.kr)

French [french.seoul.go.kr](http://french.seoul.go.kr)

## Seoul Tourism Information

[visitseoul.net](http://visitseoul.net) (ENG/CHN/JPN)

On this website, the Seoul Metropolitan Government offers a colorful variety of information on the city's tourist attractions, famous restaurants, accommodations, shopping spots, festivals, and performances, as well as information on the recently popular medical services and Hallyu (Korean Wave) tourism.

## Seoul Solution

[seoulsolution.kr](http://seoulsolution.kr) (ENG/CHN/FRA/ESP/AR)

This website was designed to share Seoul's accumulated knowledge on the development of the city, offer information about cities in countries around the world, and promote private-public cooperation related to the city's development both at home and abroad.

## Seoul Global Center

[global.seoul.go.kr](http://global.seoul.go.kr) (ENG/CHN)

This website provides foreign residents with information on the multilanguage counseling service and other programs offered by the Seoul Global Center, as well as information on diverse issues related to foreign residents and information for job seekers.

## Invest Seoul

[investseoul.com](http://investseoul.com) (ENG/CHN/JPN)

This platform for attracting foreign businesses and investments to Seoul offers valuable information. Don't miss out on the chance to Invest in Seoul!

## Seoul Convention Bureau

[miceseoul.com](http://miceseoul.com) (ENG/CHN)

This website shines a light on the charms of Seoul as a MICE city. You can find information on the MICE infrastructure, support programs, team-building programs, and related news of Seoul.

## 120 Dasan Call Center

[120dasan.or.kr](http://120dasan.or.kr) (ENG/CHN/JPN/VI/MN)

Through this channel, non-Koreans in Seoul are offered information on life and administration, and are provided with the opportunity to file complaints.

Phone number: 120

- Long-distance call: 02-120(02-731-2120)

- International call: 82-2-731-2120

## Official Social Media of Seoul Metropolitan Government English

Instagram [instagram.com/iseoulu](https://www.instagram.com/iseoulu)

Facebook [facebook.com/seoulcitykorea](https://www.facebook.com/seoulcitykorea)

Twitter [twitter.com/seoul\\_gov](https://twitter.com/seoul_gov)

YouTube [youtube.com/seouldreamseries](https://www.youtube.com/seouldreamseries)

## Chinese (simplified)

Weibo [weibo.com/seoulblogger](https://www.weibo.com/seoulblogger)

Youku [i.youku.com/u/UMTM5Nzk4Mzky](https://www.youku.com/u/UMTM5Nzk4Mzky)

## Chinese (traditional)

Facebook [facebook.com/seoul.tc](https://www.facebook.com/seoul.tc)

## Japanese

Facebook [face.book.com/seoul.jp](https://www.facebook.com/seoul.jp)

Instagram [instagram.com/seoul.jp](https://www.instagram.com/seoul.jp)

Ameba [ameblo.jp/iseoulu](https://ameblo.jp/iseoulu)





#### **Sister Cities around the World**

Taipei, Taiwan | Ankara, Turkey | Honolulu, United States | San Francisco, United States | Sao Paulo, Brazil | Bogota, Colombia | Jakarta, Indonesia | Tokyo, Japan | Moscow, Russia | New South Wales, Australia | Paris, France | Mexico City, Mexico | Beijing, China | Ulaanbaatar, Mongolia | Hanoi, Vietnam | Warsaw, Poland | Cairo, Egypt | Rome, Italy | Nur-Sultan, Kazakhstan | Washington D.C, United States | Athens, Greece | Bangkok, Thailand | Tashkent, Uzbekistan |

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Seeing Seoul









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