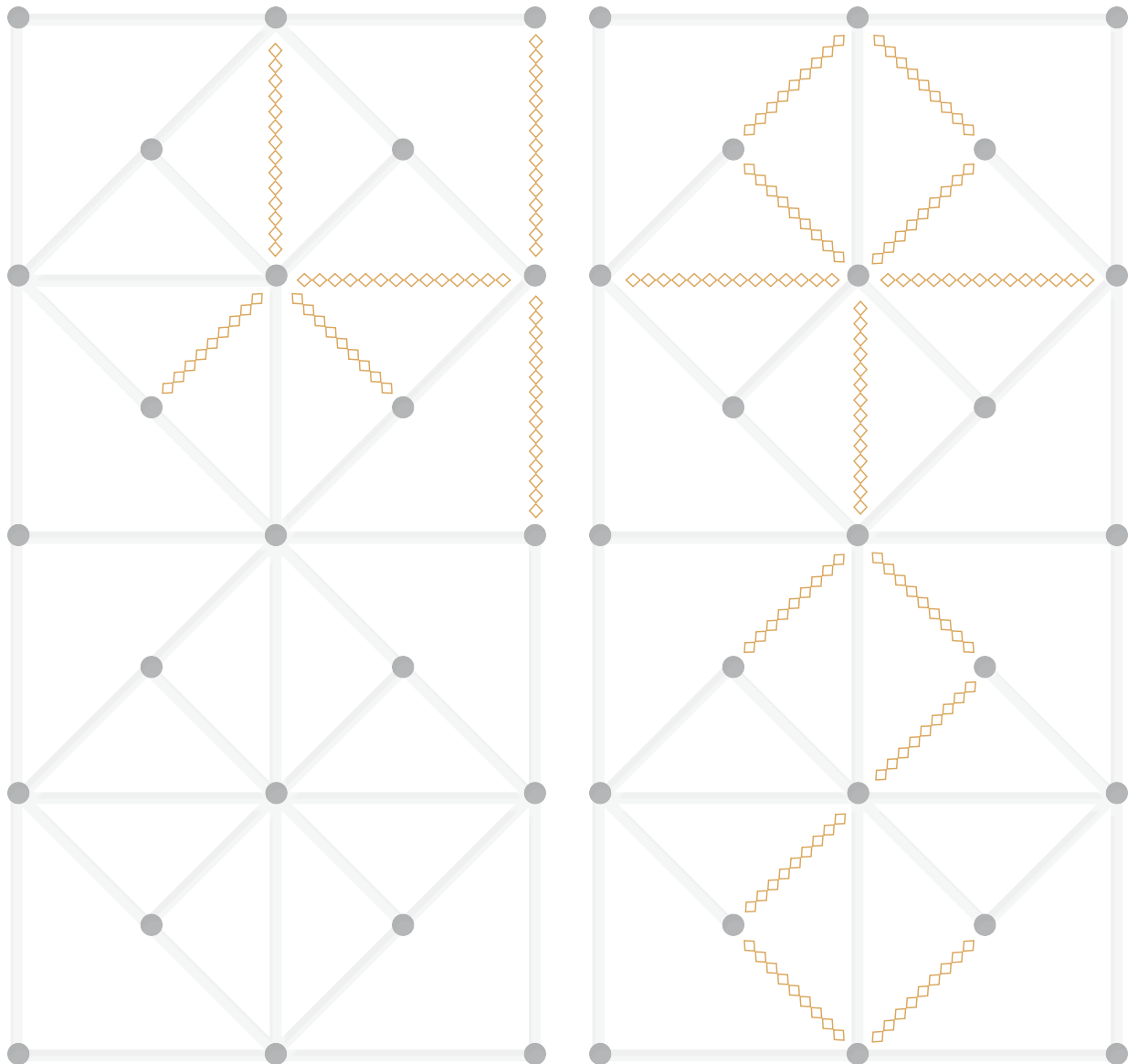
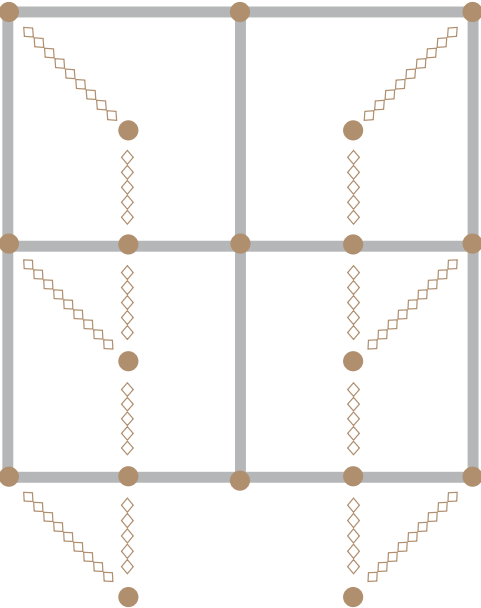


SEOUL



THERE ARE MANY LIVES AND STORIES IN SEOUL.



TOGETHER THEY MAKE THE CITY OF SEOUL.



06

Mrs. Lee, Eun-young quit her job for maternity and she has returned to a social enterprise.



10

Ms. Namgoong, Yuna helps abandoned animals and enjoys reading books in the library.



14

Mr. Cho, Woo-chul grows a vegetable garden in the city with people who live in his neighborhood.



18

Mr. Nah, Dong-su is paralyzed from his waist down. Although he has been classified as "seriously disabled", he is still able to operate his own business.



22

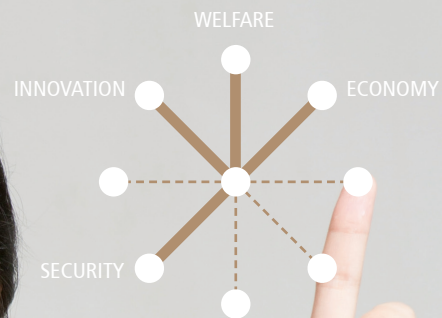
Ms. Lee, Seon-min lives in a 'shared house' and volunteers to teach English to children from low-income families.



26

Mr. Michael Shilman is the CEO of an IT company and enjoys the culture of Seoul.

01



SEOUL, MY HAPPINESS

A team leader of a "social enterprise"
Lee, Eun-young (35)



Childcare Portal <http://iseoul.seoul.go.kr>

CHILDREN AND HAPPINESS GROW TOGETHER

Expansion of national and public childcare facilities in 2014

All working parents want their children to be in a childcare facility that can be trusted. They need a place that will provide a good environment for their children. The percentage of public childcare Institutions in Seoul is still low in comparison to other developed countries, where more than 30% of the institutions are supported by the state. Therefore, the city is now improving and expanding these institutions in terms of both quality and quantity. Seoul is planning to build at least two childcare facilities per district by 2014, which will be increased to four by 2020.

Eco-friendly school meals, children eat with their friends

When children study and share meals together, their friendship grows much stronger. Naturally, children enjoy eating lunch with their friends. The "Eco-friendly school meal" program was created to provide food that has been grown naturally, with as few pesticides as possible. It is part of the city's overall plan to improve education and encourage social integration. Seoul is currently expanding this program based upon recommendations from its citizens.

My neighborhood childcare expert, raising our kids together

Mothers always have many questions about raising their children, including where they can find a good childcare facility, hospital, toy store, or picnic area. To get answers to questions their about raising children, they can simply call the Dasan Call Center at 120 and ask to speak with the president of childcare in their area.



SECURE SEOUL SAFE AND SOUND

Streets designed to prevent crime

Seoul is making every effort to insure the safety of its citizens. For example, the “crime prevention plan” was created to protect the weaker members of our society and to resolve a wide variety of social issues. Because of this initiative to prevent crime, Seoul will be a safer city where people can live and work without fear.

Adapting to climate change

Seoul is a city with a very large population. Through our program “open discussion on flood control”, Seoul received suggestions from citizens that will help prevent flood damage and landslides.

Secure city for women

The security of any society can be judged by whether women can walk safely in the city at night. The ‘Woman Safe Seoul’ (<http://woman.seoul.go.kr>) program was created to provide greater safety for women, including protection for walking home at night.

Clear apartment life

Since Seoul has apartments everywhere, descriptions like “apartment towns” or “apartment villages” are very common. Aware of the importance of apartment life, the city has launched the ‘Clear apartment making council’ in order to monitor maintenance fees, and to determine whether they are managed responsibly. This increased level of transparency will generate a better sense of community spirit among the people living in these apartments.



MANY HANDS MAKE MORE HAPPINESS

Growing happiness from working together

The percentage of women working in Korea is relatively low compared to OECD countries. The Economist reported that the least developed natural resource in Korea is its women. Seoul is promoting a wide variety of work opportunities to help overcome the long-term unemployment of women in their middle and old age.

The social enterprise

The social enterprise is an economic system created through participation of citizens. Seoul is building the infrastructure that is necessary to support and nurture the community in a stable economic environment. By serving the community and revitalizing the local economy, we are working towards making Seoul a more cooperative city.

Social investment, growing Seoul

Both the public sector and the private business community contribute to “The Social Investment Fund” to support the city and socially disadvantaged classes. This fund is invested in order to promote the growth of local communities and to provide consultation for new ideas. This fund is a sustainable financial resource that will increase job opportunities and improve social values in the city.

02

SEOUL, MY FUTURE



Jung-pyeong Middle School 3rd grade
Namgoong, Yuna (15)

THE NUMBER OF PUBLIC LIBRARIES IN SEOUL

1,372

2012 | 120

2015 | 219

2030 | 1,372

Unit: Number of sites

Seoul Library <http://lib.seoul.go.kr>

READING BOOKS, BUILDING SEOUL

One of the most beautiful sights to see in Seoul is people reading books. You can see this activity all over the city, not only in public libraries but in tearooms and coffee shops as well. You can see elderly people and children reading books together as Seoul writes a new chapter in its history. Seoul is creating an environment in the city to encourage all ages of its citizens to enjoy reading books everywhere.

The Five goals for making Seoul that reads

01. Provide access to libraries within 10 minutes of walking distance

04. Develop libraries as the center of the local community

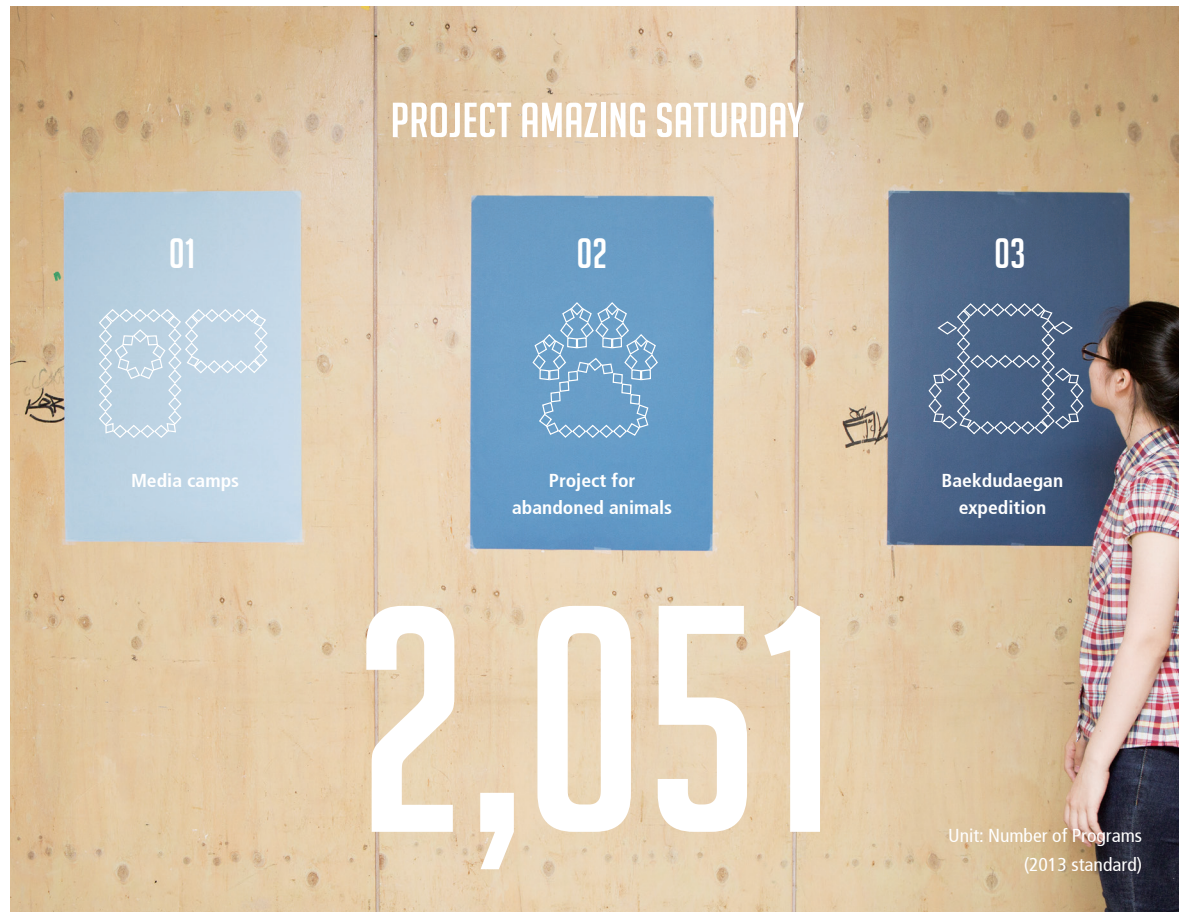
02. Encourage citizens to read 20 books per year

05. Improve convenience through the adoption of a meta-search system

03. Encourage citizens to purchase 2 books per year

Seoul, the city that reads

Seoul has created a program that will help our citizens get access to books easier and quicker. Seoul plans to build enough libraries so that all of our residents will be able to walk to a library within ten minutes. These public libraries will become a center for connecting people and providing a lifetime of learning.



Information Site for Youth <http://youthnavi.net>

AMAZING SATURDAY SEOUL, THE GREAT SCHOOL

Every Saturday, the city of Seoul turns into one big school where children learn and play.

Since 2012, a 5-day school system was implemented and 'Project Amazing Saturday' started. These projects were created and developed in response to the concerns of students and their parents. 4,370,000 (2012) people have participated in 2,051 programs (2013) from culture and ecology to science and the professions. These programs have provided memorable learning experiences throughout Seoul.

01. Media camps

To improve communication skills and the sense of community by a variety of methods, including audio-visual media.

02. Project for abandoned animals

To address the problem of abandoned animals by working with experts in the field.

03. Baekdudaegan expedition

To promote physical strength and interpersonal skills by going on cross-country trips.

IMAGINING THE FUTURE OF SEOUL TOGETHER



Save and share

01. One less nuclear power plant

Conserving energy will allow us to reduce our reliance on nuclear power. Together, we will raise our self-sufficiency and promote sustainable energy.

<http://energy.seoul.go.kr>

Recycle and share

02. Making Seoul the capital of recycling

To instill recycling as a way of life and promote a sharing culture for an eco-friendly city where resources are recycled.

Along with animals

03. Animal friendly city

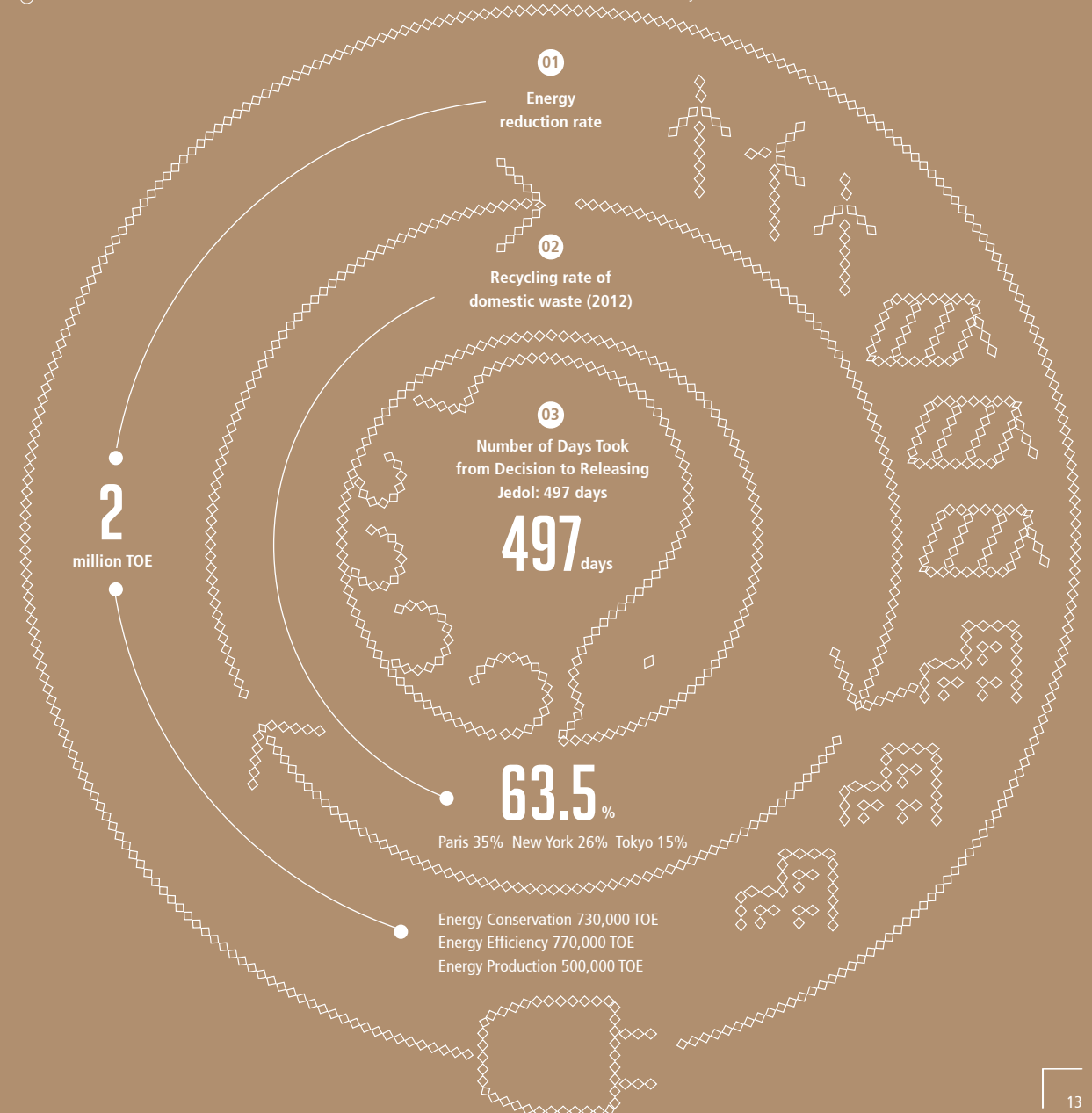
Because all life is sacred, Seoul is committed to protecting animal welfare. The recent story of a bottlenose dolphin named 'Jedol' that was released from a theme park to the sea generated greater awareness of this issue among our citizens.

The time taken for the Jedol to be released back to the sea
May 2009: Dolphin was caught in a net near the Seongsan harbor in Jeju

March 2012: Decision was made to release Jedol, from Seoul National Park back to the sea

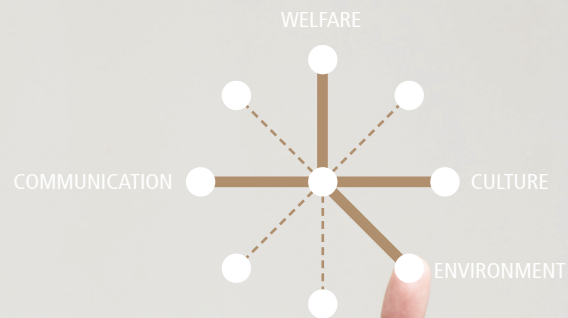
May 11 2013: 425th day after the decision, Jedol was finally sent back to Jeju Island

July 18 2013: Jedol swims back to the sea



03

SEOUL, MY LIFE



Publisher of magazine, 'The Guestroom at Naksan Valley'
Cho, Woo-chul (71)



CULTIVATING VILLAGE ACTIVISTS (2020)

3,000

Unit: Person (2012: 500, 2014: 1,000)

Seoul Community Support Center <http://seoulmaeul.org>

GIVING SEOUL

Revitalizing village communities and urban farming

Seoul started as a village community where people were closely connected as neighbors and worked together. Today, an increasing number of citizens honor this history and choose a more traditional lifestyle. Many of our citizens utilize as much space as possible in this modern city for growing plants, flowers, and vegetables.

01. Village community, abundant Seoul

A community that is based upon diversity will provide a wide range of choices for the citizens in a way that will enrich our city. Urbanization and modernization have created many problems in our city. Seoul is working with its citizens to develop a cooperative community in which everybody can participate.

02. Cultivating urban agriculture, green Seoul

By using empty land and rooftops of buildings, farmers can grow crops even in the city. The City of Seoul becomes a place that continues to grow with nature, breathing fresh air into the daily lives of our citizens.



Seoul Second Career Support Center <http://seoulseior.or.kr>

HAPPY SENIOR YEARS SEOUL SECOND CAREER

Koreans who were the real engine of the country's economic miracle often want to begin a second career. They have many years of work experience and wisdom that can be shared with the younger generation. The city of Seoul wants to encourage this development and is committed to providing assistance to citizens who want to begin a second career.

01. Healthy elderly life

The City will assist senior citizens who live alone. Unfortunately, many of these senior citizens have been inadvertently omitted from health insurance coverage. We will help them by establishing a computer system that accurately manages the information of 210,000 senior citizens who live alone. In addition, we will expand our Support Centers to care for our single senior citizens. Through the master plan 'Healthy Seoul 36.5', we will make Seoul a healthy city for everyone.

02. Convenient life environment

The City plans to expand community-based welfare facilities and rental houses to target our senior citizens who need assistance. There will be welfare facilities such as local senior welfare centers, nursing homes, and daycare centers for night and day, which senior citizens can easily locate within their community.

03. Consulting second life plan

Retirement is not the end but only the beginning of the second chapter of life. The Retirement Support Center provides consultation for seniors who want to plan a second career. Through employment education and other programs, the center will help retirees find ways to continue making significant contributions to society.

04. Individualized unemployment service

We will assist people who are unemployed to find a new job as quickly as possible.

05. Active leisure culture

We will expand the number of Senior Citizen Centers and cultural programs.

06. Generation integration

We will encourage the transfer of experience to the younger generation of Koreans through Chinese Character classes and children's book study classes.



WALK FOR 10 MINUTES OUR SEOUL

In response to requests from our citizens, Seoul will build local gyms for children and community libraries that will accommodate disabled people. By launching 'Project 10 minutes community', Seoul will expand the number of welfare facilities to provide greater access across the city. Nursing facilities, parks, libraries, sports facilities, and health centers will all be within 10 minutes walking distance from anywhere in the city.

01. Nursing facilities

There will be nursing facilities for children within walking distance in every town.

02. Senior citizen centers

There will be Senior Citizen Centers near residential areas.

03. Parks

There will be more parks where people can rest or take a stroll at anytime.

04. Library

There will be libraries where people can go easily.

05. Sports facilities

There will be more sports facilities around the city where people can improve their health.

06. Expanding public medical service

We are increasing the number of Health Facilities and Elderly Care Facilities
52 City Health Facilities in 2011 > 100 by 2020
462 Elderly Care Facilities in 2012 > 470 by 2020

04

SEOUL, MY HOPE



Self-employed
Nah, Dong-soo(44)



+ We will expand the number of call-taxis to decrease the waiting time and make it more convenient for disabled citizens.

Homepage for Disabled <http://disability.seoul.go.kr>

INDEPEN- DENCE CONFIDENCE HOPE

Disabled people have unique needs that are too often ignored. Seoul is addressing the needs of its disabled citizens in all of our new policies and programs. By developing customized facilities, we will make the city a better place for all our citizens.

01.Promotion of human rights

To establish a basis for human rights and compassion for the disabled. To provide a Civil-Government cooperation system.

02. Job creation

The City will provide employment training and create more jobs for disabled citizens. We will also promote the purchasing of products made by the disabled.

03. Improving facilities for the disabled

The City will expand facilities for the disabled in buildings and support better communication.

04. Building foundations for independent living

The City of Seoul supports housing and independent living for all of its citizens. We have expanded the support system for citizens with serious disabilities, including assistance with technology.

05. Strengthening culture of education

Seoul will strengthen special education services for children with disabilities. The city will also expand the cultural and athletic programs for these children.



A BARRIER-FREE LIVING ENVIRONMENT

SEOUL
IS
FOR
EVERYONE

Barriers create burdens for everybody. Physical, psychological, and institutional barriers prevent good communication between people. Seoul does not discriminate against anyone and wants to create a barrier-free environment where everybody can live together in a safe, convenient city. The elderly, expectant mothers, and the disabled can all visit Yeouido Park, Boramae Park, and Seoul Forest. Everybody can enjoy a walk on our barrier-free trails.

01. Removing steps

Seoul removed the steps from various facilities so people in wheel chairs could use them.
02. Supplying corner protectors

Seoul placed corner protectors around sharp edges to help people.
03. Securing parking places

Seoul designated parking places near the doors of buildings for disabled people.

ALLEY AFTER ALLEY, FOUND THE WARMTH OF HOPE

of people living together and sharing together in small shops, alley after alley blooms smile and Small businesses receive support while Seoul adds warmth to humble lives.

01. Supporting social economy (Social enterprise, Local enterprise, Cooperative association)

The City will address various social and economic problems such as social polarization, micro-enterprises, unemployment, and the weakening sense of community among the people. We believe that this will be possible through the establishment of the 'Social Economy Center' where a sustainable social economic ecosystem can be created as a hub for various interactions.

02. Supporting the street market

The City of Seoul has proposed business regulations to prevent monopolies by large chain supermarkets. Each autonomous district is responsible for imposing business regulations, such as mandatory closing days and prohibitions against late-night operation by large marts and supermarkets.

03. Supporting traditional market places

The City has established a Joint Distribution Center and launched a five year plan under its 'Facility Modernization Project' to upgrade Korea's traditional markets on streets where these shops are located.

04. Supporting independent businesses for low-income groups

The City provides customized consulting for small and medium supermarkets that are located close to Chain Stores. Through this service, people can receive business analysis and advice on store layouts.

05. Supporting low-income groups with financial supervisory Service

This program improves the financial structure of independent businesses and micro-enterprises in order to support their management system. The City provides one trillion won as incubation funds for small and medium businesses. Seoul's customized micro-credit system protects and promotes self-employed firms and supports business startups for low-income groups.



Unit: Quantity (by 2022)



Supporting self-employed micro businesses
Unit: Quantity



Super Doctor
Unit: Quantity



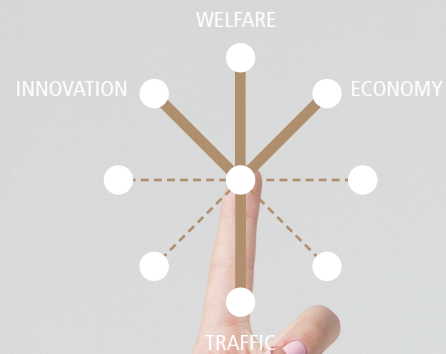
Repairing old facilities
Unit: Trillion Won



Rearing funds for medium and small businesses
Unit: Won

05

SEOUL, MY OPPORTUNITY



English Major, senior at Yonsei University
Lee, Seon-min (25)



Share Hub <http://sharehub.kr>

SHARE TOGETHER INCREASE OPPORTUNITIES

By sharing ideas, experiences, and possessions community spirit in the city is greatly enhanced. We can also address social issues that are of common concern in a way that citizens, corporations, and public entities can work together in this "sharing city".

01. Shared experiences

The world benefits when people interact and share different ideas and experiences.

02. Share spaces

By sharing space, cooperation among our citizens can be promoted and we can efficiently utilize spaces that are not currently being used. The "Share House" program will enable us to increase the space available throughout our city.

03. Share things

Car sharing saves energy. Promoting the Virtual Library.

04. Sharing meals

Eating meals with new friends is a heart-warming experience.

05. Share memories

Seoul has created a program that allows people to donate their suits to young people who are looking for employment but cannot afford to purchase new clothes. Citizens who want to donate toys to children can give them to the Toy Library.



DREAM AND PASSION FOR MORE OPPORTUNITIES

Reducing university tuition to help students realize their dreams.

Seoul wants to encourage students to participate in social services rather than devote too much of their time to part-time jobs for paying their tuition. In order to assist students, the city introduced a “half-tuition” program at the University of Seoul. We hope many other universities in Korea will follow this example to help our students. Then college students can devote more of their time and energy to realize their own dreams and contribute to society.

Extended hours for night buses

Students are committed to working hard and often study late at night in the university library. Frequently these students miss the last bus. Seoul will extend the hours for night buses to help these hard-working university students.

Seoul’s new deal job program

Customized New Deal provides work experience that could lead to future employment

- 01. 3D interior modeling**
Making 3D maps of major buildings to be used for civil service and disaster management.
- 02. Seoul’s new Taengniji**
Researching and recording the resources of communities such as the history of Seoul citizens and their stories.
- 03. Nurturing young innovators**
Fostering creative experts on new job opportunities including social economy, town communities and cultural services.



Unit: Quantity (total 17 business, 4,002 job places)



EXPERIENCE OPENS DOOR FOR GREATER OPPORTUNITIES

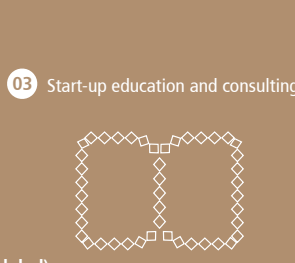
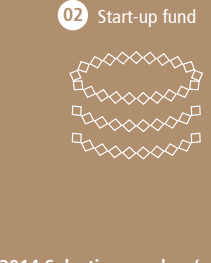


Young entrepreneurs 1000 project

Dreams come true we support young entrepreneurs with start up office and training.

- 01. Providing start-up offices**
The Seoul City provides start up offices without cost, by utilizing the city's idle properties.
- 02. Supporting start-up fund**
Funding is provided to develop business ideas and to cover expenses. It is paid in four installments.
- 03. Supporting start-up education and consulting**
The City provides education and consulting for matters such as legal affairs, taxation, and patents, which can be done online and by visiting the appropriate office.

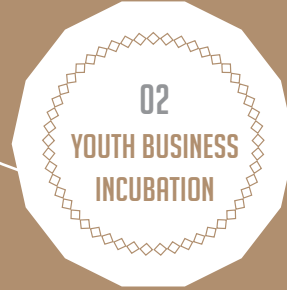
YOUTH EMPLOYMENT



2014 Selection number (scheduled)

1,500

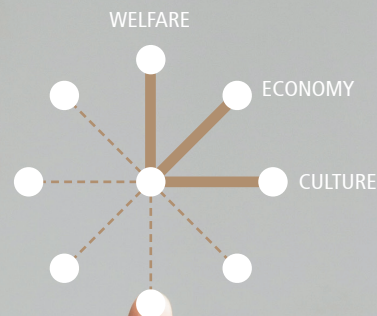
Unit: Person



Seoul “Job Plus” Center
<http://job.seoul.go.kr>

Seoul Youth Hub
<http://youthhub.kr>

06



SEOUL, MY FRIEND

CEO of IT Company
Michael Shilman (39)



11,140,000

Unit: Person (2012)

Visit Seoul <http://visitseoul.net>

MY PERSONAL STORY OF SEOUL

Tourists' city, Seoul

As you walk along the streets of Seoul, you can almost hear people sharing their memories from walking along the streets of Deoksugung Palace or Bukchon traditional village. The latest global trend can be seen across the Han River converging on Gangnam, Teheran Street. This city marries the old and the new, giving birth to unique stories to tell to the rest of the world.

01. Master plan for tourism

Soon the number of visitors in Seoul will reach 20,000,000 annually. The City of Seoul has established a vision and goal for the city's tourism industry, and is preparing a master plan to adapt to the rapid changes in the industry. We will make Seoul a city that tourists can enjoy.

02. Historical narratives about Seoul (5 main sites)

Because Seoul has been the Capital city for over a thousand years, it has great potential to share unique experiences and historical narratives with tourists. We are therefore seeking five locations that have interesting stories to tell, such as visits to Dongdaemun market by young people and childhood memories on the Han River.



+ Hanyang City, embracing 600-year-old history of Seoul

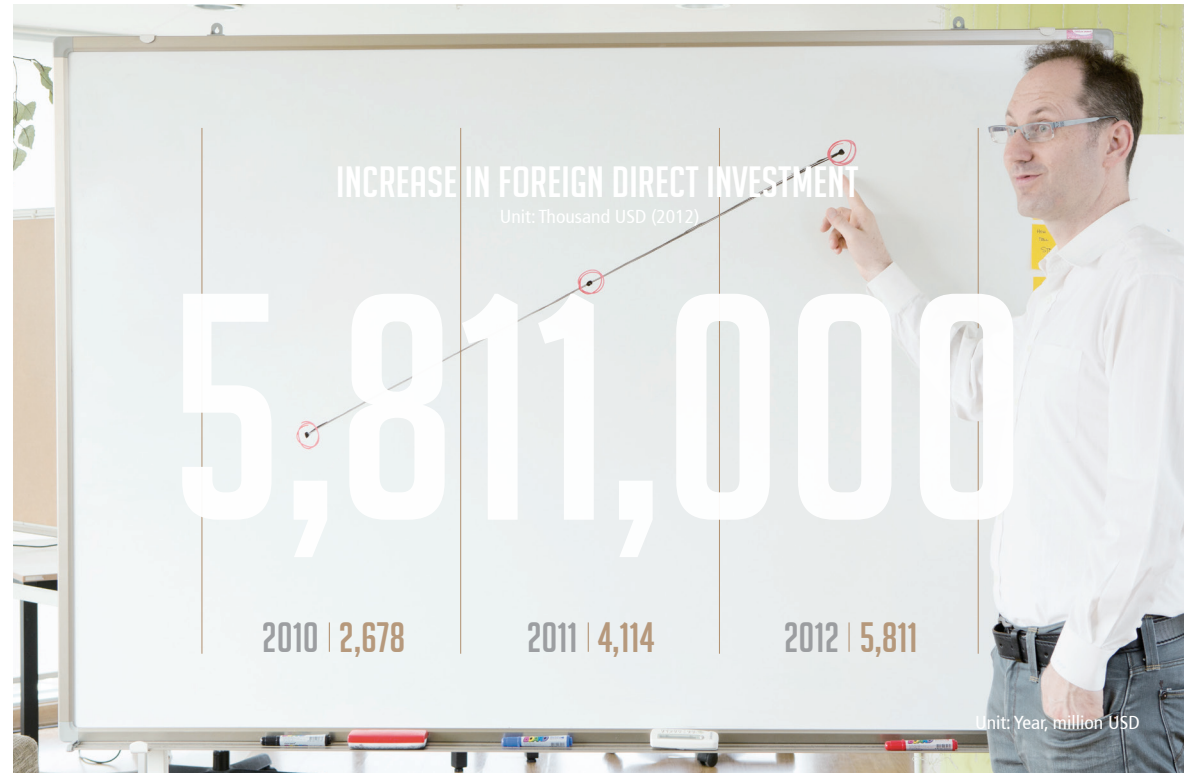
THE MORE
YOU SEE
THE MORE
YOU KNOW
THE MORE
YOU WILL
LIKE SEOUL

Restoration of Hanyang City wall

Hanyang City (now Seoul) has over 600 years of history. Four main gates to the city represent the ideals of benevolence, righteousness, courtesy, and wisdom. Currently, almost 20 kilometers around the city is being restored. When the Hanyang restoration project is completed, Seoul will be able to share a beautiful landscape with Koreans and foreigners who work in this global community.

The charm of Seoul

Seoul is alive with a variety of cultural events and is now famous for “K-POP” like Gangnam-style. The city supports growth in the entertainment business in order to expand the local industry and technology. There are many enjoyable places within Seoul such as Art Villages, which provides cultural spaces, sports complexes open to the public, and the Dongdaemun Design Plaza (DDP).



Seoul Global Center <http://global.seoul.go.kr>

NEW
LIFE AND
DREAM
NEW

MATE
SEOUL

Seoul grows with foreign investors

Seoul has become a global city that attracts many foreign investors. Now there are more investments in the city's financial, tourism and cultural sectors. The City envisions a future where Seoul continues to interact with the rest of the world.

01. Creating an environment for foreigners to make investments without difficulty

The City of Seoul provides various benefits to foreign investment companies such as tax reduction, subsidies on hiring, and job training. As a result of the rapid increase in foreign investment companies coming into Korea, approximately 50 to 60 thousand new jobs are created each year.

02. Supporting start-up businesses for foreigners

The Global Business Centers located in Gangnam and Yeouido help foreigners start their own businesses in Korea. Various services are provided, including help with an Incubation Office.

03. Promoting MICE (Meeting, Incentive, Conference, Exhibition) business

This is a global strategic business that will create higher added value and more job opportunities by holding international conferences, tourism, and exhibitions. The city will assist with invitation, promotion, and organization of conferences and exhibitions.

The city of multi culture, multi happiness

The city is enriched by the hopes and dreams of its many residents. Seoul is the city of many cultures - 22% of our country's multicultural families live in Seoul. Mongol's Gobi Desert meets the Han River of Seoul, and Vietnam's coriander leaves are mixed with Kimchi. The spirit of Seoul expands through its immigrants and multicultural families. The culture of Seoul grows deeper.

01. Providing one-stop counseling service

This is one-stop counseling service for foreigners who live in Seoul. The service is provided in 8 different languages. From getting a driver's license to taxation to administrative issues, everyday problems can be resolved through this service.

02. Seoul's "Multicultural (多) Happiness" program

The City plans to support multicultural families so they can build an independent and stable life in Korea. The plan includes personalized education support for immigrants and multicultural children, daily information, protection of human rights, and improvement of the relationships between Koreans and foreigners.

SEOUL, BRIGHT MY LIFE

CHILDREN

Elementary and middle school
supporting lunch program become
more healthy and natural

395.3 billion won

YOUTH

Project Amazing Saturday

2,051

YOUNG ADULTS

Relieved of tuition stress through
University of Seoul's half tuition
program

1/2

PARENTS

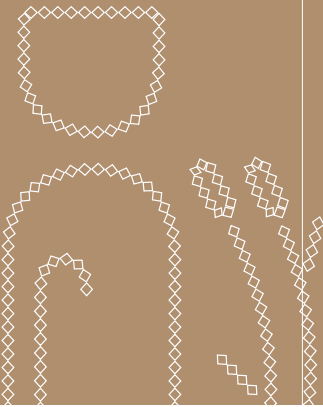
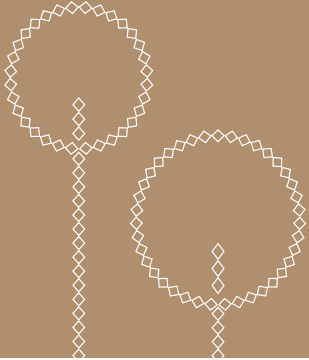
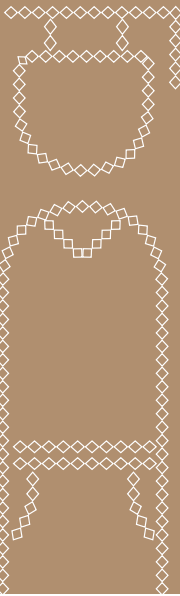
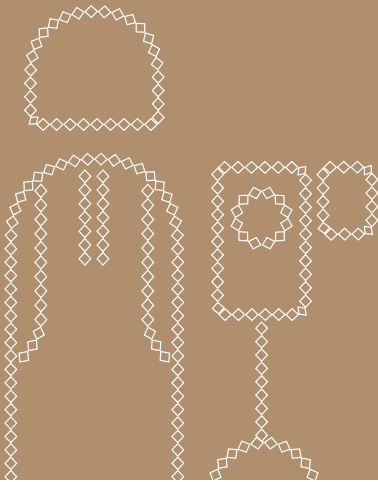
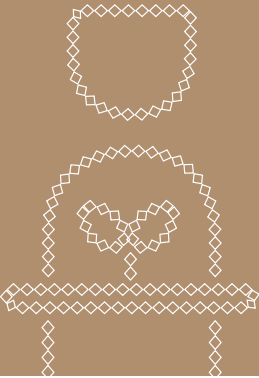
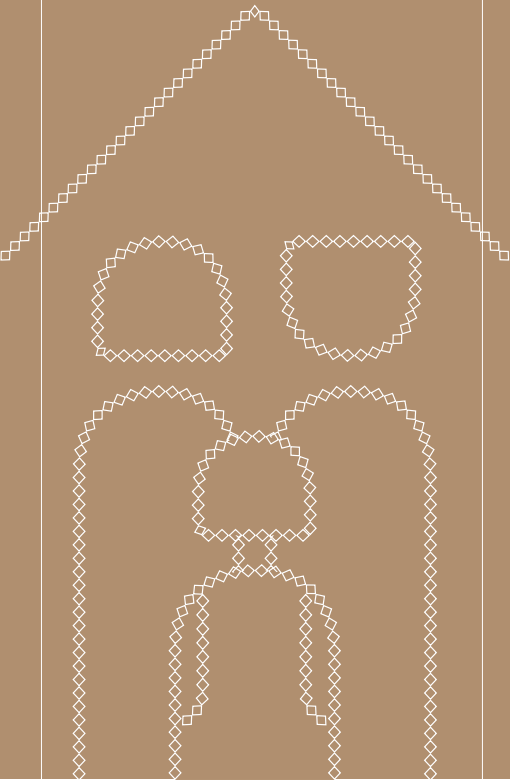
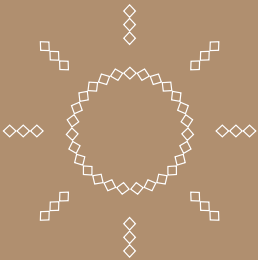
Expanding public daycare

30 %

ELDERLY

Providing public jobs for the elderly

40,000



SEOUL, MY VISION

CITIZENS
AS OWNERS,

CITIZENS
AS REFORMERS,

SEOUL
WILL BECOME THE CITY
FOR ITS CITIZENS

WELFARE

01 Happiness for all generations

Seoul basic livelihood security act

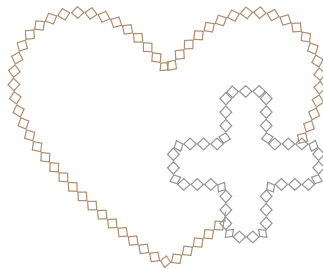
Seoul is the first city government to establish a welfare standard with citizen participation to address issues like the high cost of living, social inequality, and regional characteristics. We have set the standard for income, housing, social care, health, and education. There are 102 projects that will help improve life in Seoul. This will bring changes not only to Seoul, but will serve as a model for world welfare.

Hopeful Ondol

Like Korea's traditional Ondol (floor heating system), Project Hopeful Ondol protects our neighbors who are in need. By encouraging donation and sharing, this welfare policy brings people together within the local community. Those who are concerned about the wellbeing of others within the community can search for their neighbors in overlooked areas and find ways to support them. We have already assisted over 70,000 people through this project.

Providing 80,000 public rental housing

The city provides 'long-term public rental housing' which can be extended for a maximum of 6 years. In addition, we will increase the number of rooms for public housing to keep pace with the increasing trend of single-person households. In order to secure the basic standard for minimum housing, we promote business to 'renovate one room housing' and build 'public dormitory' for university students.



INNOVATION

02 Seoul, making changes with its citizens

"10 commandments" for sidewalk

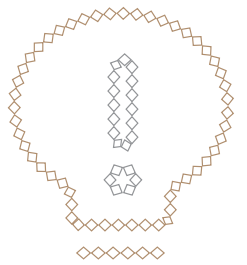
The City spent a large percentage of its budget on the "Street Environment Improvement Scheme." The purpose of the program is to lower maintenance costs of sidewalks in the city. In order to build and maintain sidewalks efficiently and effectively, the city established 10 'commandments' such as, the 'real-name' policy that requires the name of the construction supervisor to be engraved on the sidewalk and the 'One strike out' policy that excludes contractors who built defective sidewalks from the bidding process. Policies such as 'reservation of temporary sidewalk' and 'placing of helpers for walkers' will guarantee the safety of the citizens.

Budget process with citizen's participation

The management and distribution of the city's budget will become much more transparent through this process. Citizens can now participate in the decision-making process regarding how the funds should be distributed. The participants are chosen from each age group and gender randomly by a lottery. Through this process, a 6th grade girl can participate with a 73-year-old senior citizen.

Human rights basic plan

This plan consists of five parts: improvement of Human Rights for the socially disadvantaged, cultivation of a city environment which supports human rights, promotion of a culture that respects human value, establishment of Human Rights Regulations, and establishment of a civil society cooperation system. The socially disadvantaged groups include the disabled, women workers, immigrants, young part time workers, victims of human rights, the elderly, evicted residents, slum dwellers, the homeless, and people living below the poverty line. The plan is made up of specific regulations to help improve human rights in everyday lives.



COMMUNICATION

03 Seoul, where the citizens are the owners.

Three special ways for communication

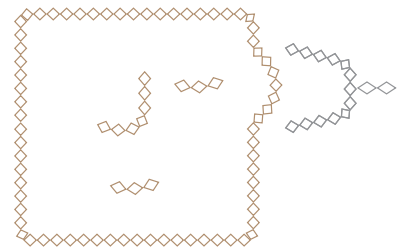
We have launched the "listening to citizens and making policy" program in order to reflect citizen's opinions in creating regulations. Any citizen of Seoul from any background can participate in making policy together with the city government. This includes a 'citizen podium' where people can share their opinions freely. By using various ways to listen to voices on current issues, the city is making regulations in the interest of its citizens.

Opened administration 2.0

We have announced 5 plans and opened 'Seoul Information Communication Square'. We will publicize all the information except what is legally required to be kept confidential. From now on, information is available through 'Seoul Information Communication.' By 2014, the addition of 1,200 public information centers will lead to more business and job opportunities.

Seoul citizens hall (Simin-cheong) <http://seoulcitizenshall.kr>

"City Government" Building? City Hall is now called "Simin-cheong." "Simin" means citizen but "cheong" does not mean "Government building" as it is usually translated. "Cheong" here means "listening". Seoul created living areas that its citizens can enjoy and communicate with others.

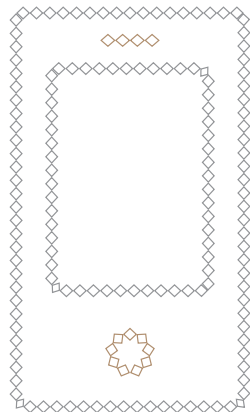
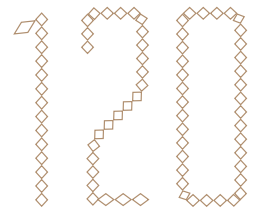


SEOUL, MY VOICE

SEOUL,
IN MY THOUGHT

SEOUL,
IN MY WORDS

SEOUL,
LISTENS
TO THE VOICE
OF ITS CITIZENS.



120 Dasan Call Center <http://120dasan.seoul.go.kr>

By calling the Dasan Call Center, citizens can get answers to all questions about civil services that are provided.

Telephone consultation

Without the area code 120 (Intercity: 02-120, Overseas: 82-2-731-2120)

Character talk

After writing text messages, '02-120' letters sent to

Online calling services for sign language

070-7947-0120, Mobile 120 (video call button)

Use chatting consultant from the homepage

Homepage (<http://120dasan.seoul.go.kr>)

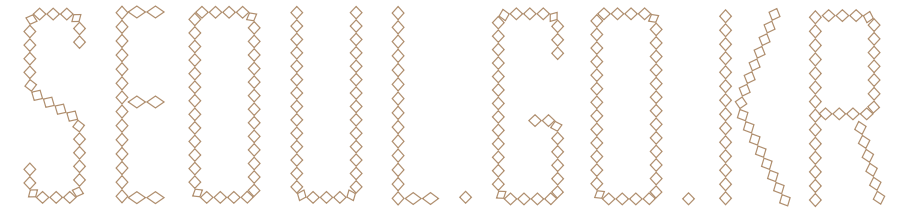
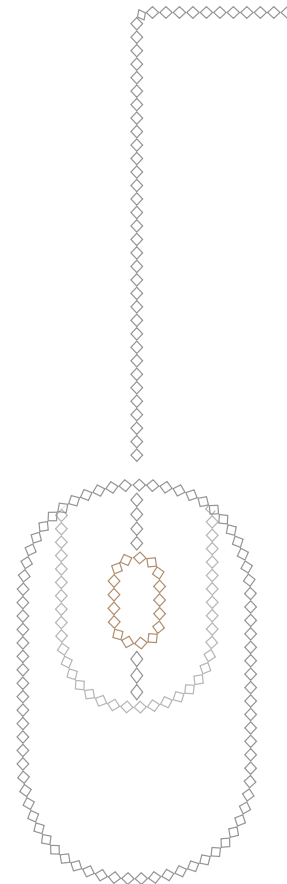
Foreign language service

(English, Chinese, Japanese, Vietnamese, Mongolian)

After calling 120 press 9 on ARS

SNS consulting

Twitter @120seoulcall



Seoul City homepage <http://english.seoul.go.kr>

In the past, the homepage was used only to announce new policies to the public. However, the redesigned homepage will also describe the actual process of policy formulation. This will help people understand the changes to the policies.

The City information can be easily accessed through SNS such as websites, twitter, and Facebook. Citizens can comment and share their concerns with the city.

Social broadcast live Seoul <http://tv.seoul.go.kr>

This live social broadcast will publicize events happening in the city, including main policy conferences, citizen's voices, and various social events in the city. The purpose is to promote 'clear administration and participation of citizens'.

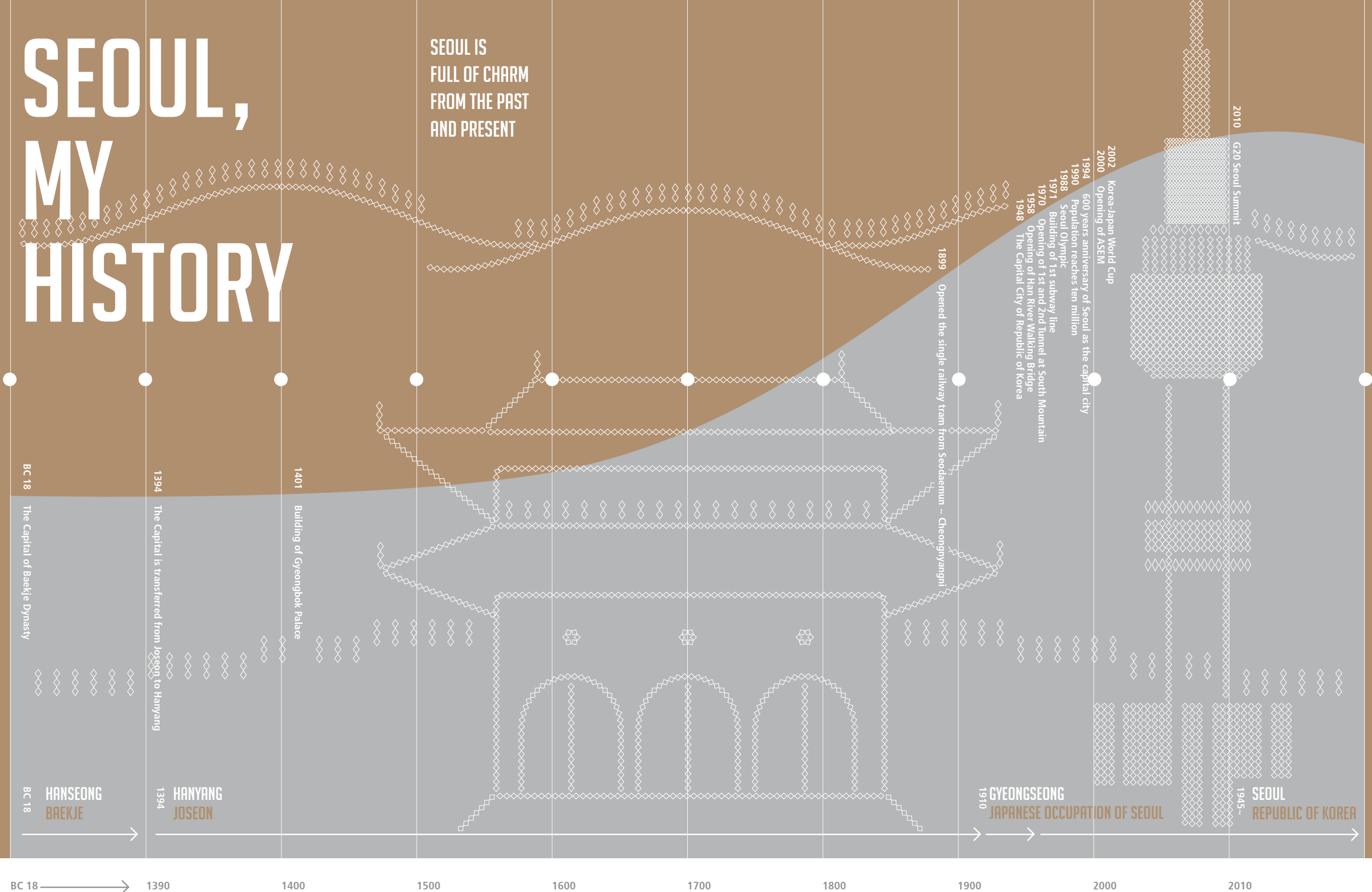
Social media center <http://eungdapso.seoul.go.kr>

This is an integrated platform in which all citizens can view the answers to questions and suggestions sent to the city hall via SNS

Facebook	facebook.com/hiseoul
Youtube	youtube.com/seouldreamseries
Pinterest	pinterest.com/seoulkorea
Flickr	flickr.com/photos/seoulkorea
Mobile Seoul	m.seoul.go.kr

SEOUL, MY HISTORY

SEOUL IS
FULL OF CHARM
FROM THE PAST
AND PRESENT



BC 18 →

1390

1400

1500

1600

1700

1800

1900

2000

2010

SEOUL, MY NEIGHBOR



◆ **Sister Cities** ● **Friend Cities**

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

Canada Ottawa | Turkey Istanbul | China Shandong | China Tianjin | Germany Berlin | USA Los Angeles | China Jiangsu | Ethiopia Addis
Ababa | Netherlands Amsterdam | Italy Milano | China Guangdong | Japan Hokkaido | Hungary Budapest | Belarus Minsk | China Zhejiang
Mozambique Maputo

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PR Movie of Seoul City

