



CONTENTS

City of Seoul

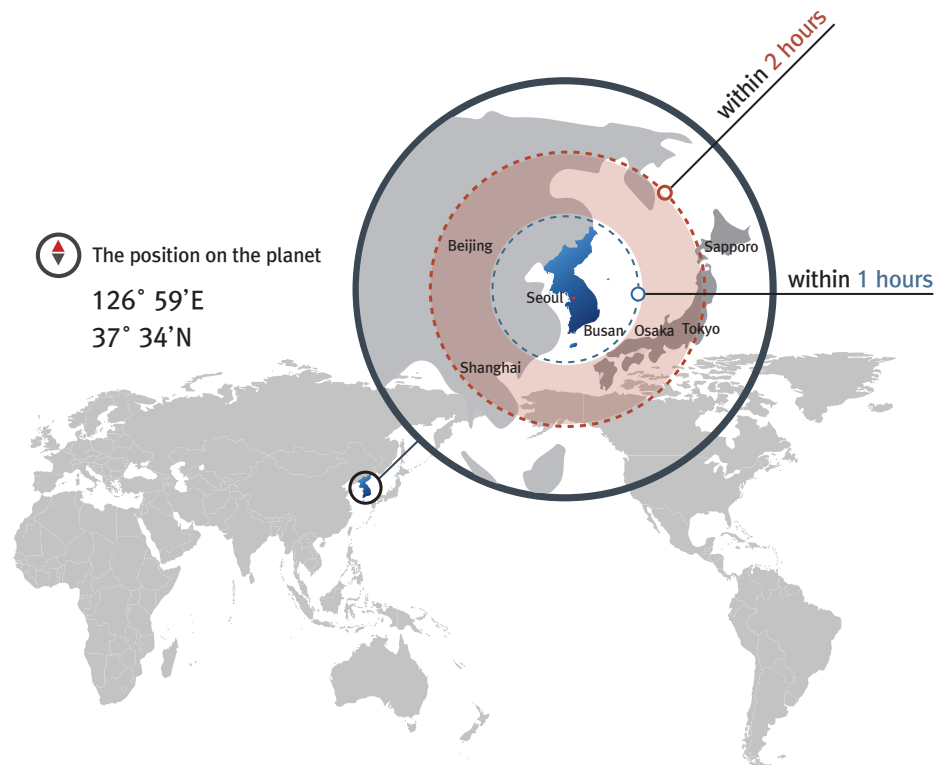
Location	004
Population	005
Climate	006
Seoul's Symbols	008
Overview of City Hall	011
Annual Festivals	016
Organization Chart	020
2017 Budget	021

Location

Seoul, the Gateway to Asia and Europe

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

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



Population

Seoul has a population of 10,158,411 people. [2017 (3/4) Statistic]

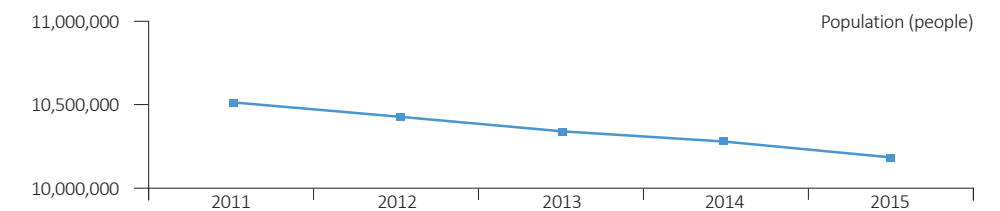
Male : 4,975,437 people

foreign residents 126,242

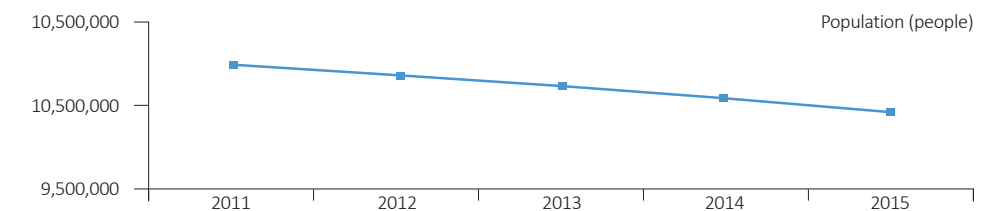
Female : 5,182,974 people

foreign residents 140,721

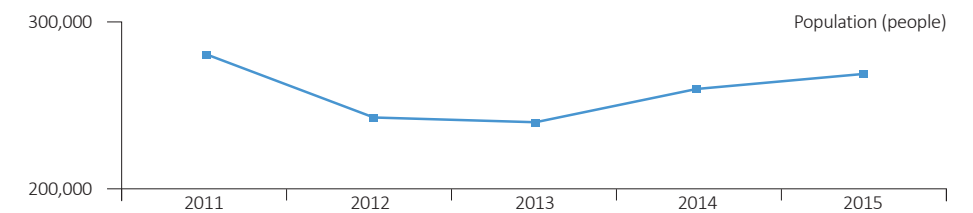
• Total Population



• Local Residents (Korea)



• Foreign Residents



Climate

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

Spring in Seoul



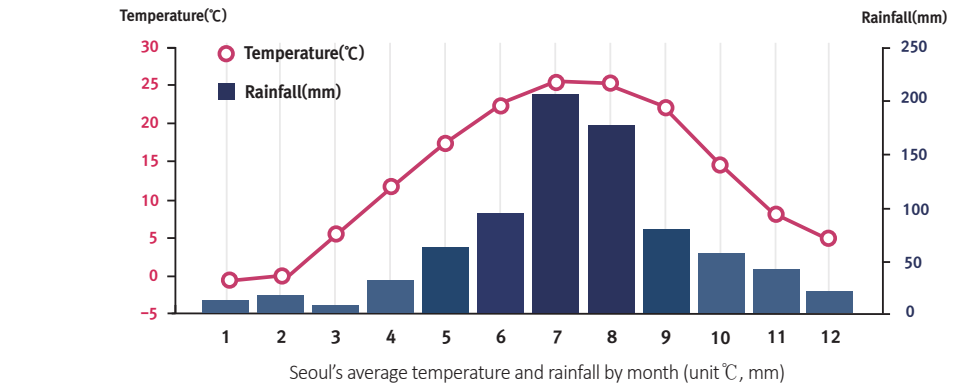
Seoul's average temperature is 12.5degrees Celsius, and spring begins around March, when the entire city bursts into flowers. Many Seoulites enjoy strolling around Yeouido or other green spaces throughout the city that are filled with a dizzying display of cherry blossoms, forsythias, azaleas, and magnolias.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

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

Summer in Seoul



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



Fall in Seoul



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

Winter in Seoul



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

Seoul's Symbols

Emblem

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

Meaning

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

History

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

Current Use

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



Seoul's Symbols

City Brand

I · SEOUL · U

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

Between people, there is Seoul.

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

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

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

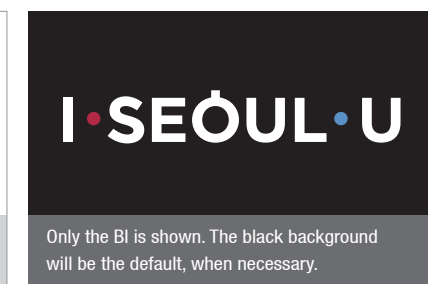
The Korean letter “ㅇ” and English letter “O” are brought together as one.

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

Positive Image



Negative Image



Seoul's Symbols

Tree, Flower & Bird

Flower



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

Tree



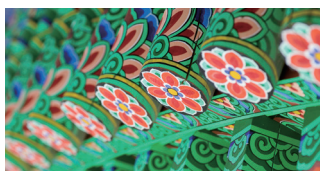
The Seoul Metropolitan Government designated the ginkgo, known for its beauty, longevity, and strong resistance to pollution, as the official tree of Seoul on April 3, 1971. As a tree that grows large and strong, it symbolizes the development and prosperity of the nation's capital.

Bird



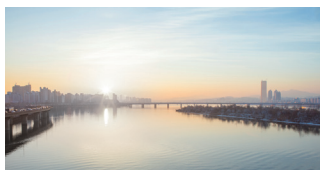
Traditionally loved by the Korean people, the magpie is believed to be an auspicious bird and a messenger of good fortune. According to a Korean folktale, magpies formed a bridge to help two star-crossed lovers reunite. The magpie was chosen as the national bird of Korea in 1964, after receiving a substantial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

Representative colors of Seoul



Dancheong red(traditional Korean decorative coloring)

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



Hangang(River) silver

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

Overview of City Hall

Seoul Metropolitan Library

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

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

In addition, the mayor's office, on the third floor of the library, has been restored to its early 20th-cen-

tury state, without damaging any of the original materials. Visitors can take pictures at the mayor's desk, where nameplates of all the mayors have been placed. An exhibition hall on the fifth floor showcases items and parts that were discovered while dismantling the old Seoul City Hall.

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



Overview of City Hall

Seoul City Hall

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

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

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

World Records as the largest vertical garden in the world.

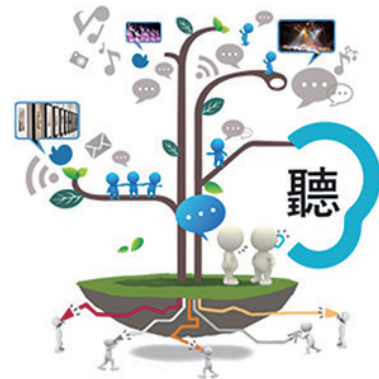
Over 70,000plants of 14 different species were planted in the garden over an eight-month period. They help to eliminate contaminants and fine dust and regulate the temperature and humidity. When visitors take the elevator or escalator from the Haneul Plaza on the ninth floor down to the first floor,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

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



Overview of City Hall

Citizens' Hall



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

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

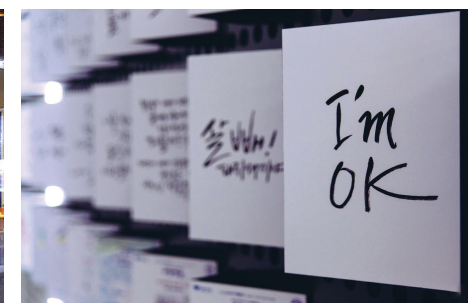
The number of visitors to the Seoul Citizens Hall since it opened in January 2013 has reached 6.8 million people as of October 2016. With the exception of closed days, an average of 5,369 people per day visited the Seoul Citizens Hall. Specifically, 137 couples had their simple and unique wedding ceremonies in the hall. Citizens rented the hall for exhibitions, performances, workshops and others events 2,946 times, allowing themselves to host

event at low cost. A total of 5,968 people participated in the event "I have something to say" and made their voices heard.

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

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

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



Cherry Blossom Festival



Cherry Blossom Festival Schedule:
Early April every year
Transportation:
Line 4, Seoul Grand Park Station Exit 2
Website:
<http://grandpark.seoul.go.kr/engMain.jsp>

Seoul Grand Park is surrounded by Gwanaksan and Cheonggyesan Mountains. Cherry blossoms at Seoul Grand Park bloom later than at Yeouido due to the lower amount of sunshine and temperature on average. The 4km long cherry blossom walkway at Seoul Grand Park begins from the lake at Seoul Grand Park and continues to the entrance of Seoul Land. As the last tourist attraction where you can enjoy cherry blossoms in the city, the festival begins from mid-April. Seoul Land becomes more popular during the festival as it opens late at night for families to enjoy the amusement park and cherry blossoms at the same time.



Hangang Summer Festival



Schedule: Every July – August
(for about a month)
Location: Hangang River & major
Hangang Parks (Yeouido, Ttukseom,
Banpo Hangang Parks)
Website: <http://hangang.seoul.go.kr/project2017>

The Hangang Summer Festival that began in 2013 is one of the most popular festivals in Seoul visited by about 10 million people each year. The festival is held between July and August with various cultural experiences visitors can enjoy including camping, water sports, film festival, street performances, and night market. The 2017 Hangang Summer Festival was held under the slogan, 'Find New Ways to Enjoy Hangang River,' and included over 80 programs under three themes including Cool Hangang (water sports & games), Inspiring Hangang (performances, watching, and passion), and Together Hangang (nature, ecosystem, and relaxation)



Seoul Lantern Festival



Schedule: Every November from the first Friday to the third Sunday
 Location: Cheonggyecheon Stream (from Cheonggye Plaza to Supyogyo Bridge)
 Transportation: Line 5, Gwanghwamun Station, Exit 5
 Website: <http://www.seoullantern.com/en/>

The Seoul Lantern Festival began in 2009 as the Seoul Light Festival and changed its name to the Seoul Lantern Festival in 2014. The Seoul Lantern Festival is held for 17 days from the first Friday to the third Sunday of November is a representative festival of Seoul. The Seoul Lantern Festival welcomes about 3 million visitors each year with various stories expressed with the beautiful and unique lights the lanterns create along a 1.2km walkway of Cheonggyecheon Stream.



Seoul Kimchi Festival



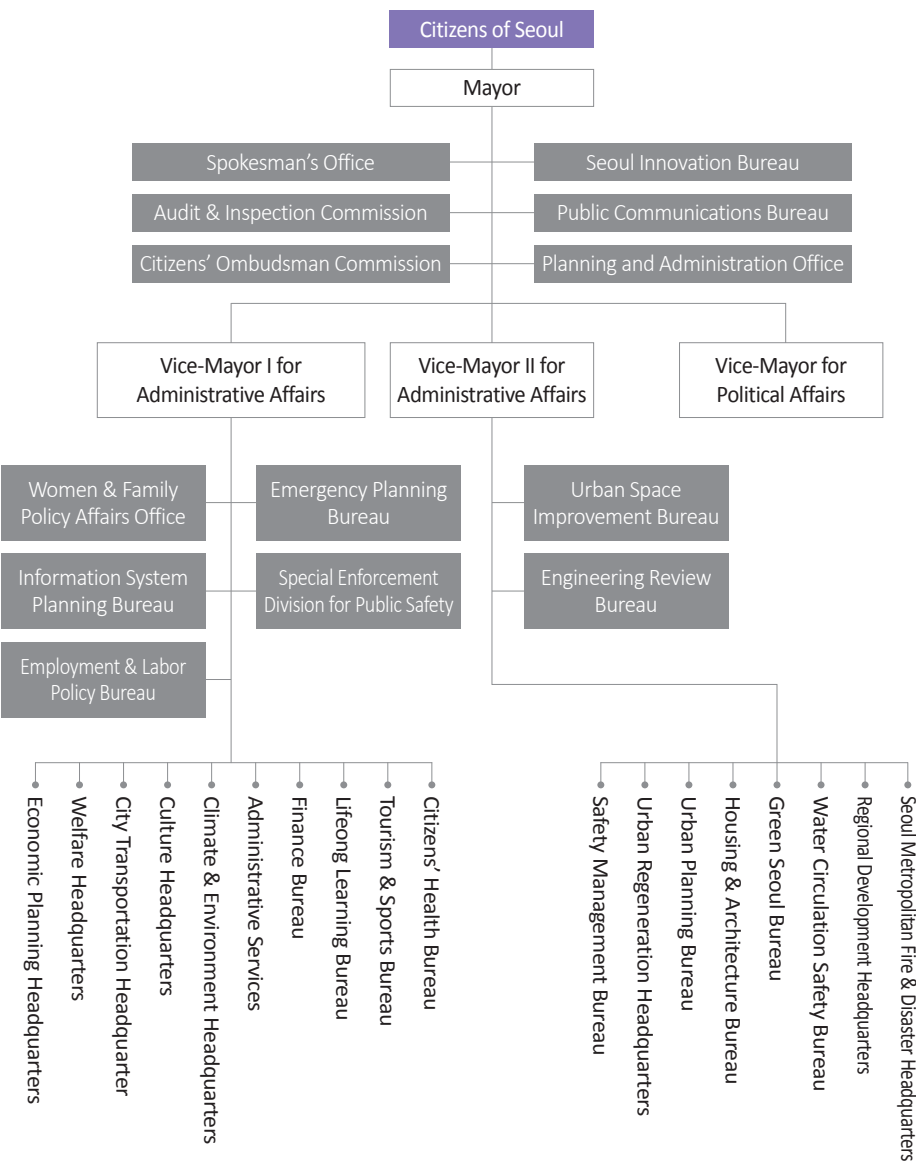
Schedule: Every early November
 Location: Seoul Plaza, Mugyo-ro
 Transportation: Line 1, City Hall Station, Exit 5
 Website: <http://seoulkimchifestival.com/>

The Seoul Metropolitan Government holds the Seoul Kimchi Festival to provide an opportunity for visitors to experience, taste, and share the kimchi making culture of Korea that has been designated as a UNESCO Cultural Heritage. The festival takes place from the end of October to early November each year at Seoul Plaza, Sejong-daero, and Mugyo-ro areas. As a global festival for all to enjoy, the Seoul Kimchi Festival focuses on reviving the sharing tradition of Korea that is gradually being forgotten through kimchi making and various programs that foreigners can experience.



Organization Chart

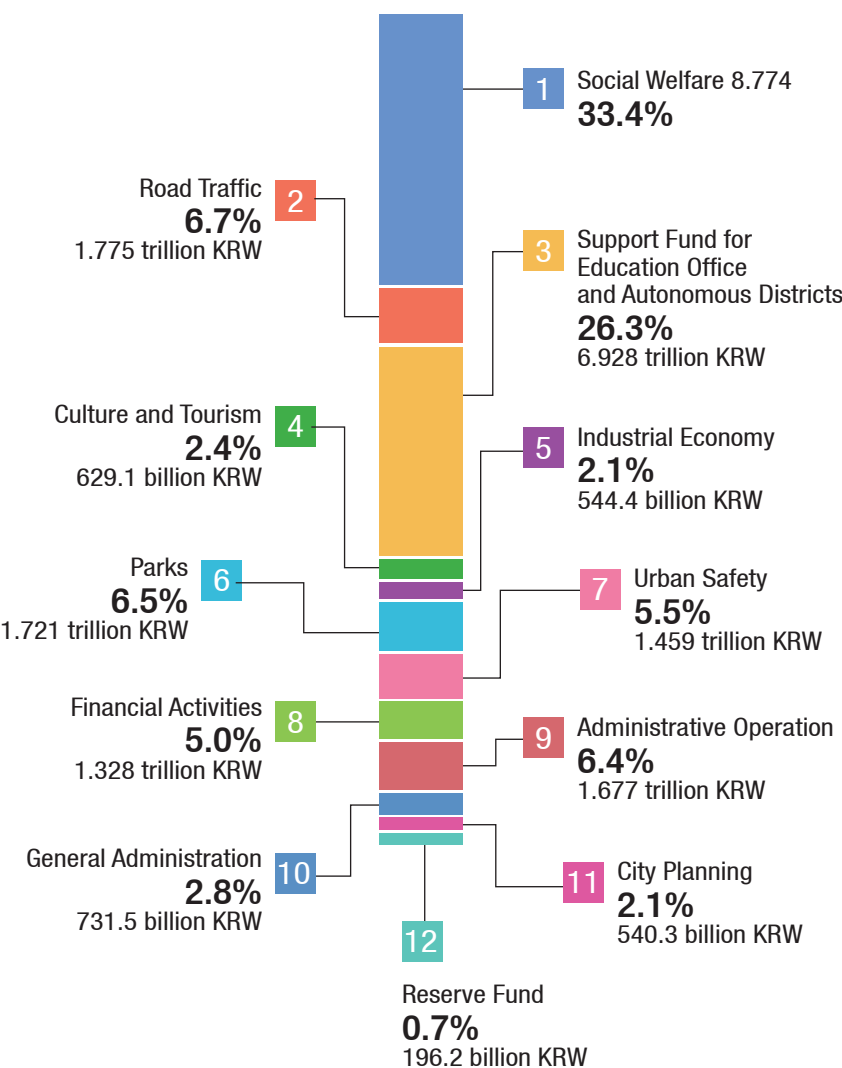
Seoul Metropolitan Government



2017 Budget

26 trillion KRW and 302 billion KRW(≐dollar)

(based on the net total)



**What
We Do**



CONTENTS

Policies & Initiatives

Urban Planning & Environment

01	Seoullo 7017	028
02	Sewoon Shopping Mall	038
03	Platform Changdong 61	044
04	Walking Trails in Seoul	050
05	One Less Nuclear Power Plant	056

Welfare & Transportation

06	Reaching-out Community Service Center	062
07	Women's Safety Metropolitan City	070
08	Participatory Budget System	076
09	Seoul Public Bike, Ttareungyi	084
10	Late Night Owl Bus	090

Culture & Tourism

11	Oil Tank Culture Park	098
12	Seoul Night Market	102
13	World's Best MICE City, Seoul	108
14	City of Communication, Seoul	114
15	I:SEOUL-U	122

Building Better Future:

Urban Planning & Environment

Seoullo 7017

The 'Seoullo 7017 Project' is largely focused on significant improvement of the pedestrian environment through the renewal of the elevated road near Seoul Station.



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

Comprehensive Development Plan for the Areas near Seoul Station



Seoulo 7017 Project : Integrated Regeneration of Areas near Seoul Station and the Seoul Station Over- pass Expected to Revive Local Economies

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

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

The Seoul Metropolitan Government established the Urban Renewal Headquarters to lead a new paradigm for urban development called “Seoul-Style Urban Renewal,” instead of tearing down the aging structure, as they had in the past. By developing

the elevated road near Seoul Station, the city government aims to create a model for urban renewal projects that will trigger the revitalization of the Seoul Station area. The ‘Seoulo 7017 Project’ is largely focused on significant improvement of the pedestrian environment through the renewal of the elevated road near Seoul Station, facilitation of the urban regeneration of Namdaemun Market and the areas near Seoul Station, and the remedy and resolution of problems related to communication, traffic, and safety. The number 7017 is significant,

The work depicts the Seoul Station Overpass as a massive tree in a sky garden, creating a library-like collection of local plants arranged according to their names in the Korean alphabet, from Toegye-ro to Jungnim-dong. Street lamps will line the overpass like tree branches, organically linking the 17 pedestrian pathways that the Seoul Metropolitan Government requested to be built.

The overall renewal plan is to link the city center, within the four gates, to the underdeveloped region



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

The international design competition for the renewal of the Seoul Station Overpass was held from January 29 to April 24, 2015. Coming out on top was Dutch architect and landscaper Winy Maas for his submission, “The Seoul Arboretum.”

to the west of the elevated road near Seoul Station, to Seoul Station itself, the international gateway into Seoul, where over 390,000 people and 75 bus lines pass through every day.

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

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

- Integration of the area expected to **reinvigorate the economy**
 - Anticipated to become a center of urban tourism and conventions(Namdaemun Market, in connection with development of the North District of Seoul Station)
 - Create a foundation for self-sustaining revival with the connection of pedestrian paths located between the eastern and western neighborhoods of the area(Seoul Station and Malli-dong)
- Create an innovative, green public space using **existing facilities**
 - Propose a new type of hanging garden using existing facilities in the center of Seoul, as there are limitations on the expansion of green spaces due to a lack of available land and high real estate prices
 - Transform the overpass into a hub of history, culture, tourism, and urban ecology
- Create **new culture based on local cultural resources**
 - Establish a new, multifunctional cultural area by rejuvenating the space under the overpass and holding cultural programs and activities
 - Create a network of culture and history connecting the old Seoul Station, Seosomun Gate, Son Kee Chung Park, Yakhyeon Catholic Church, Namdaemun Market, Namsan Mountain, and Seoul City Wall
 - Improve accessibility by rearranging bike lanes and pedestrian paths.

Beautiful safety facilities, green walkway wall

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

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



Since the wall along the Seoul Station Overpass was low and long(2m in height, 300m in length), there were limitations to applying the design. Therefore, by highlighting various “feet” walking on the walkway, the design invokes the image of walking on a walkway.

The wall installed at the entrance and exit of Toegye-ro and Malli-dong depicts businesses and culture representative of the Seoul Station area. The design of the wall was created by the young designer group “VERY JOON OH” as a talent donation.

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

A Glance into the Overpass Walkway, Seouullo 7017 Info Garden

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

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

The new name and face of the Seoul Station Overpass Walkway has been decided. “Seouullo” has dual meanings of “walking path for people representing Seoul,” and “a path towards Seoul.” It also refers to the year 1970, when Seoul Station Overpass was built, and the year 2017, when it will be transformed into a walking path. The logo is designed using a curved shape, and resembles a smiling face with good grace, showing friendliness. The letter “ro” symbolizes the shape of walking human feet, highlighting its character as a “walking path.” The design of BI “Seouullo 7017” was created by “VERY JOON OH,” a group of designers in Seoul as a part of a talent donation. Previously, VJO designed the 300-meter long wall of the Seoul Station Overpass’ main track as part of a talent donation.

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



Green Walkers, Environment Protectors

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

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

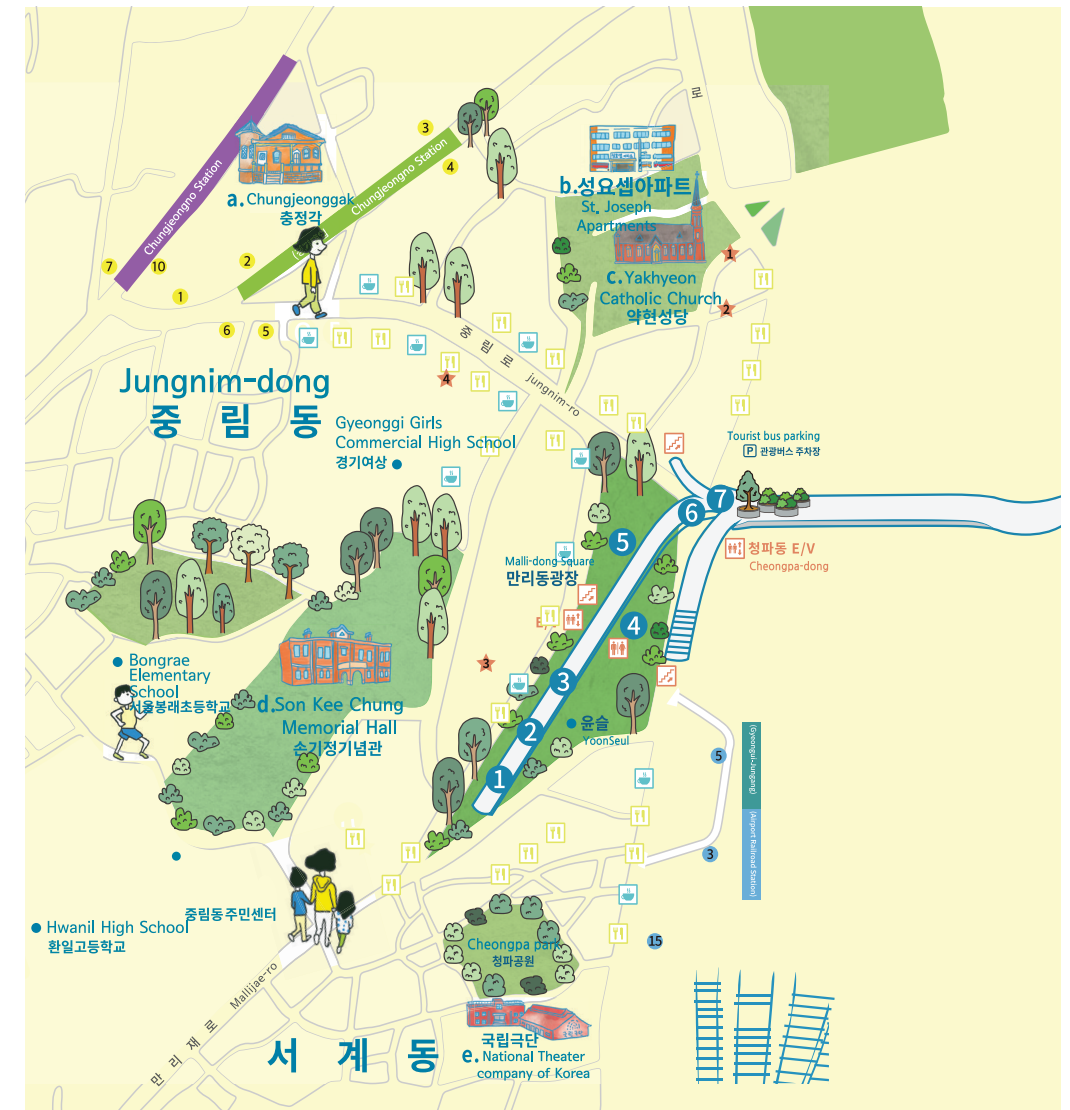
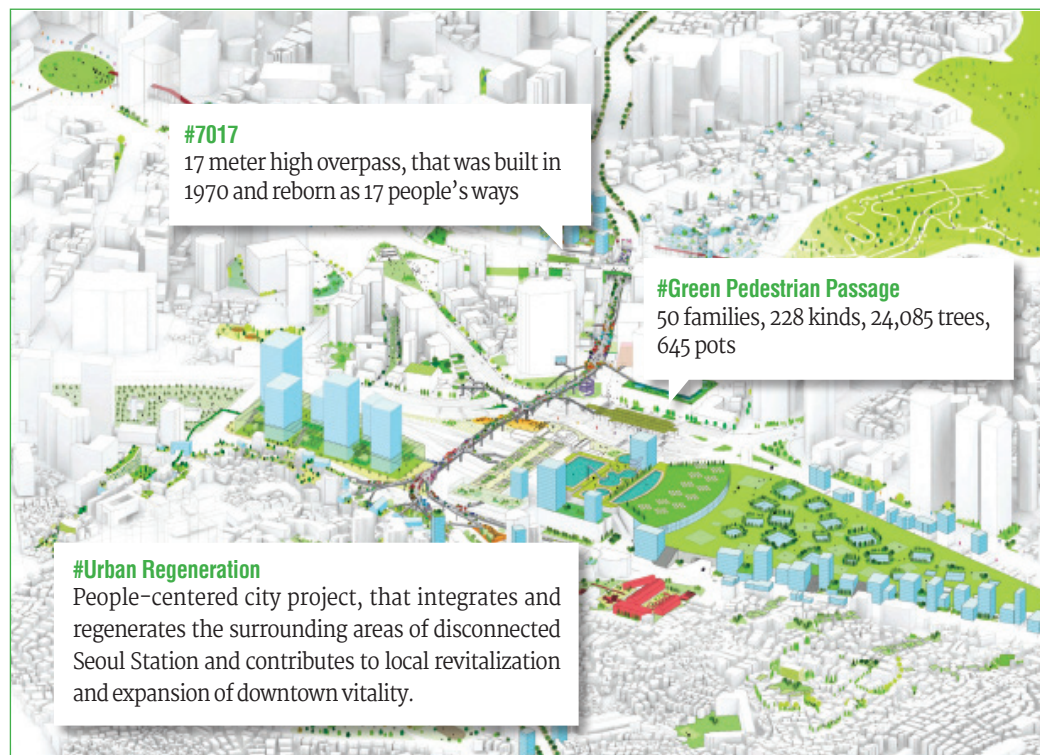
In July, the first Green Walkers (93 people) finished training and had a completion ceremony. The first Green Walkers will improve their ability through workshops and field placement.

Seouullo
SINCE 7017



From the driveway to a people's way...

The Seoul Station Overpass, which was built in 1970, was exposed to safety problems and about to be demolished, but it was reborn as 17 people's ways, that act as gateway of Seoul and catalyst for regional regeneration in the urban regeneration project of Seoullo 7017. It is an alive book of plant as well as 1km downtown observatory that combines a function of public pedestrian passage in the air that links 6 areas and the green square.



Attractions near Seoullo (Starting from the nearest Seoullo 7017 exit)

- | | |
|------------------------------------|--|
| a. Chungjeonggak | A western-style house that was built 100 years ago (10 minutes on foot) |
| b. Saint Joseph Apt. | A multipurpose building that was built by Yakhyeon Catholic Church in 1970s (7 minutes on foot) |
| c. Yakhyeon Catholic Church | The first western-style Catholic church in Korea (5 minutes on foot) |
| d. Son Kee Chung Sports Park | Son Kee Chung Memorial Park and the Olympic monumental tree (8 minutes on foot) |
| e. National Drama Company of Korea | A building where Defense Security Command's transportation unit was placed in 1981 (3 minutes on foot) |

Recommended famous restaurants of Seoullo

Hosujip	02-392-0695 443, Cheongpa-ro, Jung-gu
Original Dak-Kal-guksu Jip	02-392-1134 435, Cheongpa-ro, Jung-gu
Very Street Kitchen	02-312-0205 205, Mallijae-ro, Jung-gu
Dutum	02-392-8592 10, Junglim-ro, Jung-gu

Seoullo Amenities

- Peeping Pot : Listen
- Ivy Theater
- Gardening Learning Center
- 7017 Seoul Bibimbap
- Acorn Sweets
- Rose Bingsul(Shaved Ice Dessert)
- Rose Stage



Attractions near Seoullo (Starting from the nearest Seoullo 7017 exit)

- | | |
|---------------------------------------|--|
| a. Sungnyemun Gate | The main gate of Hanyang, the capital of Joseon / 6 minutes on foot |
| b. Yeomcheongyo Handmade Shoes Street | The first handmade shoes street with the 100-year of history / 6 minutes on foot |
| c. Severance Building | The first modern hospital in Korea that lets the legacy of the Widespread Relief House continue / 2 minutes on |
| d. Namdaemun Church | A church that lets the legacy of the church attached to the Widespread Relief House / 6 minutes on foot |
| e. Culture Station Seoul 284 | From Gyeongseong Station to Seoul Station, History of Korean Railroad / 1 minute on foot |

Recommended famous restaurants near Seoullo

- | | |
|---------------------|---|
| Haerang Sushi | 02-2259-0088 10, Tongil-ro, Jung-gu |
| Café Moon | 02-393-3624 14, Chilpa-e-ro, Jung-gu |
| Buwonmyeonok | 02-753-7728 41-6, Namdaemun Sijang 4-gil, Jung-gu |
| Dakjinmi Gangwonjip | 02-753-9063 22-20, Namdaemun Sijang gil, Jung-gu |
| Pungmun Gogijip | 02-776-6252 84-9, Namdaemun-ro 5-ga, Jung-gu |

Seoullo Amenities

- | | | |
|---|--|---|
| ★ | Seoullo Gallery | ③ |
| ★ | Peeping Pot : Imagine, Bangbang Playground | ④ |
| ★ | Pebble Foot Pool , Hydrangea Bread | ⑤ |
| ★ | Seoullo Travelers' Café | ⑥ |
| ★ | Magnolia Pavilion, Magnolia Stage, Magnolia Café | ⑦ |



Attractions Near Seoullo (Starting from the nearest Seoullo 7017 exit)

- | | |
|--|--|
| a. Currency Museum | Museum of Korean Currency s History / 10 minutes on foot |
| b. Namdaemun Market | The market that lets the legacy of three major markets, "Chilpa-e", of Joseon continue/ 1 minute on foot |
| c. Hanyangdongseong, the Seoul City Wall | Hanyangdongseong, the Seoul City Wall : 18.6km long city wall that protected Hanyang / 3 minutes on foot |
| d. Baekbeom Square | A park to honor the independence activist, Baekbeom Kim Gu / 9 minutes on foot |

Recommended Food in Namdaemun Market

- | | |
|-----------------------------------|---|
| Vegetable pancake | ① |
| King-sized Dumplings (wang mandu) | ② |
| Cutlassfish alley | ③ |
| Kalguksu alley | ④ |

Seoullo Amenities

- | | |
|----------------------------|---|
| Seoullo Shop | ⑤ |
| Seoullo Information Center | ⑥ |
| Peeping Pot : View | ⑦ |

Sewoon Shopping Center

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



Build Together, Prosper Together, Happy Together

Reforming Sewoon Shopping Center



Photo by Lee Garam - Winner of Seoul's 20 New Spots Photo Contest

Over the past half-century, Seoul has achieved remarkable growth in the world. The national income per capita, which was \$45 in the 1950s, has rapidly reached \$20,000. Korea's remarkable economic growth was so exceptional that it gained the nickname of 'the Miracle on the Han River.' However, in the process of rapid growth, Seoul has neglected to pay attention to the underprivileged, and failed to

consider the long term implications of Seoul's assets and future generations.

Seoul is now experiencing the age of low growth. To ensure continued growth and development of the city, a new paradigm is urgently needed to reflect the times according to the changing demands and consideration of future generations.

Seoul's Urban Regeneration

In March of 2015, Seoul announced the "Urban Renewal & Revitalization Project of Seoul" in order to reflect the past to the new paradigm of the low-growth era. In the future, the SMG will select 27 "Seoul's Urban Regeneration Leading Areas," which will serve as the driving models for future urban regeneration, carry out the first stage of urban regeneration projects in these regions, and plan to expand them across Seoul. In addition, we have introduced a customized maintenance method that enables residents to focus on the entire process from planning to implementation, instead of the uniform demolition system, so that the unique identity of the spaces can be preserved.

Purpose

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

Directions

- **Under a people-centric principle, respect the identity of Seoul,**
- **Reorganize into a customized maintenance method instead of the uniform demolition system ; and**
- **Promote the entire process from planning to implementation with residents.**
- **Focus on forming sustainable driving force**

rather than short-term and physical achievements.

- **Concentrate on investing in Priming Water Project for the public to attract local vitality.**

Object

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

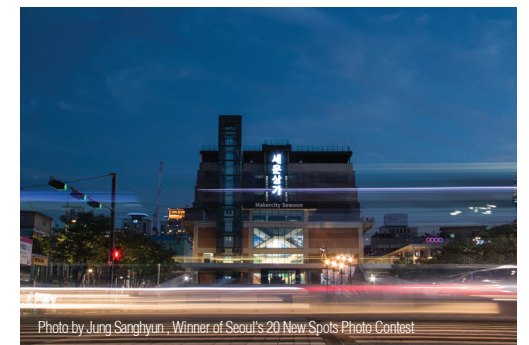


Photo by Jung Sanghyun - Winner of Seoul's 20 New Spots Photo Contest

Dasi(Again) · Sewoon Project

Seoul has chosen the Sewoon Shopping Center, which was selected as a declining and underdeveloped industrial area, as the first region in the "Urban Renewal & Revitalization Project of Seoul." Built in 1968, the Sewoon Shopping Center was the first residential complex in Korea, and its name means 'the energy of the world is gathering again.' It was once called the electronic mecca of South Korea, but is now underdeveloped and stagnant. Seoul has named the regeneration project of the Sewoon Shopping Center as "Dasi(Again)·Sewoon

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

Project,” to reflect the meaning that ‘the energy of the world is gathering again.’ The SMG has started city revitalization projects in order to turn the Sewoon Shopping Center district into a central axis of walking and innovative area for creative manufacturing industries. In addition to improving the existing infrastructure such as the planned walkways, we also strengthened the policy support by attracting strategic institutions that will become growth engines in order to revive manufacturing innovation through the Sewoon Shopping Center, which is drawing the attention of Silicon Valley in the United States, Shenzhen in China, and others. The main points of the project are as follows.

Dasi(Again) Walking Sewoon (Regenerating the Walk)

“Dasi(Again) Walking Sewoon” aims to revive the Sewoon Shopping Center district so that people want to once again hang out in the area. To that end, we will create a “Dasi (Again) · Sewoon Square”; re-connect the axis of walking between the south and the north by restoring the above ground pedestrian bridge, which was disconnected during the restoration of Cheonggyecheon Stream in 2005, as Sewoon pedestrian bridge; and re-connect the axis of walking between the east and the west by installing escalators and elevators that lead directly

from Daerim Shopping Center to the Euljiro Under-ground Shopping Center area.

Thus, visitors to Cheonggyecheon Stream will be able to directly go to Jongmyo and Namsan Mountain through the above-ground pedestrian bridge. The SMG will also create Sewoon Deck with various attractions next to the Sewoon Shopping Center to encourage visitation.

Dasi(Again) Sewoon Revisited (Regenerating the Industry)

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

- **Cooperation Support Center for Dasi Sewoon**
 - Expand the functions of the existing communication center to uncover merchants and craftsmen
 - Support outside creators and founders so that they achieve various innovations through cooperation
 - Select operators through an open competition-method
- **Sewoon Living Lab**
 - A space for makers to make things and launch-startups

- Those who want to create start-up businesses, those who want to collaborate in technology and production, and those who want to develop prototypes
- Operated at the Cooperation Support Center for Dasi Sewoon after the pilot operation
- **Attract Strategic Institutions**
 - A plan to attract young people from Seoul Social Economy Center, New Job Research Institute at Seoul Creative Lab, and Graduate School of Urban Science of University of Seoul, and add vitality and innovation to their growth.

Dasi(Again) Sewoon Smile (Regenerating the Community)

“Dasi(Again) Sewoon Smile” aims to realize the revitalization of the Sewoon Shopping Center by helping local residents lead the way. Most of the underdeveloped cities are active only for a short period of time when they are backed up. In order to prevent such a situation in the long run and help sustain those cities in the long term, Seoul is striving to establish a natural ecosystem at the starting phase.

- **Dasi Sewoon Civic Council**
 - Independent resident organization for the regeneration of the Sewoon Shopping Center
 - Sharing vision and inducing active participation
 - Establishing a framework for maximizing effects
- **Repair Cooperative**
 - Strengthening competitiveness of technical craftsmen
 - Workshop to learn repair techniques from craftsmen
 - Integration services for repair service businesses
- **Activation Program Operation**
 - Expect synergistic effects between craftsmanship and young people’s ideas

- 21C Alchemist : Participation of technical artisans, science and technology experts, and strengthening youth competency
- Sewoon Shopping Center as a university : a citizen’s university where technical craftsmen and merchants participate and teach
- **Residents Cooperation Project**
 - Residents suggest ideas and implement them.
 - Competition for citizens and merchants.
 - An opportunity to attract attention and identify potential.
- **Gentrification Prevention Agreement**
 - Sharing awareness to prevent gentrification.
 - Rent stabilization through the Gentrification Prevention Agreement
 - Sharing awareness through residents briefing session

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

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

- **Floating population expected to increase 5-fold**
- **Store sales expected to increase by 30%**
- **70% of businesses have lease agreements based on the Gentrification Prevention Agreement**

Platform Changdong 61

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



We Aim High at Building A Cultural and Economical Hub

A Door Leading to Tomorrow “Platform Changdong 61”



The City of Seoul has been moving forward in order to develop the district of Northeast Seoul and designate it as the “City of Gathering and Enjoyment.” It is expected that Platform Changdong 61, ahead of the “Project for Creation of the Center of New Economics for Changdong & Sanggye,” will be a first step towards improving the image of the four districts in the northeastern part of Seoul(Seongbuk, Gangbuk,

Dobong, and Nowon), which have been viewed as areas primarily comprising apartment buildings. Platform Changdong 61 is a stage from which the Center of the New Economy for Changdong & Sanggye will grow, and will become the foundation of the music industry, offering a variety of music performances and cultural content until the Seoul Arena is complete in 2021.

Main Plan

In the past decade, the scale of the performance culture has grown, but there is still a need for improvement due to the lack of infrastructure. In other countries, like England and Japan, success has been achieved by invigorating districts with the building of arenas and by dispersing the function of a city from metro based to sub-metro based.

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



- **Platform Changdong 61’s features are below**
 - Multicultural space featuring the latest music trends
 - Private control of the content will be managed in order to keep to the latest trends
 - Program content will focus on participation and experience rather than simple commercial appeal
 - Each program’s quality and professionalism will be assured by inviting experts for each field,

including Shin Dae Chul, Cho Se Hyun, etc.

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

• Space for Culture & Art

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

• Space for Lifestyle

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

• Space for Community

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

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

With the completion of the Seoul Arena in 2021, the Space for Culture and Arts is expected to be the center for music and performance. The Red Box, located in the first container auditorium, will provide various genres of performers year round. The space for Culture and Art will provide various platforms for content, such as a theater for musicians and artists, a recording room, and a studio for music culture.

- The Red Box : live music concerts, events related to music, live shows, etc.
- Changdong Sound studio : Residence type studio for music directors and others to rent as a living space where they can practice their craft.

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

- Recording studio : Space for both musicians and residents for playing music and performing.
- Rehearsal Studio : Band ensemble space for both musicians and residents.

Music Curation & Label United Concert

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

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

Redbox Established Permanent Concert

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

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

Event Performance and Participation of Residents and General Rentals

- Providing event programs in order to promote resident's participation and renting of theater facilities
- Event performance : Adolescent Wow Rock!

- Festival, Office Worker's Band Festival, etc.
- Amateur bands, Clubs, etc. resident participation rentals and musician's general rentals.

Living for Myself, Space for Lifestyle

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



Cooking Class

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

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

Style Up Class

Students learn about fashion sense through styling know-how and develop/craft quality items better than brand-name products from designers and professional stylists.

- One day fashion class with models, hair designers,

- and make-up artists
- Mix shop in the Multi-cultural Space :
Enjoy through collaborations between artists and designers

Photos in Class

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

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

Sharing with Others, the Space for Community

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

Room for Workshop

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

Creative School

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

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

Urban Restoration Cooperation Support Center in the 4 Northeast Districts

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

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

Expected Outcome

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

- Through this new economic hub project in Changdong & Sanggye, 80,000 new jobs are expected to be created. This not only includes companies for music performances but over 300 companies in broadcasting advertisement, movies, and gaming will join to create more than 13,000 additional new jobs.

- A new culture that includes the residents' lifestyles will be created after a variety of cultural content has been created, with the music industry at its core. Once a new culture is begun with the younger population, artists, innovators, and residents throughout the Changdong and Sanggye regions, the image of Northeast Seoul will be greatly improved and will attract over 100,000 visitors from Seoul annually.

Walking Trails in Seoul

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



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

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



When you walk more, Seoul becomes happier.

As the sun shines and the cool breeze blows, everyone wants to go for a stroll and enjoy the scenery. However, there are not many places in most cities where people can enjoy going for a walk. That's why developed cities are forming walking trails like Broadway(New York, USA) and Exhibition Road (London, England) so that their citizens can enjoy

taking walks in their city. The Seoul Metropolitan Government(SMG) will promote the “Good Bye Car, Good Day Seoul” project so as to improve the lives of its citizens and transform the city of Seoul into a global center of walking tourism.

• Possible to walk

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

• Easy to walk

- Form pedestrian walkways that connect to one another by linking disconnected pedestrian paths
- Increase convenience for walkers by operating a Citizens' Mobility Care Center and forming Median bus-only lanes in the Jongno area

• Want to walk

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

• Walk together

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

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

“Walkable City, Seoul” Brand Identity(BI)

• Linguistic meaning

- By forming the phrase in an intuitive and simple imperative format, it encourages citizens to act voluntarily
- By using a comma, it expresses the relaxation and rest of “walking”

• Visual meaning

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

걷자,서울

A walker-friendly Space, the Urban Walking Trail

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

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

Connecting Trail

Connecting Trail is a circular route, starting at Seoul Station, and leading through Jeongdong, Gwanghwamun, Insadong, Heunginjimun Gate, Myeongdong and returning to Seoul Station. The trail connects five walking trails to the walkways in the downtown area, serving as a center for “storytelling” and link to all the trails.



Jongno Unjong Trail

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



Cheonggye Water Trail

The trail starts at Jeongdong Theater and goes through the old site of the National Tax Service leading to Se-woon Shopping Center. Visitors walk along the Cheonggyecheon Stream and pass through the Sewoon Shopping Center, the first multi-purpose building in Korea. Also, walking along the ecological stream that underwent restoration gives people an opportunity to enjoy nature in the city, which attracts many visitors.



Old Scenery Trail

The Old Scenery Trail starts from Waryong Park and goes through Unhyeongung Palace, leading to the intersection of Toegyero2ga. Visitors can look around and enjoy a traditional atmosphere while walking on the trail. There is Samcheong Park, a great place for a picnic during spring, and Pimatgol, a place with numerous restaurants and traditional bars. Visitors can enjoy a variety of experiences.



Forever-young Trail

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



Safe walking street for children

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

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

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



Road Diet

“Road Diet,” is a project to reduce roadways, which accounts for most parts of the roads, and expand pedestrian-centered roadways. The project will be implemented in daily living areas, in addition to the center and sub-centers of the city. Seoul will build more than 20 pedestrian-centered roadways so that citizens can experience ‘Walkable City, Seoul.’ It will contribute to the revitalization of local areas by increasing tourism as well as traffic safety in the region.

Two-wheel Seoul

Seoul will expand ‘Ttareungyi,’ Seoul’s bike sharing system, which currently has over 210,000 members and is used by 1,720,000 Seoul citizens. Seoul plans to create a biking city that utilizes ‘Ttareungyi’ bikes as a convenient eco-friendly public transportation that can be used anywhere at any time. ‘Ttareungyi’ is an unmanned bike rental system which was launched in October 2015.

In 2016, it was operated in 11 autonomous districts

and as of 2017, it is expanded to include all areas in Seoul.

Expand bike-related infrastructure

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

Seoul Bike Festival

Since 2015, the Seoul Bike Festival has been held every year to raise citizens’ awareness about bikes as a green transportation option and to become a major bike festival in Asia.

During the 2017 Seoul Bike Festival, various events that citizens could enjoy were held. Also, during the festival, ‘Asian Cities Bicycle Forum 2017’ was held. The forum served as an opportunity to share success stories and development methods in different cities, and to find ways to compare bike policies in advanced countries through exchange of bike policies and promote cooperation among global cities.

One Less Nuclear Power Plant Initiative



One Less Nuclear Power Plant Initiative reflects the strong will of Seoul Metropolitan Government to save energy equivalent to the capacity of one nuclear power plant.



Saved 3.6M TOE* equivalent to energy volume produced by 1.83 nuclear power plant

Outcomes of the One Less Nuclear Power Plant Initiative

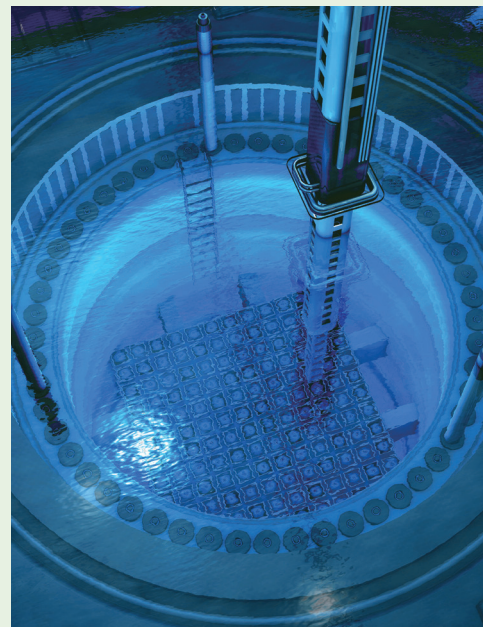
One Less Nuclear Power Plant Initiative reflects the strong will of Seoul Metropolitan Government to reduce the amount of energy produced by one nuclear power plant through citizens' energy saving efforts and production of green energy such as solar power.

The initiative helped save 3.6M TOE* equivalent to energy volume produced by 1.83 nuclear power plant.

*TOE(Tonne of Oil Equivalent) : a unit of energy representing the amount of energy released by burning one tonne of crude oil

Reduction in Energy Production : 3.66M TOE(energy equivalent of 1.83 nuclear power plants)

Initiative Outcomes (TOE)			
Category	Total	Phase 1 (Jan 2012 ~ Jun 2014)	Phase 2 (Jul 2014 ~ Dec 2016)
	3,665,165	2,038,087	1,627,078
Energy Production	391,674	259,533	132,141
Efficiency Improvement	1,912,947	868,269	1,044,678
Energy Conservation	1,360,544	910,285	450,259



GHG Emissions Reduction : average annual CO₂ reduction of 8.19 million tons



Equivalent to creating a forest of 30-year pine trees over an area of 7,588km²(1,686 times the area of Yeouido ; 12 times that of Seoul)



Equivalent to annual emissions of 5.12 million compact cars (1.572 tons of CO₂ emissions per year, per car)

GHG Emissions Reductions			
Category	Total	Phase 1 (Jan 2012 ~ Jun 2014)	Phase 2 (Jul 2014 ~ Dec 2016)
Reduced GHG emissions (ton CO ₂ eq)	8,195,718	4,527,754	3,667,964

Forest creation area estimate : Based on the standard carbon absorption quantity by the most common plant species in Korea (Korea Forest Service & Korea Forest Research Institute, 2012)

Substitution Effect : 4 coal-fired power plants (based on Dangjin Thermal Power Plant capacity – around 920,000 TOE/plant)



Average electricity production per power plant(based on Jan. ~ Feb. 2016) :

3,993GWh/year (918,390 TOE/year)

- 332,744MWh/month × 12 months/year × 10 = 3GWh/MWh = 3,992.93
- Maximum possible annual electricity production per plant : 4,380GWh (1,007,400 TOE)

Dangjin Thermal Power Plant Capacity (Korea East-West Power Co., Ltd.) :

4GW (500 MW/plant × 8 plants)

Effects of Major Projects

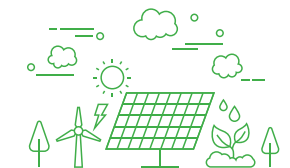
Distribution of Solar Energy Systems

- Solar Energy System Installation(Jan 2003 ~ Dec 2016) : 124.6MW

Power Production : 146,000MWh(33,000 TOE) per year

124.6 MW × 3.2 hours / day × 365 days/year = 145,532.8 MWh

- Equivalent to power consumption of 39,894 households based on 2015 average power consumption per household(3,648 MWh / year)



Eco Mileage

- Energy conservation (Jan. 2012 ~ Dec. 2012) : 840,000 TOE

- Power generation conversion : 3,650,604 MWh (Annual consumption for 1 million Seoul households)

Building Retrofit Program(BRP) and Distribution of LED Lighting

- Energy conservation (Jan. 2012 ~ Dec. 2016) : 1.78 million TOE per year

Green Building Design 880,343 TOE, Building Retrofit Program (BRP) : 384,949 TOE, and LED lighting installation : 514,176 TOE

- Power generation conversion : 7,736,817 MWh (Annual consumption for 2.12 million Seoul households)



Improving Quality of Life:

Welfare & Transportation

Reaching-out Community Service Center

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



Where There Are Citizens, There Are Our Services

Realization of Citizen-Centered Welfare: Reaching-out Community Service Center Program



The Reaching-out Community Service Center Program was launched in July 2015 in an effort to eradicate welfare blind spots and to deliver more practical welfare benefits to citizens.

By transforming community service centers from an organization handling general complaints and administrative affairs into welfare service bases that visit residents in need, Seoul is addressing welfare blind spots and providing more practical services that integrate welfare, health and the engagement of the residents.

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

Plans for Reaching-out Community Service Centers

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



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

cessful execution of the Reaching-out community service center program(1,534 social welfare public officials, 340 visiting nurses, and 67 community project experts) (plan to hire a total of 2,450 new workers by 2018)

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

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

Reaching-out Welfare Planner

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

- **Reaching-out Senior Citizens Aged from 65 to 70**
- Provide welfare/health information including basic pension, service counseling and consulting, and realization of preventative health management through health checkups of senior citizens

Provide Integrated Welfare Service

Provide customized services to meet residential demands along with the introduction of welfare counseling experts(allocate 1-2 experts in each

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

team, provide a one-stop service on overall livelihood including welfare, health and employment) Provide customized and integrated solutions to the relevant target based on neighborhood-specific case management

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

Creation of Village Community

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

Nurturing Community Project Experts

Each neighborhood has designated one civilian expert, who knows about the properties of the community and the residents best, as a community

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

Create Open Space for Residents

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

It also involves renovation of the interior space. Architects in various areas who understand public concerns including public architectural work of Seoul City participated in the project. They redesigned and constructed the space after discussions with residents and civil servants. The core idea of the space improvement is that office space can be added or rearranged according to the changing functions of the community center and the addition of work forces, and the unused remaining spaces can become an open space for the convenience of residents such as a book café or theater.

200 public architects of Seoul City have participated in and took charge of one center each, created an open space for the residents inside the neighborhood community service center following discussions with local residents. The architect in charge has presented during the entire process through gathering opinions from local residents, planning, design, and construction to post-management issues that are related to the improvement of the community center space.

With the open space in operation, the community service center naturally becomes the center of local residents and encourages local residents to spread news to isolated neighbors and address community issues together.



3 Years since Reaching-out Community Service Center Program – Administration and Welfare

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

welfare service foundation. Since the Reaching-out Community Service Center Policy was implemented, it grew to encompass 342 neighborhoods in 24 autonomous districts. At Reaching-out Community Service Centers, the following work is being done to build a community along with the residents.

Creation of Neighborhood Administrative Foundation for Residents Welfare

- **Increased Welfare Workforce**

340 visiting nurses for seniors and 67 community project experts are newly hired to reinforce the welfare service workforce. While the number of welfare beneficiaries increased to 9,000, the additional employment of 1,534 social welfare public officials decreased.

The ratio of welfare beneficiaries to worker is down from 170 to 115 welfare beneficiaries per each official.
- **Establishment of Administrative Foundation**

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

Reaching-out Welfare Service

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

- **Continuous Visits**

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

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

• Reduced Welfare Blind Spots

Welfare planners, officials in charge of communities and visiting nurses continued their visits to senior citizens, and as a result, 7,209 senior citizens with health issues have been newly discovered. In addition, social welfare workers, community leaders and neighbors continued their efforts to identify 12,281 poor families in crisis to enhance support for them.

• Expand Linkage to Customized Service and Resources

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



3 Years since Visiting Community Service Center Program – Village Community

The Village Planning Team was organized and village plans were carried out based on the direct participation and planning of residents in order to create an engaging village community. Out of 235 village plans in total, 61.3% are of high public concern such as life safety and creation of infrastructure, showing residents' proactive participation in resolving public issues of their own community.

Citizen-Friendly Space Improvement

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

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

Training Welfare Leaders

Seoul City carries out Welfare Leader Training Programs to provide more systematic and professional education to the community leaders who play an important role in facilitating communication with local residents. In 2017, the training program will be provided to persons including community leaders and employees as the program coverage has been expanded to include 342 neighborhoods. It will include visiting counseling training, case management training and training for new public officials and welfare-related expert training.



Our Community Neighborhood Project

Seoul Metropolitan Government carries out 'Our Community Neighborhood Project' to encourage local residents to help residents in need in their community. In an effort to create a neighborhood-based community welfare foundation, Seoul connected 'Nanum(Sharing) Neighborhood Project' and 'Nanum(Sharing) Shop,' which thus far have been operated through the initiative of the local residents, with the Reaching-out Community Service Center. Moreover, it has a plan to expand the existing citizen-initiative gathering into a residents' engagement-based local welfare service system by providing integrated support including a demand survey of potential beneficiaries, communication among residents and volunteer training.

• Nanum(Sharing) Neighborhood Project

Residents serve their neighbors in need and community service centers assist their efforts in this project. The residents participating in the project identify and personally help neighbors who need assistance. Community service centers allocate the person in charge who will lead the project and provide various types of support to operate Nanum Neighborhood Clubs and provide capacity-building education.

In 2017, Seoul City plans to train 5,000 resident helpers in 201 neighborhoods, which is about half of the city.

• Nanum(Sharing) Shop Project

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

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

Starting out with 1,000 shops in 2017, Seoul has a plan to provide support to 3,000 shops by 2018.

Women's Safety Metropolitan City

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



For Smarter and More Comprehensive Women's Safety

Smarter, More Comprehensive Women's Safety Metropolitan City



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

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

Smart and Safe Seoul

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

- Link smartphones, CCTVs, and the integrated control center in real time
- Pilot project in 4 districts in 2016, expand to 11 districts by 2017, and to all districts by 2018.
- Comprehensive Safety Application for Women
 - Respond to indoor emergency situations (trespassing, domestic violence, etc.)



videos of spy cams

- Drawing empathy and participation through social awareness campaigns

Safe Seoul

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

Preventive Measures against Spy Cams 'No Spy Cam'

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

Preventive Measures against Dating Violence

Establish women as active participants that fight for their own safety

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

Safety Measures Involving Women's Participation

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

- **Happy Village for Women's Safety**
 - Violence prevention and recognition improvement of dating violence, domestic violence, etc. centering on women-led communities and local voluntary groups
 - Consistent monitoring of women's safety in cooperation with NGOs and individual activists(quarterly)
 - **Women's Safety Street**
 - Create streets themed with women's safety street, women's convenience street, etc. with local residents
 - Adopting security system using Crime Prevention through Environmental Design(CPTED) and installing more CCTVs
 - Expand idea contests in each district by 2017
- Areas with dense populations of women, such as Hongik University(Hongdae) Area and Itaewon, and to expand the base and promote it through propagation of international and domestic cases

Guide Map for Foreign Women's Safety

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

Development and Management of Gender Safety Index

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

analysis

Disaster-free Seoul

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

Women's Manual for Disaster

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

Establishment of Disaster Infrastructure from Gender-sensitive Perspective

Reinforce social roles in safety against disasters

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

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

Building Women's Response Capacity and Independence

Building capacity as subjects to overcome disasters

- **Foster 200 key leaders for local women's safety**
 - Schedule : 2016 ~ 2018
 - Foster female safety leaders to look after local women's safety Fostering program customized to individual capacities such as local managers, childcare leaders, and nurses
 - Foster female citizen instructors with gender-sensitive perspectives and to link it with activities of local safety helpers.
 - Establish networks through the "Women's Safety Key Leader" workshop(every December)
- **Capacity Building Program to Respond to Disasters**
 - Women-oriented firefighter experience sessions
 - Education programs customized to women : Disaster response manual education programs for single women's households and senior women



- **Safety Mailing Service**
 - Increase safe mail boxes to 160(an increase by 20%, year on year)
 - Education programs customized for women : Disaster response manual education programs for women of single-person households and senior women
- **Women's Safety Scout**
 - Increase Women's Safe Shelters to 1,000 (an increase by 33%, year on year)
 - Pre-education and site inspections of 5 member companies related to Women's Safe Shelter
- **Crime Prevention Design Project**
 - Establish 5 more local crime prevention design centers
 - Programs to strengthen local communities through strengthened public-private partnership
- **Replacement of Streetlights on Alleys**
 - Replace old security sodium lamps
- **Traffic Safety Network**
 - Increase subway security staff(an increase of 18% compared to the previous year)
 - Update the safety helper application : to add services for subway line 9

Participatory Budget System

Through actively collecting citizens' opinions in the budgeting process, a total of 250 billion won was reflected in the budget as citizen proposals from 2012 to 2016.



In Seoul, Citizens Are the Mayors

Operating System of the Participatory Budget System(PBS) in Seoul



PBS Committee

- Function : Decision-making organization for the PBS
- Quota : Maximum of 300 people
- Composition : 25 members recommended by the mayor and city council members plus citizen members(selected through a draw of citizens who have completed the PBS School; open to all citizens)
- Draw Method : Selected through electronic draw in consideration of sex, age and regional balance
- Term : 1 year(1 term extension for 1 additional year possible)

Private - Public Budget Support Committee

- Function : Evaluates PBS businesses for each business area
- Quota : Maximum of 20 per area
- Composition : PBS Committee members, Private-Public experts and civil officers from relevant departments(2/3 or more shall be PBS Committee members)
- Installed in 11 areas in 2017



Specialized functions

- Function : Citizen participation in the allocation of the SMG budget
- Composition Method : Application and draw of PBS Committee members
- Composed of 2017 total budget/settlement division, budget monitoring division, PR division, etc.
- Total budget/settlement division : Participation in citizen-participated settlement, citizen review of the overall city budget plan
- Budget monitoring division : Operation of the Budget Abuse Reporting Advisory Council and monitoring of PBS businesses
- PR division : PR activities for the PBS, etc.
- Members of specialized function divisions shall also evaluate the operation of PBS in autonomous districts.

Meetings in autonomous districts

- Function : Accept resident opinions from the 25 autonomous districts in Seoul and select regional businesses
- Composition Method : Autonomous selection per district(Autonomous District PBS Committee shall conduct PBS regional meetings)
- Composition : 22 to 120 autonomous district PBS Committee members as of 2016(50 on average)

PBS Support Committee

- Function : Operational support of the PBS includ-

ing citizen training, system operation evaluation and establishment of improvement measures

- Composition : 25 or less city council members, private budget experts, civic organizations, PBS Committee members and/or related civil officers (Less than 1/2 are civil officers)
- Composition Status : 1 city council member, 10 experts and civic organizations, 10 PBS Committee members and 4 civil officers as of 2017

Achievements of the Participatory Budget System(PBS) in Seoul

Active reflection of citizen proposal in the budget : A total of 250 billion won was reflected in the budget as citizen proposals in 2012~2016

- The Seoul Metropolitan Government(SMG) allocated a stable amount of approximately 50 billion won as the PBS budget annually since 2012, the year the PBS was first implemented, until 2016. Over those five years, a total of 250 billion won was reflected in the budget, suggested and decided by the citizens of Seoul.
- 50 billion accounts for 1/3 of the SMG's annual new business capital of 150 billion won. The new business capital is the Seoul Metropolitan Government's annual budget of 27 trillion won(based on 2016) minus fixed/obligatory expenses such as labor costs, court duty fees, on-going business fees.
- Furthermore, in 2017, the budget for the PBS will be increased to approximately 60 billion won.

Unrestricted citizen participation :

All citizens granted voting rights for the selection of businesses(Online voting implemented)

- Implemented a system of selecting PBS businesses



through online voting by citizens since 2015 so that all citizens can join in the selection of businesses (Mobile and PC voting included)

- During the initial implementation of the PBS, only the 250 PBS committee members voted for the final selection. Since 2015, to reflect the opinions of the majority, the online citizen voting system was introduced.
- No. of citizens who voted : 2015-103,531 / 2016-109,938 / 2017-116,943

Democratic organization and citizen-led operation of the PBS Committee : There are no special qualifications to become a member of the PBS Committee. Members are selected through an electronic draw.

- Diverse range of citizens represented : In addition to Seoul residents, students who attend a school in Seoul or work in Seoul are also welcome to apply. There are no restrictions in terms of age or nationality.
- Consideration of social balance when selecting PBS Committee members : Selection of PBS Committee members through electronic draw in consideration of sex, age and regional balance
- All PBS Committee members (quota of 300) are

ordinary citizens to minimize administrative procedures

Continued efforts to secure citizen participation in the annual budget of the SMG

- Attach citizen review sheet when submitting the annual budget plan to the city council : Operation of an official program to disclose information to the PBS Committee and accept opinions during the process of budget compilation
- Implement citizen monitoring of the implementation of PBS businesses each year : Operation of a direct monitoring program of the PBS Committee regarding the execution and outcome of citizen-proposed PBS businesses
- Implementation of various activities including the monitoring of unnecessary budget allocation: PBS Committee members are active in the budget abuse reporting advisory council and promotion of PBS.

Transparent operation of the PBS

- Open meetings, draw up of minutes and their disclosure on website
- Real-time disclosure of PBS business evaluation status by stage and separate notification to each proposer

- Publication of annual PBS operation results white book and disclosure on website
- Transparent operation through annual open discussion on PBS operation evaluation and establishment of improvement measures

Active support for citizen capacity building :

Operation of various citizen training programs including the PBS School open to all citizens

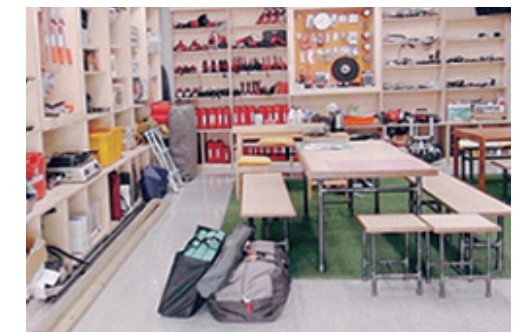
- PBS School: Required course for PBS training open to all citizens. PBS Committee members are selected through a draw upon completion of this course.
- Advanced training for PBS Committee members: Implementation of advanced training per major activity for the purpose of strengthening the capacity of PBS Committee members and providing effective support
- Continued expansion of citizen capacity building including 'Visiting PBS School': Continued expansion of citizen training through addition of PBS schools in more regions in Seoul

PBS Projects

Installation of the Eunpyeong Item Sharing Center Activation of Sharing Economy

- Selected as a SMG PBS Business in 2013 (1.2 billion won) and established as an item sharing center in Eunpyeong-gu on a local government level for the first time in the nation
- Awarded 1st prize in the innovation category at the 2015 SMG Creative Awards
- Implemented various projects to promote a sharing economy and cultural prosperity
- Displayed and rented out tools and other daily supplies that are too large or not used frequently

- enough, making it difficult to have at a regular home
- Conducted training on sharing economy, sharing culture and tool safety education
- Operated talent-sharing programs for residents such as a DIY furniture class



Mapo Salt Road Project Formed a foundation in communities

- Selected as a SMG PBS business with a budget of 100 million won in 2013 and 150 million won in 2014
- Established a community center (Sogeu-mnaru) at the Salt Road area of Yeomnidong in Mapo-gu that suffered from a reputation as being a deteriorated neighborhood due to the concentration of old, run-down buildings and unsafe narrow alleyways as well as an Alleyway Cleaning Project using crime prevention through environmental design (CPTED)
- Project was carried out by residents; Part of the business cost was prepared through corporate funding and resident fundraising and the community center was operated by the residential community (Yeomni Village Community)
- Satisfaction increased for residential life and concern for safety decreased and the area is visited by thousands of domestic and overseas civil



officers and local congressmen for benchmarking purposes

Installation of a small library utilizing a discarded bus Improved the environment in areas with underdeveloped cultural life

- Selected as a SMG PBS business in 2015(100 million won and 10 million won added from the autonomous district budget) and implemented as a similar project in other areas in Seoul
- Installation of a small library inside a discarded bus by Yongma Waterfall Park in Jungnang-gu to enhance the cultural life of residents who do not have a nearby library, especially in the area of children's education
- Utilization of discarded bus and operation by resident volunteers to save costs
- Operate cultural programs including book concerts and book exchange events to become established as an important space for the cultural life of residents

Village radio studio project – Activation of Village Media

- Selected as a SMG PBS business in 2013 (100 million won)

- Formed a village radio studio to operate a village broadcasting channel and conduct various village media activities
- Utilized underused space at the Arirang Cine & Media Center in Seongbuk-gu to form a studio and have resident volunteers conduct all processes of the broadcasting to save costs and realize a resident-led operation
- The studio is growing into a hub of resident activity by introducing the activities of various resident gatherings, civic organizations and social enterprises and encouraging their participation in media production.

Startup space for young people 'Dojeonsuk' support project – Supported the employment and startup endeavors by young people

- Selected as a SMG PBS business in 2015 and 2016 for a total of 200 million won
- Financial support for the development of technology and design, marketing, website construction, etc. for companies that will enter the Dojeonsuk project in Seongbuk-gu, an office and residential space for one-person startup companies
- Thanks to support through the SMG PBS etc., the

Dojeonsuk project in Seongbuk-gu has installed four houses between 2014 and 2016. In 2017, two additional houses are scheduled to be built.

10cm no-barrier project – Enhanced the rights of the socially disadvantaged(Guaranteed the right to move of the disabled)

- Selected as a SMG PBS business in 2016 (100 million won)
- Provided the installation cost to build ramps over the entryway of 300 shops in Yangcheon-gu that are inconvenient for the disabled to enter
- Conducted resident-participatory projects in which residents, including the disabled, work in the PR team to explain the project and persuade the shops to install ramps
- Other projects to promote the rights of the socially disadvantaged including women, the old, the infirm and the disabled



Other Operational Programs

PBS School

- Overview: Regular hosting of PBS School open to all citizens throughout the year
- Description of PBS School: Total of 6 hours(3 hours × 2 days) – Basic concept and procedure of budget, understanding of the PBS, introduction of the SMG PBS, guide to citizen participation, etc.

- Operation Method : Operated on weekday nights and weekends at different hours so that citizens can take classes conveniently

- Those who completed courses are registered as PBS School members and entered into a draw to select PBS Committee members(Completion of PBS School for Committee members is listed in the Ordinance)

Monitoring of the execution of PBS businesses

- Overview : PBS Committee members monitor the execution condition and outcome of the PBS business over two annual sessions(1 execution procedure session, 1 business outcome session)
- Operation Method : Monitoring of written material including the business plan, execution results and result report of the PBS business and on-site monitoring of businesses that require checkup
- Reflection of monitoring results : Committee members shall suggest opinions on the suitability and unsuitability of each business after monitoring them. Opinions on unsuitability are notified to relevant divisions so that they may reference them during their execution and evaluation of businesses. In the event that there are grave unsuitable conditions, that business may be placed under administrative sanctions.

Contact

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Seoul Public Bike, *Ttareungyi*

The public bicycle of Seoul, 'Ttareungyi' was introduced in 2015 in earnest and rental stations were installed near major community spaces including subway stations, bus stations, schools, and public offices.



Seoul Public Bike Ttareungyi: Seoul’s New, Affordable Bike-Sharing System

Seoul Public Bike, Ttareungyi

Seoul Public Bike, Ttareungyi is an un-manned rental system that can be conveniently used anywhere, anytime by anyone.

The system was designed to resolve issues of traffic congestion, air pollution, and high oil prices in Seoul, and to build a healthier society while enhancing the quality of life for Seoul citizens.



Rental Stations

Rental stations are installed by high foot traffic areas, including subway entrances/exits, bus stops, residential complexes, public offices, schools, and banks.

Rental stations are unmanned stands for the rental and return of bikes. Rental stations are installed in high accessible areas near popular destinations. Users can rent and return bicycles at any rental station.



the bicycles prioritize driving stability and user convenience.

- We can check your travel information(distance, duration) and amount of physical activity(burnt calories) at My Page▷ Usage Details.

Components of a Rental Station

Rental stations are installed by high foot traffic areas, including subway entrances/exits, bus stops, residential complexes, public offices, schools, and banks. Rental stations are unmanned stands for the rental and return of bikes. Rental stations are installed in high accessible areas near popular destinations. Users can rent and return bicycles at any rental station.

• Seoul Public Bike

- Seoul Public Bikes are designed to be used by all including women, the elderly and the infirm.
- Made of light-weight and durable materials,

• Docking Station

- A docking station is a facility for parking bicycles. It has a lock that binds to the bicycle upon return.
- When renting a bicycle, separate the lock that is connected to the docking station from the bike terminal.

About the Service

Seoul Public Bicycles are available for all who are 15 years of age or older.

People who are under the age of 19 need the consent of a parent or legal guardian to use the service.

Category	Season Pass	One-day Pass (member)	One-day Pass (non-member)
Products	<ul style="list-style-type: none">- 7 day pass(1hr/2hrs) : KRW 3,000/KRW 4,000- 30 day pass(1hr/2hrs) : KRW 5,000/KRW 7,000- 180 day pass(1hr/2hrs) : KRW 15,000/KRW 20,000- 365 day pass(1hr/2hrs) : KRW 30,000/KRW 40,000	General pass(1hr): KRW 1,000 Premium pass(2hrs): KRW 2,000	General pass(1hr): KRW 1,000 Premium pass(2hrs): KRW 2,000
Payment	Mobile phone, credit card, mobile T Money		
Additional Fees	<ul style="list-style-type: none">• General pass : Additional charge of KRW 1,000 for every additional 30 minutes• Premium pass : Additional charge of KRW 1,000 for every additional 30 minutes		
Hours	<p>[General pass] Rental time : 60 minutes / [Premium pass] Rental time : 120 minutes</p> <ul style="list-style-type: none">- Additional charges will incur when the bicycle is not returned within the rental time(60 minutes).- Failure to pay the additional charges will result in suspension of services.- When not returned within the rental time(4 hours for general pass and 6 hours for premium pass),- the bicycle will be considered to have been stolen or lost.		

Note

The rental period for a pass is calculated from the time of the first rental(i.e. If a One-day pass is purchased at 13:00 and first used at 15:00, it is valid until 15:00 the following day.)

General pass : The rental time is 60 minutes. Additional charges will be incurred after 60 minutes. To avoid additional charges, re-rent the bicycle after first returning it.

Premium pass : The rental time is 120 minutes. Additional charges will be incurred after 120 minutes. To avoid additional charges, re-rent the bicycle after first returning it. (If you return your

bike within the rental time many times, you will be allowed to use the bike for additional hours without paying additional charges.) Passes are valid up to three year from the payment date.

When you exceed the rental time, you will be charged for the additional hours via the payment method you used to make the purchase or the additional charge method that you have listed.

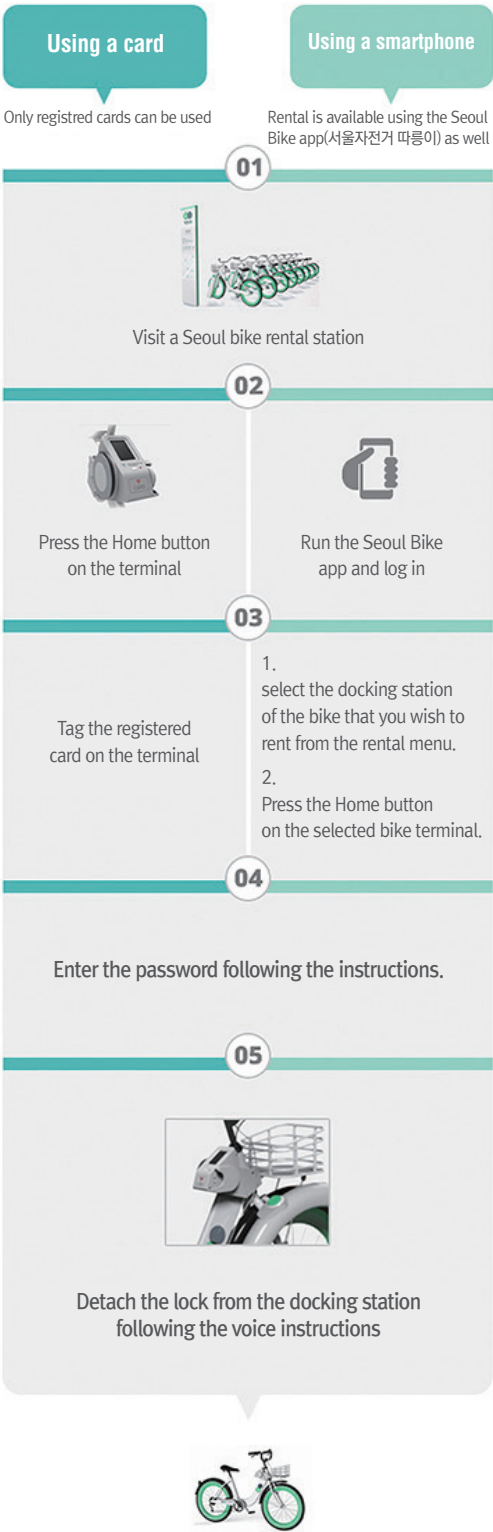
If a rented bicycle is not returned within four hours, it will be considered stolen and reported to the police. If you experience problems with the return, please contact the operation center(1599-0120).



Refund Policy

Category		Season Pass	One-day Pass(member)	When not in use
		Within 7 days after first use	More than 7 days after first use	
Season pass	365-day pass	Deduct the 7-day pass fee	Deduct the monthly fee up until the refund request date (No. of months used x 30-day pass fee)	Full refund
	180-day pass			
	30-day pass		Mobile phone, credit card, mobile T Money	
	7-day pass	Deduct the one-day pass free within 2 days of first use	Mobile phone, credit card, mobile T Money	
One-day pass		No refund		

Bike Rental



Late Night Owl Bus



Owl Buses are buses that operate along certain routes throughout the city late at night.



Owl Bus is a resident-tailored policy that began from the idea of residents.

Travel Safely Around the City Even at Night With Seoul's "Owl Bus"



Travel Safely Around the City Even at Night With Seoul's "Owl Bus"

- Owl Buses are nighttime buses operating between midnight and 5 am with routes servicing the areas of Seoul with the largest commuter populations
- Voted the city's "Best Policy" by Seoul citizens in 2013, the Owl Bus has also received the Presidential Award that same year in the category of Informatization of Local Governments
- Optimal routes for the Owl Bus were created using Big Data analysis of people's use of late night taxi cabs and over 3 billion phone calls

What exactly is the "Owl Bus"?

"Owl Buses" are buses that operate along certain routes throughout the city late at night.

These Owl Buses light up the dark night of Seoul, safely carrying late night commuters home from work.

Owl Buses are numbered beginning with the letter N for "Night" followed by a two digit number that designates the bus route.



Night Bus(Owl Bus) Character



Night Bus(Owl Bus)

In cities around the world, public transportation is limited late at night after the buses and subways have stopped running for the day. However, in Seoul, people no longer have to rush to catch the last bus or subway late at night. Workers or small business owners returning home after late shifts, drivers for hire who work night shifts, and people who leave for work very early in the morning, such as sanitation workers, have longed for a means of public transportation that operates outside standard business hours. Building upon an idea originally proposed by a Seoul citizen, Seoul Metropolitan Government(SMG) started trial operations of Owl Buses in April 2013 along two different routes. In September 2013, more routes were added, and as of June 2016, a total of 47 Owl Buses are now in operation along eight routes, running every 30 to 50 minutes between midnight and 5 am.

Owl Buses have also received attention from overseas. At the 2014 Government Summit held in Dubai, the Owl Bus was introduced as a successful policy created through the use of Big Data, garnering huge interest from the local media.

At home, Seoul citizens have praised the Owl Buses for allowing them to save money. Typically, those who used the Owl Bus instead of taking a late night

taxi were able to save KRW 7,050 per person. The introduction of the Owl Bus has also led to an annual KRW 2.4 billion decrease in fuel costs since there is a decreased demand for private vehicles late at night.

In addition, the policy has also contributed to the improvement of air quality by reducing 498 tons of carbon dioxide emission per year. An average of about 7,700 people use Owl Bus services each day, and the demand for more buses and routes continues to increase.



Efficiency through Big Data Analysis

You may ask, "So how exactly was Big Data used for the development of Owl Bus services?" Before Owl Bus services went into operation, SMG faced several challenges in the planning stage.



In Seoul, there are over 7,000 city buses evenly distributed and in operation throughout the city during the day. Adding late night buses to this already large number of buses meant that bus parking would be even more limited, and Owl Buses could only run in certain areas that had enough buses and garage spaces. Despite the need to identify specific areas for Owl Bus operation, the government lacked the data needed to conduct an analysis for route planning. The government was unable to simply extend the daytime routes into the nighttime routes because less people used public transportation at night and not all the routes would be needed.

As a general practice, SMG conducts analyses of the demand for buses and routes during the day based on data collected from the use of transportation cards. However, since public transportation had not been operated late at night prior to the initiation of Owl Buses, there was no transportation card data available that could be applied to nighttime demand.

To overcome this obstacle, SMG decided to first create tentative late night bus routes and test the planned routes using Big Data. Through Big Data analysis of over 3 billion phone calls, the government began to more accurately estimate demands for public transportation late at night, starting with areas with a high commuter population.

Efforts by the government to provide a safe means of nighttime transportation for citizens not only centered around data analysis of 3 billion phone calls—data provided by the major telecommunication companies of Korea—but also involved the analysis of 500 pieces of data related to people’s late-time taxi cab use.

As a result of these analyses, SMG was able to identify areas in the city with a high number of commuters and learn more about their patterns of movements. Based on the data analyses, SMG was able to successfully test and alter the tentative routes to finalize routes for operation.

The Owl Bus also contributed to revitalizing the city as it revitalized late-night culture and economic activities including movies, tourism, and markets.

Traveling along the optimal routes that were planned using Big Data, the late night Owl Buses were able to achieve more than a 40 percent operational efficiency with less than 1 percent of the buses in operation. Also thanks to Big Data, regional conflict surrounding the planning of routes was eliminated since the routes were based on objective and logical data analysis. SMG continues to make use of Big Data in a number of its policies, including its “Taxi Match-making” service, which uses data on the day, time, and region in which people use taxi cabs to make it easier for Seoul citizens to catch a taxi.

Seoul Buses Are Up All Night!

Owl Buses have been operating successfully thanks to a combination of science and statistics and efforts by the government to create policies that truly improve people’s daily lives. An analysis of collected data revealed that the Owl Bus service is used mostly on Friday nights. In Korea, Fridays are the last day of the work week and are often referred

to as “bulgeum”, meaning “Burning Friday.” Many Koreans enjoy late night outings and gatherings on these bulgeum, since they don’t have to work the next day. As a result, there are many passengers on Owl Buses on Friday nights, heading home after a night of partying.

The Owl Buses, however, are not just for the convenience of Seoul residents. Foreign visitors can also travel easily throughout Seoul using the Owl Buses, enjoying the exciting night scenes of popular tourist attractions including Hongdae, Gangnam, and Hangang River in Yeouido. Owl Buses also allow first-time visitors who may be unfamiliar with Seoul to immerse themselves in the city’s nightlife by more safely visiting restaurants and bars late at night.

So whether you decide to spend a quiet night at home or party into the wee hours of the morning, remember that Seoul’s nighttime Owl Buses are working hard throughout the night, helping transport you to where you need to go.

Route	Origin / Destination	Bus Arrival	First & Last Operation
N13	Sanggye-dong to Jangji-dong	25 to 30 minutes	00:00 ~ 03:30
N15	Ui-dong to Sadang Station	25 to 30 minutes	00:00 ~ 03:20
N16	Dobongsan to Onsu-dong	25 to 30 minutes	00:20 ~ 03:45 (Onsu-dong) 00:10 ~ 03:35 (Dobongsan)
N26	Banghwa-dong to Sinnae-dong	30 to 35 minutes	00:00 ~ 03:10
N30	Gangil-dong to Seoul Station	30 to 35 minutes	23:30 ~ 03:40
N37	Jingwan-dong to Jangji-dong	25 to 30 minutes	00:00 ~ 03:10
N61	Sinjeong-dong to Nowon Station	20 to 25 minutes	23:50 ~ 03:45
N62	Sinjeong-dong to Myeonmok-dong	30 minutes	23:40 ~ 03:00
N65	Gaehwa-dong to Siheung-dong	25 to 30 minutes	00:00 ~ 03:10

Inspiring and Sharing Happiness:

Culture & Tourism

Oil Tank Culture Park

Oil Tank Culture Park is a cultural park for citizens that was built by regenerating Mapo Oil Reserve.



Seoul's Urban Renewal Project : Old Oil Reserve Reborn as Art Space

Oil Tank Culture Park

Overview

- Address : 87, Jeungsan-ro, Mapo-gu, Seoul
- Inquiries : culturetank@seoul.go.kr
- Area : Approximately 140,022
- Opened on : September 1, 2017
- Major Facilities : Six tanks, Culture Plaza, and green belt

Oil Tank Culture Park, located in Seongsandong, Mapo-gu, is a cultural park for citizens that was built by regenerating Mapo Oil Depot, a discontinued industrial facility, to create a sustainable ecosystem while retaining historical meaning.

Ideas were collected through a citizen contest for oil tank utilization in 2013 and the selected work from the International design contest 'Time Written on Land' in 2014 became the basis for building an

environment-friendly cultural space that utilizes the spatial characteristics of the petroleum oil tanks. The existing five tanks were regenerated into performance halls, exhibition halls, and multi-purpose pavilions, while the newly built tank was designed to be an information exchange center and the outdoor space which used to be a temporary parking lot was remodeled into a cultural space for citizens to get some rest and conduct various community activities.



T0 | Culture Yard

It's an open space available for diverse programs and large-scale events.



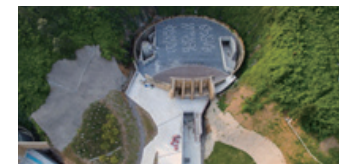
T1 | Glass Pavilion

This is a multi-purpose communication area created by making glass walls and roof inside the concrete retaining walls that were left over from the dismantled tank. You can appreciate the harmonious layout of the past retaining walls, current architecture, and the rock bed of Mount Maebongsan.



T2 | Stage

The top of the tank naturally connected from the entrance along the gentle slope is used as outdoor performance hall, and the bottom of the tank is used as indoor performance hall. When no performance is scheduled, people can come and rest in the outdoor space.



T3 | Sustained Oil Tank

As a place of learning to reflect on the historical situation for constructing Mapo Oil Depot, the original appearance of oil storage tank is preserved as it is.



T4 | Culture Complex

As an open area that has revived the unique shape inside the existing tank as it was, the sunlight pouring in from the ceiling is mingled with many pipe columns to convey the feeling of being in the forest and special exhibitions dealing with various themes such as environment, culture, and art are to be held.



T5 | Story Hall

As a space to observe and experience everything including inner and outer tank, concrete retaining walls, rocks and cutting area, this is an exhibition area to record the forty-year history where Mapo Oil Depot transforms into Oil Tank Culture Park.



T6 | Community Center

As a new building assembled again by recycling the steel plates dismantled from T1 and T2, this is an area to support the community activities with lecture hall, information exchange room, conference hall and cafeteria, etc.



Seoul Night Market

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



Welcome to Fantastic Night Markets Brightening Seoul's Nights

Seoul Bamdokkaebi Night Market



“Seoul Bamdokkaebi Night Market,” opened last October 2017 at Hangang Park in Yeouido, reopened as an updated version. This year, Seoul is organizing the Seoul Bamdokkaebi Night Market to take place every Friday and Saturday night at five different locations with each having a unique theme. The Seoul Bamdokkaebi Night Market is expected to boost the local economy, youth business start-ups, and job creation, as well as serve as a platform for new cultural attractions for Seoul citizens and visitors

to enjoy. Many countries, such as the United States and Thailand, have their own night markets, which serve as tourist attractions and boost the local economy. Seoul aims to likewise encourage related organizations and groups in the areas that fit the theme of Seoul Bamdokkaebi Night Market to participate in the project in order to develop them into cultural tourist attractions representing Seoul's nightlife.

Origin of the Title

Bamdokkaebi Night Market originated from “dottegi market,” which refers to a temporary or seasonal market where wholesale trade, secret trade, and others trading are conducted. The term has long been used to refer to traditional markets, such as markets in Hwanghakdong and Banghak-dong. Seoul Bamdokkaebi Night Market is a market that opens at night and disappears in the morning like a dokkaebi, which is a demon or ogre in Korean folklore and fairy tales.



It also alludes to the fact that the market is a space that transforms with the passage of time. Traditionally, dokkaebi perform magic with a club and enjoy dancing and singing with human beings. Dokkaebi are familiar folklore creatures to many Koreans. Dokkaebi were chosen as the mascot of Seoul Bamdokkaebi Night Market because they offer fun and dynamism at night to the citizens of Seoul as well as tourists.

Schedule

The Seoul Bamdokkaebi Night Market will open in Yeouido Hangang Park, Banpo Hangang Park, Dongdaemun Design Plaza, Cheonggyecheon Stream and Eunpyeong Innovation Park at the same time. Based on the results of operation in

2017, Seoul will expand the night market to 10 locations by 2018.

Operation Plan

The Seoul Bamdokkaebi Night Market will operate at five different locations in Seoul (Yeouido Hangang Park, Banpo Hangang Park, Dongdaemun Design Plaza, Cheonggyecheon Stream and Eunpyeong Innovation Park). The market will open every Friday and Saturday night between March 24th and October 28th (Cheonggyecheon Stream

Night Market will open on Saturdays and Sundays), and citizens will be able to enjoy their time there. In addition, Seoul will improve the operation of the market and make it more efficient so that the Night Market can grow into a leading site of Seoul.

- Introduction of a card payment system, a price display system, and a system indicating the origin of the products
- Coordinating the ratio of handicrafts and food sales and designating sections for local merchandise
- Trademark application and registration of “Seoul Bamdokkaebi Night Market” brand
- Gradual transition into a private autonomous operation with administrative support (scheduled for 2017)

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

Yeouido World Night Market

One night world tour with Bamdokkaebi

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

– Time : 2017. 3. 24 ~ 10. 28 18:00~23:00

– Venue : Mulbit Stage in Yeouido Hangang Park

– Size : 42 Food trucks, 70 Booths for handmade items

• Operating headquarters

– Information desk and situation room for Yeouido World Night Market

– Provides information about night market and help in case of emergencies

• Food

– Food trucks section for enjoying various food from across the world.

– Provides a variety of foods, such as Korean, Chinese, Japanese, and Western food, which represent the pride and thought of young chefs.

• Performances

– Place for traditional performances from around the world.

– Provides a variety of performances, such as modern performances, busking, and guerrilla performances.

• Resting area

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

DDP Youth Runway & Dancing Night Market

Youth Runway & Dancing Night with Bamdokkaebi

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

– Time : 2017. 3. 24~10. 28(18:00~23:00)

– Venue : Dongdaemun Design Plaza(DDP)

– Size : 30 Food trucks, 70 Booths for handmade items

• Youth Food

– Food truck section of the Youth Runway Market with a variety of food

– Features a variety of food made by creative young chefs.

• Youth Creativity and Intelligence

– Place to see items, from creative products made by young people to products offered by

Dongdaemun merchants

– Features a variety of items, such as unique handicrafts of young designers and valuable items for daily necessities as well as finished products by Dongdaemun merchants

• Youth Romantic Square

– Cultural place for young artists.

– Features unique performances of Youth Runway Market & Dancing Night, such as busking performances, DJ parties, and youth fashion shows

• Youth Sharing Space

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

Banpo Moonlight View

Fun time with Bamdokkaebi

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

– Time : 2017. 3. 24~10. 27(18:00~23:00)

– Venue : Banpo Hangang Park Moonlight Square

– Size : 30 Food trucks, 70 Booths for handmade items

• Moonlight Recipe

– Food trucks offer varied and healthy menus to visitors who wish to enjoy the view of the Hangang River while eating

– Hearty food prepared by people from different backgrounds including young chefs and retired elderly couples

• Moonlight Market

– Handmade products and interactive programs

– Witty works by up and coming artists and skilled works by popular artists

• Moonlight Stage

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

Cheonggyecheon Bamdokkaebi Night Market

Night Market at Cheonggye with Bamdokkaebi

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

– Time : 2017. 3. 25 ~ 10. 28 (16:30~21:30)

– Venue : Cheonggyecheon Stream

(Mojeonggyo - Gwanggyo - Jangtonggyo)

– Size : 30 Food trucks, 70 Booths for handmade items

• Food

– Select from many food trucks by the Cheonggyecheon Stream

– High quality food that features the skills and philosophies of the chef

• Shopping

– Fun handmade items by young sellers with a unique edge

– Experience corners for all to enjoy

• Experience corners for all to enjoy

– Romantic small scale performances that will make your heart beat faster

– Fun busking performances that will liven up your weekend

World's Best MICE City, Seoul

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



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

Past and Present of Seoul's MICE Industry



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

Seoul has a relatively short history of MICE indus-

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

However, in November 2013, it established a mid-to long-term master plan for growing MICE to start supporting the industry in a more systematic manner and, as a result, it ranked third place in the world among cities hosting international conferences (based on 2015 results), announced by UIA, the Union of International Associations, in 2016.

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

Seoul's Efforts to Become the Best MICE City

Seoul operates a systematic MICE attraction system to provide a one-stop total MICE package service from attraction and promotion to hosting of an event. By attracting numerous MICE events both big and small in scale, Seoul has secured a new growth engine for the future. Also, in the past three years, Seoul has established 50 unique venues for conferences to offer users a chance for a variety of experiences in unique locations, and in addition, has developed 50 customized tour courses for MICE participants, who have limited free time due to meetings and business discussions, to experience things to see, eat and enjoy in the city, thus supporting different tours tailored to each event. To attract individual tourists, the city also offers Seoul MICE Cards, which may be utilized for public transportation or in convenience stores, depending on the size of the group and the period of stay.



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

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

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

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

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

a presentation and a road show to demonstrate the city’s willingness to “treat Chinese tourists with a great meal upon visiting Seoul.” JM Group responded positively, which is how this special event was materialized.

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

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



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

For participants who lack the time to tour Seoul due to meetings and business conferences, Seoul operated its first-ever “Seoul Coffee Tour Bus” with three different routes. The 140,000(2,057 foreign-

ers) attendees of the Seoul Café Show(11/10/2016 – 11/13/2016), including foreign buyers, baristas and other participants, were given an opportunity to visit and enjoy various unique cafes around Seoul.

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

Expanding Seoul’s MICE infrastructure

The Jamsil Sports Complex area, a historic space where the 1988 Seoul Olympic Games was hosted, will be transformed into a cluster of various cultural facilities including international exhibition and convention facilities over an area greater than 100,000m² as well as sports facilities and performance halls.

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

Operating funds support system for each Seoul MICE industry

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



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

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

Developing global convergence MICE events

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

Stage 1 as new MICE in new promising industries,

Stage 2 as MICE that can grow internationally, and Stage 3 for convergence MICE support

Seoul Industry Related MICE Convergence -Step by Step Supporting System



Vitalization of industry-led governance and private-public cooperation

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

Establishing a foundation for growth through MICE talent bank program

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

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

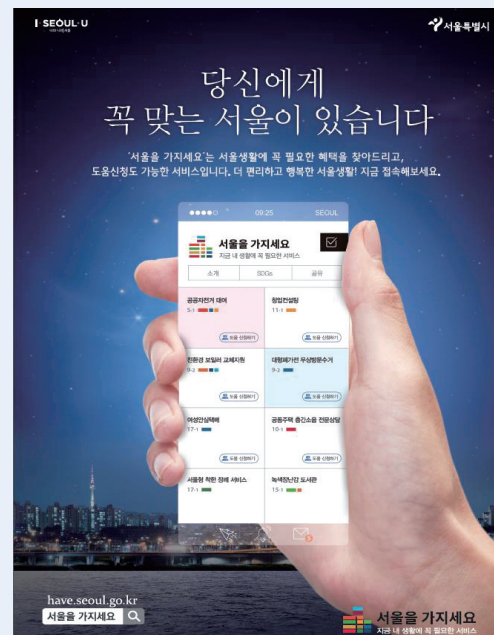
City of Communication, Seoul

We are providing the 'Have Seoul' Service, a citizen-centric information service on 200 initiatives and policies of Seoul Metropolitan Government.



Our Services Are Ready On the Palm of Your Hand

Seoul as the City of Communication



Public transportation users used to read books and newspapers. Now, they are frequently seen using smartphones. What do you think they do with their smartphones? A survey showed that most smartphone users spend a lot of time sending and receiving information through social media platforms. Social media refers to Social Network Services(SNSs) such as Facebook, Twitter and Instagram.

People can send updates about themselves or receive information from their friends. Furthermore, they can easily access interesting information and freely exchange opinions. Seoul has long anticipated

social media to serve as a 'good channel to narrow the gap of thought among people and share various opinions.'

Owing to this, Seoul made preparations for the era of social media. All the policies of Seoul originate with its citizens, and thus social media that helps communication with individual citizens is one of most suitable communication means.

The 2008 Digital City Administration of Seoul started from the same idea.

Have Seoul!

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

As a solution, the Seoul Metropolitan Government planned and began to provide the 'Have Seoul' service from July 2016 which is a citizen-centric information service centered on 200 policies, which are closely related to the lives of citizens. The 'Have Seoul' service can be accessed and used with PCs and smartphones providing benefits for everyday life as well as one-to-one direct support for different administrative services.

Social Media for Communication

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

• Twitter

- Sharing of opinions with citizens



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

• Facebook

- Establishment of consensus with citizens
- Consensus expression rate within media : 78.8%
- There has been a lot of sympathetic feedbacks on socio-cultural events and open expression of sympathy has contributed to an increase in the number of fans.

• Instagram

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

• Kakao Story

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

It is natural for profit-oriented businesses to use social media as part of their marketing efforts. However, it has been a meaningful challenge to launch a new space for an organization and citizens to communicate by using social media for the safety and convenience of the citizens rather than for

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

profit. In recognition of its efforts, the Seoul Metropolitan Government won the “Grand Prize” in the public sector at the ‘Korea SNS Awards,’ awarded to a business or organization that actively engages in communications to establish an exemplary SNS culture.

Communication 123

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

• Slogan

- Listen, Create and Enjoy Together.
- Implies 3 steps (Listening Reflection on policies and Change Sharing and spreading) of communication.

• Color

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

• Number

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

Voluntary Participation of Citizens

The communication between the Seoul Metro-

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

• I · SEOUL · U Friends

- A citizen participation group that aims to spread the value of the Seoul brand and the appeal of Seoul domestically and abroad through novel ideas and practices
- ‘Seoul Brand Promotional Booth’ at the 5th Seoul Trail Walking Festival
- Experience of story of Seosulla-gil, Jongno-gu.
- Production of card news and events for Seoul and the Seoul brand



• Seoul Creators (SYNC)

- A collective intelligence group of advertising experts, university students and different creators to create a joyful and happy Seoul by proposing and sharing ideas to solve city problems and city administration issues
- I·SEOUL·U campaigns

- Political naming of Community Building program.
- Improved wastebasket design for Myeongdong Special Tourist Zone.

• Policy Hearing Debate Forum

- A representative communication channel of new paradigm to jointly create policies by listening to civil opinions and achieving private-public governance before establishing and executing them
- 102 meetings from November 2011 to October 2017
- 14,117 participants from relevant groups as well as citizens
- 1,251(75%) out of 1,663 proposals have been reflected on actual policies.

• Seoul Media Mate

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



Changing Seoul

Many changes have been made since Seoul began to communicate with its citizens through social media.

One of the biggest changes is that the Seoul Metropolitan Government has come to know what the citizens want through communication and respond quickly. It has also improved the satisfaction rate of citizens.

It was impressive that not only Seoul citizens but others made proposals and participated in the Seoul Metropolitan Government programs, and the quick actions increasingly improved satisfaction of citizens over time. We believe that changing Seoul into a better place to live in is the true purpose of communication.

The Future of Seoul as the City of Communication

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

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

Wireless Internet service anyone can enjoy anywhere Additional Infrastructure for Public Wi-Fi

The Seoul Metropolitan Government provides a public Wi-Fi service on main streets with a high floating population, tourist attractions, and traditional markets. The city has been providing the public Wi-Fi service by cooperating with three telecommunication companies since 2011. The city is expanding the use of the latest giga Wi-Fi that covers a broader area at a faster transmission speed than a general AP and plans to install 10,000 APs by the end of 2017. The number of Seoul Wi-Fi hotspots is consistently increasing and the city's plan of installing additional public Wi-Fi is receiving a positive response from residents.

To use public Wi-Fi in Seoul:

1. Go to wireless network setting and search for a Wi-Fi signal nearby
2. Select PublicWi-Fi@Seoul SSID and connect to the website
3. Click the connect button in the center of the PublicWi-Fi@Seoul page to use the internet.

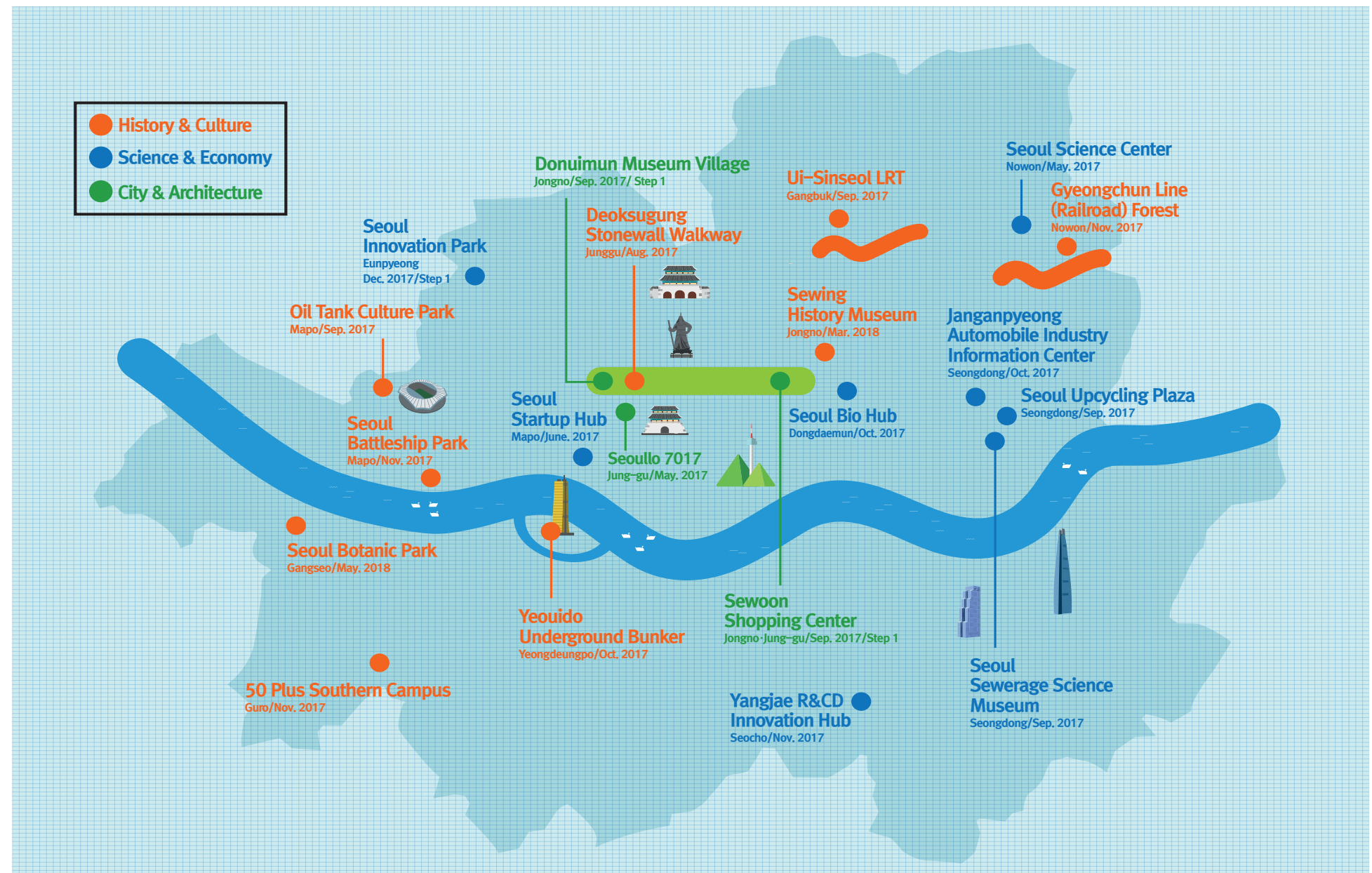


SEOUL IN MY HANDS

Search for more information on the 20 New Spots at english.seoul.go.kr

Meet the 20 New Public Spots in Seoul!

Witness the regeneration projects in Seoul, born out of restoring precious memories and values rather than knocking down buildings and building everything up from scratch.



I·SEOUL·U

‘I·SEOUL·U’ was developed as a relationship-based brand that can share and embrace the diversity coexisting in Seoul.



Seoul Is Alive Between You and I

I·SEOUL·U



A New Foothold to Leap Forward in the World

A country that succeeds in attracting global tourists by activating city brands is also successful in attracting investment from the world. That is the power of city brands as invisible assets. With its goals to attract 20 million foreign tourists per year and to become one of the world's top 3 global MICE(meetings, incentives, conventions and exhibitions) cities, Seoul has been growing into an international city. In order to take a new leap forward, however, it was critically necessary to raise Seoul's competitiveness and create its city brand to be a new growth engine of Seoul. The brand 'Hi Seoul' that was created in 2002 played a big role in introducing Seoul to the world, but there were many

critics to say "there is no more to the story other than saying hello." A brand should contain dreams and visions for the future while expressing the past and the present. If the Seoul brand contains only the dreams of the future regardless of the past and the present of Seoul, nobody would acknowledge Seoul's dream. If the Seoul brand embraces only the history and the current status tied down to the past and the present, it will be a city without a future in spite of the recognition of such association. So, Seoul decided to create Seoul's unique city brand that can contain the past and the present of Seoul, and it became a new foothold to leap forward in the world.



Seoul Brand Created by Citizens and Enjoyed by Citizens

Unlike other cities or countries, the Seoul Metropolitan Government(SMG) decided to create its brand by inviting citizens and people to participate in and lead the city branding project from the beginning stage, departing from the existing way of selecting a brand through a presentation competition of specialized companies. It was because SMG thought the city branding project should be led by the people who live in Seoul and understand the city best.

After launching the "Seoul Brand Promotion Committee," the first step taken by SMG was to invite citizens to create the "Seoul Brand Citizen Ambassadors" that would suggest extensive opinions and transfer the citizens' voices to the city from the initial stage of brand building to the promotion and expansion stages after brand development. SMG puts emphasis on the diversity of the group members by gender, age, occupation and area while selecting the applicants, in order to reflect the voices of people from all walks of life as much as possible. On Tuesday, December 16th, 2014, the "Seoul Brand Citizen Ambassadors" was finally launched to

participate in the process of Seoul's brand development. Of the total 246 citizens selected across all age groups from a high school student to a 72 year old senior citizen, around 160 citizens showed that they had great interest and strong intention by participating in the opening ceremony.

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

At last, "Coexistence, Passion and Relaxation" were selected as keywords representing Seoul's identity (Seoul-hood) by reflecting the opinions of both

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

domestic and overseas citizens, experts and citizen governance collected on-line and off-line. Subsequently, SMG held an “International Idea Contest for the New City Brand of Seoul” to select the BI and Slogan that best represents the meanings of the 3 keywords.



Surprisingly, a total of 16,147 works from Korea and around the world were submitted for the “International Idea Contest for the New City Brand of Seoul.” The number of submitted works was more than twice that of citizens’ works(8,064) for the contest for Seoul brand of “Hi Seoul” that was held in 2002, while recording the most entries not only in the history of domestic brand contests, but also of all the contests hosted by SMG. SMG was able to once again confirm how interested citizens were in creating a new Seoul brand and also to see how much citizens wanted the birth of a new Seoul brand reflecting Seoul’s identity.

In order to ensure fairness, SMG prepared various selection criteria(such as degree of Seoul’s identity

reflection, originality, suitability, fidelity, correlation, scalability, formality and sophistication) and performed 4 steps of screening and examination by professional design companies, Seoul brand citizen selection committee, subcommittee to make the shortlist of Seoul’s brand, etc. In addition, SMG decided to proceed with citizen voting for the final choice of the new Seoul brand considering that the Seoul brand has to be made by citizens and enjoyed by citizens.

Early citizen voting accounting for the highest percentage of the total vote (50%) was conducted for 20 days on-line and off-line. In order to fully reflect the opinions of citizens, on-site voting by the citizen judging panel (25% of total vote) was also performed on the day of the Seoul brand selection event. As it was also necessary to consider the experts’ perspective, expert judging panel voting (25% of the total vote) was carried out.

City of You and Me

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

Ha-rin Lee, the author of the slogan, said she got the inspiration for the Seoul brand while traveling through the subways.

• Seoul connects people

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

• Seoul connects two dots symbolizing passion and composure.

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

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

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



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

develop it further as a brand for global citizens to enjoy.

Of course, not all citizens were satisfied with the design. There were voices of concern about the lack of professional elements because the design was created by citizens. However, the Seoul brand I·SEOUL·U is showcasing its excellence through winning various awards including the “Communication Design” prize in the “2016 Red Dot Design Award,” one of the world’s top 3 design awards, run by the Design Association of Nord Heim Westphalia, Germany, celebrating its 61th anniversary, and the “Communication Design” award at the “iF Design Award,” held at Hannover Fairgrounds in Germany.

Past, Present and Future

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

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



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

Seoul Brand Forum

The Seoul Metropolitan Government (SMG) hosted the 2017 Seoul Communication Conference at the multipurpose room on the eighth floor of the City Hall building on November 9 (Thu) and 10 (Fri), 2017.

Seoul Communication Conference 2017 was held under the theme of 'Seoul, Connecting Cities' and was divided into the City Brand Forum on the first day and the Social Conference on the second

day. The event featured lectures, open podcasts and performances by domestic and international experts in the categories of city brand and social media, both of which are actively being utilized as a new form of media communication.

City Brand Forum: November 9 (Thu) 13:00~18:00

The City Brand Forum, held on Day-1, kicked off with an opening speech by Seoul Mayor Park Won-soon and a keynote speech by Professor Kim Yu-kyeong of the Hankuk University of Foreign Studies (Co-chair of the Seoul Brand Committee) titled 'Seoul Brand, its Symbolic Meaning and Value.' This was followed by presentations by experts on the topic of 'City Equals Communication' on overseas branding cases and strategies and discussion by panels and citizens. Six experts gave their presentations over two sessions. The sessions were divided under the subjects of 'Containing the Values of a City Brand' to discuss the direction and strategy of city branding and 'Seeing the Future of the City Brand' to contemplate the future of the Seoul Brand.

During session 1, Policy Director Isoda Atsushi from Kumamoto Prefecture, famous for its city mascot Kumamon, introduced the 'Kumamon Promotion Strategy.'



Then, Director Brett McEwan Free of the Public Information Agency in Hong Kong, famous for its global city brand, introduced the 'Global City Brand Strategy of Hong Kong.'



Lastly, Professor Takashi Inoue of Kyoto University, a big name in Japan's PR business, talked about the 'Past, Present and Future of the Tokyo City Brand.'



During session 2, 'Seeing the Future of the City Brand,' Professor Lee Hui-bok of Sangji University, Kim Jun-hwan of Chungwoon University and Kim Byeong-hui of Seowon University gave their thoughts on domestic and international city branding cases and discussed the future of Seoul's city brand through presentations and discussion.

2017 City Brand Forum Speaker Profile

The Seoul Metropolitan Government (SMG) hosted the 2017 Seoul Communication



Kim Yu-gyeong

Current) Professor of Media Communications at Hankuk University of Foreign Studies
Current) Co-chair of the Seoul Brand Committee



Isoda Atsushi

Current) Policy Advisor at the Governor's Office of Kumamoto Prefecture
Current) Manager at Kumamon Group



Brett McEwan Free

Current) Deputy Director of Information Services Department in Hong Kong



Takashi Inoue

Current) Professor at Kyoto University

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