

Policies and Initiatives of
Seoul Metropolitan Government

Citizens Dream, Seoul Creates







Seoul.

Happy Tourist City Made by Seoul People Along with Tourists

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City of Seoul

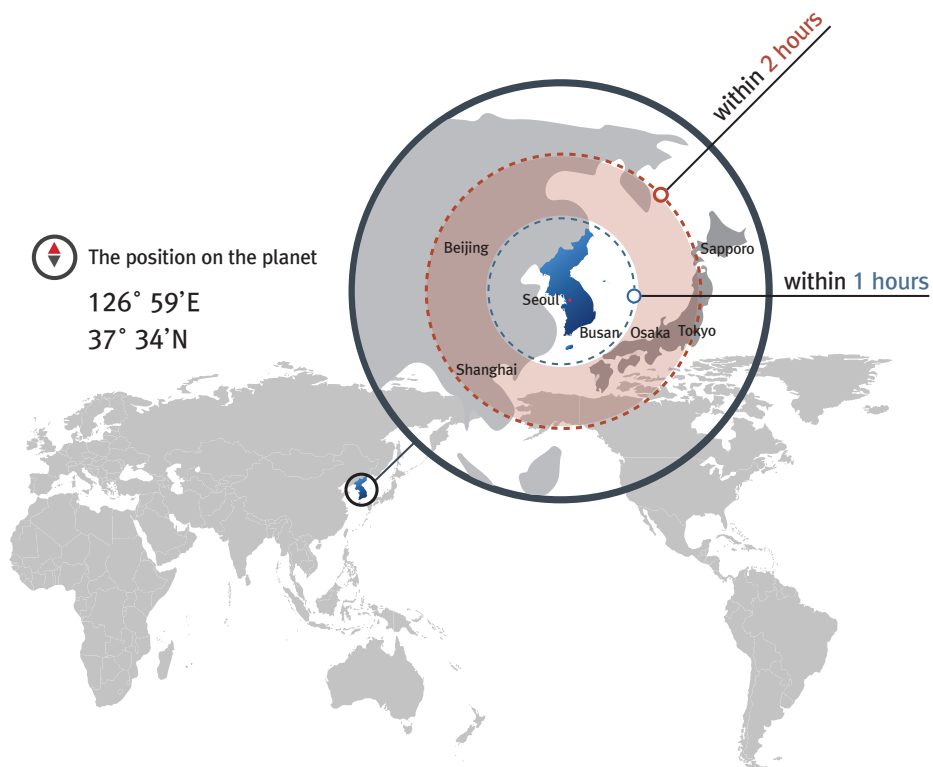
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Location

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 10,025,927 people. [2019 (3/4) Statistic]

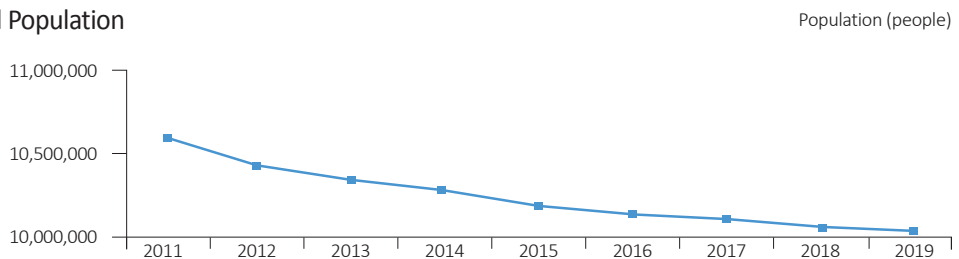
Male : 4,887,068 people

Female : 5,138,859 people

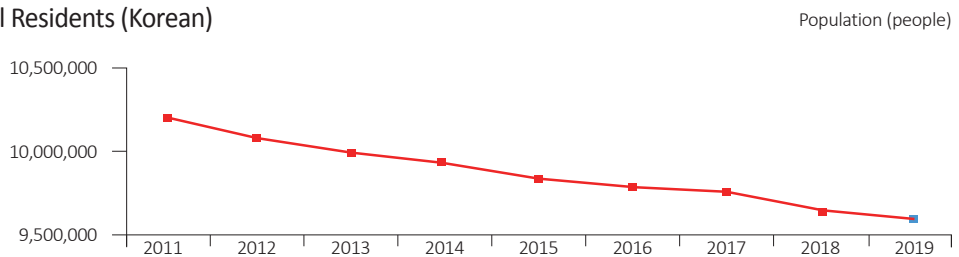
foreign residents 135,372

foreign residents 150,157

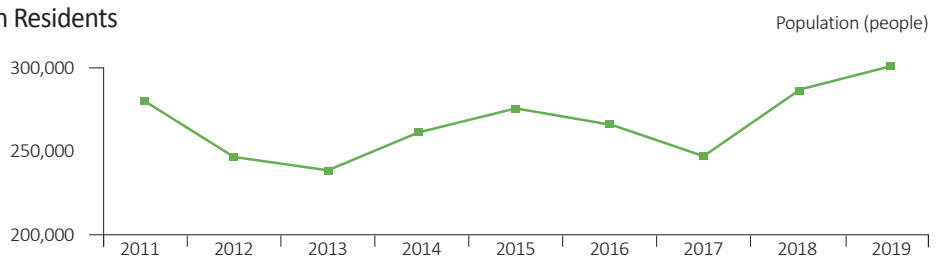
• Total Population



• Local Residents (Korean)



• 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

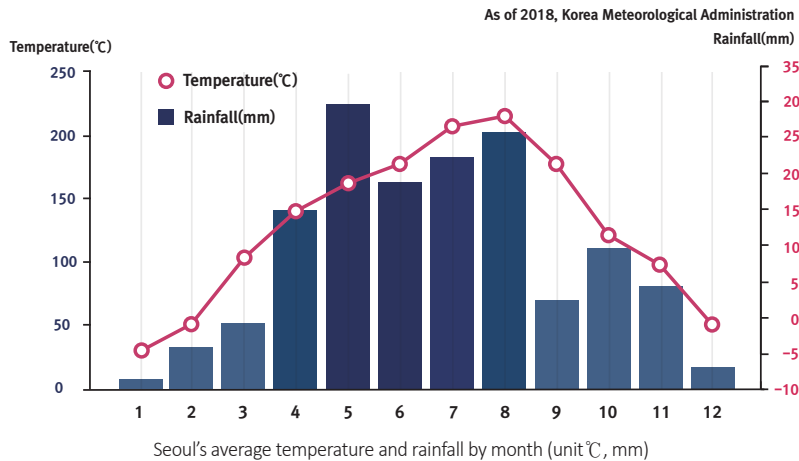


Seoul's average temperature is 12.9°C, and spring begins around March, when the entire city bursts into flowers. Many Seoulites enjoy strolling around Yeouido or other green spaces throughout the city that are filled with an astonishing display of cherry blossoms, forsythias, azaleas, and magnolias. 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 safe from inhaling the yellow dust that is carried over from China during the spring are essential. The air 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: Gyeomjae) 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 • SEŎUL • 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.

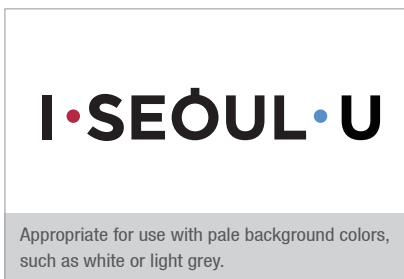
Seoul fills the gap between the two dots, which represent passion and relaxation.

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.”

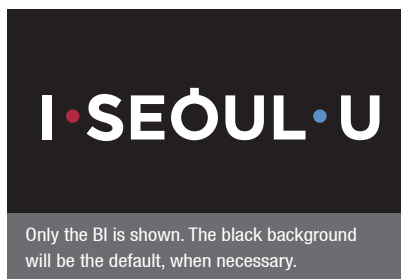
The Korean letter “ㅇ” and English letter “O” are brought together as one.

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

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



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.

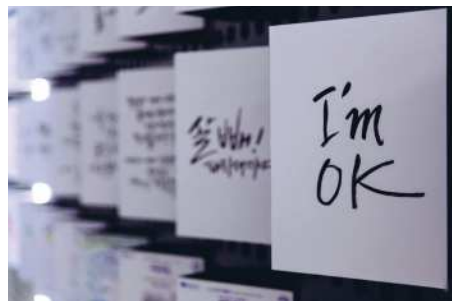
The number of visitors to the Seoul Citizens Hall since it opened in January 2013 has reached 6.8 million people as of October 2016. With the exception of closed days, an average of 5,369 people per day visited the Seoul Citizens Hall. Specifically, 137 couples had their simple and unique wedding ceremonies 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 Gungisi Relics Exhibition Hall, where the excavation site of Gungisi, an armory where weapons were made and stored during the Joseon Dynasty, is preserved.

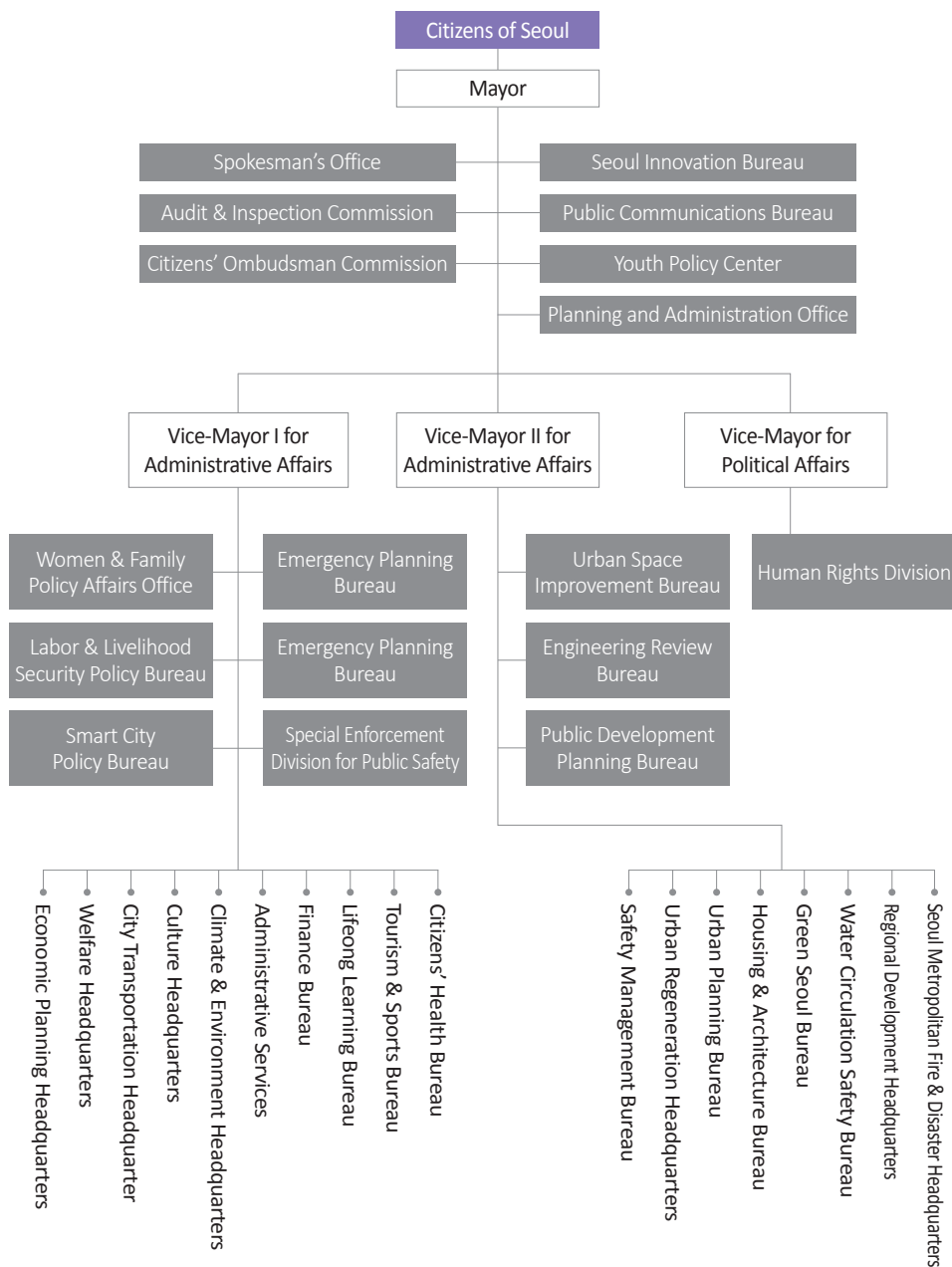
The Citizens' Hall is closed every Monday. It is connected to Exit 4 of City Hall Station on Seoul Metro Line 1.

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.



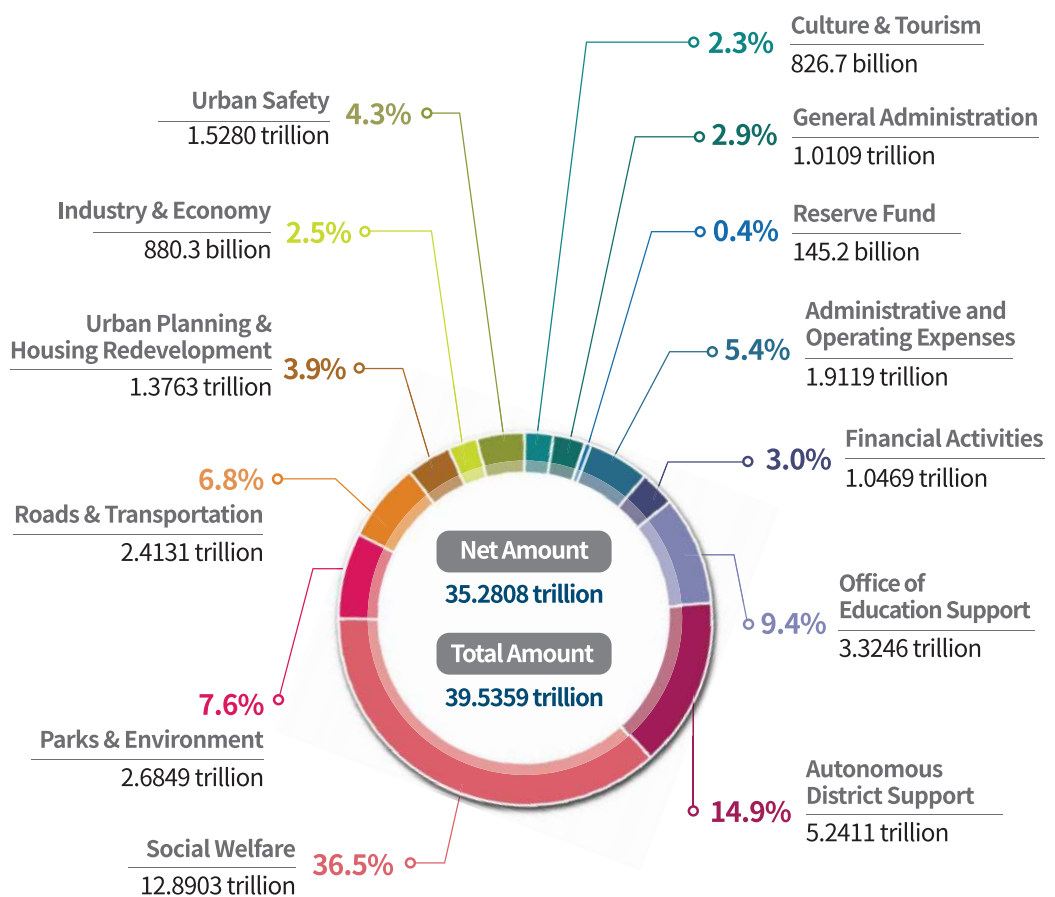
Organization Chart

Seoul Metropolitan Government



Budget

Seoul City's 2020 Budget (per sector)



Annual Festival

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](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.



Annual Festival

Hangang Summer Festival



Location: Hangang River & major
Hangang Parks (Yeouido, Ttukseom,
Banpo Hangang Parks)
Website: [http://hangang.seoul.go.kr/
project2017](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 10million 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).



Annual Festival

Seoul Lantern Festival



‘Seoul Lantern Festival’ is held by lighting hundreds of lanterns at the distance of about 1.2km from Cheonggye Plaza to Supyogyo Bridge. Since its start to celebrate the year of visiting Korea in 2009, the Seoul Lantern Festival has become the representative festival in Seoul which more than 2.5million people visit every year. The Seoul Lantern Festival presents various lanterns with a theme and story that fits the image of Seoul where tradition and high technologies coexist. Various programs such as ‘Flying the Lantern of Hope’ and ‘Making Lanterns’ are prepared for citizens to participate directly.



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/>



Annual Festival

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 Kimchi Festival' proceeds with various programs to experience, taste and enjoy the tradition of Kimchi making such as 'Sharing of Kimchi Making' in which citizens, companies and foreigners make Kimchi together for marginalized neighbors, 'Master's Kimchi Seasoning' in which people can learn recipes of Kimchi masters, 'My Own Kimchi Seasoning' in which people make Kimchi with premium ingredients by themselves, 'Foreigners' Kimchi Seasoning' in which foreigners make Kimchi, 'Kimchi Museum' in which all about Kimchi are exhibited, 'Special Exhibition of Local Kimchi of Seoul', and 'Kimchi Market in which people can purchase nationwide specialties.





An aerial night view of the Seoul skyline. The Lotte World Tower, a tall, slender skyscraper with a distinctive double-tower top, is illuminated in green and blue lights and stands prominently on the left. The city is densely packed with buildings, many of which are lit up, creating a vibrant urban glow. In the background, a range of mountains is visible under a sky with a warm, orange and yellow sunset or sunrise. A bridge with lights spans a body of water in the middle ground.

Major Policies of Seoul



Future City, Seoul

-
- 01. Smart Seoul**
 - 02. Advanced Technology Seoul**
 - 03. Tourist Attractive Seoul**
 - 04. Workers First Seoul**





Future City

Growing Together

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Smart Seoul

**Seoul is expecting smart changes
that improve citizens' life.**





Smart Seoul is Changing Citizens' Life



Creating a Smart City Together with Companies and the Citizens

Seoul is being acknowledged as the world's best electronic government, ranking first place seven times consecutively in a survey on 100 major electronic governments thanks to the city's world-class ICT infrastructure including high-speed internet, public Wi-Fi, and its diverse variety of citizen participatory services including mVoting (mobile voting) system.

Based on such infrastructure, Seoul set up a four-year smart city action plan in 2018 to lead the age of the Fourth Industrial Revolution and

systematically respond to the accelerated pursuit of the smart city by the central government. The four-year smart city action plan aims to revitalize the vision of the "citizen life-changing smart city, Seoul" through research with the participation of city officials, unaffiliated experts, and research institutions following the analysis of citizens' demand for effective smart city projects that the city has established.

Seoul, the First Local Government to Apply Blockchain to Administration

Seoul discovered 14 blockchain-applicable administrative tasks after analyzing the city's major

The four-year smart city action plan aims to revitalize the vision of the “citizen life-changing smart city, Seoul” through research with the participation of city officials, unaffiliated experts, and research institutions.

policies, information system, and unit tasks. Next, the city prepared a standard classification system for blockchain tasks to apply the blockchain technology to administration, leading in sharing administration and administrative innovation. As part of the initiative, Seoul is pursuing pilot projects to prevent forgery and falsification of information on cars on the market and the performance test results of Janggyeong Secondhand Car Market, as well as to prevent forgery and falsification of the processes of presentation and voting along with the outcomes by applying blockchain to mVoting.

Taking the Lead as a Smart City Together with Foreign Cities and Companies

Seoul has globally advertised the Smart City Seoul by hosting the “Seoul Digital Summit 2018” in September 2018 and operating the World Smart Sustainable Cities Organization (WeGO). Established in 2010 with Seoul taking charge, WeGO now has 157 members including foreign cities and companies. In the organization meetings, Seoul discusses smart city policies with advanced cities, advertise its excellent policies and companies, and support the overseas marketing of excellent, innovative companies. Based on its systematic basic plan, ordinance, and organization that were established in 2018, Seoul has designated 2019 as the first year of the smart city Seoul based on the private-public cooperation and big data.

By applying cutting-edge, innovative technologies to its administration, the city will take the lead of the sharing administration and administrative innovation.



Establishment of promotion plans for Smart City Seoul based on private-public cooperation

Organization of mid- and long-term (2018-2022) roadmap of 4-year Smart City Seoul

Future Smart Cars in the Smart City Seoul



Upcoming Trial Run of 5G Self-Driving Bus

Recently, going beyond the demonstration, developed countries have prepared to actualize the new mobility industry, including the paid self-driving taxi. Global companies including Google are soon to commercialize the autonomous driving service based on a 10-million-mile demonstration (traveling around the earth about 40,000 times).

In these circumstances, Seoul completed the construction of the “5G convergence autonomous driving test bed,” the first of its kind in the world, in Sangam DMC in June 2019. It is the only test

bed in the world where the autonomous driving based on 5G and V2X is allowed on regular roads. The trial run of 5G self-driving buses will begin as early as in June. The test bed will include a “CCTV control platform” to control and evaluate all operations of autonomous driving in real time. All the equipment and convenient facilities that are required for the demonstration of autonomous driving will be installed, including the 5G and V2X devices that are built using only domestic technologies, high-precision maps (HD), spaces for car repair and parking, electric car recharging centers, rest areas, and offices.

Seoul has plans to allow the emerging domestic

Seoul has plans to allow the emerging domestic companies related to autonomous driving to use all the equipment and convenient facilities of the test bed free of charge 24/7.

companies related to autonomous driving to use all the equipment and convenient facilities of the test bed free of charge 24/7, establishing a bridgehead for such companies to enter the global market. Additionally, in June 2019, Seoul will become the first autonomous government to open an autonomous driving control center. The city will enable the autonomous driving demonstration to take place by regularly blocking roads in cooperation with police.

Seoul Pioneers the Development of Future Transportation

Seoul announced the plan for the construction of “5G convergence autonomous driving test bed” as one of the “smart road infrastructure (C-ITS) demonstration” projects that the city is executing together with the Ministry of Land, Infrastructure and Transport. The city declared 2019 as the first year for the future transportation in Seoul based on the autonomous driving and expressed its ambition to pioneer the field of future transportation by developing the connected car, 5G convergence transportation service, and more, while innovating traffic safety.

Sangam DMC Transforms into Special Smart City Complex

Sangam DMC is registered to be designated as an “autonomous and 5G-SmartCity complex” by the Ministry of Land, Infrastructure and Transport and an “exemption law for the demonstration” was requested to the central government. With these steps set in place, Seoul will transform Sangam DMC into a “special autonomous driving complex.”



Smart Seoul, Convenient Life, Happy Citizens



Free Public Wi-Fi Throughout the City of Seoul

By 2022, Seoul will become a “data-free city” where everyone can use public Wi-Fi whenever and wherever they want. The IoT network will also be expanded throughout Seoul, enabling citizen-friendly services such as shared parking, smart street lamps, and prevention of disappearance using IoT sensors.

The change will bring about convenience that is worth KRW 52,000 per month, or KRW 630,000 per year for each citizen. For the city as a whole, the generated benefits are expected to amount

to KRW 3.877 trillion each year. For three years, from 2020 to 2022, the “Smart Seoul Net (S-Net) Action Plan” will be executed through an investment of KRW 102.7 billion. The project will realize general communication welfare and secure the citizens’ right to communication, protecting the accessibility to information of the underprivileged classes due to the burden of communication expenses.

The major projects of the S-Net Action Plan include ① the construction of the municipal network, ② the establishment of public Wi-Fi access points, and ③ the construction of the IoT network.

The major projects of the S-Net Action Plan include ① the construction of the municipal network, ② the establishment of public Wi-Fi access points, and ③ the construction of the IoT network.

First, Seoul will build the S-Net, which will be 4,237 km long and snake throughout Seoul. There have been cases in which institutions constructed their own network for administrative purposes or to control their infrastructure, but this is the first time a city has built a municipal network throughout a metropolis like Seoul. The municipal network is a communication network (optical cable) that is directly built by the public sector, not a cable leased from communication companies. The communication expenses for municipal networks are lower than those of the leased networks, and once the municipal network is constructed, it can be unlimitedly connected to all administrative fields.

Second, public Wi-Fi will make Seoul a city in which no one is disconnected from wireless networks. The Wi-Fi network will not only be expanded on major streets, the subway, and parks, but also citizens' living spaces like welfare facilities, community spaces, and village buses. The number of APs (access points), which is currently 7,420, will be more than doubled to 23,750 by 2022, covering 100% of living space (currently 31%).

Third, 1,000 IoT base stations will be established on S-Net that will be expanded to 4,237 km, creating an IoT foundation to provide the complex services of the smart city.

This will enable the enactment and spread of “Smart City Seoul” policies throughout the entire city, including “shared parking” that uses the IoT sensors on the ground, “smart street lamps” that automatically report an emergency to the police, “IoT prevention of disappearance” that uses the location information of children and the elderly with dementia, and more. It is also expected that the collection and usage of city data can be accelerated to establish citizen-friendly policies.



The Subway Serves as Nearby Libraries



Borrow Books at 24/7 Smart Library in Subway Stations

‘A’ is an office worker who lives in Seongbuk-gu. He borrows and returns books at the subway station he uses to commute, without ever stepping foot into a regular library. How can this be? The answer is the “Smart Library” at the subway station.

A “Smart Library” is a library setup at a subway station, where you can borrow books without having to make a reservation. You can return the books at the same place. In short, you can borrow and return books conveniently at a subway station

while commuting.

‘B,’ a university student, uses the U-library at a subway station to borrow and return books. Unlike the smart library that doesn’t require a reservation, the U-library is where you can borrow and return books for which you made a reservation on the website of the local library.

If there is a smart library or a U-library at a subway station you frequent, it is worth checking them out. What should be done before using one?

First, you should check the local library in the region you are living in. Visit the library for the is-

A “Smart Library” is a library setup at a subway station, where you can borrow books without having to make a reservation.

suance of a membership card. For instance, in Seongbuk-gu, the issuance of a membership card is completed after signing up on the library’s website and visiting the library with your identification card. Even those who live in other regions can become members.

Once you’ve got a membership card, it’s time to use the smart library. Verify your smart library membership using your membership card. Now, choose the book you want to read and borrow it. You may find that the smart library lacks the book you want to borrow. If that is the case, you’d better take advantage of a U-library.

If you decide to use a U-library, you should make a reservation on the website of the local library by choosing the U-library that is established at the station you want to visit. When the book you want to read arrives at the U-library, an SMS message will be sent to you. Then, you can sign in at the U-library to borrow the book. Returning the book is also available at the same place.

If you are not able to borrow the book you made a reservation for, you’d better cancel the reservation. If you make a reservation and don’t borrow the book, it may cause inconvenience to other users. Hence, it is a good idea to cancel the reservation before the book arrives at the U-library.

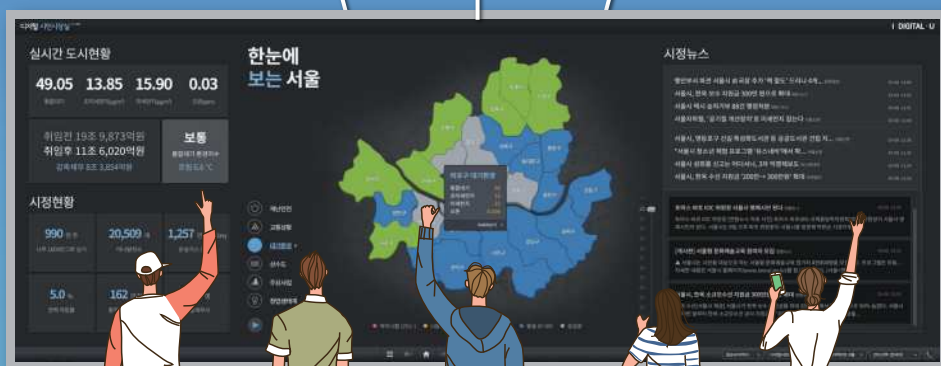
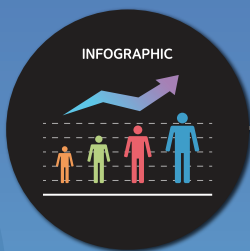
If you find it difficult to borrow books because the local libraries are far from your place, but you want to read books instead of using your mobile phone in the subway train, look around closely inside the subway station. Using the “Smart Library” and “U-library” in the station will help you become a user of the library service whenever and wherever you want.



Advanced Technology Seoul

**Seoul is leading the fourth industrial age
by developing future growth engines.**





Development of Seoul Biohub



Growing into Center of Hongneung Bio Cluster

The bio-industry has long been considered as a promising industry and has risen as a representative driving force for the future. Seoul has announced the plan to construct the “Seoul Biohub” at the Hongneung region, where prestigious universities, hospitals, and research centers are concentrated, for the growth of the bio-industry that will be leading the age of the Fourth Industrial Revolution and promote the “Seoul Biohub” as the key foothold of the city’s biomedical policies and the center of the Hongneung Bio Cluster.

The Hongneung region, where research institutions, including the Korea Institute of Science and Technology (KIST) and the Korea Institute for Advanced Study, universities, hospitals, and new industry nurturing organizations, such as the Korea Techno-Venture Foundation, are concentrated, is an optimal foothold for the bio-industry as they possess original technologies and offer abundant opportunities for the commercialization of technologies.

Established on a site of 21,937m², the Seoul Biohub comprises of four buildings. In 2015, the Hongneung Biomedical R&D Cluster was first constructed. In 2016, the Korea Health Industry

The Seoul Biohub unearths bio start-ups with high growth potential and innovative technologies and provides them with diverse solutions for their development.

Development Institute was appointed as the management agency of the Seoul Biohub. In October 2017, the main building of the Seoul Biohub opened and commenced operations, followed by the beginning of the construction of the research building and the community building. In December 2017, the Seoul Bio-medical Industry Nurturing Plan (2018-2022) was established. Following the opening of the main building, the research building will open in April 2019 and the community building in August of the same year in the Seoul Biohub. In December 2021, the global collaboration complex will open housing nonclinical labs, global accelerators, clinical agencies, and 70 offices.

Optimal Incubating System for Fostering Professional Human Resources

The Seoul Biohub unearths bio start-ups with high growth potential and innovative technologies and provides them with diverse solutions for their development from the beginning of their business through business stabilization, as well as the environment for open innovation. An optimal incubating system, including the consulting zone for integrated biomedical solutions, all-in-one consulting service with mentors, job training specialized in the biomedical field, and biotech concert, is in operation for fostering professional human resources.

Move-in of Competent Bio Start-ups

As of April 2019, 31 bio start-ups have moved into the Seoul Biohub. In 2018, the start-ups achieved remarkable results, attracting investments of KRW 41.8 billion and increasing the number of employees to 126.

Biotechnology

Cultivation of professional, talented individuals

Operation of practical business education programs

Eight sessions, 1,088 individuals

BIOTECH CONCERT

Four sessions, 360 individuals



Gaepo Digital Innovation Park



Becoming Foothold in the Age of the Fourth Industrial Revolution

Opened in October 2016, the Gaepo Digital Innovation Park is a space for cooperation in education, research, and business through the medium of the digital field in the age of the Fourth Industrial Revolution. As a place to create the ICT-focused new driving force for growth, the park is a high-powered incubator for fostering innovative and creative human resources in the digital field.

Starting with the move-in of D.Camp in December 2016, in April 2017, the Urban Data Science Laboratory of the Seoul National University

moved in and in August, professional institutions that will lead digital innovation, such as SAP, the German global company, moved in. As of 2018, the aggregate number of visitors totaled 15,461, which means 1,406 people per month visited the park.

The Urban Data Science Laboratory offers big data education while D.Camp provides youth who wish to start a business with start-up education and mentoring service. In the Big Data Institute, full-time researchers seek solutions for urban problems, such as the environment, noise, and transportation.

The Urban Data Science Laboratory offers big data education while D.Camp provides youth who wish to start a business with start-up education and mentoring service.

Goal of Fostering Creative Talents

Starting in November 2019, the Innovation Academy (tentative name) without three elements (lecturer, textbook, and tuition) that will foster software specialists will open for the first time in the nation in Gae-po Digital Innovation Park. The park aims to nurture the talented in software to meet the demand for talented individuals of companies in the age of the Fourth Industrial Revolution and help the best software-specialized human resources find jobs or start a business in order to vitalize the venture ecosystem.

Sang Sang Factory : Innovative Space Where Imagination Becomes Reality

The Sang Sang Factory is one of the programs that are loved by citizens. Open from 10 a.m. to 10 p.m. on weekdays and from 10 a.m. to 6 p.m. on weekends, the Sang Sang Factory is operated by three full-time staff members and provides diverse services including remote 3D printing. The services are available for those who hold membership. As of 2018, the aggregate number of users comes to 6,628 while 1,571 adolescents and citizens are being offered education.

The events, Seoul Maker and Young Maker, where the digital creations by the adolescents were introduced to regular citizens, were well-received. Other digital experience events are also being held actively.



Opening of digital experiential events

Seoul Maker 2018

40 teams, 11 participants
Visited by 1,396 individuals

Young Maker Seoul 2018

24 teams, 205 participants
Visited by 1,276 individuals

AI Yangjae Hub



Birth of AI-Specialized Institution to Lead the Fourth Industrial Revolution

AI Yangjae Hub, a professional institution that opened in November 2017, fosters AI-specialized talents based on the support of global-level technologies and researching capability of the Korea Advanced Institute of Science and Technology (KAIST) and the open innovative research culture of Modu Labs, discovers and cultivates AI-specialized companies, and promotes open research culture and the communication and exchange among experts.

There has been an issue that while the demand

for company-supporting policies, such as R&D funding and education program preparation, has been augmenting, the Yangjae R&D Innovation District lacked core facilities to lead and support the Fourth Industrial Revolution. The need for the establishment of an AI R&D foothold came to the fore as large-sized companies and SMEs that are being spontaneously concentrated in the district have few opportunities for mutual cooperation and exchange, as well as it was urgent to arrange measures to prevent R&D SMEs from breaking away from the district for the rise in rental costs.

The AI Yangjae Hub, which was established after six-month remodeling of the Korean Federation

The AI Yangjae Hub plays a role in fostering AI-specialized talents, supporting AI companies' growth and providing them with opportunities for exchanges.

of Teachers' Associations Hall located on Taebong-ro, Seocho-gu, can now support AI-related start-ups and SMEs with offices and plays a role in fostering AI-specialized talents, supporting AI companies' growth and providing them with opportunities for exchanges. The operation of the AI Yangjae Hub was entrusted to the consortium of KAIST and Modu Labs from August 2017 to June 2020. Anchor facilities will be constructed in or after 2020 using public land, such as the Grain Wholesale Market.

Diverse Offices and Spaces for Collaboration

The AI Yangjae Hub has its main facilities on the 1F, 5F, 6F, and 8F of the Korean Federation of Teachers' Associations Hall. An open networking space and lecture rooms for fostering specialized talents are located on the 1F, an open office area on the 5F, and the offices of AI-specialized and machine-learning-specialized companies on the 6F and 8F.

Spatial Support for Companies Selected Through Evaluation

The 26 AI-specialized companies that are now housed in the AI Yangjae Hub are those that passed the evaluation of corporate potential and collaboration potentiality. To move in, companies should pass the corporate evaluation. The companies that moved in can receive support for their development and participate in talent-fostering programs and Innobook Salon. The AI Yangjae Hub will become the foothold of Yangjae AI innovation as it enlarges the space for offices to meet the demand of AI-related companies and reinforces support for companies' development by assisting their entry to the global market and attraction of investments.



Growth support for resident businesses

Sales

KRW 64,916,000,000

(Time of resident: Nov. 2017)

KRW 26,251,000,000 (68%) increase compared to KRW 38,665,000,000

Number of workers

216 individuals

Visited by 1,276 individuals

Establishment of Magok R&D Convergence Innovation Foothold



Magok Industrial Complex to Become Innovation Foothold to Lead the Growth of Seoul

Seoul aims to enhance R&D competitiveness and create 100,000 jobs for research manpower by executing a two-stage strategy to construct the innovation foothold for small but robust companies at the site that amounts to 15% of the whole lot of Magok Industrial Complex. With the key goal of building offices and supporting facilities for SMEs that have technical powers but lack capital, the innovation foothold will be established to lead the growth of Seoul by attracting companies specialized in various cutting-edge fields—not only IT

but Bio Technology, Nano Technology, and Green Technology—and promoting R&D convergence by tearing down the barrier between large companies and SMEs. As of 2019, the Seoul Botanical Garden is established in the site of the Magok urban development district and 150 companies, including 49 large companies and 101 SMEs, have signed an agreement for occupancy of Magok Industrial Complex. In 2018, the Magok Industrial Complex Management Office was launched through the consignment agreement between the Seoul Metropolitan Government and the Seoul Housing & Communities Corporation. It is responsible for the management of the industrial complex and the support for companies in accordance with the

The innovation foothold will be established to lead the growth of Seoul by attracting companies specialized in various cutting-edge fields.

“Industrial Cluster Development and Factory Establishment Act,” as well as the conclusion of move-in contracts, supervision of compliance with the basic management plan and business plan, and assistance in R&D support for occupying companies. In September 2018, there was a naming contest for the first public center in Magok that will cooperate with the companies operating in the district and local residents. A total of 568 names were proposed, out of which nine finalists became the targets of mVoting. Through the vote, “Seoul M+ Center” became the winner in October 2018. The construction of the Magok R&D Center will be completed by 2022. The construction of the M-Convergence Campus, which will function as a campus for industry-academic-institute collaboration where the abilities of universities, laboratories, and companies will be aggregated, is being accelerated to be completed by 2025.

Seoul Botanical Garden Becomes Hot Spot

Opened in November 2018, Magok Central Plaza was constructed in a sunken type that integrates the underground and ground spaces between Magoknaru Station on line 9 and the Airport Railroad Express. Opened on May 1, 2019, the Seoul Botanical Garden is the city’s first urban botanical garden that is garnering much attention and is visited by a great number of visitors.

157 Companies to Occupy Magok Industrial Complex by 2023

As of February 2019, the Magok Industrial Complex is 95% completed in terms of the infrastructure including roads, parks, etc. In October 2019, the construction of the infrastructure of the Magok Industrial Complex will be partially completed. By 2023, 157 companies, including 150 companies that have signed the occupancy contract, will move into the industrial complex.



Tourist Attractive Seoul

Seoul is full of excitement with everlasting smiles.



Seoul City Tour



Mid-term Development Plan for Seoul Tourism(2019–2023)



Turning Seoul into a Global Tourism City

As “an industry to enjoy and share the culture that a city has accumulated over the course of a long time,” tourism is regarded as a new driving force for growth that leads the growth of cities’ economies in the age of the experience economy of the 21st century. As the tourism market enlarges and rapidly changes, the rival cities around the world are currently in the midst of a peaceful, gun-free war for attracting tourists. Seoul declared the “tourism & MICE industry” as the future industry for the city and pursued the Comprehensive Development Plan for Seoul Tourism (2014–2018) that was set in 2013.

As a result, the number of foreign visitors exceeded 10 million in 2014 and reached 13.45 million, the highest number ever recorded, in 2016.

Additionally, Seoul earned fame by becoming the world’s number 3 ranked city for hosting international conferences for the third year in a row. However, Seoul is faced with an urgent need for a new tourism strategy to proactively respond to the trends of the domestic and overseas tourism market as the tourism environment is changing with great speed.

Correspondingly, Seoul will be executing the “Seoul Tourism Plan 2023,” which reflects

The city's competency will be concentrated in compiling and commercializing tourism resources, including the history, culture, alleys, and natural environment.

tourism trends, to take a leap towards becoming one of the world's top tourism city and stimulate the city's economy. The city determined 5 core strategies and 12 tasks after hearing the opinions from various subjects including citizens, the tourism industry, and foreign tourists, and after receiving consultation from tourism experts.

Leaping Towards Becoming Global Tourism City While Securing Sustainability

One of the identifying characteristics of Seoul's plan is the concept of the "travel citizen," the combination of "citizen" and "traveler," with the aim of attracting a total of 50 million tourists—the sum of 23 million foreign tourists and 27 million domestic tourists—by 2023. To this end, the city has plans to promote balanced development between international tourism and domestic tourism by enhancing the citizens' right to travel by setting conditions for them to enjoy travel in their daily lives.

Seoul has also plans to expand the foundation for a smart tour information service, foster a convenient and safe traveling environment by providing the increasing number of individual tourists with careful tourism services on all points of contact in order to remove the inconveniences during their journeys, and generate synergy as it concentrates tourism agencies, related institutions, Seoul Tourism Organization, and other related agencies in the "Seoul Tourism Plaza" that will be newly established.

Highest since 2016 with attraction of 13,450,000 individuals compared to number in 2011 (781,000) for 72.2% growth

Achievement as host city for international conferences

Ranked 3rd in the world for fourth consecutive



Raising Competitiveness in Tourism & MICE Industry



In 2019, the MICE industry in Seoul achieved remarkable results. The city succeeded in attracting a total of 186 global MICE events including the general assembly of the International Parkinson and Movement Disorder Society and hosting the International Bar Association Conference with the participation of some 7,000 lawyers from all around the world. The number of members of SMA (Seoul MICE Alliance), the private-public consultative group forming the basis of the MICE industry of the city increased (from 260 as of 2017 to 299 as of 2018).

Most of all, Seoul accomplished the splendid feat of being selected as the “Best Mice City” for five

consecutive years and ranked third as a host city of international conferences for four consecutive years.

Attracting Global MICE Events Including Medium-and Large-scale MICE Events and Expansion of Support for Hosting

Seoul will reinforce the support system by increasing the fund that is given to societies, organizations, associations, institutions, and corporations that host or attract international conferences in Seoul from KRW 150 million to as much as KRW 250 million. Particularly, in order to actively attract medium-and large-scale MICE

Seoul will become the first local government to conduct joint MICE marketing by associating the tourist attractions of other cities and provinces with its MICE industry.

events (with the participation of over 1,000 individuals including more than 500 foreigners), the city has established a special support package to back up specialized tourism programs and usage of unique venues.

Support for corporate conferences and incentive tours that have people stay in Seoul longer than two nights, for a total of 100 nights (cumulative stays of all participants), will be increased from as much as KRW 100 million to as much as KRW 200 million and tailored tour packages reflecting the characteristics of corporate events will receive additional support. Plus, visitors will enjoy a welcome service by being offered the Seoul Welcome Kit and greeted with a welcome message at Incheon International Airport along with taking part in special experiences in Seoul thanks to company-tailored events, such as company story performances and video shooting with snapshots.

Seoul will also become the first local government to conduct joint MICE marketing by associating the tourist attractions of other cities and provinces with its MICE industry. MICE events with the participation of over 300 foreigners that include programs associated with other cities or provinces will receive funds and the welcome service from Seoul. Seoul will contribute to the win-win development between regions by expanding the ripple effect of the city's MICE industry to other cities and provinces through MOUs with Gangwon-do and Gwangju-si and by conducting joint promotions.



Comprehensive Support for Reinforcing Competitiveness of MICE Industry

In June 2019, the Seoul MICE Industry Support Center was established within the Seoul Tourism Organization in order to comprehensively and practically support the management of MICE companies to reinforce their capabilities.

Pilot projects of the Seoul MICE Industry Support Center include ▲ consultation of experts on legal, labor, and personnel affairs, ▲ counseling on companies' difficulties associated with corporate support programs of Seoul, and ▲ "four major statutory compulsory education" at no cost for workers of MICE companies.

The autonomous management of MICE companies is encouraged by the effectuation of the managerial regulations of the SMA (Seoul MICE Alliance) that aims at the expansion of private-public governance.

Additionally, Seoul MICE Human Resources Bank, the institution to foster talented individuals who desire to work in MICE companies, will expand its internship program (from two months to four months) to address the mismatching phenomena in the MICE industry and cultivate professional human resources.

Raising Global Status of Seoul's MICE Industry and Building Vision for the Future

Seoul will also go ahead with the establishment of the (tentatively named) "Leading City Council of the World's MICE" of international



One of the Best Cities for Business Meetings in 6 Consecutive Years from 2012 to 2017 (Business Traveler)



One of the Best MICE Cities in 4 Consecutive Years from 2015 to 2018 (Global Traveler)



organizations, in which important MICE cities will participate in order to build a global tourism cooperative system that is befitting to Seoul's status as the world's third best city for international conferences.

The city has announced the Seoul MICE Medium-and Long-term Development Plan and will prepare detailed action plans to take a leap to become the world's best MICE city, going beyond being the third MICE city for fourth years in a row.

The city will also intensify overseas marketing on its MICE industry by participating in foreign MICE exhibitions and fairs and Seoul tourism presentations and conduct active promotion using various online media.

68



68 Members of Seoul MICE Alliance

285



286 Members of Seoul MICE Alliance

Reinforcement of International Solidarity and Cooperation in the Social Economy



Establishment of a Foundation for the Expansion of International Exchanges and Solidarity

Established on November 19, 2014, the GSEF—conveners being mayor Park Won-soon of Seoul and the chairperson of the Seoul Social Economy Network, Kim Jeong-yeol—is an organization of cities and groups that has the goal of seeking solutions for social problems and expand international exchanges and solidarity in the field of social economy through cooperation between organizations related to the social economy in the private sector and the local government. The term for the chair city and the conveners (a mayor and

a representative from the private sector) is two years. As of January 2019, there are 49 city and group members of the forum.

As an organization where cities with innovative social economies and private institutions from around the world gather to seek solutions to urban problems based on their combined efforts, the GSEF is significant in that it was established under the leadership of Seoul. It takes the role of a permanent international organization that encompasses not only local governments and private institutions, but also the overall social economy. The Inaugural Meeting of the Global Social Economy Forum 2014 was held in November 2014

The GSEF takes the role of a permanent international organization that encompasses not only local governments and private institutions, but also the overall social economy.

as an event to prove the status of the forum with the participation of over 60 cities and institutions, more than twice the number of participants in the Social Economy Forum in the previous year. This meeting took its title as the largest social economy network to share ideas on the social economy.

The 20 participating cities included Montreal (Canada), Basque Country (Spain), Quezon (Philippines), London Borough of Lambeth (England), and Setagaya in Tokyo (Japan), and the 40 participating private organizations included Cooperazione Trentina (Italy), the social economy GROUPE SOS (France), Mondragon University (Spain), Chantier de l' économie sociale (Canada), Bloomberg Philanthropies (United States), and the Hong Kong Council of Social Service. In 2018, the United Nations Research Institute for Social Development, OECD's LEED Programme, and the International Labour Organization (ILO) also took part in the forum, drawing international attention.

Social and Solidarity Economy Academy Takes Place in Seoul for the First Time in Asia

After Seoul became the first Asian city to host the 8th Social and Solidarity Economy Academy of the International Training Centre of the ILO on June 26, 2017, the 1st Global Youth Camp for SSE was held under the themes of jobs, housing, finance, and local society with the participation of 100 individuals. The 3rd GSEF general assembly took place from October 1 to 3, 2018 in Bilbao. The successful hosting of the 2018 general assembly in Bilbao with the participation of about 1,700 individuals from 84 countries including Paris, Mondragon, and Barcelona became the catalyst to reinforce the international status of the GSEF and the city of Seoul.

Shared and increased

value of global social and solidarity economy network by hosting the 3rd Global Social Economy Forum (GSEF)

Elevated social and solidarity economy network through extended GSEF membership

Revitalization of social economic education and research through organic networking with other international organizations and groups

Establishment of Seoul Arena Cultural Complex



“Seoul Arena” to Open in 2024 in Chang-dong

“Seoul Arena” is scheduled to open in 2024 as a concert-specializing performance hall—the first of its kind in the country—where K-Pop stars will offer their best performances and interact with the audience filling the seats around the stage. The audience will be able to experience various stage managements and the best sound. Established on the city land of approximately 50,000 m² in size near Chang-dong Station, the hall will be able to accommodate 18,400 people at once, hosting over 90 large-scale performances each year, including not only K-Pop concerts but also

concerts by foreign musicians, music awards ceremonies and festivals, and large art circuses. Around the arena, the construction of various facilities is expected, such as popular music support facilities, including a medium-size performance hall (with 2,000 seats) for various events like concerts for rising artists, fan meetings, and musicals for children, a movie theater (11 screens), and a special K-Pop exhibition hall, as well as convenient facilities such as restaurants. Overall, the whole area will turn into a cultural complex (with a gross area of 243,578 m²) focusing on K-Pop.

Seoul announced that the private investment project for Seoul Arena cultural complex

It is expected that the establishment of “Seoul Arena,” the first concert-specializing performance hall in the nation, will enhance the global cultural competitiveness of Seoul.

suggested by “Seoul Arena Co., Ltd. (tentative name),” a consortium of eight companies including the private sponsor KDB Infrastructure Investments Asset Management Co. Ltd. passed the private investment eligibility investigation conducted by the Public and Private Infrastructure Investment Management Center of the Korea Development Institute. In February 2015, Seoul disclosed the “Seoul Arena” construction plan. In September of the same year, the city selected a “private proposal” type, in which the private sector makes proposals and the public sector examines the proposals to realize the project, and hosted a project briefing session.

Local Public Promise Task Included in Five-Year National Administration Plan

In July 2017, Seoul Arena (K-Pop Arena) became included in the “Five-year Plan for the Administration of State Affairs” as a local public promise task. With the announcement of the “Direction for 2019 Economic Policy” in 2018, the central government promised an early start for the construction of large projects, including Seoul Arena, and the project was able to secure a driving force.

Contribution to Improving Global Cultural Competitiveness

By the end of 2023, the construction will be finished and the arena is expected to open in January 2024. It is expected that the establishment of “Seoul Arena,” the first concert-specializing performance hall in the nation, will enhance the global cultural competitiveness of not only Seoul but also the Republic of Korea.



Future Seoul

04

Workers First Seoul

**Seoul is building a society with
equality and respect.**





Establishment of Labor Comprehensive Support Center



To Guarantee Labor Rights of Underprivileged Workers

The Labor Comprehensive Support Center provides labor counseling services, legal support, labor law education, and culture and welfare programs for workers. As of 2018, there are a total of 10 centers in Seongdong-gu, Seodaemun-gu, Guro-gu, Nowon-gu, Seongbuk-gu, Gangseo-gu, Gwangjin-gu, Gwanak-gu, Yangcheon-gu, and Gangdong-gu. In 2019, Jung-gu and Jungnang-gu will each have one. The aggregate number of users of the Labor Comprehensive Support Centers in 2018 stood at 92,003. That comes out to about 11,500 users per center.

Through gradual expansion, Seoul will set up the “one center per one autonomous district” system. For sustainability and substantiality, centers will be established in preferentially selected districts considering the demand, securement of location, and their willingness. According to the “Establishment and Operation Plan for Labor Comprehensive Support Center” that was publicized on March 5, 2012, Seoul had plans to open 25 centers by 2014.

However, the city changed its course and decided to systematically expand the facilities year by year to enrich the substance when it comes to the operation of centers.

The Labor Comprehensive Support Center provides labor counseling services, legal support, labor law education, and culture and welfare programs for workers.

Five Labor Comprehensive Support Centers will be established as regional centers in order to reinforce cooperation between private and public sectors of laborers support institutions, execute and control regional comprehensive policies, relieve the disproportionate supply of services between regions, and enhance the quality of services.

Offering Services Corresponding to Regional Demand

The names of the existing centers were changed from Labor Welfare Center or other original titles to Labor Comprehensive Support Center as their functions were diversified into comprehensive supporting services for workers, including prevention and assistance regarding breaches of labor rights and the organization of workers. The comprehensive supporting services involve major and necessary tasks, such as support for unionization, reception of delayed wage payment reports, and the safety and health of labor projects, as well as the provision of services corresponding to regional demand considering the current state of each autonomous district. The safety and health projects, in particular, will be pursued together with related organizations, such as community health centers and the Seoul Emotional Labor Center.

Following the establishment and operation of four Labor Welfare Centers in districts including Seongdong-gu and Seodaemun-gu in 2012, four additional centers were constructed in 2017 in districts including Seongbuk-gu, Gangseo-gu, and Gwanak-gu, two more in Yangcheon-gu and Gangdong-gu in 2018, which comes to a total of 10. In 2019, centers will open in Jung-gu and Jungnang-gu.

Annual expansion of Labor Comprehensive Support Center

2017

Additional installation of four centers :
Seongbuk, Gangseo, Gwanak, Gwangjin-gu (Total 8 centers)

2018

Additional installation of two centers:
Yangcheon and Gangdong
(Total 10 centers)

January 2019

Currently operating 10 centers
(temporary opening at Gangdong),
with preparation for two center
openings (Jung-gu, Jungnang-gu)

Continuous Efforts Made for Turning Temporary Positions into Permanent Positions



Incessant Pursuit of Conversion of Temporary Positions into Permanent Positions

The unstable employment of temporary workers has consistently been suggested as a problem as the number of temporary workers, who suffer from the double torture of low wages and poor working environment, increases and they are replaced with new temporary workers within two years after being employed for budgetary reasons and human resources operations although they handle regular, consistent works.

What Seoul did first to pursue the conversion of

indirectly employed temporary positions into permanent positions was to have the workers who were subcontracted to be directly employed by the city. Then, the city turned their positions into permanent ones (under indefinite-term contract). To this end, Seoul prepared a phased, periodic, and targeted plan to solve the problem of indirectly employed temporary employees. According to the plan, the city first employed cleaners who suffer poor treatment directly and did the same for other workers step by step.

Following the Conversion of Temporary Positions Guidelines issued by the Ministry of Employment and Labor, Seoul conducted a special investiga-

What Seoul did first to pursue the conversion of indirectly employed temporary positions into permanent positions was to have the workers who were subcontracted to be directly employed by the city.

tion of its government office and agencies from July 20 to August 25, 2017. The city established the Permanent Position Shifting Committee to make targets become permanent workers. The dispatched and subcontracted workers were also shifted into permanent workers through the joint labor-management-expert conference.

Additionally, Seoul promised to turn indefinite-term contract workers of the organizations invested and funded by the Seoul Metropolitan Government into regular workers. The city emphasized that it will rectify discrimination through the shift of a fixed number of indefinite-term contract workers of those organizations into regular workers.

Following the measure, a total of 2,656, including 1,285 indefinite-term contract workers of Seoul Metro, were turned into regular workers.

Seoul is following the “Plan for Improving Employment of Temporary Workers in Public Sectors of Seoul” (2012) and the “Ministry of Employment and Labor’s Guidelines” (2017) regarding the pursuit of conversion of temporary workers (limited-term, dispatched, and subcontracted) of the organizations invested and funded by the city into permanent workers.

Seoul, a Metropolitan City with Respect for Labor : Two-step implementation plans for seven projects

First, promotion of change to full-time employment for indefinite-term contract workers

Second, guarantee of KRW 10,000 living wages in 2019

Third, introduction and promotion of labor director system

Fourth, formation of Chun Tae-il complex facility

Fifth, focus on protection of labor rights

Sixth, creation of 700 jobs through reduced working hours

Seventh, reinforcement of worker interest in blind spots

Opening of Jeon Tae-il Memorial Hall



Jeon Tae-il Memorial Hall with History of Labor Movement

In April 2019, Jeon Tae-il Memorial Hall, where visitors can commemorate Martyr Jeon Tae-il, who founded the Korean labor movement, was launched. Jeon Tae-il Memorial Hall is the nation's first space with an exhibition hall to show the history of the Korean labor movement and the facilities to support laborers.

The memorial hall is located near the Supyogyo Bridge over the Cheonggyecheon Stream, close to Pyeonghwa Market, the place where Martyr Jeon immolated himself. On the façade of the

building, the handwritten letter from Jeon Tae-il to his labor supervisor in which Jeon claimed the improvement of poor labor conditions for female factory workers is displayed in the form of a text panel. The design was intended to make passers-by feel the spirit of Martyr Jeon.

The inside of the Jeon Tae-il Memorial Hall is comprised of a space to commemorate Jeon Tae-il and facilities to support labor rights. On the 3rd floor, there is the exhibition hall where you can see articles left by Martyr Jeon and learn about what life was like in the condition of labor conditions at the time, as well as the experience center for citizens, an attic that reenacts the sewing

The poems of eight young poets are on display so that visitors can feel the dream that a young Jeon Tae-il had going back 50 years into the past and the hopes of young people of today.

factory of Pyeonghwa Market in the 1960s. Both permanent and special exhibitions take place all year round. The permanent exhibition under the theme, “Jeon Tae-il’s Dream, And...” delivers the history of the Korean labor movement related to the story of Martyr Jeon.

In the exhibition hall, the poems of eight young poets are on display so that visitors can feel the dream that a young Jeon Tae-il had going back 50 years into the past and the hopes of young people of today. On the 2nd floor, there is a performance hall with 60 seats to stage labor-related cultural performances.



“Labor Hub,” Shared Space for Workers Who Are Not Enrolled in Union

From the 4th to the 6th floor, there are facilities to support workers. “Labor Hub” is located on the 4th floor. It is a shared space for small-scale fledgling labor groups or workers who have not enrolled in a labor union. Seoul Labor Center is for the improvement of the welfare and the protection of rights for the underprivileged workers and is located on the 5th floor. Offices for the operation of the memorial hall and a rooftop rest area are located on the 6th floor.





Safe City, Seoul

-
- 01. Eco-friendly Seoul**
 - 02. Safe Seoul**
 - 03. Pleasant Seoul**
 - 04. Sharing Seoul**





Safe City

Pleasant and Convenient

Seoul, City of Solar Power	074
Distribution of Electric and Hydrogen Vehicles & Construction of Charging Infrastructure	076
Eco-friendly Rating System for Vehicles & Limitations on Operation	078
Operation of Squirrel Buses and Owl Buses	082
Training 100,000 Citizen Safety Guards	084
Full-fledged Execution of Comprehensive Measures for Earthquake Response	086
Particulate Matter-Free Seoul Made with Citizens	090
Seoul, Free of Disposable Plastic	092
Planting 20 Million Trees	094
Shared Car & Shared Car Park System	098
The Era of 20,000 Ttareungi Bikes	100

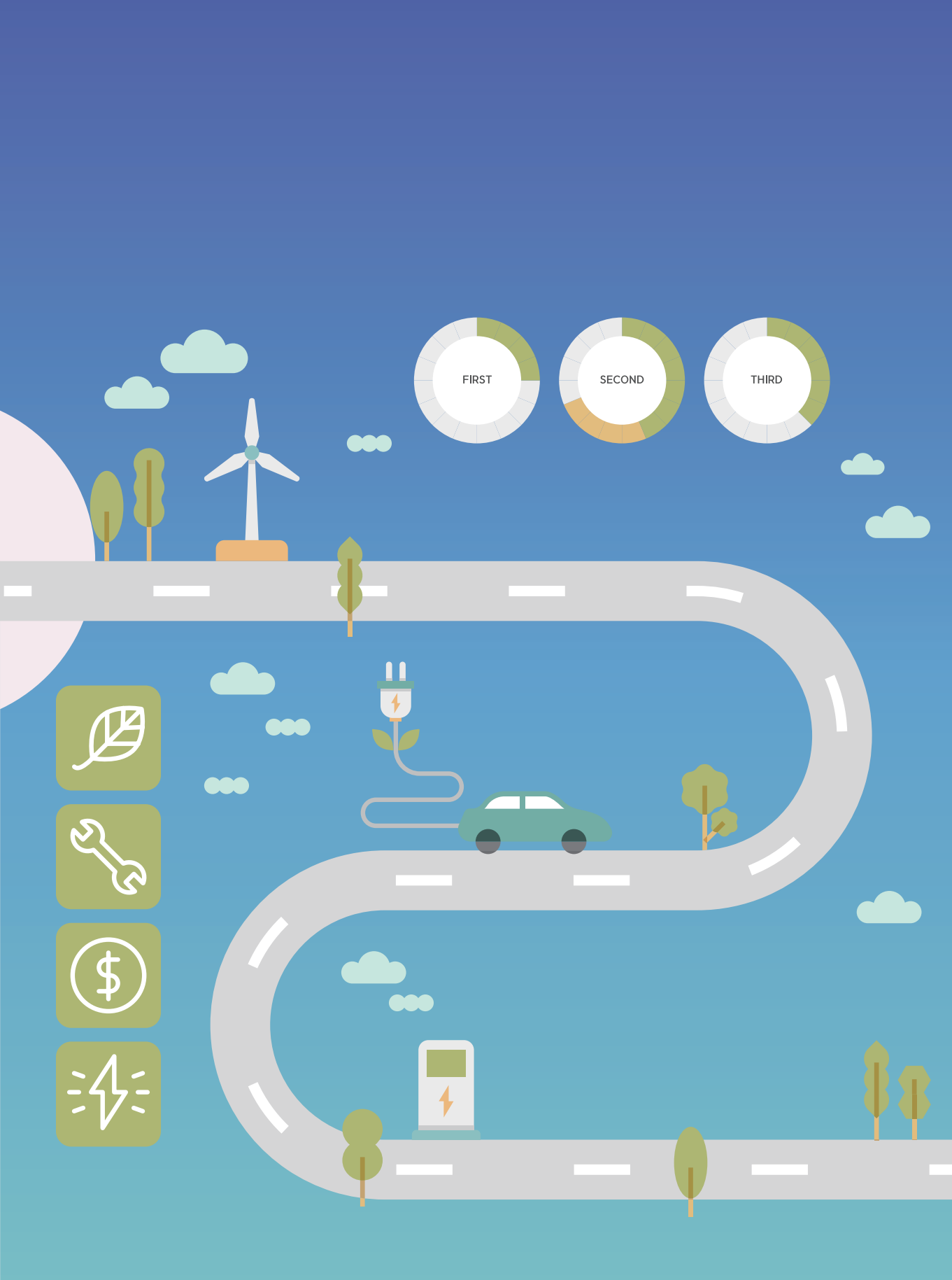
Safe Seoul

01

Eco-friendly Seoul

Seoul is becoming cleaner with eco-friendly energy.





Seoul, City of Solar Power



Transformation into a City that Produces Sustainable Energy

With diverse changes in overseas and domestic conditions, energy policies should face the time of transformation. Not only Korea but also other major advanced countries are pursuing a shift in their energy policies. Seoul has oriented itself towards the reduction of greenhouse gases and the expansion of renewable energy to respond to the energy crisis. As the city appointed sunlight-energy that is free of particulate matter and greenhouse gases as well as capable of being sustainably supplied—as its new driving force for growth, Seoul will be conducting the Sunlight 1GW Supply

Project to turn itself into a city that produces sustainable energy.

Additionally, Seoul set the goal to distribute mini power plants with 1-GW sunlight generation capacity to 1 million households and achieve a 3% sunlight generation ratio. The city will aim for the distribution of sunlight power plants to 1 million households, the establishment of solar plants at 100% of available public sites, the enhancement of the industrialization of solar power as the new driving force for growth, and the expansion of citizen participation. The expected effects are the replacement of the electricity annually supplied to 310,000 households with solar-generated

As the city appointed sunlight as its new driving force for growth, Seoul will be conducting the Sunlight 1GW Supply Project to turn itself into a city that produces sustainable energy.

power and a reduction of 54,000 tons of greenhouse gases.

In 2014, Seoul was the first in the nation to begin a veranda-type sunlight generation supply project with the goal of distributing mini sunlight generation plants to 1 million households. The city announced the “2022 Comprehensive Plan for the City of Solar Power” in 2017 as the first local government in the nation to support a solar generation plant rental service for detached houses.

In order to Reach the 100% Distribution Goal of Sunlight Generation

With the announcement of the “2022 Comprehensive Plan for the City of Solar Power,” Seoul offered support for the central/local government expenditures to fire stations, Arisu Water Purification Center, and community health centers as a way to distribute sunlight generation plants in public sites. Besides this, the city prepared the foundation for the expansion of solar power plants at public facilities through private-public cooperation and is maintaining a collaborative relationship with related institutions including the offices of education, schools, cooperatives, and companies for the vitalization of solar power plants in schools. Seoul is making efforts to construct solar power landmarks according to each region and increase the number of solar power plants that are designed in consideration of the urban landscape. The city is now pursuing the construction of solar power landmarks using the urban infrastructure. Seoul has distributed mini sunlight generation plants to 170,000 households as of the end of 2018 an dissupporting energy welfare through the free distribution of mini solar power plants to security offices of small-scale apartment sand the establishment of small-scale sunlight generation facilities.

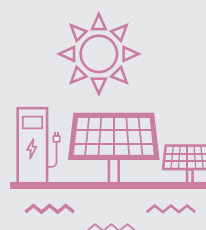


Policy aims

Industrialization of new growth engine:
Solar powerSystem improvement and increased citizen participation

Anticipated results

Annually replace electricity of 310,000 households with solar power:
reduce greenhouse gases by 540,000 tons



Distribution of Electric and Hydrogen Vehicles & Construction of Charging Infrastructure



Expanding Goal for Distribution of Eco-friendly Vehicles

Globally, the end of internal combustion engines and the move towards eco-friendly vehicles is accelerating. The world must reduce CO₂ emissions by 60% by 2050 (The World Economic Forum, Nov. 2017, WEF committee). Accordingly, countries that announced that they would forbid the sales of vehicles that burn fossil fuels from 2025 to 2040 include France, England, Norway, and the Netherlands. The Korean government is working towards larger goals for increasing the distribution of electric vehicles from 350,000 to 430,000 and hydrogen vehicles from 15,000 to 65,000. It is

reported that the main culprits of the generation of the particulate matter (PM 2.5) in South Korea are traffic (37%), heating and electricity generation (37%), dust scattering (22%), and others (2%). In the field of the modes of transportation that produce a large amount of particulate matter, the city is in desperate need to realize the transformation towards eco-friendly vehicles. Seoul has been expanding the distribution of eco-friendly vehicles in earnest through the Plan for the Declaration of Seoul's Age of Electric Vehicles of October 2017 and the Plan for Seoul, the City Leading in Hydrogen Vehicles of October 2018. The "distribution of electric cars and construction of charging infrastructure" policy set the goals of

The “distribution of electric cars and construction of charging infrastructure” policy set the goals of opening the age of 10,000 electric cars by 2018 and 80,000 electric cars by 2022.

opening the age of 10,000 electric cars by 2018 and 80,000 electric cars by 2022. The accumulated number of electric vehicles will gradually increase from 11,428 in 2018 to 25,028 by 2019 and 80,000 by 2022 while the accumulated number of charging stations will increase from 721 in 2018 to 1,015 by 2019 and 2,000 by 2022. As of the end of 2018, the number of electric cars was 11,428, which is an overachievement considering the goal of 10,000 set by the city of Seoul. In December 2018, the pilot operation of electric vehicles began in the field of public transportation, including buses and taxis, that will lead to an efficient improvement of the air quality. Additionally, 1,343 two-wheeled electric vehicles with zero gas emissions and noise have been distributed. The conditions for distribution have been ameliorated greatly with the diversification of the types of vehicles and the participation of midsize companies.

Seoul-Type Charging Stations for Easy Charging

In 2018, the city of Seoul purchased and leased official vehicles, 98% of which were eco-friendly, in order to meet the legal obligatory rate of 70% for public institutions. Additionally, as of 2018, there are 721 public charging stations (high speed: 428, low speed: 293), including Seoul-type charging stations that allow users to charge their vehicles conveniently anywhere in downtown Seoul.

Additional Distribution of Seven Hydrogen Vehicles in 2019

In 2018, the distribution of hydrogen vehicles was recorded to be 54 automobiles and 1 hydrogen bus, which adds up to 55 vehicles total. The nation's first hydrogen bus was the 405 bus that has been operating between Yeomgok-dong Garage and Seoul City Hall since November 21, 2018. In 2019, seven additional hydrogen buses will begin operation. The city also has plans to improve the charging convenience of the currently operating charging stations in Sangam and Yangjae.



Eco-friendly Rating System for Vehicles & Limitations on Operation



Diesel, the #1 Carcinogenic Fuel

An analysis on the influence of particulate matter in Seoul demonstrated that the contribution rate of each emission source was 39% for heating & electricity generation, 37% for traffic, 22% for dust scattering, and 2% for biogenic emissions. These results present a pressing need to manage the modes of transportation that were ranked as the largest sources of emissions. In particular, as it was suggested that diesel is the number one carcinogenic substance among vehicle fuels, WHO declared the exhaust of diesel cars as a Group 1 carcinogen. The carcinogenic risks of fuels are 98.878% for diesel, 0.991% for gasoline, and 0.131%

for others. The countermeasure for the operation of diesel vehicles is becoming an important issue with the proven harmful effects of diesel vehicles that badly influence citizens' health, causing asthma and chronic lung diseases.

Internationally, more than 200 cities in over 10 European countries, including England, Germany, and France, are operating Low Emission Zones (LEZ), as the enforcement of such areas has been proven to be effective for the reduction of particulate matter. In 2009, Berlin issued stickers that indicate the emission category of vehicles. Since 2010, the city only permitted the operation of Euro 4 vehicles with green stickers (the operation

Seoul will limit the operation of pollutant vehicles based on the rating system to contribute to the protection of citizens' health through a fundamental reduction of particulate matter emitted by vehicles.

of lower than Euro 3 totally forbidden), obtaining their goal of a reduction in particulate matter by 59% and NOx by 20%, compared to 2007.

Seoul will also limit the operation of pollutant vehicles based on the rating system to contribute to the protection of citizens' health through a fundamental reduction of particulate matter emitted by vehicles, as well as raise awareness surrounding eco-friendly vehicles. In January 2018, the Mayor of Seoul announced the nation's first execution of the eco-friendly rating system. The Ministry of Environment announced the "Regulations on the Way to Classify Vehicles According to an Emission Rating System" in April of the same year and the promotion plan for "Environment-friendly Car Rating System" in May.

Through the first and second preference surveys of 1,921 citizens, Seoul selected the design for labels of the Environment-friendly Car Rating System. The city also recommended to the Ministry of Environment the integration of car emission level labels, the mandatory attachment of the labels, and the construction of the level control system. In October, the pilot run of the attachment of the "eco-label" was pursued for Group 1 (electric and hydrogen) vehicles registered in Seoul.

Execution of Urgent Measure for the Reduction of Particulate Matter

As to the limitation on operation of pollutant vehicles, Seoul prepared an action plan in 2018 and enacted the "Ordinance for Reduction and Control of Particulate Matter in Seoul" in January 2019. Accordingly, on February 15, 2019, the urgent measure for the reduction of particulate matter was executed. The operation of Group 5 emission vehicles has been limited while converted vehicles with low emissions, emergency vehicles, and vehicles for the disabled are exempted from the measure.

Limit operation of old vehicles based on grade system

Seoul-type limited operation of high emission vehicles

Registered before December 31, 2005
(June 2018 – February 14, 2019)
Diesel cars over 2.5 tons
(Cars in Metropolitan area)

Safe Seoul

Seoul is keeping a close eye on the safety and health of the citizens.





Operation of Squirrel Buses and Owl Buses



Squirrel Buses for Easing Commuting Hours

The buses of Seoul never cease to undergo changes. Seoul is operating Squirrel Buses to tackle the inconveniences of citizens during the crowded commuting hours. The demand-responsive bus service is provided for routes that are primarily selected for its congestion during commuting hours spanning longer than an hour. Alternatives, such as maintaining intervals between buses within the congested sections, have been examined and put into practice.

Commuting hours make certain sections of bus

routes overcrowded and it is not appropriate to simply increase the number of buses in operation to tackle the congestion. That way, transport capacity will be wasted as buses will become empty when running uncongested sections. For this reason, Seoul divided bus routes into several sections and started the operation of Squirrel Buses that are additionally allocated only for the jam-packed sections.

Currently, 31 Squirrel Buses are in operation within seven routes for two hours between 7 a.m. and 9 a.m. on weekdays and the bus fare is KRW 1,200 when paid through a card. At inception, on June 27, 2017, the operation of 18 Squirrel Buses was

Owl Buses are a means of public transportation that enables citizens of Seoul to safely move during the nighttime hours.

launched within four routes and, in March 2018, before a year passed, the number of the Squirrel Bus increased by 13 and the routes by three targeting commuting hours. As of February 2019, 1.44 million passengers used Squirrel Buses. It was analyzed that Squirrel Buses led to the ease of congestion in intracity buses.

Owl Buses for Seoul, a City Awake for 24 Hours

Seoul is famous as a city that does not sleep, where people are active day and night. Owl Buses are a means of public transportation that enables citizens of Seoul to safely move during the nighttime hours. The number of routes of Owl Buses, the nighttime buses operated by Seoul since 2013, has increased to nine as of 2018. The nighttime bus service has quenched the thirst of nighttime workers and small business owners, who were not able to use existing public transportation. This fact is also proved by the demand. In 2017, the demand for Owl Buses soared by 28 % while the demand for buses in Seoul overall decreased by 1.7 %. Presently, 72 Owl Buses are in operation in downtown Seoul between 11:30 p.m. and 5:30 a.m. The fare, when paid through a card, is KRW 2,150.

In 2016, the Owl Bus received the first “Local Government Policy Grand Prize” awarded by the Ministry of the Interior and Safety as well as the Presidential Award in the category of Informatization of Local Governments as its administrative innovation using data was recognized. The Owl Bus policy was covered by domestic and foreign media, including KBS, MBC, TV Tokyo and NHK (Japan), and CCTV (China). A number of other metropolitan cities in Korea also asked Seoul to share the policy.



Total number of passengers using Squirrel Buses

Squirrel Buses

1,439,109 individuals,
Average 17,132 passengers a week
(As of February 8, 2019)

Owl Buses

16,871,000 individuals
(September 2013 – December 2018)

Training 100,000 Citizen Safety Guards



Citizen Safety Guards for a Safe City

Seoul is executing the “training of 100,000 citizen safety guards” project, a unit project related to the realization of the Golden Time Target System and one of the policies for the realization of a “safe city and the reinforcement of its disaster response system.” As the golden time paradigm become emphasized for responding to disasters after the Sinking of MV Sewol ferry disaster, the project aims to promote the importance of prompt response by the government and early responses by citizens who are in the vicinity, as well as train citizens who can guide themselves in an emergency.

Specialized citizen safety guards have been fostered focusing on not only their own neighborhoods, but also areas that are vulnerable to disasters. The project for the training of 100,000 citizen safety guards that was conducted from 2015 to 2018 attained its goal by producing 100,863 safety guards as of 2018.

In order to become a citizen safety guard, volunteers must receive 12 hours of education—eight hours of basic education and four hours of in-depth education. Basic education includes learning how to make a circumstantial judgment/decision in an emergency, provide first aid including CPR, and other standard action expertise.

Citizen safety guards' Basic education includes learning how to make a circumstantial judgment/decision in an emergency, provide first aid including CPR, and other standard action expertise.

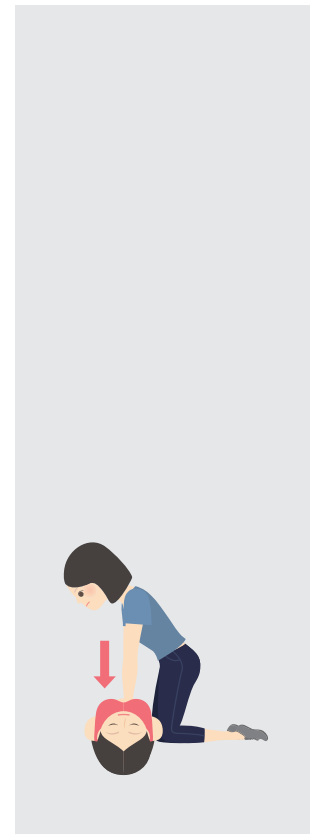
Next, trainees receive specialized in-depth education according to targets and usages. After receiving eight hours of basic education, volunteers are appointed as safety guards. Seoul set the goal of training 30,000 citizen safety guards each year based on collaboration with 129 citizens and inside auditors, 20 advisors, and 300 assistant lecturers.

Publication of Textbooks for Intensive Training

Textbooks were published to train safety guards in line with the training guidelines and direction. The textbook for the subject of emergency circumstantial judgments/decisions includes how to recognize an accident, how to judge the on-site surroundings, how to make an optimal decision, and how to take appropriate action. Through case studies, the textbook describes how to overcome the psychological reactions that humans commonly exhibit at an accident/disaster site, such as numbness, rejection, instinctive (intuitive) action, and looker-on and sympathy effect.

Identification of Citizen Safety Guards

As members of mature society, citizen safety guards are equipped with basic knowledge on safety, knowing how to protect themselves and help others in an emergency, contributing to achieve the goal of Golden Time Targeting System by voluntarily participating in early response to help themselves and other people in the vicinity evacuate or respond to the situation safely.



Full-fledged Execution of Comprehensive Measures for Earthquake Response



Goal to Complete Seismic Performance Evaluation by 2019

On April 19, 2018, an earthquake with a magnitude of 6.1 hit the Shimane Prefecture located in Honshu, Japan. In South Korea, the earthquakes in Gyeongju and Pohang that took place consecutively in 2016 and 2017 proved the importance of reinforcing the seismic capability of facilities. Accordingly, Seoul prepared the “Seoul Comprehensive Measures for Earthquake Safety” to invest KRW 247.5 billion over the course of three years (2018–2020) to increase the earthquake-resistant rate of public facilities to 83.9% by 2020. The Comprehensive Measures for Earthquake

Safety presented by Seoul reflects the Comprehensive Measures for Earthquake Disaster Prevention that was announced in 2016 and the cases of damage caused by the earthquakes in Pohang and Gyeongju. It includes contents such as the reinforcement of seismic capability of public facilities, the systematization of the support for the evaluation of earthquake resistance of private buildings, the enhancement of the psychological support for victims of disasters like earthquakes, and the expansion of training and educational facilities.

As of 2017, the earthquake-resistant rate of Seoul’s public facilities is 62.5% at a total of 3,431

By 2020, the city will invest KRW 106.4 billion to reinforce the seismic capabilities of 135 facilities to further increase the earthquake-resistant rate.

facilities, and the city has plans to augment the rate to 83.9% by 2020.

There are facilities that are 100% earthquake resistant, including 175 water supply facilities, 7 utility tunnels, 17 municipal hospitals, and 3 floodgates. Aside from these structures, Seoul will concentrate its efforts to increase the earthquake-resistant rate of 2,035 public facilities, 604 urban railways, 579 road facilities, and 11 sewage treatment plants.

As of the end of 2017, 389 out of 634 public facilities managed by Seoul have secured the seismic capabilities (earthquake-resistant rate of 61.4%). By 2020, the city will invest KRW 106.4 billion to reinforce the seismic capabilities of 135 facilities to further increase the earthquake-resistant rate. Specifically, the city will offer municipal support of KRW 12.5 billion to complete the earthquake resistance evaluation of 624 unchecked facilities by 2019 out of the 1,401 facilities managed by autonomous districts.

Securing Earthquake-Resistant Rate for Urban Railroads and School Facilities

The urban railroads used by a great number of citizens have been going through a systematic reinforcement construction since March 2013 in order to secure the facilities' resilience against earthquakes of a 6.3 magnitude (the domestic seismic design standard) along the 53.2-kilometer section that requires reinforcement. The city will invest KRW 114 billion and complete the placement of the order by 2020, securing an earthquake-resistant rate of 100% by 2022. KRW 27.1 billion will be invested to complete the seismic reinforcement by 2019 for bridges and underground roadways with a current earthquake-resistant rate of 85.2%. In case of school facilities of which the earthquake-resistant rate is only 31.3% (1,100 out of 3,520 buildings), seismic reinforcement will be executed based on the continued cooperation with the Office of Education to secure the earthquake-resistant rate of 48.4% by 2020.

Fire safety class

Additional installment of three centers in 2018 Earthquake magnitude scale experience: 3-7

- Installment at Yangcheon Fire Station in June 2018
- Installment at Seongdong Fire Station in July 2018
- Installment at Gangnam Fire Station in October 2018

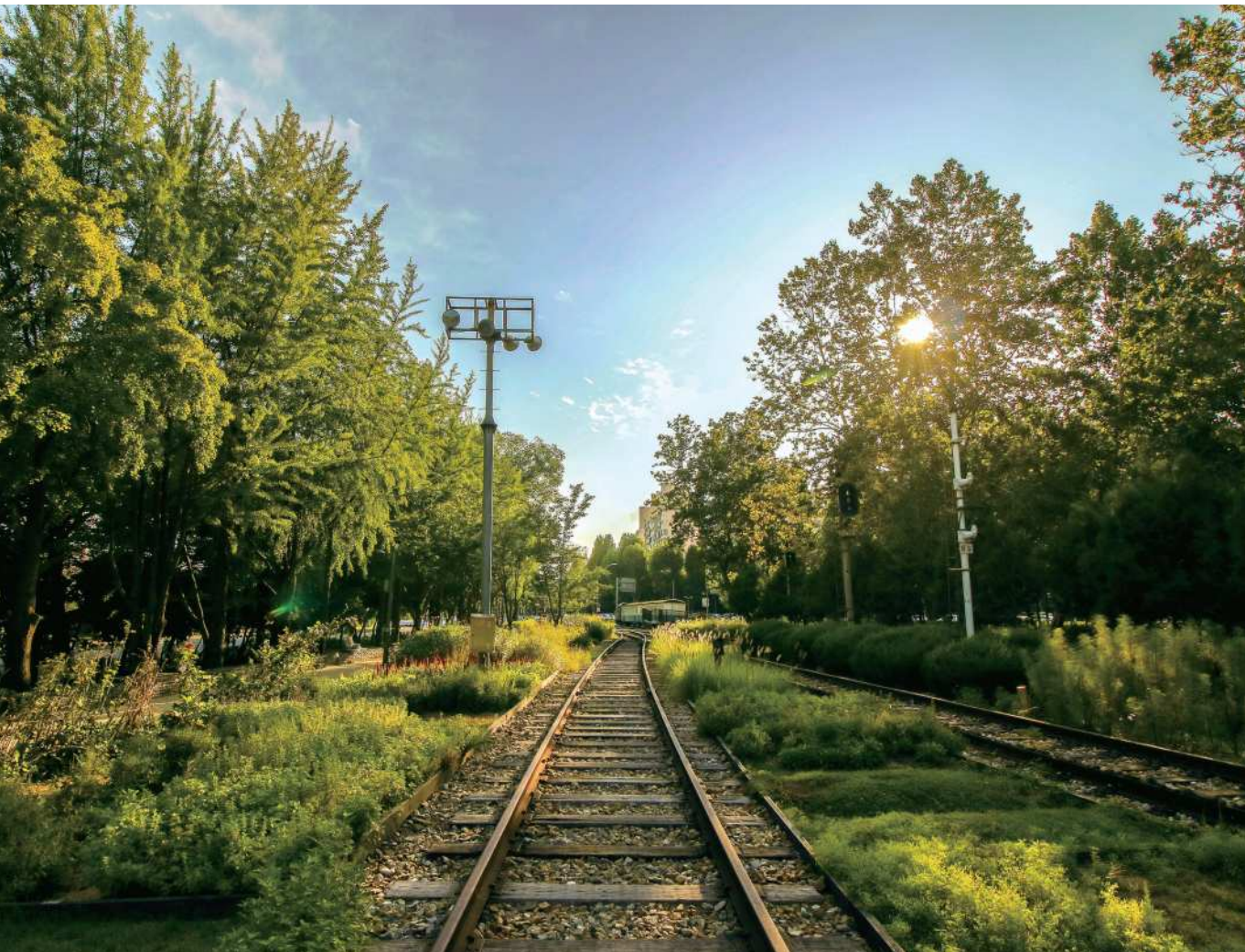


Safe Seoul

03

Pleasant Seoul

**Seoul is improving the living environment
together with citizens.**





Particulate Matter-Free Seoul Made with Citizens



Turning Seoul-type Emergency Particulate Matter Reduction Measures into Advanced Policies

Seoul will turn “Seoul-type emergency particulate matter reduction measures” into advanced policies in which citizens can participate in a variety of ways. The “Out Fine Dust Association,” a civil society organization related to fine dust that was launched on February 22, 2018, promised the participation and practice of citizens in order to reduce the emissions of particulate matter in the nation and decrease damage due to the exposure to particulate matter.

These movements are in line with the feedback that “Seoul’s free public transportation policy played the role of publicizing the limits of the central government’s emergency reduction measures centering around public institutions and making the National Assembly and the central government start the obligatory second-day-no-driving system.” Accordingly, Seoul will be newly executing “eight major measures.”

The key agenda that encompasses the eight major measures is “citizen-led civic engagement.” If the existing “Seoul-type emergency particulate matter reduction measures” were led by the public sector that induced the participation of

The newly settled policies will see a paradigm shift in which the citizens will lead themselves to encourage each other's participation to enhance the performance of the policies.

citizens, the newly settled policies will see a paradigm shift in which the citizens will lead themselves to encourage each other's participation to enhance the performance of the policies. Seoul will guide the direction with effective policies and systems.

Key to Eight Major Measures : Citizen-Led Civic Engagement

In collaboration with the “Out Fine Dust Association,” an association where 32 civil organizations band together, Seoul will endeavor to spread how to reduce particulate matter and raise awareness related to the “relay of one million citizens to follow the second-day-no-driving system.” Additionally, the city will define the “Seoul-type pollution-causing vehicles” and restrict their operation throughout Seoul through consultation with related institutions when the emergency particulate matter reduction measure takes effect. Plus, the eco-friendliness rating system for the emissions of vehicles will be introduced so that individuals and companies that stop the operation of vehicles can benefit from incentives.

The simplified air quality measurement system will be gradually introduced at daycare centers in Seoul and the city will control the air quality in the fields of transportation and living sphere together with civil organizations and autonomous districts. The “capital area policy council” will enable continuous collaboration with the Ministry of Environment and the local governments in the capital area. To tackle the outside factors that cause the generation of particulate matter, Seoul will also seek international cooperation with Northeast Asian countries.



Seoul-type emergency reduction measures

Seoul area PM-2.5
Estimated reduction of 1.1 tons,
maximum 3.3% of daily emissions
(34 tons)

Seoul, Free of Disposable Plastic



Plastic, Cause of Ocean Pollution and Threat to Health

The problem of plastic has long been an urgent task to be solved for the improved environment of the earth as plastic causes severe ocean pollution and the microplastic becomes a threat to people's health. It is reported that plastic wastes are produced at a volume of 300 million tons a year and up to 13 million tons of plastic is discarded in the ocean. Environmental problems resulting from plastics have been detected in examples like the stomach of a dead whale filled with 29 kilograms of plastics, a turtle with a straw in its nostril, and the closing of Boracay Island.

The countries around the world should urgently prepare countermeasures as the Chinese government banned the import of solid waste, including plastic, and extended the measures. The restrictions of the import of plastic waste by the Chinese government were applied to 24 varieties, including waste plastics, in January 2018 and an additional 32 other variations, including titanium and wood, on December 31, 2018.

Since South Korea's recycling companies refused to recycle plastic waste in April 2018, the government is preparing to announce the comprehensive plan for plastic waste reduction and the Ministry of Environment uncovered the goal of

With the goal of “Seoul, Free of Disposable Plastic,” the city aims to reduce the use of disposable plastic by 50% and increase the rate of recycling to 70%.

reducing the amount of plastic waste by 50% and recycling 70% of the remainder. Now is the time when joint efforts of the public sector, industry, and citizens and the proliferation of a practical willingness towards the restraint of the use of plastic products, such as plastic bags and disposable cups, are essential. Accordingly, Seoul will maintain a cooperative relationship with the central government and build and operate the private–public governance. With the goal of “Seoul, Free of Disposable Plastic,” the city aims to reduce the use of disposable plastic by 50% and increase the rate of recycling to 70%, encouraging people not to make, not to give, not to use plastic and recycling plastic as much as possible if used. To this end, Seoul is making efforts to design and execute 38 projects under five themes, including the public sector, the private sector, and the improvement of the system.

Campaign to Be Spearheaded by Citizens

Among 38 projects under five themes, a noteworthy one is the restriction of single–use items in the public sector. Seoul will restrict the use of disposable products in government office buildings, cafeterias, parks, and events and limit the use of Arisu plastic bottles. For campaigns that will be voluntarily led by citizens, five tasks—reducing plastic cups, straws, plastic bags, delivery containers, and dustproof covers—have been selected to be advertised.

Not to Give or Use Disposable Plastic

Seoul will promote the establishment of the distribution structure to inhibit the use of disposable plastic and reinforce the volunteer practice agreement and control of distribution companies as well as franchise stores, hotels, and movie theaters. The city will also maximize the recycling of used disposable plastic items. The detailed tasks for this include the introduction of Disposable Plastic Separate Disposal Day and the expansion of the facilities for selecting recyclable materials.

- Implementation of zero use of disposable products in public areas
- Development of movement practiced by citizens and led by civil groups to reduce disposable plastics (from August 2018)



Planting 20 Million Trees



For Strong Action against Particulate Matter and Heat Island Effect

Wrapping up the “A Thousand Forests, A Thousand Gardens” project that Seoul has been pushing forward in line with a tree-planting project to aggressively respond to the climate change, including particulate matter and the heat island effect, the city expanded the tree-planting project into “Planting 20 Million Trees.” Although the area of parks and green spaces has been drastically increased since 2014 as parks and green spaces have been constructed on spare land throughout the city, Seoul is facing the point where it now has to call on the city to take decisive action to reduce

the damages owing to particulate matter and the heat island effect and reduce particulate matter overall. The concentration of particulate matter in Seoul is 23g/m^3 , higher than 13g/m^3 in Tokyo and 11g/m^3 in London, exceeding the environmental standard of 15g/m^3 and the WHO’s concentration guideline for particulate matter of 10g/m^3 .

The “A Thousand Forests, A Thousand Gardens” project that was launched in 2014 has led to a paradigm shift from large-park centeredness to the construction of small forests and gardens using abandoned spaces and plots of land. The project was initiated to expand the urban greening and enhance the quality of lives through building

Citizens loved the projects of Seoul that turned abandoned spaces into parks that became global landmarks through urban regeneration.

parks in areas that lack one. In 2018, the goal of constructing 53 forests and 53 gardens was attained.

Citizens loved the projects of Seoul that turned abandoned spaces into parks that became global landmarks through urban regeneration. The abandoned Gyeongchun & Gyeongui Railroads, the Seoul Station Overpass that was about to be demolished, and an oil depot that was built in early modern times became remodeled through the urban regeneration.

15.3 Million Trees Planted until 2018

Through the “Planting 20 Million Trees” project, Seoul has achieved the result of planting 15.3 million trees by 2018. Through the “A Thousand Forests, A Thousand Gardens” project, the city planted 7.92 million trees and constructed a total of 2,203 small forests and gardens in abandoned spaces and plots of land. By planting 420,000 trees, the city also turned abandoned spaces into parks that became global landmarks.

In the single year of 2018, Seoul additionally planted 2.85 million trees, vitalizing village communities by providing rest areas and community spaces for citizens. Also, Seoul is pursuing an early achievement of the goal of planting 20 million trees in 2019. To this end, the city is concentrating its efforts for “discovering hidden plots of land to plant and grow trees with citizens,” expanding the “greening of school zones” for groups vulnerable to particulate matter, creating “street forests” to reduce and block particulate matter, and the “Hangang forest” and the “construction of riverside eco forests” projects for preserving the ecological environment and boosting citizens’ health.

Completion of ‘One Thousand Forests, One Thousand Parks Project’

Total 2,203 locations

Tree planting throughout the city started in 2014

Accumulated 15,300,000 trees



Safe Seoul

04

Sharing Seoul

Seoul citizens are participating in changing Seoul.





Shared Car & Shared Car Park System



Borrow Rather than Buy a Car

The steady increase in the number of cars is causing various transport-related urban problems, including congestion, parking, energy depletion, and environmental issues. Seoul is pursuing the car-sharing policy, or shared car vitalization policy, in order to build up the foundation for solving transportation problems through changes in car ownership and car usage culture.

Seoul is running its car-sharing service in cooperation with two enterprises, Green Car and SOCAR. Currently, 4,688 vehicles are on call at 1,444 indoor and outdoor parking lots.

If you want to use a shared car, you should first become a member of a car-sharing service provider and make a reservation using the Internet (PC or mobile phone) or through the mobile application. Upon arriving at the parking lot where the car you booked awaits you, you can open the door using your membership card or the app on your mobile phone. You should then return the car to the place where you rented it to terminate the usage. The rental and gas fees will be charged automatically to the card you registered when you signed up. The gas fee is KRW 180 per 1 km and the rental fee is KRW 3,750 per every 30 minutes.

Seoul addresses parking problems and enhances citizens' parking convenience by building and operating an integrated parking information.

KRW 20 is accumulated per usage of a shared car and will be donated for the underprivileged during the holiday seasons. Vouchers such as discount coupons are offered to village communities, small business owners, the disabled, and lower-income groups and car support services are provided to volunteering groups and start-ups. The car-sharing service that has become one of the representative sharing economy projects of Seoul is expected to develop further as it increases the number of outdoor branches.

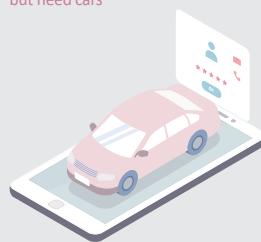
Relieving Parking Problems Through Shared Car Parking System

Seoul addresses parking problems and enhances citizens' parking convenience by building and operating an integrated parking information system through which real-time parking information based on big data and IoT can be easily accessed on the mobile application.

The shared car parking system is a project to share empty parking lots to tackle parking problems. The project applies an IoT-based shared car parking system to green parking lots that are pursued by the city of Seoul. Users can spot nearby green parking lots, make a reservation, and make payment on the private shared car parking app on their mobile phones. The time during which each parking lot is sharable can be adjusted by the owner through the app. As a CCTV is setup upon construction of a green parking lot, the owner can also view the parking lot in front of his or her house whenever and wherever he or she desires. For the realization of the shared car parking system, 23,000 residential parking lots will be registered and the number of registered attached parking lots will be increased to 1,500.

Share car(Nanumcar) Service

Vehicles available for shared use through cooperation with private businesses for convenient use of vehicles anytime and anywhere by citizens who do not own but need cars



The Era of 20,000 Ttareungi Bikes



“Ttareungi,” a service with 1 million subscribers

It has been four years since the launch of Seoul’s “Ttareungi,” a public bike sharing service for the movement between living spheres. As the number of its members reached 1 million, Ttareungi is settling as an everyday means of transportation for citizens. The service was ranked the highest out of Seoul’s policies, beginning an era of 1 million people who subscribe to this public bike system. Within just four years, it became extremely popular, with its number of subscribers increasing by 34 times and its number of usages by 159 times.

Among the factors that made Ttareungi successful, what must be recognized is the simplification of the subscription process, as well as its simplified sign-in and payment system that is linked with portals and credit card companies. Without having to verify identity by entering personal information through several steps, users only need to follow a simple process of entering the confirmation number sent to their mobile phones for sign-up verification. Other factors that are worth mentioning are the increase of 250 rental hubs, installed based on the prediction of demand generated through the use of big data, and the entire reform of the mobile app. Foreign visitors and tourists can also take advantage of the Ttareungi

The accumulative number of members of Ttareungi exceeded 1 million and the recorded number of rentals is 16.81 million.

system with the Discover Seoul Pass. The bike management guidelines have been established for users to trust and safely use Ttareungi bikes. The management office has carefully conducted regular checks, and decided the appropriate times for bike replacements based on allocation times, the number of bike rentals, and the condition of bikes. Seoul also held a bike parade through the center of the city with the participation of citizens for the vitalization of safe bike usage. 3,000 individuals participated in the bike parade that snaked along the bike lane in Jongno and 5,000 individuals took part in the 2018 Seoul Bike Festival. These events generated 12,344 voluntarily-posted blog articles by citizens while the education programs for safe bike riding targeting children, adults, and the elderly changed the awareness surrounding the bike riding culture.

Ttareungi, ranked number 1 out of 10 pieces of Seoul news for the second year in a row

In 2018, again, the most popular policy of Seoul among citizens was “Ttareungi, the public bike of Seoul.” The city announced that “Ttareungi” was ranked number 1 for the second consecutive year with 18,676 votes (6.5%) as the result of citizens’ vote for “Seoul Top Ten News that Changed My Life in 2018” that took place both online and offline. Following the previous year, “Ttareungi” was selected as the number 1 policy, receiving the full support of citizens and becoming the daily, eco-friendly mode of transportation that is indispensable in the lives of Seoul residents.

The accumulative number of members of Ttareungi exceeded 1 million and the recorded number of rentals is 16.81 million. By numbers, this means every Seoulite has used Ttareungi at least once. The number of Ttareungi bikes will increase to 40,000 by 2020 in areas where the population is highly concentrated, such as near subway stations, facilities for adolescents, community service centers, and libraries.

Use

2015 110,000 cases
2016 1,730,000 cases
2017 6,760,000 cases
2018 16,810,000 cases





Welfare City, Seoul

01. Seoul for the Senior Citizens

02. Seoul for Child Care

03. Seoul for Residential Support





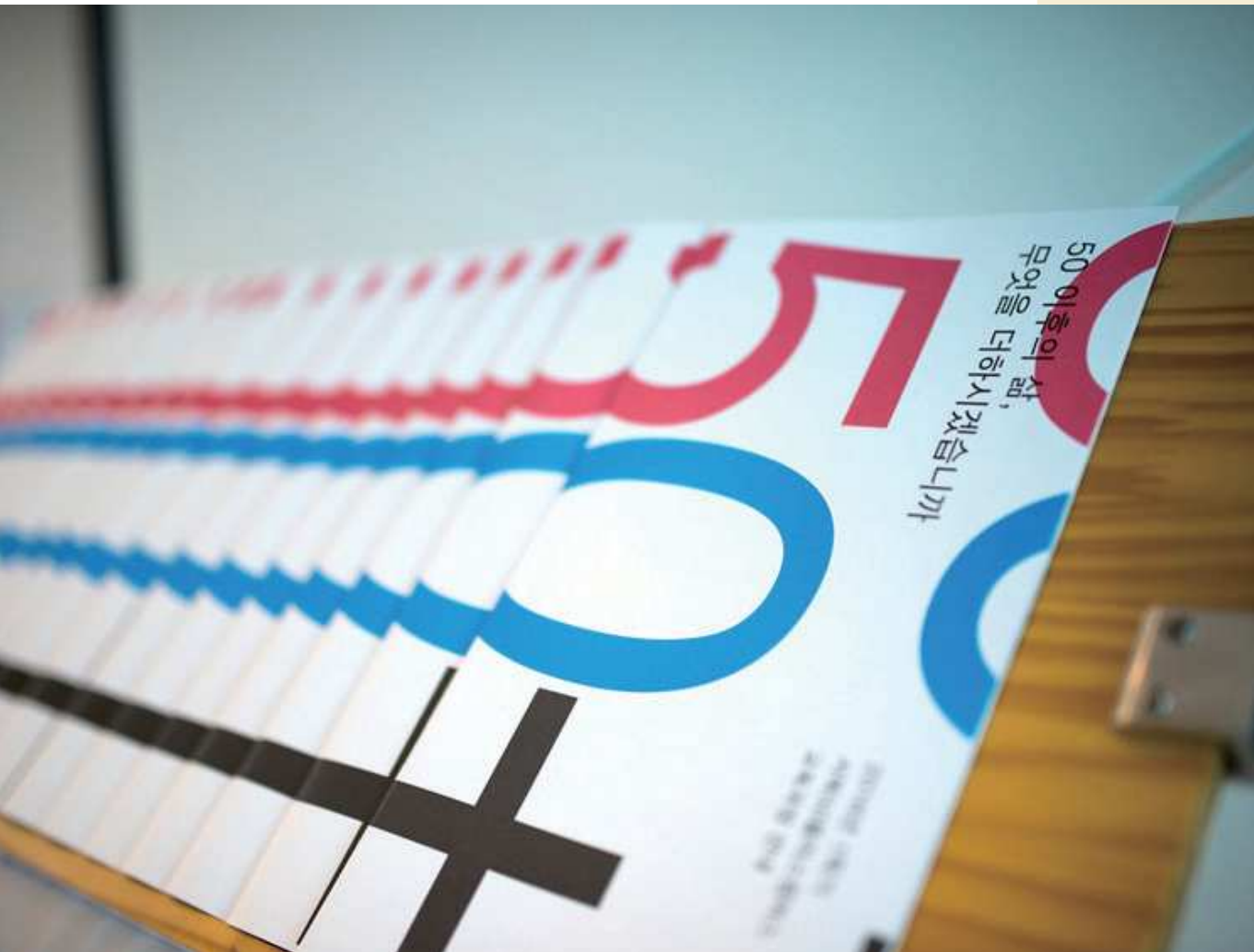
Welfare City

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Seoul for the Senior Citizens

Seoul is cheering for the healthy and energetic
second-half life.





Support for Future 50+Generation, New Driving Force for Growth



50+Generation, New Driving Force for Growth for the Future of Seoul

The 50+generation, or the 50–64 age group, is the largest age group, amounting to one out of five people, among the population of Seoul, and is regarded to be the new driving force of growth for the future of the city. In the age of centenarians, the advent of a new life cycle for human beings leads to the need for policies to support people in preparing for the second half of their lives after turning 50 years old. Unlike the elderly aged over 65 of yesteryear, today’s 50+generation is the driving force to lead changes of Seoul as they are not simply the target of welfare policies but well-

equipped with competence, willingness, and competitiveness.

Seoul is the first local government that paid attention to the significance of the 50+generation. The city announced the “Comprehensive Support Plan for 50+generation” to make the 50+generation the backbone generation of Seoul and has established a differentiated support system exclusively for the 50+generation. In April 2016, the city founded 50 Plus Foundation, a think tank and control tower to lead policies for the 50+generation and the center of networks. Seoul is also creating a foundation to establish 50 Plus Campuses and 50 Plus Centers to support programs in which the 50+generation can

Seoul announced the “Comprehensive Support Plan for 50+generation” to make the 50+generation the backbone generation of Seoul.

participate, spaces for activities, and community activities.

Seoul has plans to construct six 50 Plus Campuses, welfare and culture complex exclusively for the middle-aged, in different regions in Seoul and establish 50 Plus Centers in 19 autonomous districts to support the activities of the 50+generation in the local community, letting the target group use the 50+ facilities throughout Seoul. As of 2018, three 50 Plus Campuses are in operation (in the western, central, and southern parts of Seoul) and five 50 Plus Centers are actively in operation (in the downtown area, Dongjak, Yeongdeungpo, Nowon, and Seodaemun).

50 Plus Campus, Welfare and Culture Complex for 50+Generation

The 50 Plus Campus, under construction or in operation in each region, provides job redesigning education, job searching service, support for community activities, and more for the middle-aged. With a gross area of about 5,000m², it is comprised of a counseling office, seminar room, multipurpose hall, music room, auditorium, and shared offices and offers various programs such as tailored courses of education and comprehensive counseling services to help participants design their lives.

50+Generation to Become Backbone of Our Society

The 50+generation is expected to become the backbone of our society by turning into massive social capital with the aid of the “double-cropping policy for the 50+generation.” The policy will result in the expansion of infrastructure for the 50+generation in order to create an environment in which the 50+generation can exert their abilities and skills based on their experience and the pursuit of differentiated initiatives reflecting the traits of the 50+generation.

Learning and discovery

- Education for rebuilding life
- Systematic and comprehensive counseling

Jobs and participation

- Socially contributive jobs
- Start-ups and establishment, technical education

Culture and infrastructure

- Creation of new culture
- Construction of elaborate support system

Lonely Death Measure and Elderly Support Policy



Support of Services Tailored for Single-Person Households

The total number of households in Seoul is 3.78 million, among which that of single-person households is 1.12 million, which takes up 30%. The increase in the number of single-person households that leads to urban anonymity and the increase of the number of nuclear families with a single child are weakening the social safety net. 137 out of 162 lonely deaths, which amounts to 85%, were deaths of men, of which 62% were deaths of the middle-aged. 39% of the deceased suffered from chronic diseases, such as alcoholism, depression, liver cirrhosis, and more.

In March 2018, Seoul announced the “Seoul Comprehensive Plan for Lonely Death Prevention” that composes of eight projects in three fields as the solution for the problem of lonely death, a rising social risk in aging society. As the first plan that was prepared by the city, it encompasses seeking isolated people to prevent lonely lives in closed human relationships, recovering one’s social network, supporting public services, and performing proper funerals. For the plan, Seoul spent the last two years conducting related research and pilot projects and holding meetings and discussions of experts.

Seoul decided to encourage social friendship

Seoul decided to encourage social friendship through the social relationship formation project for local residents and support tailored services for single-person households.

through the social relationship formation project for local residents and support tailored services according to the welfare demand of isolated single-person households. In detail, the city will conduct lonely death prevention through organizing and operating a group of local residents called “Neighborhood Guardian” and offer community spaces for single-person households and social relationship network programs.

“Neighborhood Guardian” for Spreading Social Friendship

Seoul completed the organization of local residents’ groups including “Neighborhood Guardian” in order to grow social friendships through the social relationship formation project. The Neighborhood Guardian composes of 351 members from 26 dong and 18 gu, among which 52.4% are heads of apartments and villages and 13.4% are local residents. Residents hold workshops to prepare the lonely death prevention plans and to conduct activities and create and operate a report system for the discovery of single-person households with high risk for lonely death.

Community Spaces and Programs for Single-Person Households

Through the Seoul-type urgent welfare support, including the living expense support for single-person households with high risk for lonely death, Seoul distributed and dispensed special adjustment grants to 6,830 households considering the welfare condition of each autonomous district. Five community spaces have been established in four autonomous districts including Geumcheon-gu through the community space support project and the program support was conducted for seven groups (two autonomous districts and five private organizations).



Current state of resident group participants

Total

351 individuals, 100% participation

Expansion of Public Care Facilities and Daycare Centers



Care Service near Where the Elderly Live

Seoul will be expanding public care facilities and daycare centers. The city attempts to improve the welfare for the elderly and ease the burden of supporting families through the expansion of 24/7 protective facilities, including nursing facilities exclusively used for people suffering from dementia, which can act as safe shelters for the elderly who suffer from senile disorders like Alzheimer's disease.

Since 2014, Seoul entrusted agencies to prepare for the utilization of private land and affirm basic plans for the support of the establishment of wel-

fare facilities for the elderly. In March 2016, the establishment plan for municipal facilities was devised for five locations, such as Dongdaemun, Mapo, Gwangjin, Gangdong, and Songpa. The city also prepared the plan for the establishment of a municipal facility in Jungnang and expanded the public care facilities and daycare centers that can be comfortably used by the elderly and their families.

The applications for facilities that will be operated by each district were made after undergoing a meticulous examination considering the standard of establishment pursuant to related laws, and the business plan for corporate facilities was

Seoul attempts to improve the welfare for the elderly and ease the burden of supporting families through the expansion of 24/7 protective facilities.

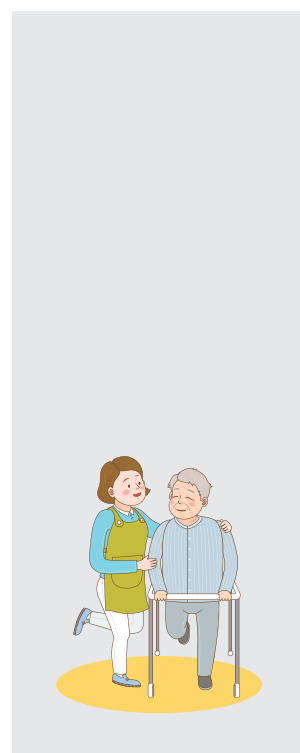
examined by autonomous districts and submitted to the city so that the city can support the establishment and operation of daycare centers for the elderly. Seoul will be supporting the construction costs and the car and device purchase costs for the corporations with the tentative projects for the autonomous district or the elderly welfare that satisfy the basic property requirements. In 2018, the construction of six daycare centers, including social welfare facility types, rental types, and remodeled senior citizen center types, was completed. Over the past five years, from 2014 to 2018, a total of 31 daycare centers were established based on such support.

192 Seoul-Type Daycare Centers

Currently, there are 391 daycare centers in Seoul, out of which 192 centers are operated under the name of “Seoul-type Daycare Center.” Seoul also has plans to establish daycare centers in parallel with the establishment of public care facilities and provide a steady supply of high-quality public care services through the expansion of facilities by renting buildings, using religious facilities, and remodeling deteriorated senior citizens centers.

Seoul’s Contribution to Expansion of Supply of Care Services

It is expected that Seoul will capably respond to the aging society and ease the burden of supporting families by expanding facilities in preparation for the rising demand of the elderly who are growing senile or developing dementia, and contribute to the expansion of the supply of care services through expanding care facilities and daycare centers.



Seoul for Child Care

**Seoul is supporting raising children to
be healthier and happier.**





Expansion of Support for Healthcare of Pregnant Women and Newborn Infants



First Step for Child's Health to Determine Health for Lifetime

While the antepartum care for pregnant women has become more important with the increase of older pregnant women and the decline of the birthrate, the existing support policy for pregnancy and childbirth is limited to the medical expenses support for underprivileged groups. As of 2017, the birthrate of South Korea is 1.05 and that of Seoul is 0.84, which is lower than 1.3, the standard of what is considered to be extremely low birthrate. Meanwhile, healthcare during babyhood (from pregnancy to two years old), during which the social and economic differences result

in the gap of health and inequality, should be an important investment for future human resources that determines their life-long health and the strategy to address the low birthrate.

As the number of nuclear families and working women increases, the enhancement of the child-raising capability of parents, who have difficulty for the lack of experience and knowledge about the children's development, is not merely a family issue.

Seoul is making efforts to pursue a national undertaking for a fair start for every infant and pregnant woman that leads to a healthy future.

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In 2012, Seoul selected three major projects to close the gap of health based on the “Seoul’s Health Policy Research for the Removal of Health Gap” and decided to introduce the Maternal Early Childhood Sustained Home-visitation (MECSH) program, a program of which the effect has been proven while conducted by advanced countries, and has been testing the program since 2013.

Seoul started a project called “Seoul Home-visitation Healthcare Program for Pregnant Women & Infants” in 2013 in three selected autonomous districts after organizing the project support team. The name was changed to “Seoul Baby Health First Step” in 2015 and the target was expanded to 22 autonomous districts in 2018. Through the “Seoul Baby Health First Step” project, a household with a pregnant woman or an infant under two years of age in each district receives a home-visitation healthcare service by professional personnel (2-7 people for each autonomous district). The general visitation service is for all such households while the regular visitation service is for high-risk households. The Small Group Community for Moms is operated by all eligible targets.

Visitation Service of Postpartum Caregiver for Households with Infants

From 2019, the “Mother & Infant Healthcare Service,” a national program that was once only targeting low-income families, will be applied to every household with a newborn infant throughout 25 autonomous districts in Seoul, allowing those households to benefit from the postpartum caregiver service. In order to expand the systematic healthcare services for mothers and infants for nuclear families, the nurse visitation services will also be expanded. The city is seeking to achieve dual effects of lessening the mental and economic burdens of child-rearing and creating jobs through fostering healthcare-givers for mothers and infants.

Number of individuals using service

22,263 individuals

Expansion of National Childcare Centers



Reliable National Childcare Centers with Improved Services

Among those on the waiting list for the entrance in childcare centers, 60% are those who wish to go to national ones. The demand for reliable national childcare centers continues to grow alongside the increase of dual-income families and the burden of child-rearing costs.

Seoul decided that the city should respond to the high expectations for national childcare services of parents and uncovered the plan for providing public child-rearing infrastructure by expanding national childcare centers and improving their services.

Seoul saw the early achievement of increasing 1,000 childcare centers by using various methods including transforming the spaces in apartment management office buildings.

Other aims of the city included the private-public cooperation through forming a social consensus and changing conditions as well as the reinforcement of fairness between regions by distributing childcare centers considering the local demand for childcare services. The city also announced a plan for detailed tasks to raise the level of public childcare services through enhancing the competencies of the principals and teachers of national childcare centers.

Seoul supported the incubating system of national childcare centers by operating the mentoring service that matches the newly-built facilities and the principals of existing excellent centers.

In February 2018, the briefing session took place to invite principals of childcare centers in private management office buildings, heads of management offices, and tenant representatives of Eunpyeong-gu, Seongbuk-gu, Gangdong-gu, Dongdaemun-gu, Nowon-gu, Dongjak-gu, and Songpa-gu. The briefing sessions for related organizations, including the Korea Edu-care Association, were held five times until June.

Enhanced Accessibility—Only 10 Minutes to Get to Childcare Center

Since 2014, the number of national childcare centers has increased by 1,064 and the usage rate amounts to 35%. Accessibility of a national childcare center has improved and it takes an average of 10 minutes for a user to get to a center. The balanced distribution of childcare centers in each region was one of the factors that led to higher accessibility for users.

Mentoring Service for Enhancement of Childcare Facilities

Seoul supported the incubating system of national childcare centers by operating the mentoring service that matches the newly-built facilities and the principals of existing excellent centers, in order to reinforce the capability of the centers and enhance the level of the childcare services. Following the feedback that was generated from the “Discussion for Enhancement of Childcare Service of National Childcare Centers” that took place in 2017, the city is now supporting 67 childcare centers that are undertaking self-consulting that was institutionalized and 96 childcare centers that are participating in the age-specific child-rearing program.



Expansion of public & national
childcare centers
1,931 centers



Support for Child Benefits



Key Policy for Children and Investment in Future

The birthrate of South Korea in 2018 is 0.98, the lowest since 1970, the first year the government recorded the country's birthrate. The birthrate of Seoul in 2018 is 0.76, the lowest in the nation, 0.08 lower than 0.84, the birthrate of the city in 2017. Now is the time to make a desperate effort to fight against the extremely low birthrate, not only to increase the "quantity" of the population but to enhance the "quality" of their lives by investing in children, the future generation. In these circumstances, the policy of child benefits is one of the key policies for children to incorporate the re-

sponsibility of the country and local governments regarding child-rearing.

Seoul executes the child benefits project as a stable support for children's development through the expansion of the investment in children and a reinforcement of the responsibility of the nation for child-rearing. The "Child Benefits Act" was approved in the National Assembly plenary session on February 2, 2018, and announced on March 27. Accordingly, the guideline and education as to the child benefits were provided by the Ministry of Health and Welfare.

Seoul and its 25 autonomous districts are enabling

Seoul executes the child benefits project as a stable support for children's development through the expansion of the investment in children.

every child to benefit from basic welfare by organizing and operating task force teams to carry out the policy and arrange additional personnel in community service centers.

Submission of applications for child benefits started on June 20, 2018, and the first payments were made on September 21. The revision of the Child Benefits Act was permitted at the National Assembly plenary session and was announced on January 15, 2019. Currently, a child is eligible to receive KRW 100,000 a month, every 25th. To become a beneficiary, the nationality of the child should be the Republic of Korea and he or she must have a resident registration number.

How to Apply for Child Benefits

To apply for the receipt of child benefits, a guardian or an authorized agent should visit the community service center of the district that corresponds to the address registered on the child's identification card. An online application is also available on the "Bokjiro" website or through the mobile app. The online application is permitted only to the parents of the child. Any agents should apply in person.

Warm Power for Healthy Development of Children

The purpose of the payment of the child benefits is to ease the economic burden of child-rearing and providing a healthy environment for children's development. The recipient group will be enlarged starting in April 2019 as the child benefits will be paid for all children under six years of age. Starting in September of the same year, the targets will be expanded to those under seven years of age.



“Community Kium Centers” to Be Increased for Seoul-Type Elementary Dolbom(Care) System



To Fill in the Gaps in the Care for Elementary School Children

Only 3.8 percent out of 430,000 elementary school students living in Seoul are using public care services, aside from regular school classes or after-school classes. Even when child care gaps occur during after school hours or vacations, no preferable alternative has been in place. This led to various social problems, including high dependence on private education for elementary school students, grandparents' labor for child care, discontinuance of career for women, and child neglect. To address these issues, Seoul established “Community Kium Centers” that will fill gaps in

care for elementary school students. Centering around the Community Kium Centers, the city will build the care system for elementary school students and fill child care gaps for dual-income or single-parent families with elementary school children.

Community Kium Centers are open to elementary school students from 6 to 12 years of age who are in need of care. Temporary use of the centers is available for urgent or transient users. Caregivers and management officers are placed in the centers to provide children not only with care during after school hours and vacations but with snacks, culture programs, and play concepts.

Seoul is expanding the number of Community Kium Centers with the aim of launching an era of reliable public care services, no longer deeming that child-rearing is just the responsibility of individuals.



Increased to 400 Locations by 2022

Seoul is expanding the number of Community Kium Centers with the aim of launching an era of reliable public care services, no longer deeming that child-rearing is just the responsibility of individuals. The city set the goal of increasing the number by 94 in 2019 and to 400 by 2022 and is now taking action. In the coming years, Seoul will be operating a “Community Kium Participants Group” that will monitor the overall operation of Community Kium Centers from the perspectives of parents and children and find areas for improvement.

Parenting is one of the most difficult duties for us as it pertains to the critical role of raising a human. Care is not a personal matter anymore. Nor is it only a family’s issue. Care is a structural, national problem that all of us should be concerned about. Seoul will take dedicated steps forward to tackle the issue of “Dolbom,” or care.



Seoul for Residential Support

**Seoul is creating a vibrant city without worries
about housing and jobs.**





Security Deposit Support for Young People and Newlyweds



Residential Stepping Stone for Lessening the Burden of House Rental for Youths and Newlyweds

Fewer people are getting married due to the difficulties related to attaining a house and fewer married couples are having children due to the poor residential environment.

Seoul began to offer security deposit support for young people and newlyweds in order to tackle the residential problems of young adults who are suffering the burdens of rent costs that are expensive in comparison to their incomes due to the rise in interest rates in an unemployment crisis.

Security Deposit Support for Young People

The targets of security deposit support for young people include those who are seeking jobs, newly employed individuals, university students, and graduate students ages 19–39. Job seekers whose parents make an annual income of less than KRW 60 million and couples who make an annual income of less than KRW 50 million may receive security deposit support.

Newly employed individuals must have worked for less than five years (combined) and their annual income must be less than KRW 30 million in

Seoul began to offer security deposit support for young people and newlyweds in order to tackle the residential problems of young adults who are suffering the burdens of rent costs.

order to receive support. University and graduate students must be in school and the annual income of their parents must be less than KRW 60 million in order to receive support. For a house or studio of less than 60 m² and less than KRW 190 million, the smaller amount between less than 88% of the security deposit or KRW 25 million is offered in the form of support. The annual interest rate is 2% based on the interest support from the government, and the term of the loan is as long as eight years.

Security Deposit Support for Newlyweds

The targets of security deposit support for newlyweds is houseless “bread makers,” couples who were married within the past five years or are to be married within six months, and the annual income of the couple must be less than KRW 80 million in order to receive support. For a house or studio of less than KRW 500 million, the smaller amount between less than 90% of the security deposit or KRW 200 million is offered in the form of support. The annual interest rate is up to 1.2% based on the interest support from the government, and the term of the loan is as long as eight years.

Public House Support for Young People and Newlyweds

The residential poverty rate for single-person households of young people is 37.2% and the population between ages 19–39 who moved out of the city over the past five years amounts to 560,000 individuals. Seoul began to support 14.5 households of young people and newlyweds in order to tackle the factors threatening the city’s growth as the youth hesitate to get married or have babies due to the difficulties of acquiring a house.

Support of youth rental security deposit

153 individuals selected, funding of KRW 2.37 billion

Support of newlywed rental security deposit

5,498 couples selected, funding of KRW 845.9 billion

Supply of 240,000 Public Rental Houses & Public Support Houses



Supply of Rental Houses Mainly for the 2030 Generation

Following the supply of 140,000 rental houses for six years from 2012 to 2017, Seoul announced that the city will supply additional 240,000 rental houses from 2018 to 2022. This is part of the policy that the city prepared in September 2017 upon agreeing to increase the supply of houses through the utilization of the older, built-up areas and idle lands during the Task Force Meeting for the Policy Consultation between the Ministry of Land, Infrastructure and Transport and the Seoul Metropolitan Government.

The supply of 240,000 houses will be comprised of 120,000 public rental houses and 120,000 public support houses. In particular, 145,000 houses, which amount to more than half, will be supplied mainly to the 2030 generation, including university students and newlywed couples. The supply of houses near subway stations for the youth was expanded from 50,000 to 80,000 to supply 56,000 houses to single-youth households and 24,000 to newlyweds.

Seoul will increase the public rental house index (the percentage of public rental houses out of all houses)—an important indicator of the housing stability of the housing vulnerable groups—from

Seoul is willing to reinforce the safety net for housing stability for the youth and commoners by largely increasing the supply of affordable houses.

7.4% (as of the end of 2017) to over 9% by 2022, making it higher than 8%, the 2014 average of OECD countries.

Through the announcement of the “Seoul Five-Year Public Rental Housing Supply Plan (2018–2022),” Seoul is willing to reinforce the safety net for housing stability for the youth and commoners by largely increasing the supply of affordable houses, in line with the “Housing Welfare Road Map” that was newly announced by the central government.

Space for Housing, Working, and Recreation

120,000 public support houses will be comprised of various customized houses including 80,000 “youth houses near subway stations,” a key project, as well as social housing that reflect the characteristics of dwellers, such as start-up owners and youths working in Sewoon Plaza, and community houses for newlywed couples.

The youth houses near subway stations is a project in which the private and public sectors cooperate to provide the youth with rental houses near subway stations for their convenience in relation to public transportation. Benefitting from the zoning upgrading permit and tax benefits from Seoul, private companies utilize 100% of residential areas to build (public and private) rental houses and offer move-in priority to young people.

With the expansion of the supply, Seoul will reinforce the tailored support for the moving-in population, such as university students, job seekers, or those who are preparing to start a business, as well as newlywed couples.

Seoul public rental housing 5-year provision plan

Total

237,395 houses

2018 45,691 houses

2019 47,212 houses

2020 51,887 houses

2021 49,062 houses

2022 43,543 houses





Balanced City, Seoul

01. Democracy Seoul

02. Regenerative Seoul

03. Walkable Seoul





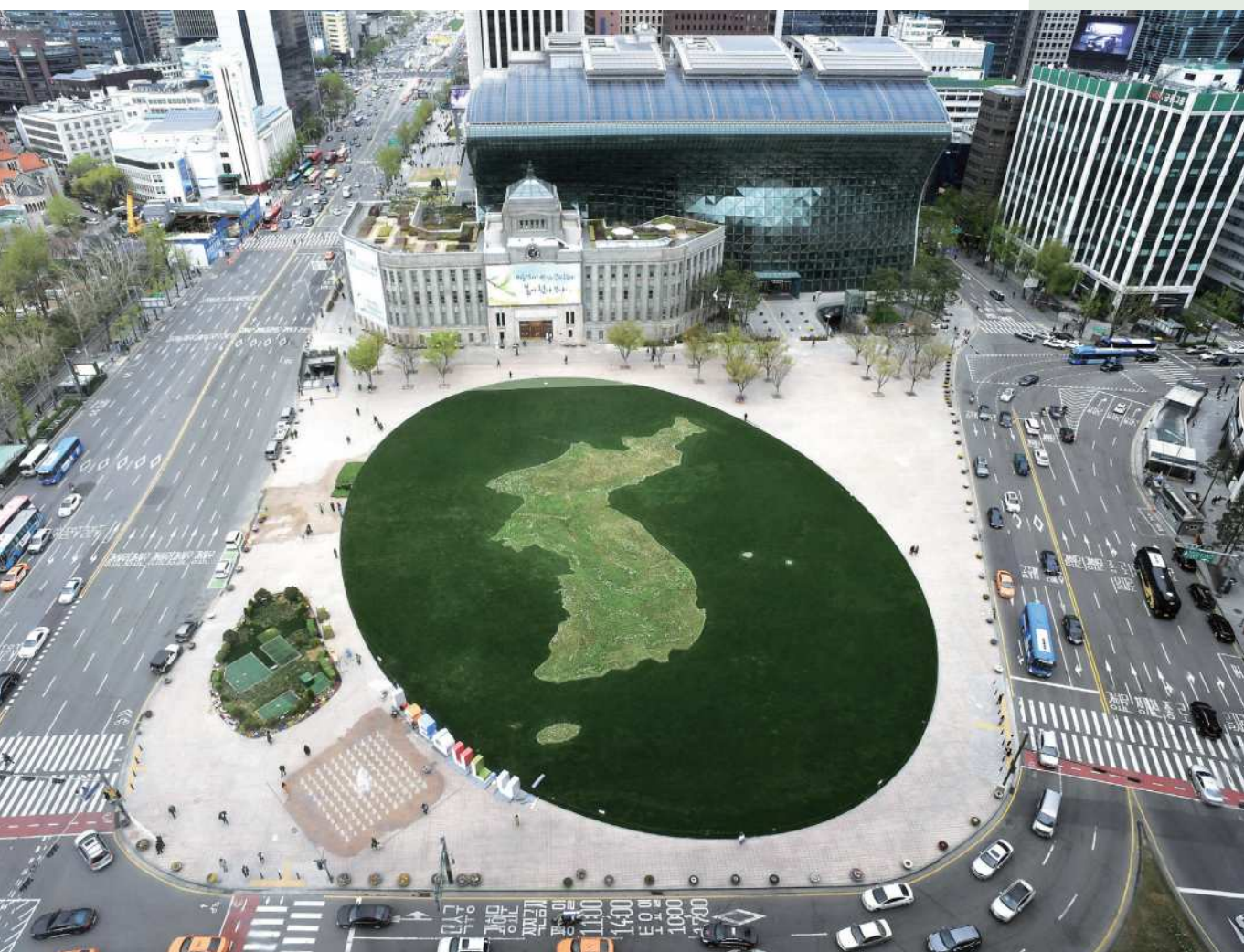
Balanced City

Sustainable Development

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Democracy Seoul

Seoul is making citizens live based on equality and respect.





Pursuit of Seoul-Pyeongyang Olympics 2032



Seoul Makes Efforts to Become Host City of Summer Olympics 2032

In September 2018, the heads of South Korea and North Korea agreed on co-hosting of the 2032 Summer Olympics, passing the first barrier to make a city in Korea become the host city of the 2032 Summer Olympics. It has been 30 years since the 1988 Summer Olympics in Seoul took place.

On February 11, 2019, as a result of the vote of the Korean Sport & Olympic Committee that took place at Jincheon National Training Center in Chungcheongbuk-do, Seoul was selected as the host city of the 35th 2032 Summer Olympics in South Korea.

For the selection of the candidate host city of the Olympics, Seoul submitted the letter of intent in December 2018, passed the motion by the city council, and had the appraisal board of the Korean Sport & Olympic Committee take an on-site examination. Starting with the selection as the host city, Seoul will aggressively take action to be selected as the final host city of the 35th 2032 Summer Olympics. As part of the efforts, Seoul signed an MOU with the Korean Sport & Olympic Committee for mutual cooperation. The cities to compete with Seoul will include top global cities, such as Mumbai (India), Shanghai (China), Melbourne (Australia), Cairo-Alexandria (Egypt), and Vladivostok (Russia).

Seoul has plans to establish an efficient strategy to host the event that aligns with the “Olympic Agenda 2020” announced by the International Olympic Committee.

To enhance its competitiveness among the global cities that intend to become a host city of the Olympics, Seoul has plans to establish an efficient strategy to host the event that aligns with the “Olympic Agenda 2020” announced by the International Olympic Committee. The Olympic Agenda 2020 is the IOC’s vision, including an economic Olympics that utilizes many existing facilities instead of building new stadiums.



2032 Seoul-Pyongyang inclusive urban cooperation plan (ten tasks)

1. Culture and sports
2. Industrial cooperation
3. E-governance
4. Forestry cooperation
5. Environmental cooperation
6. Public health cooperation
7. Urban regeneration and planning
8. Road and traffic
9. Urban safety
10. Water supply and drainage

Forum of Seoul : Operation of Democracy Seoul



A New Model of Citizen Participation

For the realization of daily democracy, Seoul has established the online platform “Democracy Seoul” in October 2017. Democracy Seoul is the platform for the participation of citizens where citizens can suggest the policies and the city and the citizens create policies together. The citizens’ suggestions posted on the Democracy Seoul web-site will be reflected in policies after public discussion and deliberation. Democracy Seoul will be expanded as the Forum of Seoul so that it can be the channel to tackle issues in which citizens find problems.

As a new platform for the participation of citizens was required, Seoul prepared the place for the discussion between citizens and the city, rather than the unilateral channel with citizens’ suggestions and the city’s answers. As the voice that required the preparation of the process of citizen-driven policy-making, Seoul established “Democracy Seoul” in October 2017.

Democracy Seoul is the digital-based online/of-line “platform for the participation of citizens” that was established to enhance the accessibility of citizens to policies, expanding the opportunity of citizens to participate both online and offline.

Democracy Seoul is the digital-based online/offline “platform for the participation of citizens” that was established to enhance the accessibility of citizens to policies.

Democracy Seoul contains the Suggestions of Citizens, Citizens’ Forum, and the Questions from Seoul. The corresponding department of the city answers the online and offline suggestions of the citizens that earn more than 50 Likes and the mayor of Seoul answers those that earn more than 5,000 votes. Likewise, Democracy Seoul functions as the Forum of Seoul where citizens can easily partake to state their opinions.



Life Support and Commemoration of “Comfort Women,” Victims of Japanese Military Force



For Regaining of Honor and Human Rights of Victims, or “Comfort Women”

As the number of surviving comfort women, the victims of Japanese military sexual slavery, is continually decreasing, Seoul is taking action to ensure their life support and commemoration for the recovery of their honor and the improvement of their human rights. The city is implementing the “Life Support Project for the Victims of Japanese Sexual Slavery” to support them with living expenses, health care costs, and attendance allowance. Also, the cultural commentary program entitled the “Ground of Memory” has been established to educate general citizens, including

individuals and groups, with the records of related photos and documents that prove the impact on the “comfort women.”

Through the project, six victims of the Japanese sexual slavery have received grants for life support, and the current status of comfort women was examined through visitations to their houses, and condolence money was given to those who deceased. As part of the commemoration project for the comfort women, 45 sessions of the cultural commentary program have taken place at the “Ground of Memory” on Namsan Mountain with the participation of 536 individuals.

Seoul is implementing the “Life Support Project for the Victims of Japanese Sexual Slavery” to support them with living expenses, health care costs, and attendance allowance.

Also, education about the comfort women has been conducted for elementary school and middle school students in 23 schools and 3,687 students have taken the course.

On February 27, 2018, the international conference related to the “Comfort Women” between Korea-China-Japan took place. With experts on the issue of “Comfort Women” partaking, the international conference on the sex slaves of the Japanese military that was held at Seoul City Hall became the venue for each country to share the related documents and discuss the future tasks in research and ways for cooperation. In this conference, in particular, two Japanese organizations that have made a great deal of effort to inform Japanese people of the issue of “Comfort Women” and register the issue through the UNESCO Memory of the World Programme, are taking part in the talks focusing on the issue of “Comfort Women.”

“Comfort Women” Related Records Management Project

As part of the “Comfort Women” related records management project, Seoul, together with the team of Chung chin-sung, the professor of the SNU Human Rights Center, discovered the new documents on the issue of “Comfort Women” from the United States, the United Kingdom, Thailand, and more. In July 2017, the city and the team discovered and made public the video of Comfort Women of Joseon, for the first time in the world. In December, the list of “Comfort Women” and their photos who were taken to the Chuuk Islands in the South Pacific were also made public as the documents from the Allied Forces that prove the damage of the “Comfort Women” who were unregistered with the government. Seoul has plans to continue the Life Support Project for the Victims of Japanese Sexual Slavery, as well as the education for the next generation about the issue of “Comfort Women” and digital archiving of the records on the issue.



Regenerative Seoul

Seoul is growing and sharing the value of
co-prosperity with regions





Opening of Nodeulseom Cultural Complex



Transformation of Nodeulseom into a cultural Complex for Citizens

Located in Ichon-dong, Yongsan-gu, Nodeulseom was a famous vacation spot in the 1960s. It was popular among citizens for its swimming pool and fishing ground in summer and its ice rink in winter. Today's Nodeulseom was formed after the dredging and the building of an embankment as part of the Hangang development project. In May 2012, the “funding for the construction of Nodeulseom Art Center” ordinance was enacted but was delayed by the burden of building and operation costs and the lack of social consensus, causing opposition from the city council and citizens,

and was finally abolished in September 2012. In October of the same year, the ordinance for the establishment and operation of Hangang Art Island Foundation was enacted and also abolished. Its plan for the management of the common property was voted down and the project as one to be funded by the central government became the target of reexamination.

In 2013, Seoul opened six forums to set up basic directions for the development and principles of the construction and held a citizens' idea contest, photo contest, experts' sketch, and citizens' debate forums before making a decision to turn Nodeulseom into a place which citizens can take care of and delighted with together.

Nodeulseom houses a performance hall, multipurpose hall, and Nodeul Forest, becoming once again an attraction to be visited and enjoyed by a great number of citizens.

The construction was to be completed in steps. After having continuous discussions with citizens and experts on ways to utilize the island since 2012, the Nodeul Dream Island Contest took place from 2015 to 2016, leading to the decision to make the island a “music-focused cultural complex.” The design has been created jointly by the city and the design contest winner. By September 2019, the construction was complete and the Island was open to regular citizens. Nodeulseom houses a performance hall, multipurpose hall, and Nodeul Forest, becoming once again an attraction to be visited and enjoyed by a great number of citizens.

Final Plan for Nodeulseom

The maintenance plan for Nodeulseom that began in August 2016 became finalized in July 2017, including the maintenance of the (riverside) lower section of Nodeulseom Island. The upper section of Nodeulseom Island includes three floors above ground with a gross area of 9,747.11m² and infrastructure totaling 33,330m². The area is comprised of a performance hall, multipurpose facilities, a cultural complex that includes offices, stores, type 1 neighboring facilities, and Nodeul Market. Additionally, there will be military facilities, outdoor Nodeul Forest, various infrastructure, and pedestrian overpass.

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Sewoon Plaza Area Regeneration Project



From a City of Demolition and Redevelopment to a City of Remodeling and Reuse

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However, the Sewoon Plaza area later became one of the most deteriorated and depressed areas in downtown Seoul and the city began the regeneration project in January 2016 to turn it into a pivotal spot that connects to pedestrian roads in all di-

rections and an innovative space for the creative manufacturing industry.

In line with the global trends in urban development that are undergoing a paradigm shift from “demolition and redevelopment” to “regeneration,” Seoul decided to execute the regeneration of the Sewoon Plaza area by keeping its history and values, while also respecting the ways of the lives of the residents, as well as preserving the local environment and historic and cultural values.

Seoul’s decision to turn into a “city of remodeling and reuse,” from being a “city of demolition and redevelopment,” by pursuing the regeneration

Seoul decided to execute the regeneration of the Sewoon Plaza area by keeping its history and values, while also respecting the ways of the lives of the residents.

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The ecosystem of urban industries is made up of a concentration of 7,000 businesses including electric, electronic, lighting, metal/machinery, printing, etc., and 20,000 engineers, and it is formed in the Sewoon Plaza area. The nearby historic and cultural resources are abundant around Jongmyo, Cheonggyecheon Stream, Namsan Mountain, Gwangjang Market, and more. The area also has great potential and resources as it is the center of transportation that is connected to the subway Lines 1, 2, 3, and 4 that traverses the downtown, past areas such as Jongno and Euljiro.

In March 2014, Seoul changed its policy from the demolition of the Sewoon Plaza area and transforming the area into a park towards a regeneration of the area. In 2015, the Sewoon Plaza area was designated as an urban regeneration vitalization zone. In 2017, the urban regeneration vitalization plan was established and uncovered. The stage 1 remodeling section for the Sewoon Plaza area regeneration project, from Jongmyo to the Greenway Park and including the Sewoon, Cheonggye, and Daerim Shopping Complexes, started March 2016 and was completed in September 2017. The stage 2 regeneration section, encompassing Sampoong, Hotel PJ, Inhyeon, and Jinyang Shopping Complexes and from the Sewoon Plaza area to Namsan Mountain, started in September 2018 and will be completed in April 2020.

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Balance Seoul

03

Walkable Seoul

Seoul is harmonizing tradition, culture, and nature





Walkable City : Seoul—Special Pedestrian City



Ease Down for Walkers : Speed Limits in Four Main Gates

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Seoul announced that the city will be executing the “Safe Speed 5030” policy together with the Seoul Metropolitan Police Agency within the four main gates of Seoul in order to enhance pedestrian safety. The policy is expected to be the conclusive catalyst to settle a transportation culture in which people are prioritized over cars.

The roads of which the speed limits will be reduced following the implementation of the “Safe Speed 5030” project are those inside the four main gates, surrounded by Sajik-ro, Yulgok-ro, Changgyeonggung-ro, Daehak-ro, Jangchungdan-ro, Toegye-ro, and Tongil-ro, and the entire section of Cheonggyecheon-ro.

The area inside the four main gates only amounts to 1.2% of Seoul but 4.1% of traffic accidents in Seoul occur in this zone, taking up 3.7% of fatalities. The death toll of pedestrians in the zone is 69%, much higher than the average of the city (57%), leading Seoul to deem the zone in need for a pedestrian-focused traffic operation.

Seoul pursues an amelioration project for the construction of special pedestrian zones in green traffic promotion areas for the early settlement of “Seoul, a City for Walking” project.

Speed enforcement by the police for the adjusted speed limits will be in operation following a three-month grace period after March 2019, during which construction for the improvement of traffic safety facilities will take place. Currently, the Korean National Police Agency is supervising the pre-announcement of legislation regarding the enforcement decree of the road traffic act that defines the speed limit on regular roads in downtown to be less than 50 km/h. After the revision, the target area of the “Safe Speed 5030” policy will be expanded to the entire city of Seoul.

Seoul, a City for Walking

Seoul announced that the city will pursue an amelioration project for the construction of special pedestrian zones in green traffic promotion areas for the early settlement of “Seoul, a City for Walking” project. The city will reinforce safety by imposing speed limits through the designation of Sachon and Euljiro as pedestrian environment improvement districts, reorganizing roads and enhancing facilities in these districts. The restoration projects will take place in special pedestrian zones. The projects will make the streets in these zone “special streets” equipped with basic pedestrian facilities by repairing crosswalks and sidewalks, and they are expected to be completed by the end of 2019.

Establishment of Seoul Street Vendor Permit System

The “Seoul Street Vendor Permit System” will be established to protect pedestrians’ rights from disorderly and chaotic street vendors and prevent pedestrian inconvenience due to the existence of highly profitable enterprise-like street vendors that harm the urban sidewalk environment.



Special pedestrian district

Area with safe, convenient, pleasant walking spaces, things to see, things to enjoy, things to eat, things to buy, and other enjoyments and charms as well as historical and cultural values

Walking Trails for Citizens' Balanced Life



Seoul Guided Walking Tour

Over the course of one day, a human sleeps, eats, and moves—of which walking is a fundamental. Just like the air which we often take for granted because it is a naturally granted aspect of life, we also regard walking as a naturally granted aspect because we have been walking since as early as 12 months old. Nowadays, walking for meditation, health, or recharging is preferred by people who would shout, “Hurry!” for the sake of competition and success. Seoul—the city that stunned the world by achieving economic development at a rapid speed, the city in which pedestrians did not have time to make eye contact with passersby,

and the city in which citizens barely had time to observe their surroundings—is now talking about “walking” and its significance. In order to become a walkable city, Seoul has connected the mountainous trails that encompass the city and linked the city wall trails and Hangang riverside walkways. In this way, the city began to offer special experiences through which the people can feel like they are the owners of the road, despite the presence of motor vehicles.

Seoul Dudeurim

Seoul Dudeurim-gil is a pedestrian trail where visitors can feel, learn about, and experience the

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beautiful ecology, history, and cultural resources of Seoul. Following the walking course, you can enjoy slow rhythms and relax in the busy downtown area. Seoul Dulleurim-gil is categorized into Seoul Dulle-gil, Hanyangdoseong (Seoul City Wall) Trail, neighboring mountainous trails, eco-cultural trails, and Hangang/stream-side trails.

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Published in Feb. 2020

Government Publications Registration Number

ISBN 979-11-6161-855-5

Designed by Design-hub

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Balanced City, Seoul

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- 01. Democracy Seoul**
 - 02. Regenerative Seoul**
 - 03. Walkable Seoul**





Balanced City

Responsible for Citizens' Livelihood

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Democracy Seoul

**Seoul is growing and sharing the value of
co-prosperity with regions**





Opening of Nodeulseom Cultural Complex



Today's Nodeulseom, Famous Vacation Spot of Yesterday

Located in Ichon-dong, Yongsan-gu, Nodeulseom was a famous vacation spot in the 1960s. It was popular among citizens for its swimming pool and fishing ground in summer and its ice rink in winter. Today's Nodeulseom was formed after the dredging and the building of an embankment as part of the Hangang development project. In May 2012, the “funding for the construction of Nodeulseom Art Center” ordinance was enacted but was delayed by the burden of building and operation costs and the lack of social consensus, causing opposition from the city council and citizens,

and was finally abolished in September 2012. In October of the same year, the ordinance for the establishment and operation of Hangang Art Island Foundation was enacted and also abolished. Its plan for the management of the common property was voted down and the project as one to be funded by the central government became the target of reexamination.

In 2013, Seoul opened six forums to set up basic directions for the development and principles of the construction and held a citizens' idea contest, photo contest, experts' sketch, and citizens' debate forums before making a decision to turn Nodeulseom Island into a place which citizens can take care of and delighted with together.

Nodeulseom will house a performance hall, multipurpose hall, and Nodeul Forest, becoming once again an attraction to be visited and enjoyed by a great number of citizens.

The construction was to be completed in steps. After having continuous discussions with citizens and experts on ways to utilize the island since 2012, the Nodeul Dream Island Contest took place from 2015 to 2016, leading to the decision to make the island a “music-focused cultural complex.” The design has been created jointly by the city and the design contest winner. By September 2019, the construction will be complete and the Island will be open to regular citizens. Nodeulseom will house a performance hall, multipurpose hall, and Nodeul Forest, becoming once again an attraction to be visited and enjoyed by a great number of citizens.

Final Plan for Nodeulseom

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Balance Seoul

02

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보행특구란?

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먹을거리, 살거리 등 즐거움과
매력이 있는 역사·문화적
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