

A day

in Seoul

# A DAY IN SEOUL

seoul.go.kr



SEOUL METROPOLITAN  
GOVERNMENT

A day

in Seoul



In Seoul, we  
dream about a new tomorrow,  
are reenergized by walking hand in hand,  
enjoy a comfortable life feeling safe and well-protected,  
spark new opportunities through innovation and creation,  
enjoy culture to the fullest in our daily lives, and  
restore nature and revive life.  
In Seoul, we really live.





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A day  
in Seoul

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Dreaming  
in Seoul

Seoul's  
dream is  
growing

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Dreaming in Seoul

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Dreaming in Seoul

서울에서 꿈꾸기

**The time  
when a happy  
dream begins**





Dreaming in Seoul

서울에서 꿈꾸기

A new morning arrives in Seoul.

People's brisk steps are bursting with energy.

A happy dream of the future is growing in the heart of a father  
opening his shop and a mother heading to the office.

The family's dream is flourishing in Seoul, like a child growing  
day-by-day.

Public  
daycare  
centers

Women  
and  
childcare

Safety  
environment

Training  
creative talent

Customized job  
support

More social  
service-related jobs

Youth Hub

Youth

Seoul  
Youth Zone



Dreaming wonderful dreams in a happy Seoul

1 Seoul childcare portal site  
iseoul.seoul.go.kr



1

2 Safe parcel delivery service for women  
woman.seoul.go.kr

Dreams for tomorrow growing by leaps and bounds

Despite the increasing preference for public daycare centers that has emerged out of growing concerns about safety and the childcare environment at daycare centers, the number of public daycare centers represents only about 12.4% of the total (as of December 2014). To address the shortage of these facilities and improve the childcare environment, SMG is set to increase the share of public daycare centers to 30% by adding 1,000 public daycare centers by 2018, reflecting the unique needs and characteristics of each district through a phased-in introduction of public daycare centers in existing private daycare operations.

Protecting our dreams, creating ‘Safety City’!

Crimes against women and children are on the rise. For our citizens who are concerned about the risk, we are establishing an environment to combat crime, including by replacing streetlights in dark parks and alleys with brighter LED security lights and by installing safe parcel delivery boxes for women. In addition, we are protecting our citizens by implementing safe taxi services to meet transportation needs, designating Women’s Safe Havens, Safe Home Escort Services, and more. In addition, we are making vigorous efforts to prevent crime in a more fundamental way by conducting human rights and safety education and training, and distributing safety regulations for child protection.



2

Strengthening the safety environment

- \_ Installation of safe parcel delivery service boxes for women
- \_ Ensuring parks and alleys are bright and safe

Promoting crime prevention

- \_ Introduction of crime prevention to urban design elements
- \_ Introduction of Safe Home Escort Services
- \_ Installation of Women’s Safe Havens

Strengthening the safety net for children

- \_ Establishment of safety regulations for daycare centers
- \_ Installation of additional child abuse-related facilities

3 Seoul youth information  
youthnavi.net



3

Dreaming up school facilities together with our children

To make the school day as pleasant as possible for our children, we are upgrading the bathroom facilities in 675 elementary, middle, and high schools in Seoul. This special undertaking to refurbish and decorate school bathrooms using input from the students brings together SMG, private enterprises, and civic groups. Children are directly engaging in reimagining the formerly institutional bathrooms to suit their needs and preferences. They are being converted into a pleasant space which the students themselves will want to maintain.

4 Seoul Youth Zone  
youthzone.kr

Growing wings to pursue our dreams

A good job is the foundation for developing a personal vision and self-reliance in life. SMG is devoting itself to a project for providing training and support to nurture 100,000 creative professionals for our emerging future society. In addition, we have launched the Seoul Youth Field and Seoul Youth Zone programs to implement our youth policy and improve the welfare of our young citizens. To support job creation for women, we are promoting jobs adapted to a more diverse workforce and are expanding social services to create jobs related to local communities and the public sector, and more, thereby fostering high-quality jobs.



4

Training creative talent

- \_ Implementation of the Challenge 1,000 Project
- \_ Innovation of the Seoul Institute of Technology & Education
- \_ Nurturing Campus CEOs
- \_ Training future-oriented professionals

Strengthening youth policy

- \_ Opening of Seoul Youth Field (2016)
- \_ Installation of Seoul Youth Zones (five locations by 2018)
- \_ Launch of the Youth Policy Division
- \_ Strengthening the protection of young part-time workers’ rights

Creation and improvement of jobs for women

- \_ Customized job support
- \_ More social service-related jobs
- \_ Support for family-work balance

서울특별시 청년공간  
무중력 시대  
대방동



TOGETHER

A day

in Seoul

TOGETHER

IN

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TOGETHER

TOGETHER

Together in Seoul

서울에서

TOGETHER

TOGETHER

TOGETHER

Together in Seoul

You can stand tall when Seoul is there with you

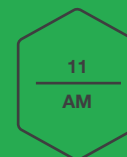
TOGETHER

TOGETHER



Together in Seoul

When  
kind hearts  
meet



서울에서 동행하기



Together in Seoul

서울에서 동행하기



In times of difficulty, just having someone with you can help a lot.

We dream of creating a warm-hearted community where people reach out to one another in times of sickness and financial difficulty.

SMG will gather near and listen, console, and help.

We will walk together with our citizens through life.

Visiting *dong*  
community  
service centers

Seoul-style  
basic security  
scheme

Patient "worry-  
free" hospital  
wards

Welfare



Healthcare

Care for senior  
and disabled  
citizens

Hope  
Ondol  
Project

Expansion of  
public  
healthcare



# Walking together in a caring Seoul

1 Seoul welfare  
welfare.seoul.go.kr



1

## A warm hand offering lifelong support

The visiting *dong* community service center concept is helping to create a Seoul free from welfare blind spots. *Dong* community service centers are shifting their focus from handling civil complaints to creating a citizen-oriented welfare ecosystem. A welfare planner (public servant) visits families with newborn children, underprivileged families, and seniors turning 65 to inform them about customized welfare services and offer health services.

We collaborate with the private sector to create a voluntary welfare ecosystem where we helps each other and at the same we are working continuously to build more public retirement homes and daycare centers and ensure their maintenance and support through Seoul-style certification. We offer customized welfare services through “worry-free” round-the-clock care service for disabled citizens, lifelong education centers, and public guardian support projects.

1 50+ Seoul, a portal site for senior citizens  
senior.seoul.go.kr

- Expanding and improving health and nursing facilities for senior citizens**
- \_ Building 30 additional public retirement homes
  - \_ Increasing the number of daycare centers
  - \_ Expanding Seoul-style certification

- Improvement of health and nursing services for disabled citizens**
- \_ Expansion of “worry-free” care for citizens with severe disabilities or disabled citizens who live alone
  - \_ Expansion of lifelong education centers for adult citizens with developmental disabilities
  - \_ Support for public guardians of citizens with developmental disabilities

2



## At 50+ Seoul, we are cheering on the second act in your life

With more people retiring early, there are more citizens in their 50’s and 60’s who are wondering how to prepare for the second chapter of their lives. The 50+ Center is a mixed-use complex which offers a wide range of services including information on education/ training and jobs, as well as various cultural programs designed to help citizens get ready for the next phase of their lives. The center helps people not only with finding a job or starting a business, but also with engaging in social contribution activities and volunteer work. SMG is offering the needed support by creating 50+ campuses downtown equipped with wide-ranging programs.

3 Patient “worry-free” hospitals  
seoulmc.or.kr

3

## A secure healthcare net for all

A healthy life is the wish of every citizen. To address the health inequality among Seoul citizens and to promote general health, we are strengthening our customized public health services. We are launching customized healthcare service for our citizens by integrating and operating healthcare, health, and welfare services for less-privileged citizens while expanding the participation of private health institutions in public health.

In particular, we are continuing with our efforts to fulfill public responsibilities and reduce the burdens of citizens through operating “worry-free” hospital wards where patients are not required to provide their own caregivers.

- Seoul-style healthcare safety net**
- \_ Expanding “worry-free” hospitals where patients are not required to provide their own caregivers
  - \_ Customized healthcare visit services
  - \_ Health care services available at designated health institutions late at night and on weekends and holidays
  - \_ Strengthening citizen-oriented emergency healthcare systems

- Expansion of public healthcare service through public-private partnerships**
- \_ Healthcare Services for Our Children for children up to 12
  - \_ Elimination of the blind spot in healthcare through support for an integrated service network of medical care, health, and welfare
  - \_ Family dentists for students and children
  - \_ Support for healthcare services for foreigners

- Citizen healthcare centers (public healthcare centers)**
- \_ Citizen-oriented integrated management of chronic diseases prevention and management
  - \_ Healthcare services for a one-on-one health plan
  - \_ Management of hypertension and diabetes
  - \_ Citizen health mileage program
  - \_ Support centers for dementia
  - \_ Smoking cessation clinics

4



4 Seoul housing information  
citybuild.seoul.go.kr

## A warm-hearted Seoul that protects your livelihood

We have launched a Seoul-style basic livelihood security scheme for underprivileged citizens who would not otherwise receive support simply because they do not meet the legal requirements despite the difficulties they may be experiencing. We have also introduced a Seoul-style basic livelihood wage scheme that ensures a minimum wage for low-wage workers, which we are first applying to the public sector. To provide housing security to working families in the city, we are creating a warm-hearted Seoul through a customized housing welfare system that includes the supply of rental housing.

- Seoul-style basic security scheme**
- \_ Minimizing welfare blind spots
  - \_ Expanding the number of beneficiary households by easing criteria

- Seoul-style livelihood wage scheme**
- \_ Applied first to city-managed or -funded organizations
  - \_ Encouraging the expansion of the scheme from the public to the private sector

- Supply of rental housing for a wide range of citizens**
- \_ Supply of 60,000 custom public rental housing units
  - \_ Supply of 20,000 Seoul-style private rental housing units through public-private partnership
  - \_ Supply of 20,000 small-sized housing units for 2-3-member households

- Strengthening of customized support for families with poor housing security**
- \_ Strengthening support through the housing voucher program
  - \_ Expansion of Seoul-style Hopeful Housing Repair Project
  - \_ Improvement of lease system

FEELING

A day

in Seoul

SAFER

IN

SEOUL

Feeling safer in Seoul

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Feeling safer  
in Seoul

Seoul will  
always work to  
keep us safe





Feeling safer in Seoul

서울에서 안심하기

A time to  
trust and  
feel secure

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Feeling safer in Seoul

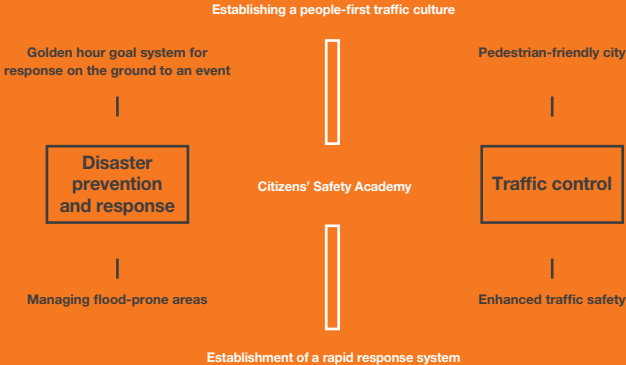
서울에서 안심하기

Living in an unpredictable environment, we sincerely hope that our citizens can come to lead more comfortable lives.

Instead of simply pursuing speed and convenience, we put our citizens' safety first.

In a secure city that safeguards its citizens' lives, Seoul citizens can feel safe not only from natural disasters, but also from accidents.

SMG puts its people first and will always be at their side





# Wearing a smile in safe Seoul

1 Pedestrian-only streets  
seoul.go.kr/story/walk



1

## A walkable city with comfortable streets

The streets of Seoul, which used to be oriented toward cars, are undergoing a change. Seoul is reshaping its road structure to ensure pedestrians can walk comfortably and safely. With less car lanes, more pedestrian paths, and an expanded pedestrian-oriented transport system, we are establishing a safe and convenient environment.

2 Seoul traffic information  
traffic.seoul.go.kr

- Reshaping a pedestrian-oriented downtown**
- Reimagining downtown roads
  - Expansion of pedestrian-only streets
  - Expansion of areas designated for improvement of the pedestrian environment

- Improvement of the pedestrian environment**
- Expansion of pedestrian-first roads
  - Refinement of children's protection zones

- Pedestrian-oriented traffic operation system**
- Installation of diagonal and wide pedestrian crossings
  - Establishment of a pedestrian-oriented traffic control system
  - Offering a wider range of pedestrian-related information

- Expansion of pedestrian-only streets**
- Including Sejong-daero, Deoksugung-gil, Cheonggyecheon-ro, and Yonsei-ro
  - Operation of pedestrian-only streets reflecting regional and cultural characteristics
  - Expansion of pedestrian-only streets in daily life



2

## Reducing the risk of accidents and protecting life

In order to prevent the needless loss of precious lives in traffic accidents, we are joining hands with relevant organizations, civic groups, and experts to develop comprehensive measures. We are applying big data to eliminate risk factors, and are also establishing a multiple mobilization system which enables a rapid response to emergencies in case of an accident. Most of all, we are promoting a traffic culture that puts people first to create a caring city where citizens watch out for one another.

3 Seoul safety information  
safe.seoul.go.kr



4 Safe City  
safetycity.seoul.go.kr

4

## An eco-friendly flood-controlled city free from worries even during storm events

We have developed a comprehensive improvement plan based on an analysis of flood risk factors to ensure safety in flood-prone areas. We are establishing structural measures that include maintaining sewer pipelines and installing storm water pumping stations and drainage facilities for each basin. In addition, we have put in place eco-friendly flood control measures designed to restore the flow of natural water circulation. Furthermore, we are improving early response capabilities on the ground in the event of disaster by thoroughly monitoring our customized action manuals.

## Introduction of golden hour system for saving lives

A proper response to an emergency can save lives and prevent an even greater disaster. That is why we have developed a golden hour system for each different category of emergencies and set goals for respective response times. Manuals have been prepared that stipulate specific measures and responses for different types of disaster.

3

- Establishment of a Seoul-style golden hour system**
- Development of response times for 55 categories of disasters
  - Standardization of golden hour target-oriented manuals
  - Diagnosis and verification of golden hour target system

- Strengthening citizens' initial response capability**
- Training 10,000 citizen safety guards
  - Operation of Citizens' Safety Academy
  - Protection of citizens most vulnerable to disaster and the disadvantaged

- Improvement of rapid response system**
- Improvement and management of mobilization process
  - Establishment of physical infrastructure
  - Establishment of SNS-based collective response system

MOVING

A day

FORWARD

in Seoul

SEOUL

Moving forward in Seoul

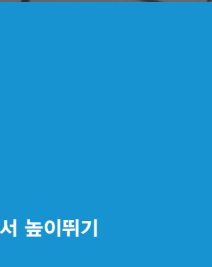
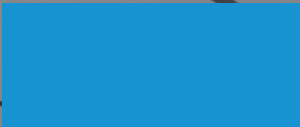
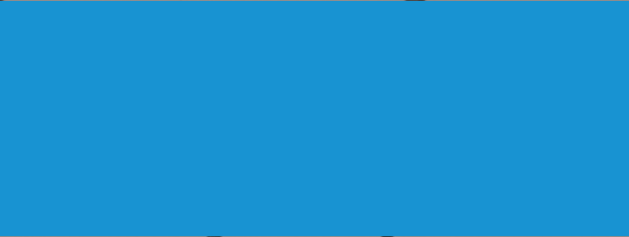
서울에서

Moving forward  
in Seoul

Possibilities  
are opening  
in Seoul

높이뛰기





Moving forward in Seoul

A time  
to break  
old limits

서울에서 높이뛰기

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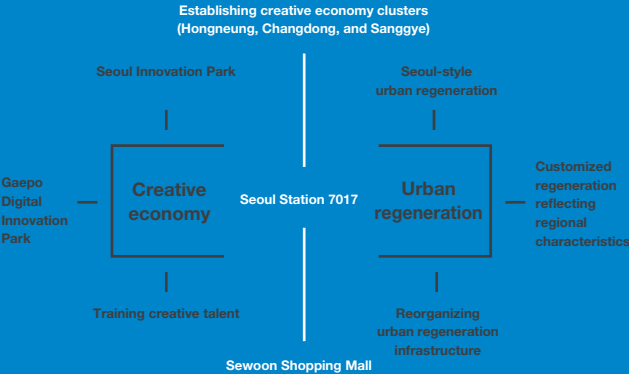


Moving forward in Seoul

서울에서 높이뛰기



The older a city becomes, the more it tends to search its past to learn the meaning of today and develop a vision for tomorrow. The historic city of Seoul is transforming into an open city bursting with new energy by throwing open previously closed doors and connecting pathways that used to be blocked. As a city where people from all around the world gather together and share their ideas and warmth, Seoul is making stunning progress through communication, cooperation, and creation.





Moving forward in a creative Seoul

1 Seoul Station 7017 Project  
ss7017.org

2 Seoul Community Support Center  
seoulmaeul.org



1

Helping the city make another leap forward

The aged Seoul Station Overpass will be transformed into 17 “people’s roads”. Through people-oriented urban regeneration, the Seoul Station 7017 will breathe new life into the stagnant areas around Seoul Station. The old overpass, dominated by vehicles, will be transformed into a new landmark for all downtown and a paradise for pedestrians. Sewoon Shopping Mall, the most advanced residential and commercial building of its day when it was built 50 years ago, has exhausted its present usefulness but will be restored to life through urban regeneration. Structurally reconnecting isolated pedestrian paths and connecting them with multi-purpose cultural spaces, we are breathing new life into this the once-impassable urban axis.

Rebuilding a livable community

Going beyond our past habit of mass redevelopment of aging and dilapidated environments through demolition and new construction, we are pioneering a Seoul-style urban regeneration which puts people, society, culture, and the environment first. We are building a living community where relationships among local residents and the local community can be restored. To this end, we are creating desirable community environments by looking beyond the one-size-fits-all practices of the past, communicating with local residents, and revitalizing local economies tailored to the needs of the area.

2

**Seoul-style urban regeneration projects**

- \_ Seoul Station 7017 Project transforming vehicle roads into people’s roads
- \_ “Sewoon Shopping Mall cluster” as a catalyst for urban industry
- \_ Selection of projects reflecting the local characteristics of five key regions
- \_ Driving the signature urban regeneration project in Changsin and Sungin areas

**Regeneration of city wall villages, a future convergence asset**

- \_ Initiating phased implementation of projects in 22 villages in nine regions
- \_ Supporting the inclusion of the Seoul City Wall on the UNESCO World Heritage List
- \_ Linking the vitality of history and culture with local economies

**Customized regeneration tailored to the local needs**

- \_ Establishment of a new-concept, low-density, low-rise redevelopment model
- \_ Development of a business model for revitalizing regeneration projects
- \_ Creation of eco-friendly residential areas that keep the natural landscape intact

**Restructuring the basis for urban regeneration**

- \_ Organically connecting urban regeneration organizations
- \_ SH Corporation reborn as a professional urban regeneration specialist
- \_ Support for the establishment of community regeneration corporations(CRC)

3 Seoul economy  
economy.seoul.go.kr

4 Seoul Innovation Park  
innovationpark.kr



4

Seoul, a capital of the creative economy is reaching new heights.

3

We are building a “Seoul-style creative economy” centering around the five key creative economy clusters of Guro G Valley, Sinchon-Hongdae-Hapjeong Valley, Sangam DMC, Dongdaemun DDP,and Gaepo ICT, and three key knowledge-based hubs in Magok, Changdong-Sanggye, and Hongneung. To meet the further challenges of preparing for tomorrow, SMG has established collaborative governance through connecting the outstanding capabilities of local communities, including universities, research institutes, and corporations. By doing so, we are fueling various growth engines which will revitalize depressed areas and spark future technologies by predicting social changes. We are reaching new heights while dreaming of a global city of creativity where all citizens can thrive and prosper through creativity and innovation, leadership and cooperation, sustainability and win-win situations.

**Heungneung biomedical R&D cluster**

- \_ Securing new growth engines for achieving balanced development in the northeastern region of Seoul
- \_ Creation of a biomedicine-oriented industrial ecosystem through commercialization of technology
- \_ Creation of research complexes featuring openness and innovation in collaboration with local residents

**A new central business district in Changdong and Sanggye**

- \_ Creation of a commercial and cultural complex for strengthening cultural infrastructure
- \_ Driving the establishment of business support centers for assisting both startups and existing businesses
- \_ Creation of a central business hub in the northeastern region for job creation and revitalization of the region

**Gaepo Digital Innovation Park**

- \_ Created as a core area for the southern region in connection with the 2030 Seoul Plan
- \_ Promotion of IT venture startup in Teheran Valley
- \_ A global IT hub

**Sinchon, Hongdae, Hapjeong, etc.**

- \_ Establishment of a startup network in Sinchon-Hongdae- Hapjeong Valley, Sangam DMC, Magok, Guro G Valley, and more

Flying high with innovative talent

Innovative ideas are transforming Seoul. Seoul is making amazing progress as a city of creation and innovation by establishing a social system which nurtures emerging talent. Seoul Innovation Park is not an incubator for the few, but a platform for building an ecological base for social innovation. By opening a venue for convergence which enables sharing and collaboration among talented professionals in diverse fields from both home and abroad and fostering talent through new education/training programs, the city will develop into a global hub of innovation.

**Seoul Innovation Park**

- \_ Seoul Innovation Center
- \_ Seoul Social Economy Center
- \_ Youth Hub
- \_ Seoul Community Support Center
- \_ Youth Field
- \_ Karl Polanyi Institute Asia
- \_ Seoul Creative Lab



ENJOY

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SEE YOU

A day

in Seoul

Enjoying Seoul

서울

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Enjoying  
Seoul

Feeling the  
joy of life  
in Seoul



Enjoying Seoul

A time to  
indulge  
in culture



서울에서 만끽하기



Enjoying Seoul



서울에서 만끽하기

Every year, more and more people from around the world visit Seoul.

Today, Seoul has become a favorite destination for meetings and communication among people across the globe.

The list of exhibitions and events throughout the year seems endless in Seoul, with a wide range of cultural happenings being held on every street.

Wouldn't you like to lose yourself in the charms of Seoul, a travel destination with 2,000 years of history?





## Enjoying culture to your heart's content in a cultural Seoul



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### Seoul leaves you wanting to come back for more

Seoul is transforming into an international tourist destination attracting by targeting 20 million visitors per year. SMG is developing customized visitors' programs and expanding differentiated tourism experiences such as Korean Wave and medical tourism to attract participants from diverse backgrounds.

For the convenience of our guests, we are establishing a smart tourist information system while at the same time enhancing the competitiveness of our tourism infrastructure.

We are developing guidelines and networks for tourism to transform Seoul into a city where visitors can't wait to come back for more.

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#### Development of specialized tour packages

- \_ Development of customized Seoul tourist programs, and themed tour packages
- \_ Certification of outstanding tour packages (barrier-free)
- \_ Revitalization of Korean Wave and medical tourism

#### Strengthening tourist information services and promotional marketing

- \_ Offering smart information through Internet-equipped devices
- \_ Implementing strategic promotional marketing tailored to the characteristics of specific overseas regions

### Seoul, a MICE destination leading the future

Seoul, a dynamic city hosting a seemingly endless stream of international conferences, conventions, exhibitions and events, is providing a venue for meetings and exchange among people from around the world.

SMG is enacting an effective strategy for promoting the MICE industry by actively supporting efforts to attract international conferences, training relevant professionals, and other measures. In addition, we are turning the city into an increasingly attractive MICE destination by developing MICE-specialized tour programs so participants can experience the history and culture of the city and its leading attractions.

#### Transforming Seoul into a MICE destination

- \_ Emerging as one of the world's top three MICE destinations
- \_ Creation of an international exchange complex stretching from COEX to the Jamsil Sports Complex



3

### Seoul City Wall in the global spotlight

The Seoul City Wall, which we are putting forward for inclusion on the UNESCO World Heritage List, is a proud historical and cultural heritage of Seoul.

It is the largest existing fortress wall heritage of any capital city in the world.

Today, the world is turning its attention to the Seoul City Wall which has represented this city of 10 million people and has a history of over 600 years.

Along with its efforts toward the city wall's inclusion in the list, SMG is also making efforts to identify and bring to light Seoul's traditional heritage hidden under the layers of modernization and industrialization.

### A city of passion for culture

Cultural content in Seoul is growing ever more abundant year by year. Cultural facilities for citizens are establishing themselves as a venue for cultural exchanges.

We are building auditoriums for various types of cultural performances, including classical music and Korean traditional music, a concert arena for globally-beloved K-pop, a cinema complex, and the Seoul Craft and Culture Museum for creating a crafts ecosystem.

From feasibility studies to program development, our thorough preparations and planning will ensure the sustainable operation of these facilities.

#### Construction of five key pieces of cultural infrastructure

- \_ A concert hall for the Seoul Philharmonic Orchestra
- \_ An arena for popular music in Changdong
- \_ Donhwamun Korean Traditional Performing Arts Center
- \_ Cinematheque
- \_ Seoul Craft & Culture Museum

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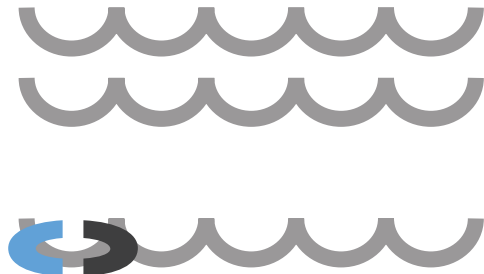
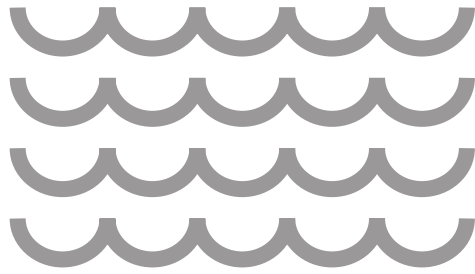


REVIVING

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A day  
in Seoul



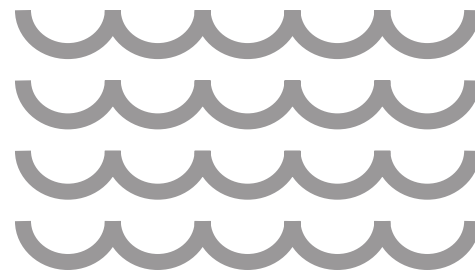
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Reviving  
in Seoul  
  
In Seoul,  
nature is  
on the way back



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Reviving in Seoul

Reviving in Seoul

A time  
to  
revitalize



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서울에서 회복하기



Reviving in Seoul

서울에서 회복하기

Protecting our natural environment and saving energy are the ways to help prepare for the tomorrow which we will pass down to the next generation.

Seoul, a city of healing to re-energize the body and soul, is restoring nature, revitalizing life, and building a tomorrow of coexistence.

One less nuclear power plant



Environment



Ultra-fine particle exposure prevention system

Transforming Nodaeulseom Island into a cultural attraction



Seoul photovoltaic power plant



Hangang Haengbok Mongttang Project (The Hangang summer project)

Hangang River riverside management plan



Ecology



Cultivating Hangang River forests



## Breathing to your heart's content in an ecological Seoul



### Clean air down to even the invisible particles

Although levels of fine dust have decreased thanks to efforts to reduce air pollution, ultra-fine particles remain as a threat to our citizens' health.

We are making efforts to reduce emissions from cars and improve air quality to allow healthy citizens to breathe freely in the city.

In addition, we are working with other cities around Northeast Asia to improve air quality and operate a superfine particle forecasting system to prepare against and minimize any damage from such particles.

#### Improvement of ultra-fine particle pollution

- \_ Encouraging low-emission vehicles
- \_ Expanded distribution of eco-friendly boilers
- \_ Establishment of a Northeast Asian metropolitan council
- \_ Establishment of an ultra-fine particle exposure prevention system



### A sunlight city built with its citizens

We are creating a sunlight city where Seoul's citizens can switch from being energy consumers to producers. To ensure that anyone can participate in the production of healthy and clean electricity, small photovoltaic panels easily installable even on apartment buildings are being distributed, and school rooftops and spare areas around public organizations are being transformed into spaces for photovoltaic power generation.

We are participating in energy production for future generations by supporting photovoltaic generation through the "citizen's fund" in which citizens can invest directly and earn profits. Building a Seoul where the entire city serves as a photovoltaic generator is a project we are undertaking out of love for both the environment and the future of our city.

## Seoul, a city with revitalized life and thriving culture

Seoul is surrounded by mountains and rivers that allow the city to breathe. We are currently restoring the flows of natural elements which were disturbed for the convenience of transportation and switching the city's orientation back from cars to people. We are also reinstating the ecosystem of the Hangang River to its natural state as an ecological hub inhabited by a variety of flora and fauna. Nodeulseom Island, which has been used mainly for vegetable gardens, is being transformed into a sustainable cultural space in the Hangang River following a citizen suggestion selected in a public contest.

The clear water of the Hangang River and its vast riverside area will offer a friendly resting place for all our citizens.

#### Urban expressway parks

- \_ Creating parks around parts of the Gukhoe-daero and Seobu Expressway

#### Hangang River ecological culture project

- \_ Cultivation of Hangang River forests
- \_ Creation of an ecological hub
- \_ Natural-style bank protection
- \_ Hangang Haengbok Mongttang Project (The Hangang summer project)
- \_ Public contest for Nodeul Dream Island



### A new vision unfolds for the city's roads and parks

Roads and parks in a variety of concepts are being restored throughout the city.

Previously-disconnected green space corridors are being reconnected to small ecological parks to link the routes through which various creatures can coexist. While walking the Seoul Dulle-gil which links the ecology, culture, and urban character of the city, citizens can experience both the city's nature and culture.

#### Innovative citizen culture parks

- \_ Supporting the creation of Magok Central Park
- \_ Seoul Dulle-gil
- \_ Gyeongui Line Forest Park



# SEOUL

# COMMUNICATION

## Let's meet Seoul



View SMG PR video

Meeting Seoul

## Seoul is very close to you

### Seoul Metropolitan Government

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

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

SMG's official website. Here you can easily find SMG policies on welfare, the economy, and culture, as well as current issues, information, and a wide range of news related to Seoul.

### Seoul in My Hands

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

A digital playground where diverse Seoul stories are unfolding. "Seoul in My Hands", an SMG online media hub accessible from anywhere at any time, is a space open to all that provides a variety of information from SMG and content created and uploaded directly by citizens.

### Live Seoul

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

A social broadcasting system where Seoul can be seen live and in action. You can access your choice of information, knowledge, and cultural content, as well as video images of major meetings and events held in SMG.

### SMG on SNS

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

**Instagram** [instagram.com/iseoulu](http://instagram.com/iseoulu)

**Youtube** [www.youtube.com/seouldreamseries](http://www.youtube.com/seouldreamseries)

## Talk to Seoul

### Eungdapso

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

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

SMG is eager to listen. This is an online communication channel where you can conveniently send us any suggestions or complaints.

## Seoul will tell you

### Official travel guide to Seoul

[www.visitseoul.net](http://www.visitseoul.net)

A wide range of tourist information directly recommended by SMG, including attractions, restaurants, accommodations, shopping, festivals and performances, and recent hot topics such as medical and Korean Wave tourism. Alongside Korean, service is available in English, Japanese, and Chinese.

### Seoul culture portal

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

Here you can view the cultural events happening in Seoul at a glance. You can easily find events by date and area, and check information on various public cultural facilities and culture support projects.

## Meet via smart phone

### Mobile Seoul

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



android



ios

We provide news on city administration essential to daily life, traffic information including subway information, and a wide range of additional information such as cultural events, employment, and real estate. We also have a space open to citizen participation.

Seoul's stories are being broadcast live online.

You can experience Seoul not just when you are in the city, but anywhere around the world.

This interactive communications channel is kept wide open so that anyone can easily discover the information they need the moment they become curious about Seoul, and also contribute their input at any time they feel the urge.

서울에서 만나기



### Sister cities. Friendship cities

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

Ottawa, Canada | Berlin, Germany | Amsterdam, the Netherlands | Budapest, Hungary | Istanbul, Turkey | Los Angeles, US | Milan, Italy  
Minsk, Belarus | Shandong, China | Jiangsu, China | Guangdong, China | Zhejiang, China | Tianjin, China | Addis Ababa, Ethiopia  
Hokkaido, Japan | Maputo, Mozambique | Bucharest, Romania | Buenos Aires, Argentina | Barcelona, Spain | Brasilia, Brazil  
Odense, Denmark | Copenhagen, Denmark | Houston, US | Shanghai, China | Sichuan, China | Montreal, Canada | Tshwane, South Africa  
Vientiane, Laos | London, UK



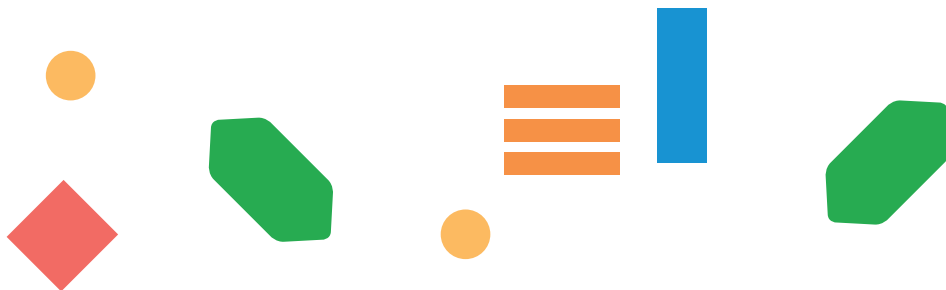
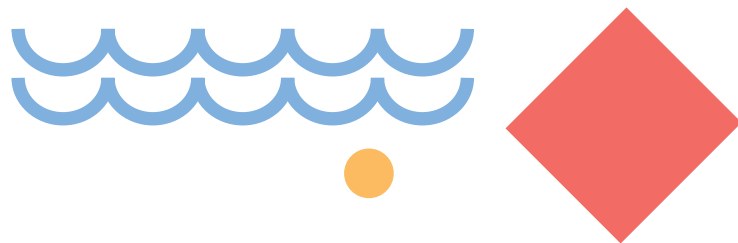






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# MY SEOUL

Dreaming,  
Being Together,  
Feeling Secure,  
Growing,  
Enjoying, and  
Reviving