



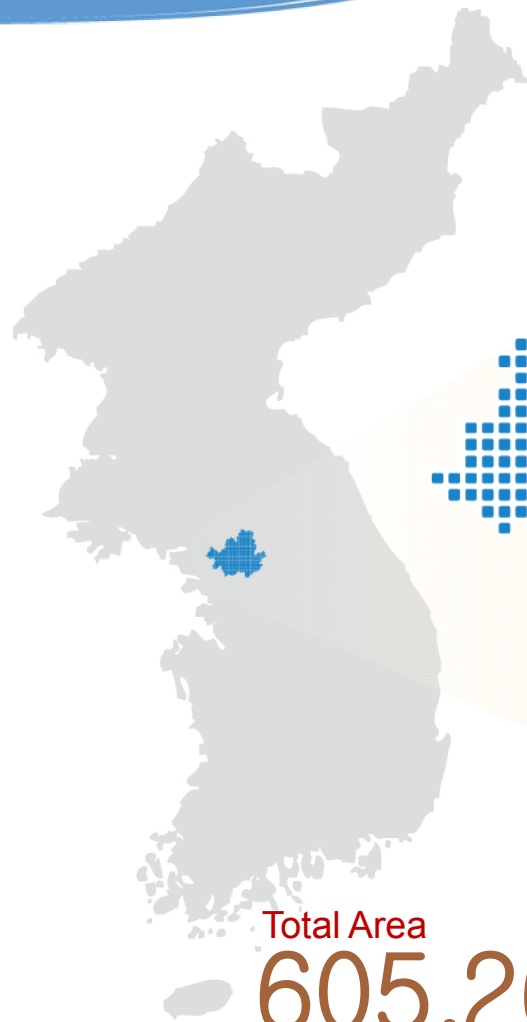
Smart Seoul Status & Strategies

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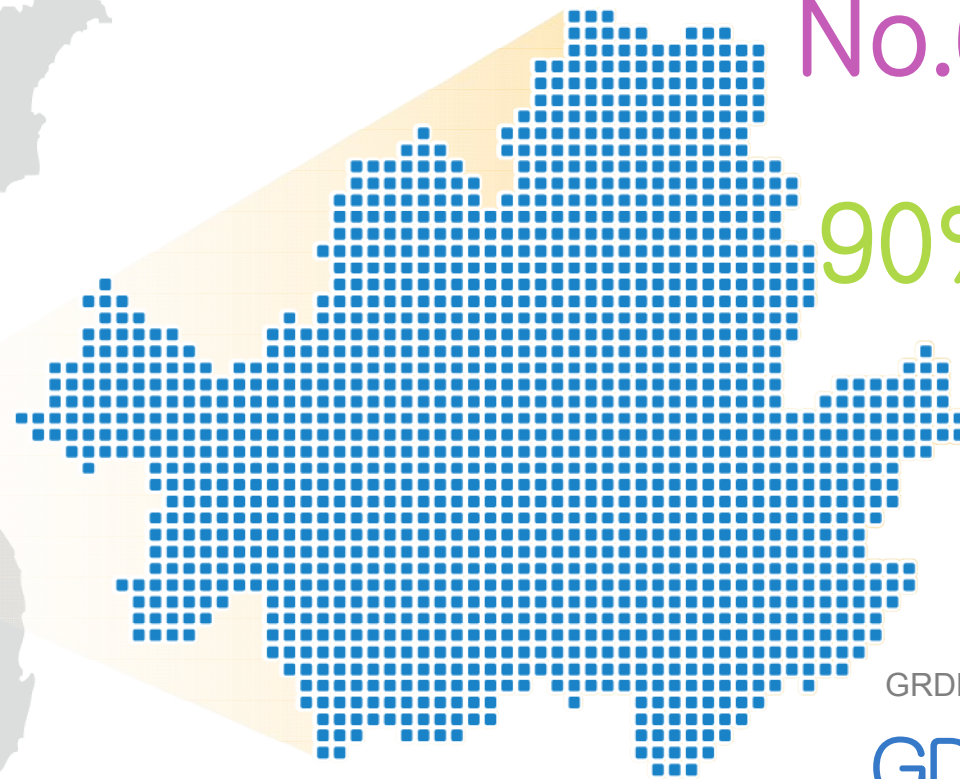
SEOUL

About Seoul



Total Area

605.26km²



20% of population of Korea (2015)

10,370,000

No.6 ^{6th} in world cities competitiveness rank ('15)

90% Over 90% of Seoul citizens are smartphone users

ICT Diverse ICT resources

GRDP* USD 319 Billion

GDP 25%

* Gross Regional Domestic Product

Digital Seoul *e*-Governance

- Realize open city administration by communication, openness, participation, and sharing
- Use big data, mobile, spatial information & cloud in accordance with change of IT environment
- Provide various tailored service to citizens
- Share digital experience with world citizens

Status of Seoul e-Government

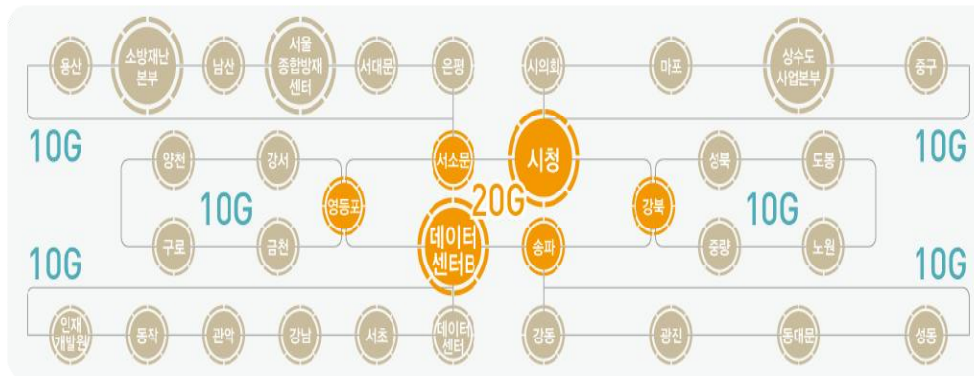
#1 for 6 consecutive times

E-Governance Institute at Rutgers University (2013 ~ 2014)

Rank	1	2	3	4	5	6	7	8	9	10
City	Seoul	New York	Hong Kong	Singapore	Yerevan	Bratislava	Toronto	Shanghai	Dubai	Prague
Country	Korea	USA	Hong Kong	Singapore	Armenia	Slovakia	Canada	China	UAE	Czech
Score	85.80	66.15	60.32	59.82	59.61	58.31	58.05	56.02	55.89	54.88

1. IT Super highway (e-Seoul net, u-Seoul net)

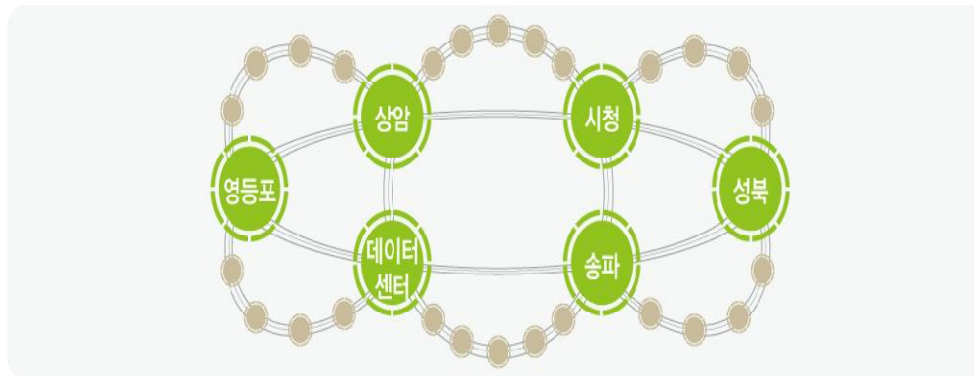
e-Seoul net



Optical cable network connecting 36 major administrative offices, including 25 district offices and HQ, using the exclusive high speed communication network in the subway tunnels

Link with administrative portal, DB backup, and National Information Communication Network

u-Seoul net



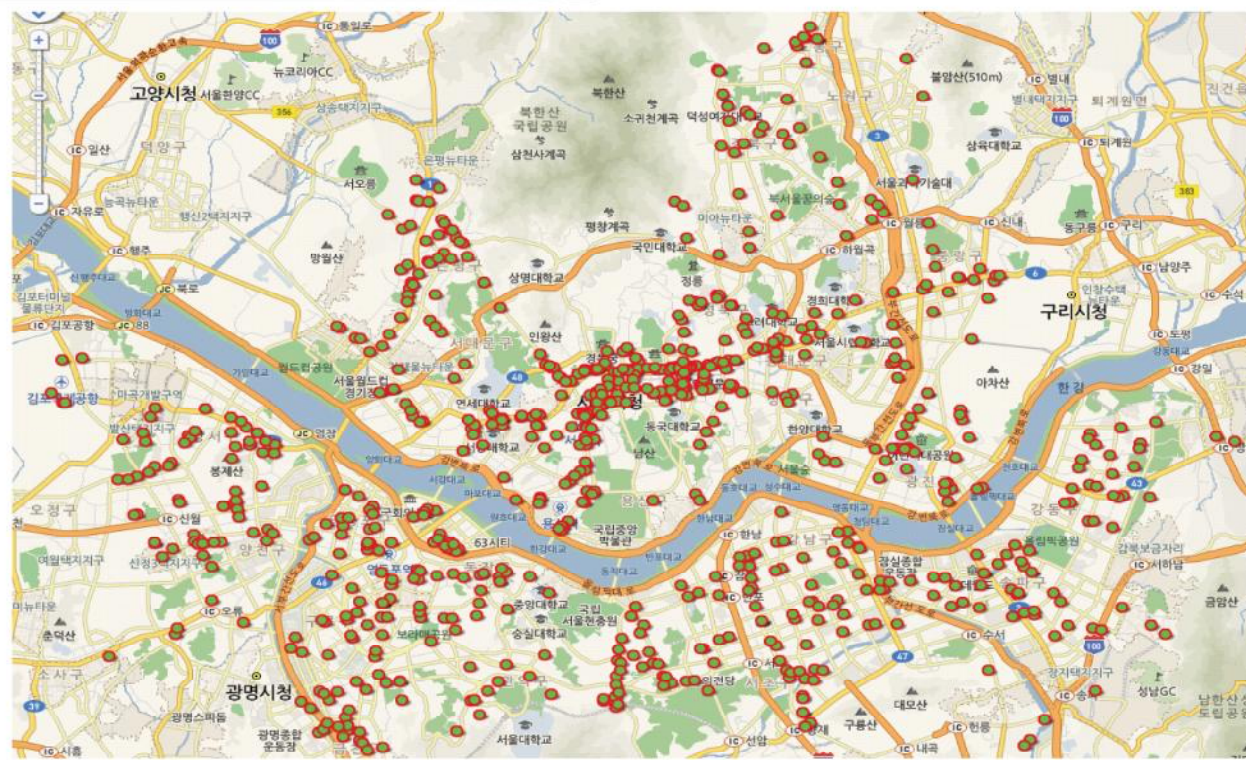
CCTV

Wireless network

u-Service

2. Public WiFi

Free **WiFi** 1,600 sites, covering 13.69% of total Seoul area 5,200 wireless access points(AP) (as of Dec. 2015)



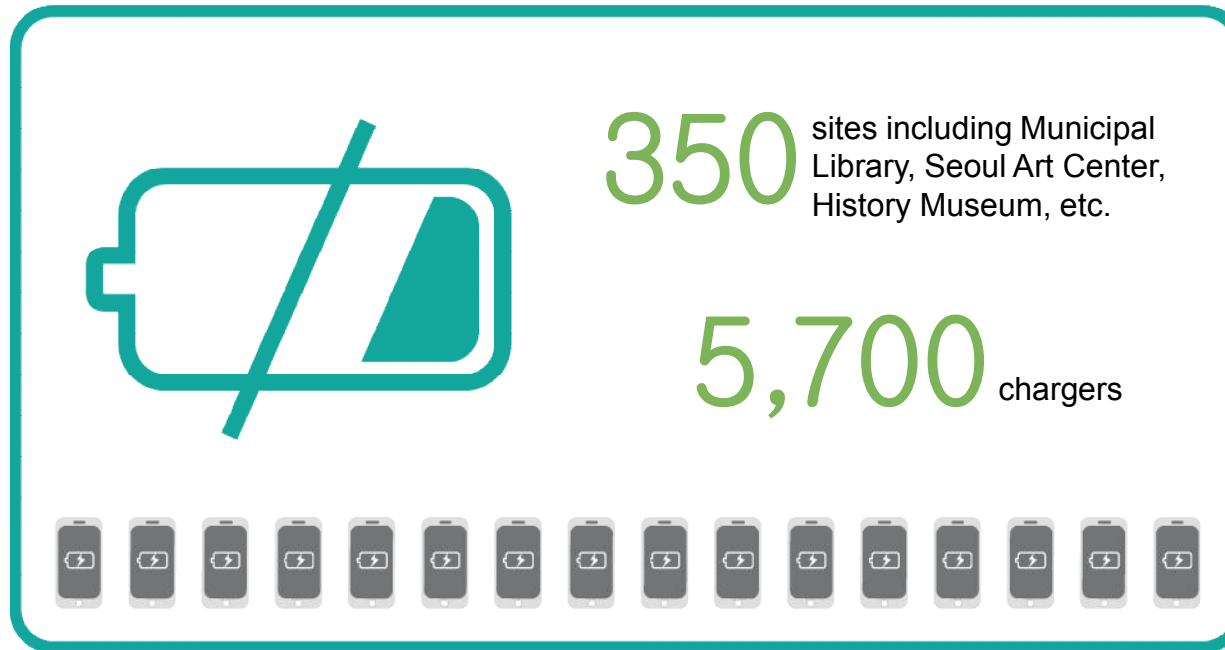
Install WiFi AP

Locations : Tourist attractions, traditional markets, parks, main roads, etc.

Means : Cooperation between Seoul Metropolitan Government(SMG) and 3 telecom companies
(SMG : provide network and facilities / Telecom companies : provide and operate AP)



3. Free Smartphone Charging Service



Number of smartphone users in Korea

Dec. '13	37,516,000
Jan. '14	37,825,000
Jun. '14	39,046,000
Sep. '14	40,056,000
Nov. '14	40,386,000

Current status of free charging service

Mobile charging service on major city events from April 2013

(On 36 events, 10,770 citizens used)

5,700 chargers in 390 sites including Municipal Library, Seoul Art Center & Museums

The service is launched in cooperation with LG U-plus & Woori Bank



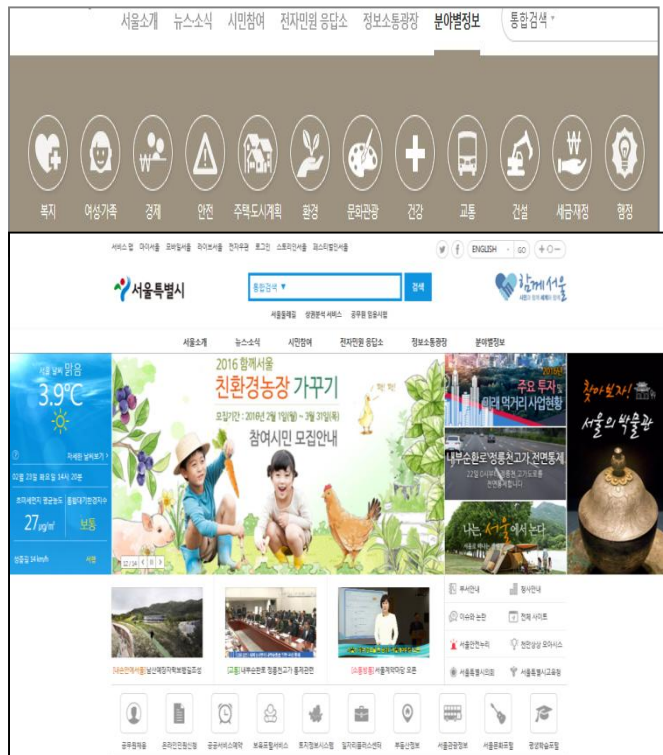
4. Seoul Website

Overall renewal to the website that is easy for communication with citizens (2012)

Renewal to a blog type website (first among public offices)

Blog-type website composition containing stories and themes

12 easy-to-understand sections



Main page

Contents can be easily used from diverse devices

Optimized for **any** mobile device

“OSMU(One Source Multi Use)”

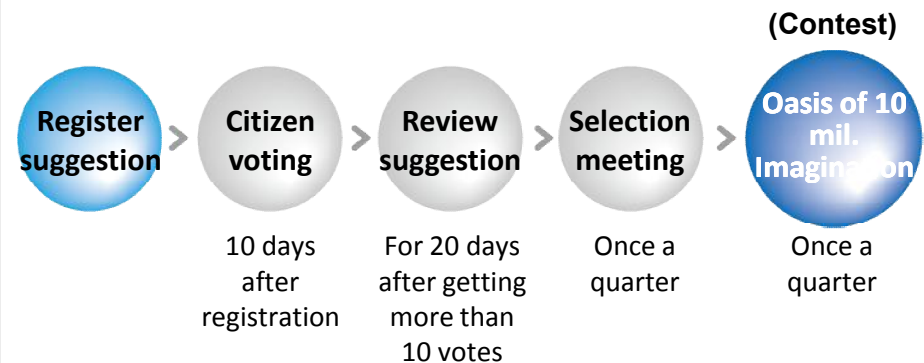


5. Oasis of 10 Million Imagination

Citizen suggestion system which reflects citizens' creative idea or policy suggestion to real life after citizens vote or examination from experts/officials



Citizen suggestion adoption process



The suggestion presented on

Oasis of 10mil· Imagination Contest

will be recommended as candidate of Seoul Creative Award, with USD 850 ~ 8500 prize money and certificate of award

5. Oasis of 10 Million Imagination

Cases adopted to policy



*“Make us man-made
floating island on Han River”
- Dec. 2006 -*



*“Designate no smoking
zone around the Seoul
Museum of Art”*

6. Information Communication Plaza

Information Communication Plaza – Open all administrative document



Open all administrative information

Open all non-confidential administrative information

Document approved by a director or higher level, finance information, budget information, meeting information, service contract result, statistics, public data, publicly announced information, etc

Administrative document and meeting video clip

13,000 document approved by director or higher level

Document approved by department chief or higher level



2012



2013



2014

7. M-Voting

Citizen participation through mobile voting

M Voting = Mobile + Voting



App downloads
110 thousand



Voting participants
720 thousand



Adopted to policy
124 cases
(As of December 2015)

- M-Voting is a smartphone app with mobile voting function



By using M-Voting, SMG collects citizens' opinions for administrative decision making and policy planning. It helps SMG solve diverse urban problems and realize “cooperative governance”, one of key basis of Seoul

7. M-Voting

Citizen Participatory Budget Project (16 ~ 25 July 2015)



The usage of USD 42 mil. budget in 2016 was determined by Seoul citizens - any citizens could participate

Citizen vote

45%

Survey

10%

Participatory budget committee

45%

Voting result :

1 million citizens participated

54 projects reviewed

18 projects determined

8. Smart Complaint Report

- ➡ Citizens can report inconveniences in life and incidents with smart phones (e.g. Damaged road, littering, illegal parking, facility security, etc.)
- ※ Possible to report by PC: Seoul map website(<http://gis.seoul.go.kr>)



Seoul Smart Complaint Reporting App

① Register a location



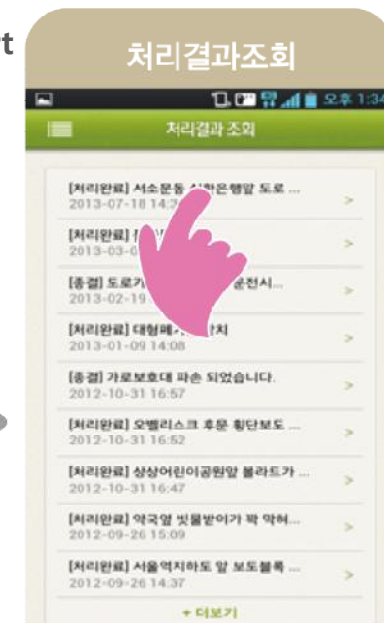
② Upload pictures or video



③ Write the contents of report



④ Status Check & View results



9. Bukchon IoT Project



Bukchon Hanok Village
(1,128,372.7m²)

Location: Areas of Gahoe-dong and Samcheong-dong in Jongno district, Seoul

Features: One of the major tourist attractions of Seoul where a lot of museums, restaurants, and traditional houses are concentrated

of visitors: More than a million a year

Increased inconvenience due to increase of tourists
Limited development of Hanok area

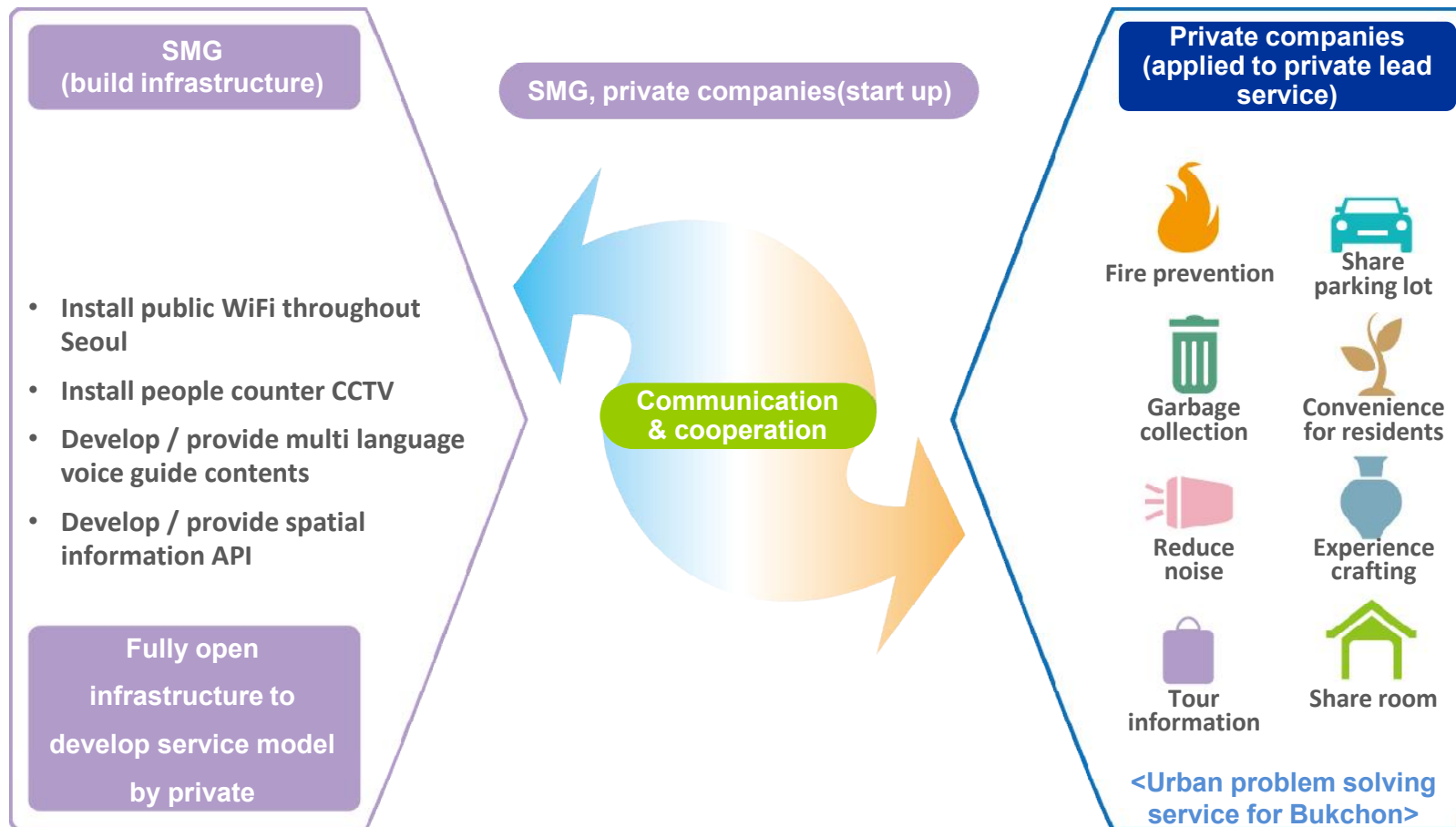


Solve urban issues using IoT

9. Bukchon IoT Project

Implementation strategy

- Started as a pilot project in Bukchon area in 2015
- Will spread to 100 places throughout Seoul by 2020



9. Bukchon IoT Project

Service case



Parking lot sharing based on app & sensor



Real-time automatic management of garbage collection and illegal parking control using sensors and linkage with **Seoul Smart Complaint**



Smart trash bin



Guide of craft workshop and experiencing events



Guide of major facilities and visiting route



10. WeGO

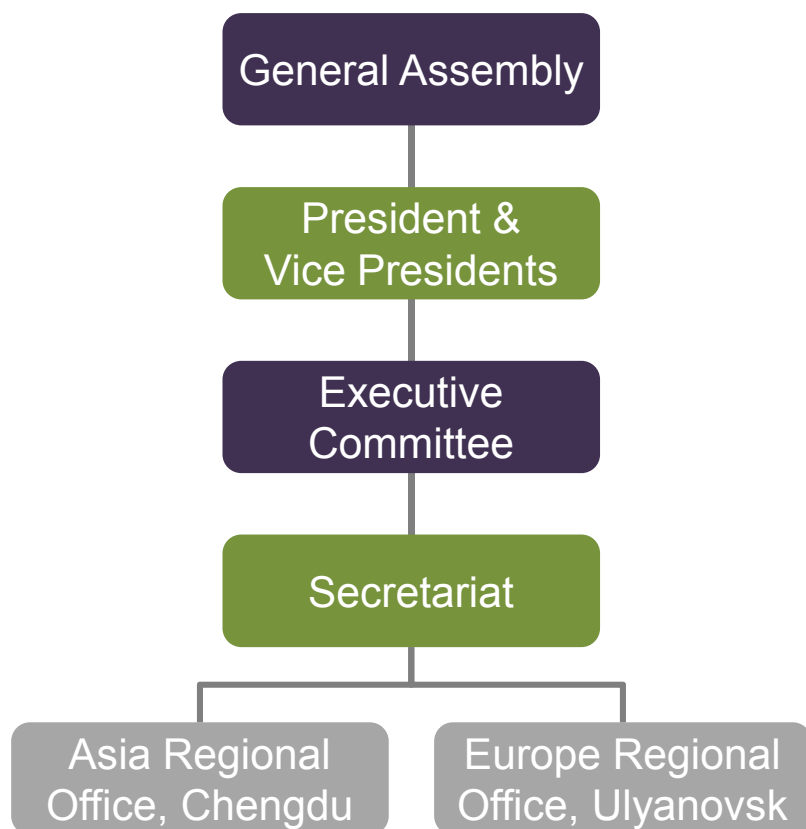


99 members

**World e-Governments Organization of
Cities and Local Governments**



10. WeGO



WeGO (2014-2017)



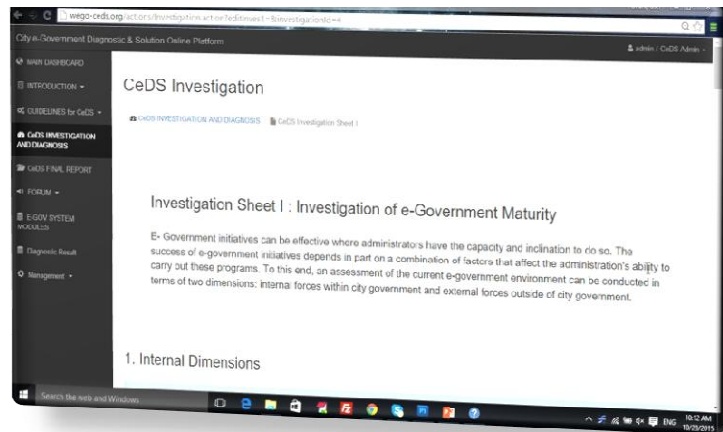
(2014 WeGO General Assembly at Chengdu, China)

- President city : Seoul
- Executive Vice President city : Ulyanovsk
- Vice President cities : Barcelona, Chengdu, Hebron, Jakarta, Khartoum State
- Executive Committee : Agra, Barcelona, Chengdu, Frankfurt, Gimpo, Hebron, Jakarta, Khartoum State, Maputo, Nairobi, Sennar State, Seoul, Ulaanbaatar, Ulyanovsk

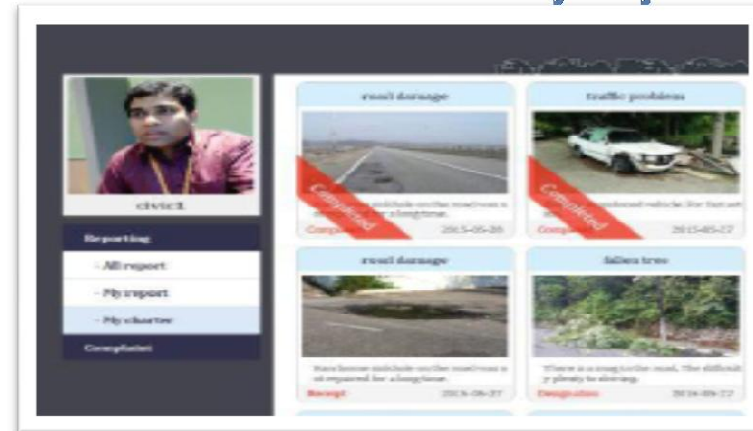
10. WeGO

Benefits for WeGO members

CeDS Online Platform



WeGO e-Government Feasibility Project



- WeGO made Smart Complaint reporting for Mumbai

E-Government training in Seoul



Barcelona Smart City Expo & Award





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