

The Role and Function of Urban Think Tank

The Seoul Institute



1. The SI : Vision & Mission

The Seoul Institute was established by the SMG in 1992.

The goal of Seoul Institute is to upgrade SMG's policies and to improve the quality of life of Seoul citizens through professional research.

Mission

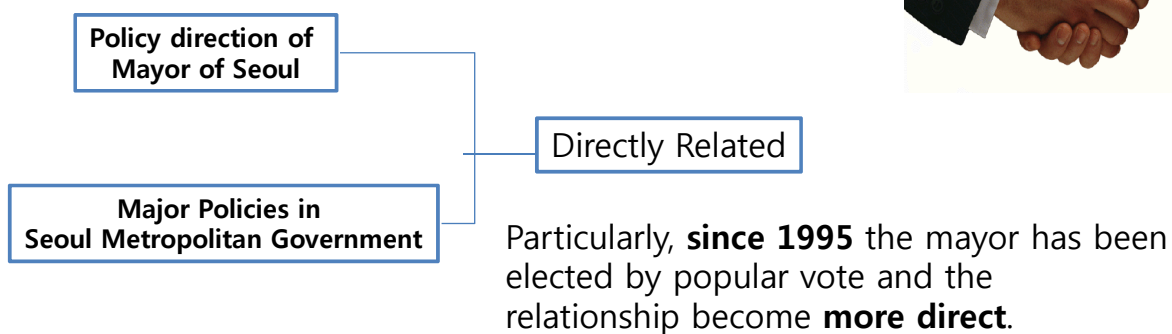
- Mapping out pacesetting agendas
- Organizing research projects solving urban problems
- Creating an open research platform with citizens

1. The SI : Research Areas



1. The SI & Seoul Metropolitan Government

Role of the SI is linked to policies of Seoul



2. Change of role and function of the SI

Phase I

Rebuilding a foundation Structure : 1992 ~ 2002

Phase II

Selection and Concentration : 2002 ~ 2010

Phase III

Citizen Participation : 2010 ~ present

5

Phase I

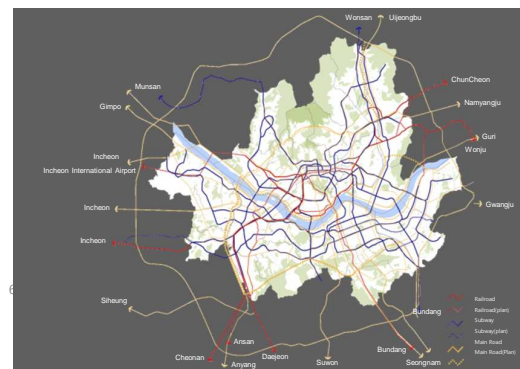
Rebuilding a foundation of Seoul : 1992 ~ 2002

Major Policy

- Check and Maintain Urban Infrastructure
- Rearrange Administration System
- Implement Environment Policy

Role of SI

- Comprehensive Research Institute
- Policy agenda selection and suggestion
- Plan Establishment
- Policy Improvement



The SI as a prominent think tank handling **comprehensive** policy research.

6

Phase II

Selection and Concentration : 2002 ~ 2010

Major Policy

- Business mind in urban administration
- Large-scale Urban Development Project
- Strengthen global competitiveness

Role of SI

- Establishing 2020 Masterplan of Seoul
- Comprehensive Plan for Restoration Cheongye-Cheon
- Preliminary research of Newtown Projects
- Systematic Reform of public transportation system

The SI become

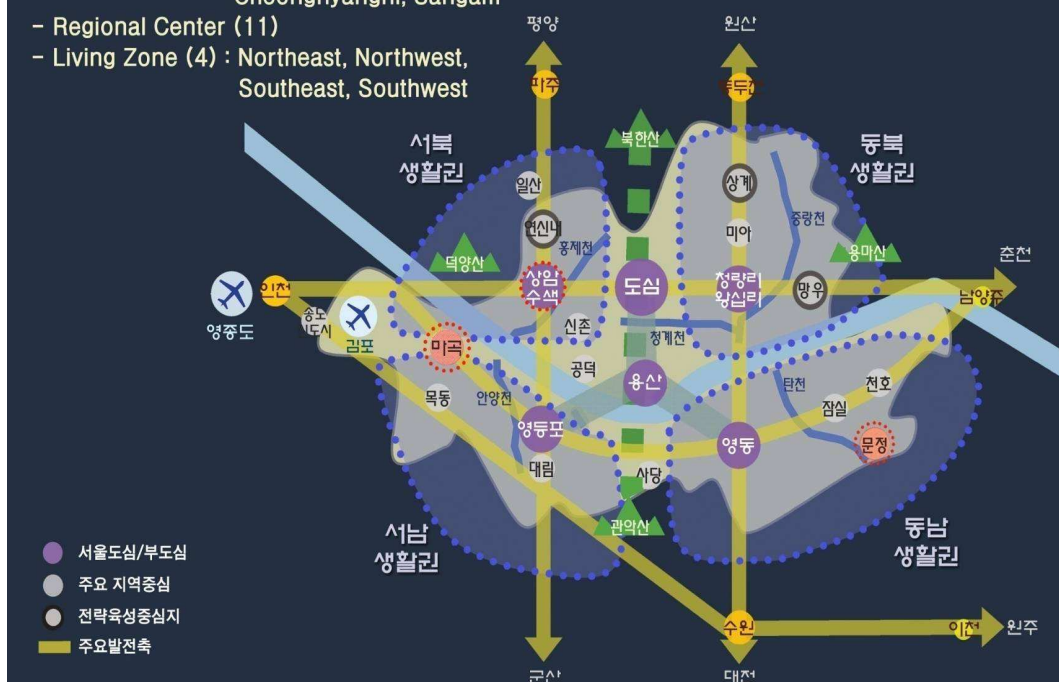
- establishing **more specific** and **feasible** plans than phase I
- **specified** to deal with departments and projects of SMG rather than the whole.

7

Phase II

Exp.1 : Establishing 2020 Masterplan of Seoul

- City Center (1) : Downtown
- Sub Center (5) : Yongsan, Yeongdong, Yeongdeungpo, Cheongnyangni, Sangam
- Regional Center (11)
- Living Zone (4) : Northeast, Northwest, Southeast, Southwest



>>> Establishment new Media and IT industry cluster

- 741 Private companies (Samsung SDS, LG CNS, CJ E&M, YTN, MBC, SBS, etc)
- 33,000 Jobs creation

**>>> Exclusive Bus Lanes**

- Exclusive median bus lanes: 7 lines/ 84km
- Curbside bus lanes: 293.6km

**>>> Expansion Plan (in 2005 and thereafter: 10 lines/172km)**

Phase III

Citizen Participation : 2010 ~ present

Major Policy

- Citizen participation for transparent and objective planning process
- Site-focused policies
- Governance for ownership of citizen

Role of SI

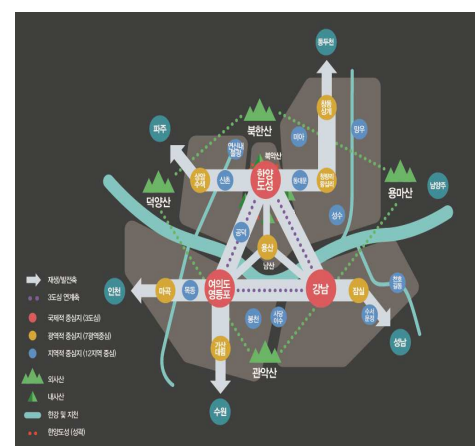
- 2030 Seoul Plan by citizen
- Building community
- Welfare standard with 1,000 citizen panels
- Master Plan Magok-High-Tech Park

The SI as a trustworthy **coordinator** and **guidance** for citizens

13

Phase III

Exp. 1 : 2030 Seoul Plan by citizen, experts, citizen organizations, and public officers



Around 250 Citizens and Experts Directly Participating
in the Planning Procedure

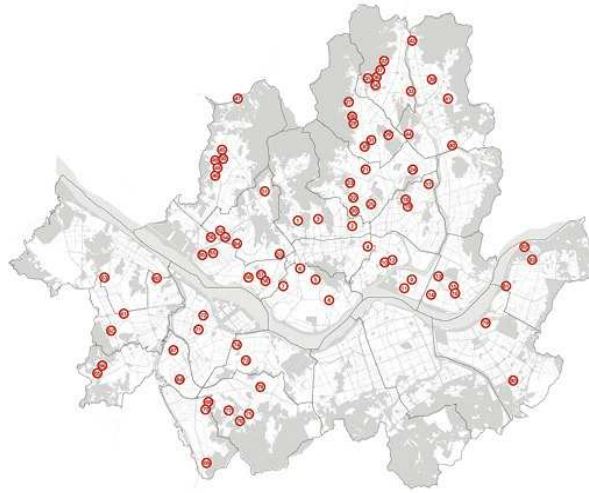
14

85 village communities are designated.

Infant daycare



ecology



Social economic

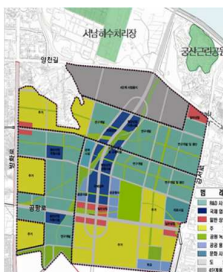
2012년 9월 서울시 발표에 따르면 현재 서울의 곳곳에는 85개의 마을 공동체가 있다. 성미산 마을·재미난 마을 등이 그것으로, 마을 기업 이외에도 공동육아·동네 금고 등을 운영하고 있다고 전해졌다.



welfare

- Completed through **more than 10 times** of plan alternating, confirming and monitoring

1995



2007



2012



2020



The SI was in charge of plan
from the beginning to the completion.

3. The SI and its role at a glance



Experts everywhere, Countless think tanks by every sector,
Capacity & Quality of public officer in SMG increased

What now?

17

4. The SI and its future role

- »» Researches policy that can apply to citizens' real lives
- »» Suggests practical alternatives
- »» Moderates many other think tanks in Seoul
- »» Becomes a noble guidance and supporter of citizens



18



Thank you



The Seoul Institute