

SEOUL
Model for
e-Governance

World e-Governments Organization of
Cities and Local Governments

Vision

Seoul

Vision of the Seoul Model for e-Governance

- We provide customized and optimized services to citizen by sharing and harmonizing the process between citizens, public administration, data, and natural phenomenon.
- We communicate with citizens to build cooperative e-governance together.



Mission

- **Innovative**
We lead the administrative innovation
- **Convenient**
We leverage ICTs for the safe and convenient living environment of citizens
- **Participatory**
We build participatory communication process to interact with and engage citizens
- **Transparent**
We disclose public information and introduce anti-corruption clean policy system
- **Mutually Beneficial**
We cooperate and partner with cities and businesses to achieve shared growth



M-Voting

*Vote for your Daily Living over Mobile!
Anyone can Vote during the Voting Period
Responsive to the Mobile Era and Engaging Citizens with
Mobile Devices*

"Survey on improving taxi policy on late night surcharge" - This is not a survey that an undergraduate conducted for a report but a survey that the Seoul city government conducted. It was announced that Seoul would fully consider the survey results to adjust the time frame for late night surcharge.

M-Voting is the communication system which allows the citizens to review and evaluate the decisions made by the Seoul city government, which in turn goes back to the government for review by officials and thus be applied immediately to the policy.

About

A voting service for policy-making that allows citizens to vote for the issues related and influential to daily living anywhere and anytime via computers or mobile phones.

Related Laws and Regulations

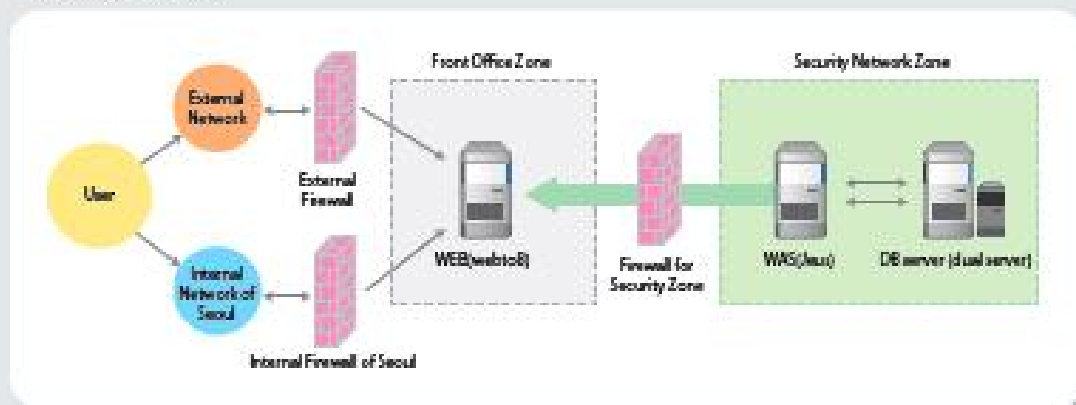
Not Applicable

Main Functions

- Participate in Voting
- Create Multiple-choice Questionnaires and Respond to Survey
- Participate in Voting for Mobile phone (Smartphone) Users
- Conduct Mobile Voting by City Government targeting Citizens
- Carry out Mobile Voting by City Government targeting Employees
- Conduct Mobile Voting by Citizens targeting Citizens
- Carry out Mobile Voting at the policymaking conferences
- Conduct Mobile Voting for Specific Target Groups Classified by
 - Job Titles (e.g. Taxi drivers, university students, etc.)
 - Locations (e.g. people around Cheonggye Square)
 - Residential Area (e.g. residents of Daerim 2-dong)
 - Building (e.g. gymnasium)
 - Smartphone Address Book
 - Members of Seoul Websites
- Present the Survey Results in Real Time
- Prescreen the Possibilities of any intervention of Seoul city government in the Voting Results

Operational Status

• System Configuration



• Seoul Metropolitan M-Voting Application

Expected Benefits

• Create a platform for interactive communication with citizens

- Build an open platform where citizens, government, and public employees can all participate and communicate
- Realize a consensus-based communication by engaging citizens in making decisions on administrative tasks
 - ▶ Applicable to the entire process of policymaking from policy setting, determination, and execution to policy evaluation
 - ▶ Directly reflect the opinions of citizens at policy making conferences

• Boost the participation of citizens across the society

- Make a shift from a government-led decision making to a citizen-engaging decision making
- Go beyond the participatory atmosphere in organizations and spread the culture of citizen-centered living in daily lives.