SEOUL METROPOLITAN GOVERNMENT

SEOUL
e Model for
-Governance

SEOUL

WeG**

World e-Governments Organization of
Cities and Local Governments

Vision

Seoul

- 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

Participatory Website of Seoul
http://english.seoul.go.kr/

Create a Website with Citizens!
Transform the Conventional Format into a Blog Style Website
Precisely Announce the Latest News in 12 Categories
Leverage SNS to Engage Citizens for Comments and Share the News Easily

Tim Burners-Lee, a British computer scientist who invented the World Wide Web, said "once it is planted, it keeps on developing." This defines the development of the World Wide Web, and people worldwide started sharing and further developing the web. While the web was growing, the websites for Seoul outnumbered 200 since 1996, and the operational cost increased dramatically every year. Furthermore, it was hard for citizens to make the most of these websites since they unilaterally delivered the latest policies made by the city.

The new website broke the traditional format and adopted a blog style to help citizens better understand the policy-making procedures and updated information.

In addition, citizens can have a quick and easy access to the city news through the private portals or SNS. They can also freely spread the searched contents, write comments, and utilize these contents freely without having to worry about copyright infringement.

About

A blog-style website which has been operational since 2011, in line with the values of administrative reform: Open, Share, Communicate, and Participate. Any employees can share the administrative information with citizens through the website

- History of Participatory Website of Seoul
  - Construction of Online Contents Platform : May – Oct. 2011
  - Introduction of Seoul Website Guidelines : Jan. 2012
  - Opening of Main Website and 12 Sub-sites (Step 1) : 20 Mar. 2012
  - Upgrade of 12 Sub-sites (Step 2) : May 2012 – Feb. 2013
  - Activation of Website Operation: Mar. 2013 – Present

Related Laws and Regulations

- Korean Web Contents Accessibility Guideline 2.0, Notification 2010-59 by Korea Communications Commission Notification 2010-59
- Ordinance on the Activation of Seoul Website adopted on 28 May 2009
- Guidelines on Web Service Policies of Seoul City by Information Planning Division (No. 44, Jan. 2012)
- Guidelines on Web Service Technologies of Seoul City by Information Planning Division (No. 44, Jan. 2012)
  - Improved accessibility by simplifying the existing website in consideration of user experiences
  - Provided a legal basis to facilitate the spread of contents over PC and mobile devices and through SNS

Main Functions

- Homepage Management System (HMS)
  - Post the city news in 12 categories (available for all the public employees), manage the bulletin board and the organizational chart, and request online banners and programs
- Support for Mobile Devices
  - Applied a responsive web to the main site and mobile plugins to sub-sites

- Disclosing and Sharing Contents
  - Supported every content with both "RSS feed" and XML-based ATOM publishing
  - Circulated the contents through SNS, leveraging SNS sharing widget and social comments function
  - Applied Creative Commons License(CCL) to allow the free use of Seoul website contents under certain conditions
- Search Engine Optimization
  - Allowed portals (i.e. Google, Yahoo) to search the contents of Seoul websites
  - Leveraged the site map and Seoul metadata standards to optimize Seoul website for search by portals
- Timely Update of Contents
  - Adopted blog-style design where the latest contents are presented on the top so that anyone can easily find, comment, and share the latest information

Operational Status

- Websites: 137 websites under 12 sub-sites (110 in Korean, 27 in foreign languages)
  - Integrated and rearranged websites of Seoul to simplify the existing 209 websites to better meet the demands of citizens
- Applied One Source Multi Use (OSMU) to make the website structure more open and easier to share
- Daily Average Visitors: 218,322
- Daily Average Access: 7,099,712
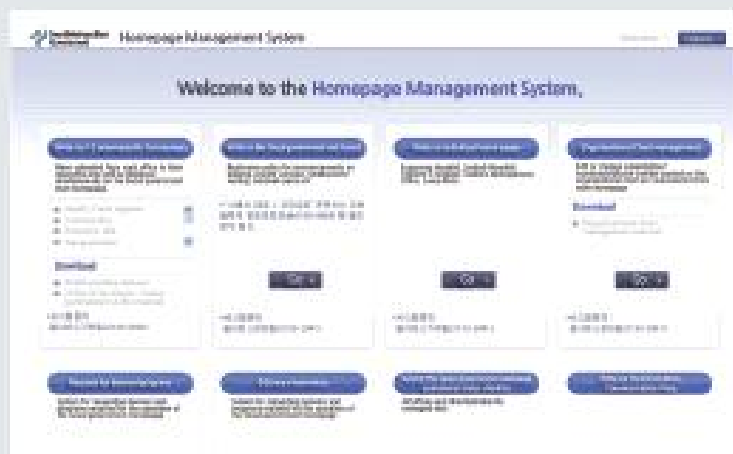
- Homepage Management System Website

Expected Benefits

- Improve the volume and quality of public information by increasing the citizen-engaging services
- Increase the number of visitors to Seoul websites by leveraging blog-style postings to provide public information in a dynamic and funny way
- Allow citizens to use the websites anytime and anywhere by optimizing the websites to mobile environments
- Disclose public contents for the reuse by citizens
- Boosted economy by creating a new business model that leverages public information

Daily Average Visitors