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

Oasis of 10 Million Imaginations
http://oasis.seoul.go.kr/

Power of Imagination!
Anyone Interested in Seoul Administration can Participate Online
Online Platform Engaging Citizens to imagine and Vote for Policy-making
Open and Interactive Communication between Citizens and Seoul City
Government

I didn't really expect that my proposal would be selected! I proposed my idea at the Oasis of 10 Million Imaginations after thinking that I would never know if a pharmacist receives my prescription and gives me a wrong medicine. Later on, I was told that my idea was selected in the Good Proposal Contest. I also heard that the pictures of medicines would be included in the prescription, starting from the Seoul Municipal Hospital. I am really grateful for the fact that I proposed one of the policies of Seoul by myself and that it can also provide convenience to all citizens.
(A Proposal of a Citizen with ID: imfk00)

About
Seoul citizen proposal system, in which citizens, government employees and experts discuss on and offline about an original idea proposed by a citizen and decide whether it should be reflected on the policy.

Related Laws and Regulations
An opinion or an idea proposed by the people to the head of a central government agency or a local government or a superintendent with aims to improve government policies, administrative systems, or administrative operations (Clause 1, Article 2, Regulations on the Proposal of the People, Ministry of Security and Public Administration)
▶ A legal basis that helps the citizens to make proposals easily and freely and facilitates the governments to collect user opinions accordingly

Main Functions
- Proposal Making
  - Introduced free proposal, proposal by themes, policy discussion cyber room, and wiki-based approach which allows additional proposal to original proposal to make ideas complete
  - Vote for proposals (Whether to continue on to the process of adopting the proposal or not is determined by the number of votes of the citizens)
- Proposal Review
  - The feasibility of a proposal is reviewed by a responsible office when more than 10 citizens vote for the proposal
- Proposals Realization
  - Accepted proposals, Good Proposal Contest, Hope Seed
- A link to SNS: Comment, Mention, and Share with a wide range of SNS
- Mobile Website: Propose anywhere and anytime
- Proposal Re-challenge
  - Provide opportunities for the unselected good proposals which were registered more than a month ago to be re-evaluated
- Collaboration with Public Employees
  - The citizens who made proposals and the public employees in responsible departments collaborate to develop an idea into a policy, from proposal review to the implementation

Operational Status

- Members : 66,351
- Total Proposed Ideas : 150,000
- Selected Ideas : 556
- Average Daily visitors : 227
- Average Monthly Proposals: 698
- Proposal Review Process

Proposal Making	Vote by Citizens	Review by Administrative Evaluation Group	Advice by Civil Evaluation Group	Review by Responsible Division	Good Policy Selection Conference	Good Proposal Contest
Free Proposal Proposal by Themes	10 Days (10 Votes)	Present opinions including execution measures	Provide Professional Advice on the execution measures	Inexecutable Executable	Reconsider Select	Select TOP3 Proposals

Expected Benefits

- Promote open administration which realizes a citizen's proposal into a Seoul policy
- Provide an environment that allows citizens to enjoy making proposals
- Realize digital administration with links to mobile website and SNS
- Promote harmony of the citizens, experts and government employees through the Good Policy Selection Conference
- Enhance the quality of proposals with the increase in the number of proposals and the reviews by responsible divisions

Increase in Monthly Average Proposal