



SEOUL

SE♡UL
M! SOUL

동행·매력
특별시 서울



| QUIZ |

SE♥UL
M!SOUL

4

The Journey of Oh Se-hoon, Mayor of Seoul

2006. 07.
**Elected as
Seoul Mayor**

2010. 07.
Re-elected as
Seoul Mayor

2011. 08.
Political Absence

2021. 04.
3d Term
as Seoul Mayor

2022. 07.
**4th Term
as Seoul Mayor**



The Journey of Oh Se-hoon, Mayor of Seoul

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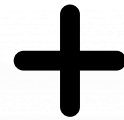
2021. 04.
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Seoul, a Global City that Goes Together with the Socially-Neglected

Going Together



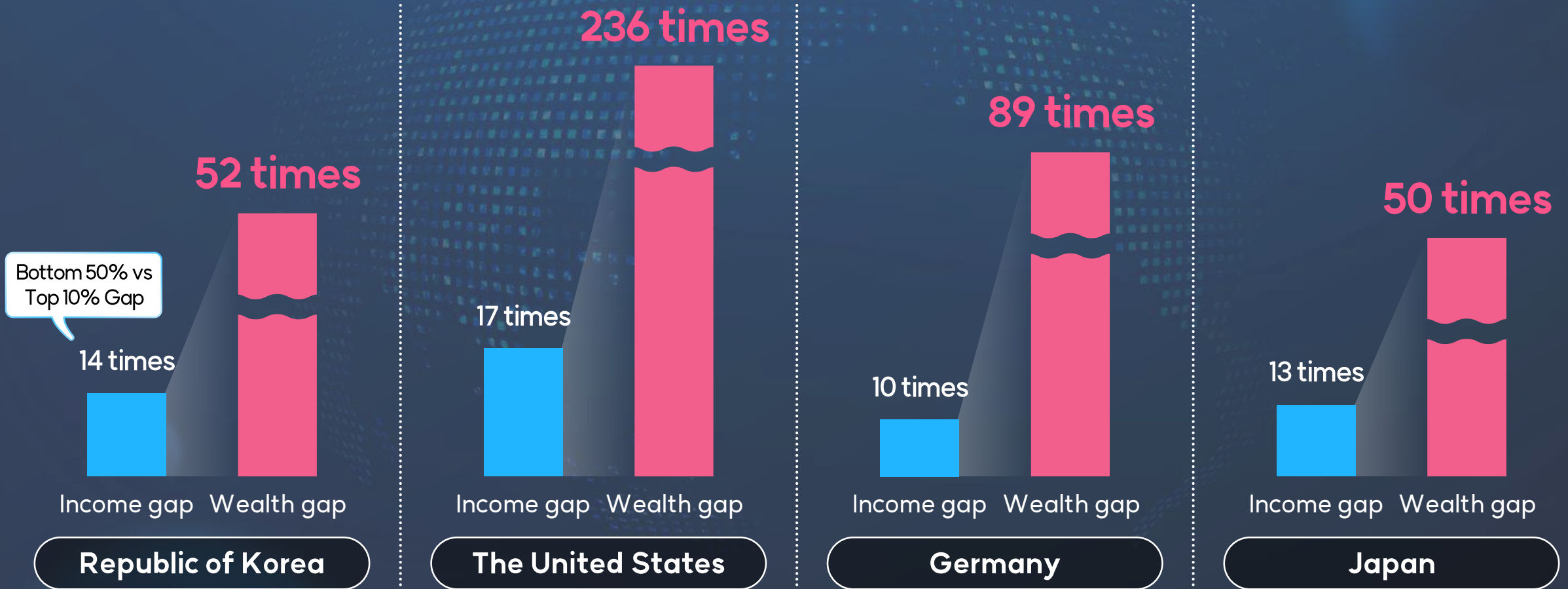
Attractiveness



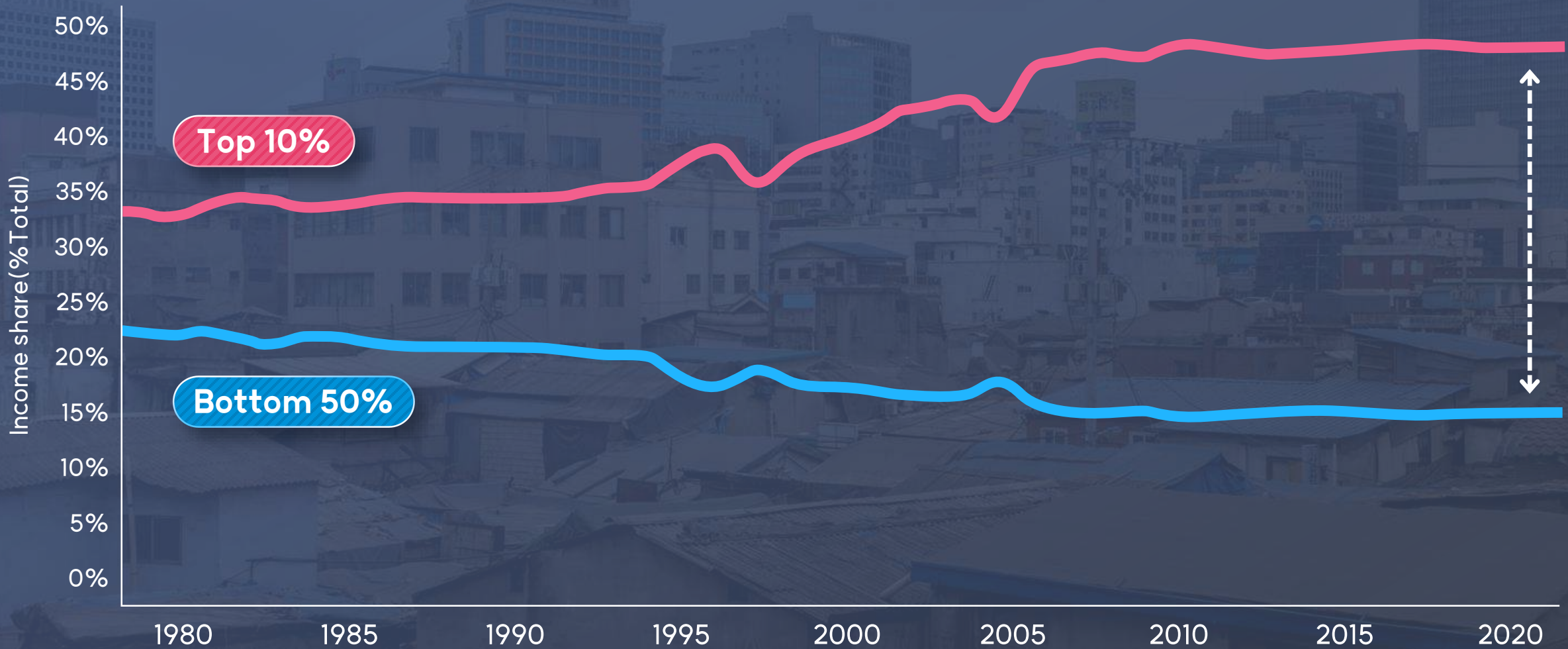
The Hidden Aspect of the 'Miracle on the Han River'



Wealth and Income Disparity Worldwide



The Widening Gap Between the Rich and the Poor



Efforts to Create a Society Where Everyone Lives Harmoniously



Focus on Value
not numbers



Inclusive Growth
for maturity and
consideration



“Solving Polarization and Inequality
is Essential for Sustainability and Future Competitiveness!”

Plans for the Socially-Neglected

사회!

Going Together

Livelihood

Safety Income



Housing

Meticulous
Housing Net



Education

Seoul Learn



Medical Care

Public Medical
Care Services



Safety

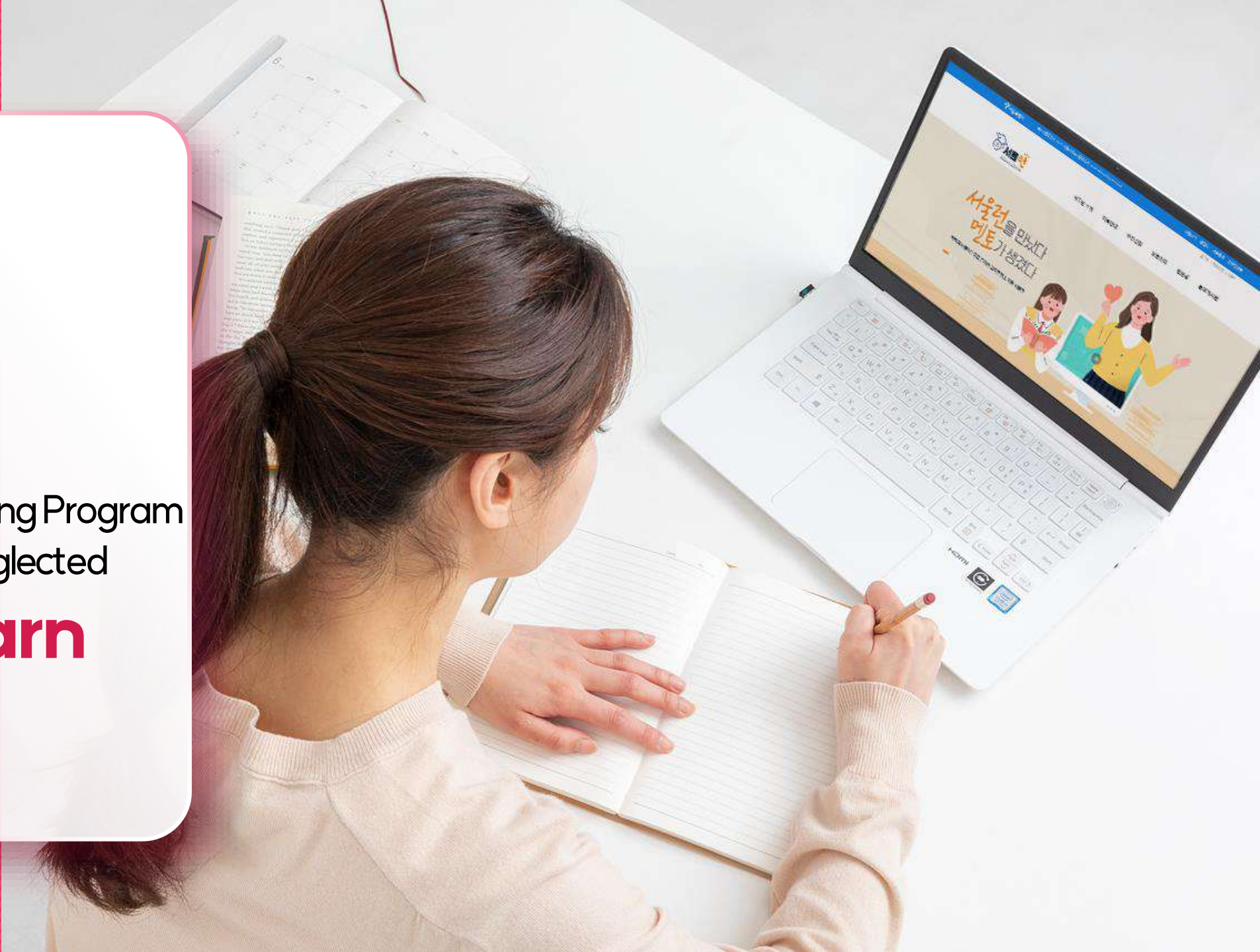
Detailed
Safety Net





Education Supporting Program
for the Socially-Neglected

Seoul Learn

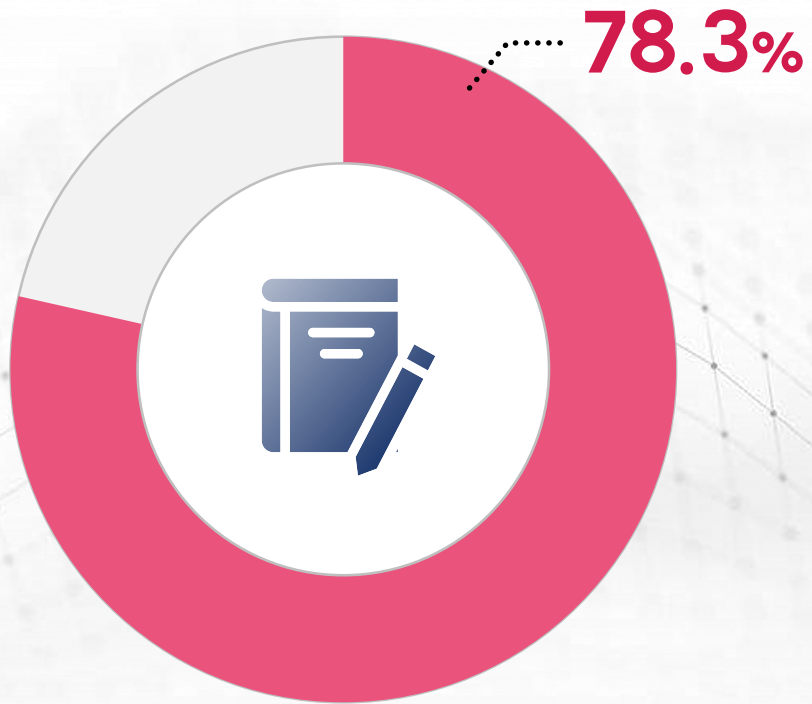


Intense Educational Pressure and Competition for College Entrance



Polarization in Education

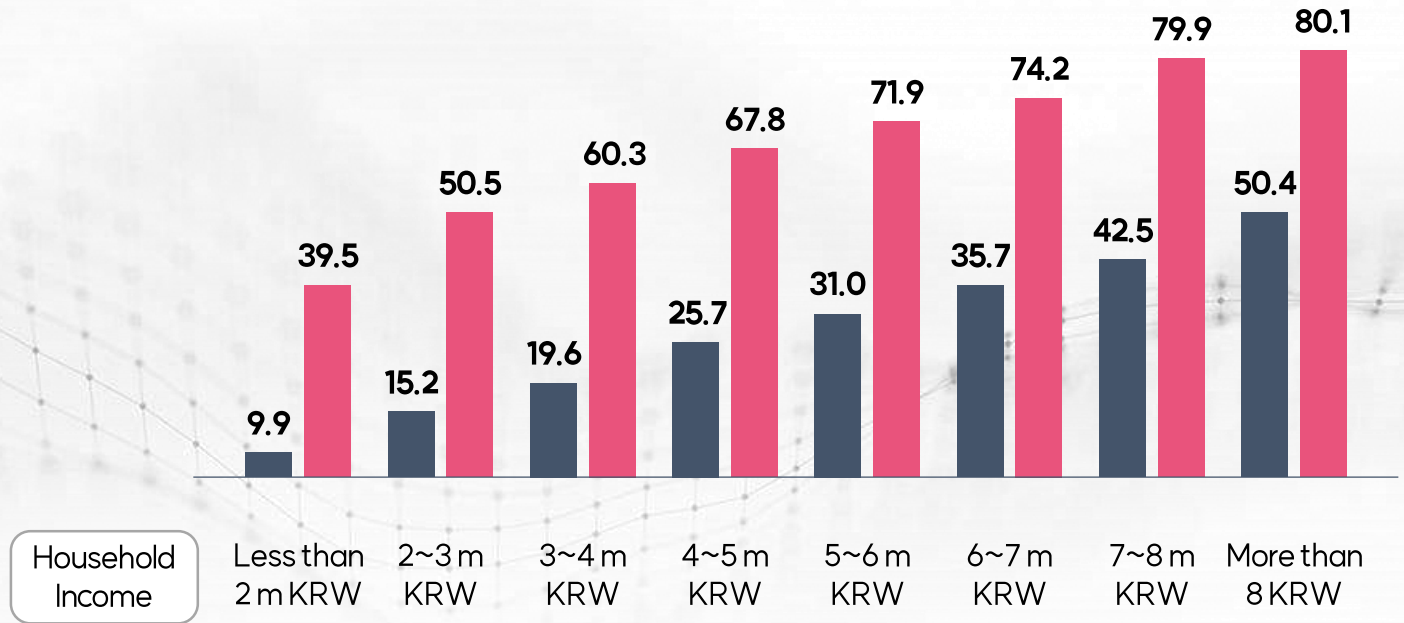
| Private Education Participation Rate |



Data : Statistics Korea(2022)

| Private Education Expenses by Income Level |

● Private education expenses (million KRW) ● Private education participation rate(%)



Data : Yonhap News('March 3d, 21)

Online Education Platform for the Needy Students



Free

Renowned
Instructor's
Online Lectures



Free

High-cost
Studying
Materials



Free

Collegian
Volunteers
1:1 Mentoring & Coaching

Outcome of 2 year of Seoul Learn

21,000 New Members
In Just 2 Years after Launch



461 Students Accepted to University in '23

* 74% of 626 respondents



From 'Mentee' to 'Mentor'
6 Cases of Virtuous Cycle of Hope



Found Motivation & Self-confidence



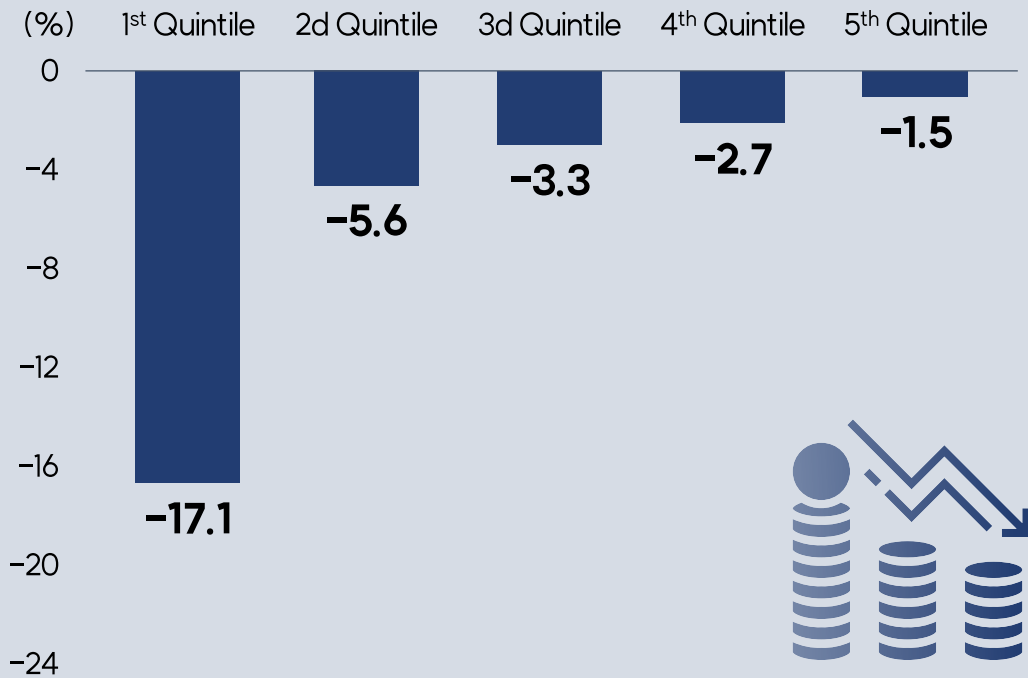


To Eliminate
Blind Spots in Welfare,
**Seoul's
Safety Income**

시민의 안심 사다리, **안심소득**으로 희망찬 동행

Low-income Groups are hit harder by COVID19 & Economic Crisis

| Household Income Decline Rate by Income Quintile |



Data : Bank of Korea 'Impact of COVID-19 on Household Income Inequality' Report

매일노동뉴스

2023.12.01.

Household income inequality widens due to COVID-19

Household income inequality has widened as the COVID-19 has hit low-income households harder, according to a study. The Bank of Korea's report on the 10th titled "Impact of COVID-19 on Household Income Inequality," revealed such results, which analyzed data from the Household Survey for the second to fourth quarters of last year.

서울신문

2021.07.07.

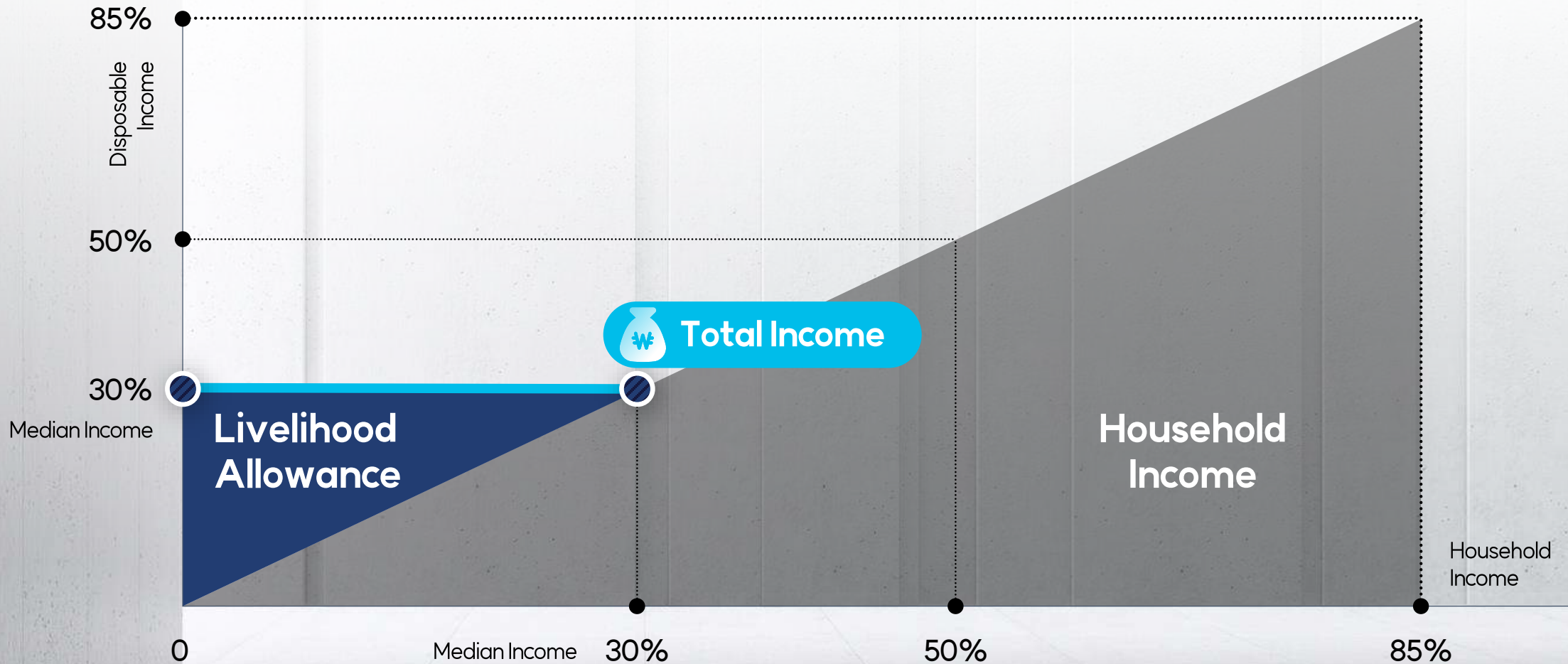
A family's death in Gangseo-gu, tragedy caused by financial hardship and COVID-19

Three members of a family found dead in a multiplex housing in Gangseo-gu, Seoul, were all recipients of basic welfare, and the novel coronavirus (COVID-19) pandemic appears to have exacerbated their economic and social isolation.



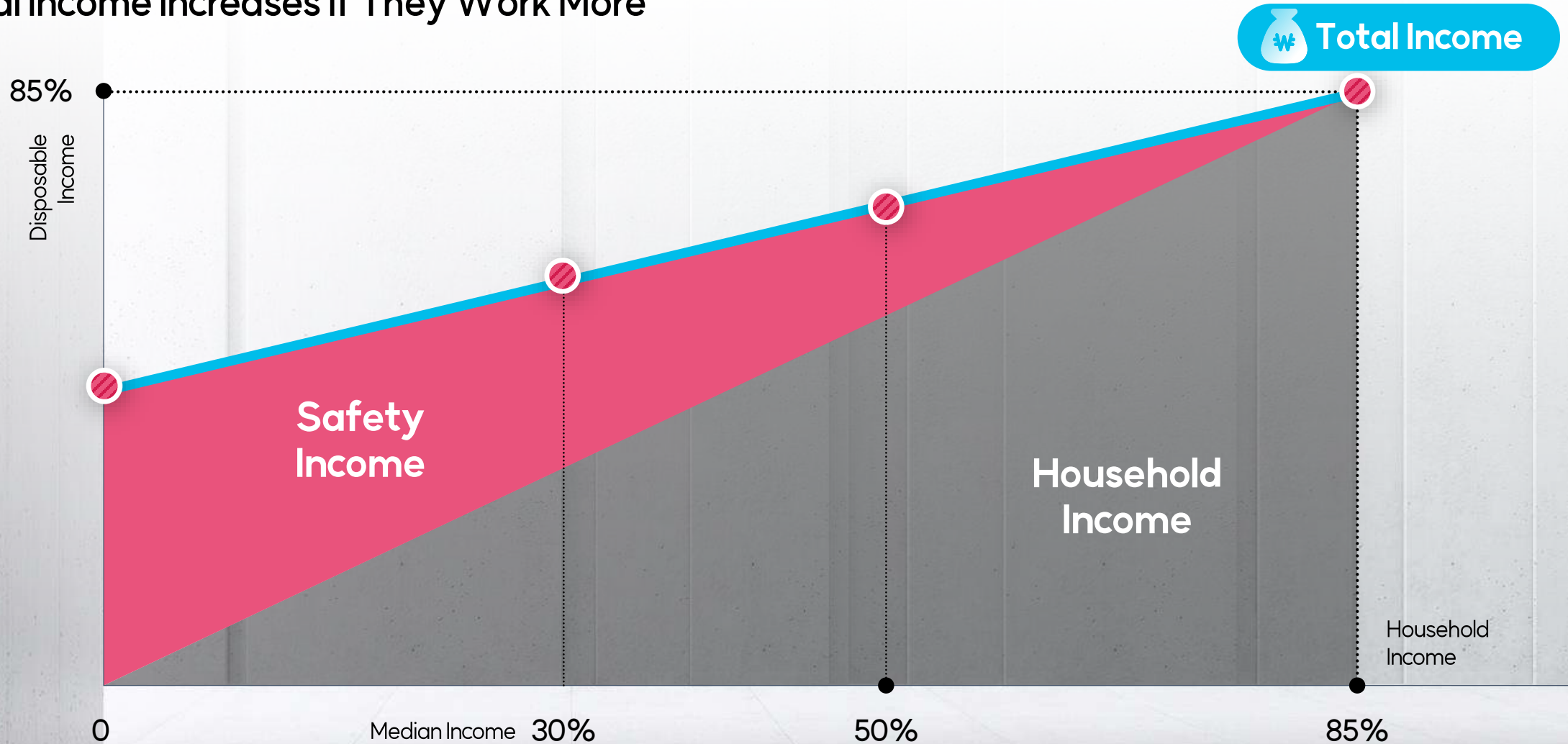
Current Welfare System : Coverage ↘

| Total Income Doesn't Increase even If They Work More



New Welfare System : Coverage

Total Income Increases If They Work More



Beneficiaries Are Still Eligible even If Their Income Increases



Safety Income Serves as a Springboard for Success

Promoting Seoul's
Safety Income
Around
the World



Increases
Motivation to Work



No need for Applicants
to Apply for the Program



Simplified
Welfare Process



Increase the Number
of beneficiaries for the Program

Safety Income Experiment, Satisfactory Results after 1 Year

Nobel Prize-winning Economists Recognized Seoul's Safety Income



The SSIP (Seoul Safety Income Project) as I see
It is **a very promising program**
And I look forward to seeing
The results of the evaluation

Robert A. Moffit

Former President of Population
Association of America



Korea has been **very successful** in
Investing in human capital.
Cases like the New Community Movement
And Safety Income are good examples

Michel Kremer

2019 Nobel Prize in Economics



In developed countries like Korea,
Selective financial support is
Preferable to a universal basic income

Esther Duflo

2019 Nobel Prize in Economics

Expansion of Safe Healthcare Services For the Socially-Neglected



Establishing
a Seoul Public
Hospital



Establishing
a Public Rehab-
ilitation Hospital



Dental clinic for
Poor Neighborhoods
and the Disabled



Children's Mental
Health Support
Facility



Hospital
Accompanying
Service



Running a
Secure Emergency
Room for Citizens

High Quality Housing

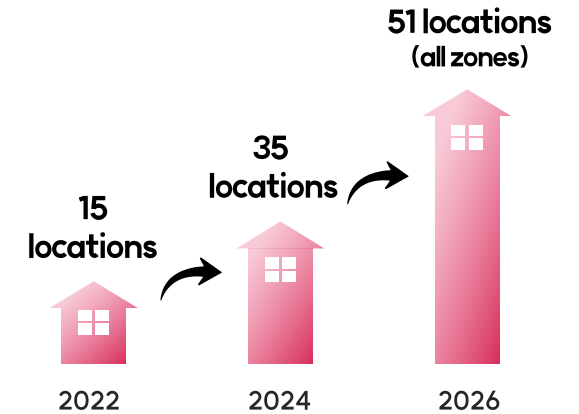


**Supply of High Quality
Public Rental Housing**

Expansion of Crime Prevention Infrastructure For Single-person Households

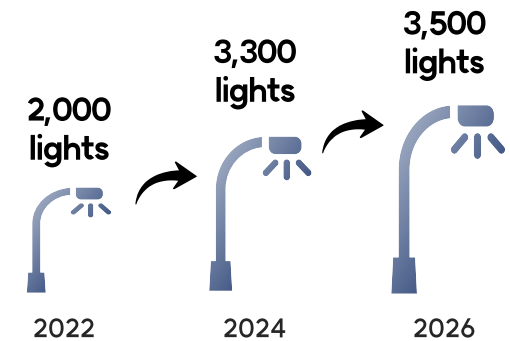
Safe Village Sheriff

- ✓ Crime-prone areas among high density of single-person households
- ✓ 4 patrols per area from 21:00 to 02:30 the next day (5 hours per day)
- ✓ Support for crime prevention activities and daily life safety



Smart Security Lights

- ✓ Installation of IoT beacons with wireless communication (BLE), interconnected security lights
- ✓ Real-time integration with police and municipal CCTV control centers



'Going Together' Project to Boost Self-Esteem



Going Together Restaurant

'Where one can have a hearty meal'

- ✓ Designating a private restaurant as a 'going together' restaurant
- ✓ Providing 1 meal voucher per person



Warehouse for Warmth

'Providing Essentials More Comfortably'

- ✓ Essential Goods Store for Residents of Shanty Towns
- ✓ Donated Items such as Bottled water, Perishables, Fans, etc.



Liberal Arts Course For Hope

A life transformation,
helping the vulnerable get back up

- ✓ Humanities Classes for Homeless, Low-income People
- ✓ Expand Job and Psychological Counseling, etc.



Designing and Managing
Policies of Seoul
With the Perspective of
the Socially-Neglected
**Going Together
with the Socially
Neglected Index**



The World's First GTSN Index

What is a Going Together with the Socially-Neglected Index?

An index showing the effectiveness of policies for the socially-neglected

Evaluated & analyzed with 2022 as the baseline (100%), the inception year of GTSN policies

Above 2022 

Current Year's Index > 100

*We're seeing
Good progress*

2022

100%

Below 2022 

Current Year's Index < 100

*Not good enough,
We'll try harder*

Seoul Metropolitan Government's Promise to Go Together with the Socially-Neglected



Plans for A Globally Attractive City

매력

Attractiveness

Economy

Economic Hub
of Asia



Culture

Global Tourist
Destination



Industry

Beauty Seoul



City Planning

Han River
Renaissance
Project Ver.2.0



Transportation

Smart 3D
Transportation City



A Fun, Fun City with Lots to Enjoy

SEOUL

Seoul's Top 3 Future Growth Engines

A photograph of modern glass skyscrapers under a blue sky with light clouds. A circular graphic with a red and white border is overlaid on the image.

Creative
Industry

A photograph of two business professionals in suits, one holding a briefcase, standing in a modern office setting. A circular graphic with a teal and white border is overlaid on the image.

Finance
Industry

A photograph of a traditional Korean palace (Gyeongbokgung) at night, illuminated by warm lights. A circular graphic with a purple and white border is overlaid on the image.

Tourism
Industry

” Seoul - Attractive City ”

LOL World Championship Finals



Filming Locations for "Parasite"



Center stage
for media to go Global



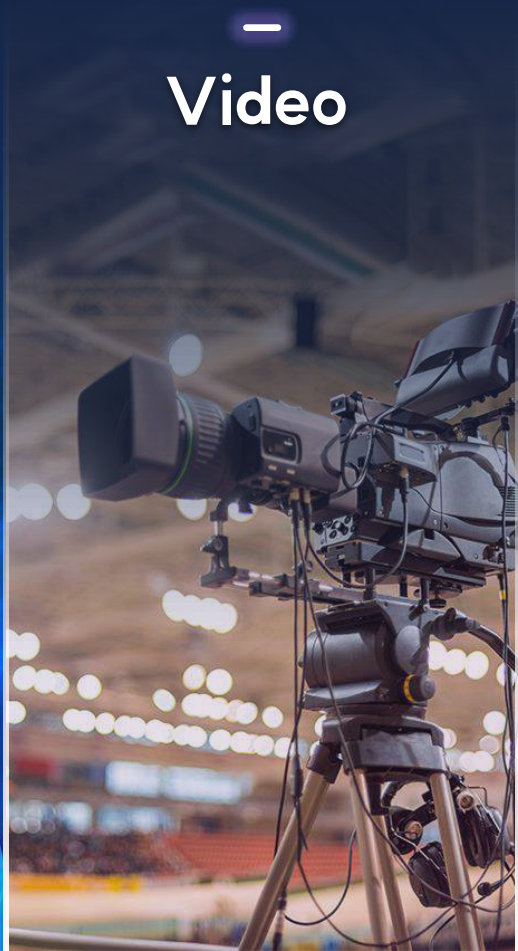
SEOUL

CREATIVE INDUSTRIES

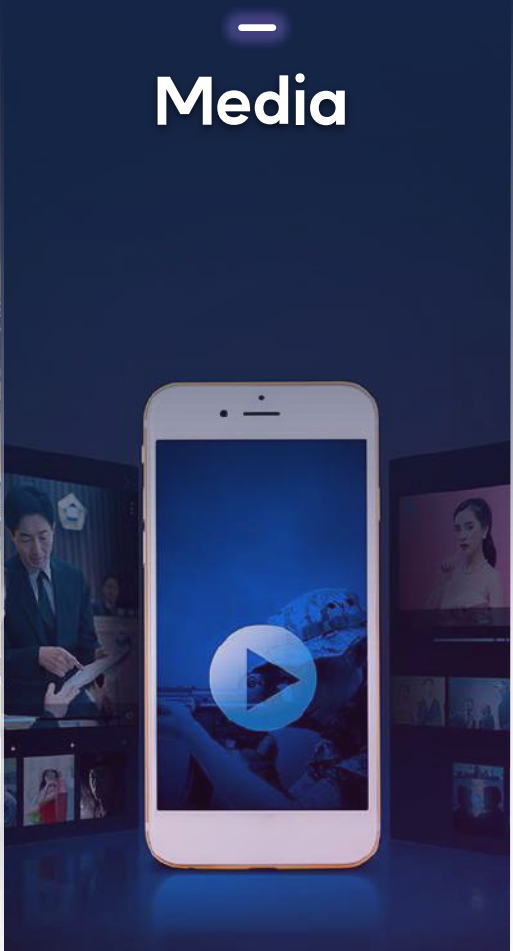
XR



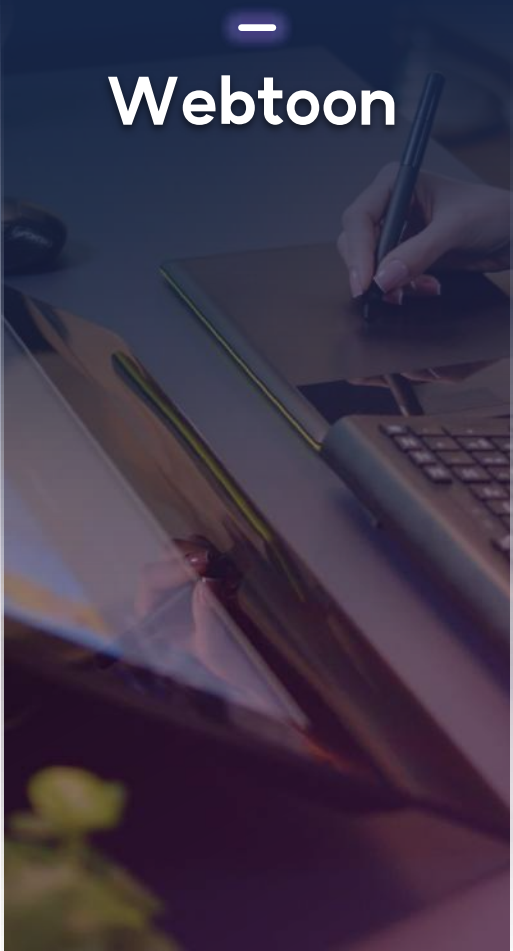
Video



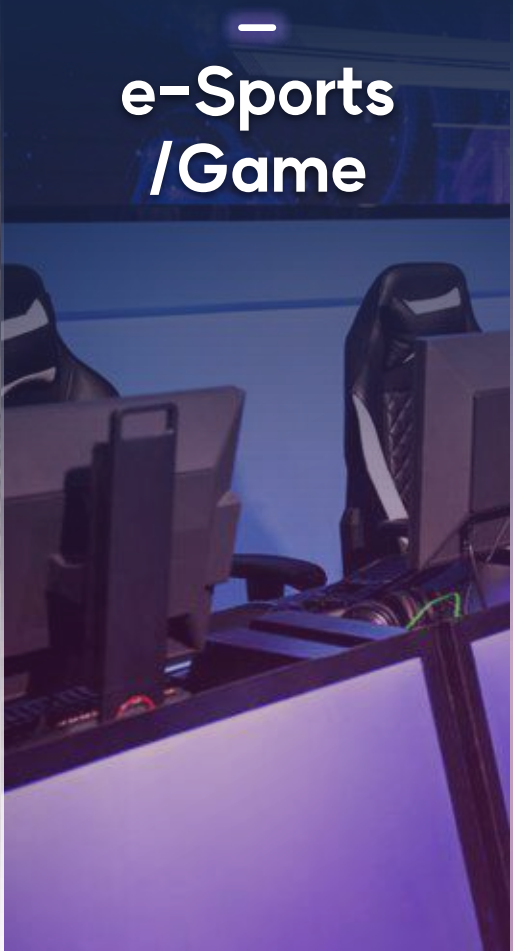
Media



Webtoon



e-Sports
/Game



Seoul's Creative Industry which will Lead the Global Trend



Seoul
Creative
Industry
Hub

Namsan (남산)



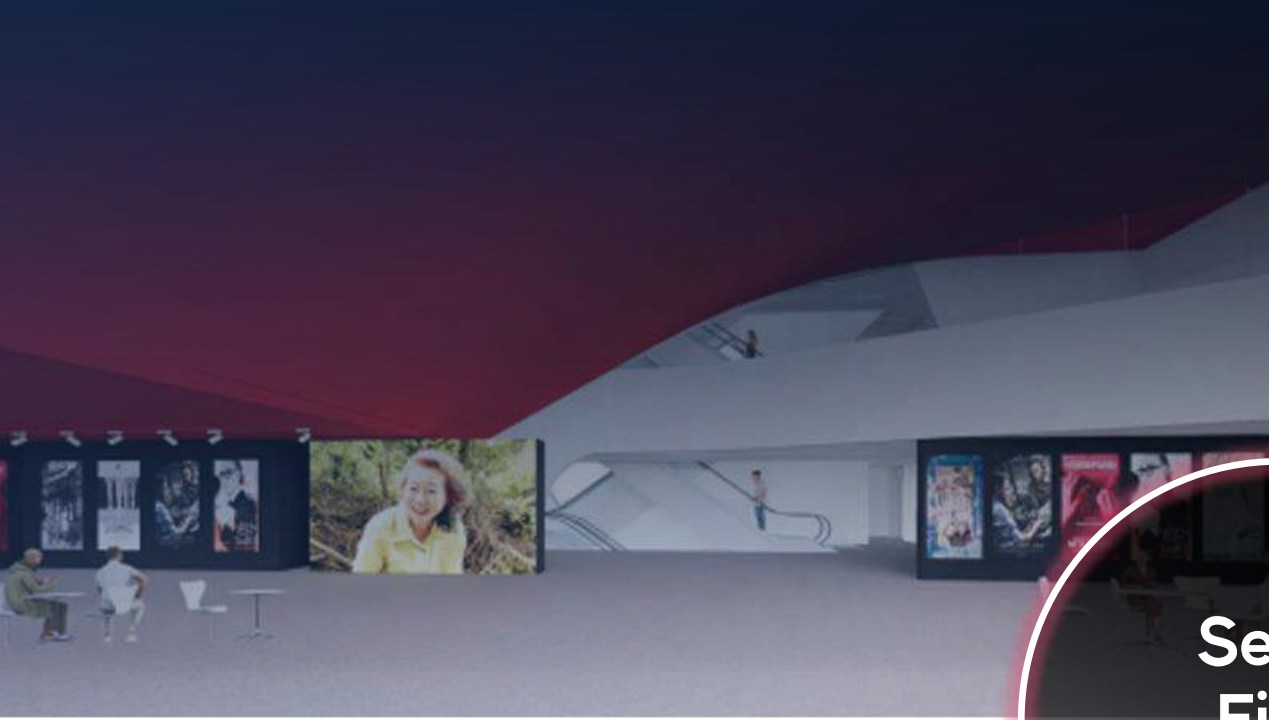
**Creative
Industries
Story Center**

Sangam (상암)



XR Center

Sangam (상암)



Seoul
Film
Center



Chungmuro(충무로)



Location
for
Filming



Intensifying Competition to Become a Global Financial Hub

| GFCI33 Ranking by City |

1st New York 760 (score)

2nd London 731

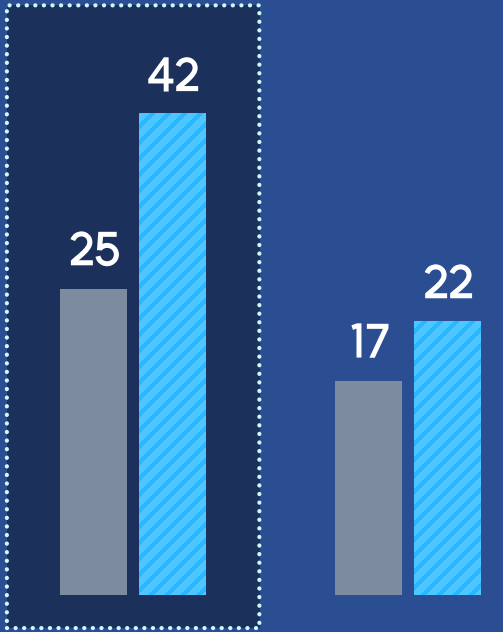
3rd Singapore 723

4th Hong Kong 722

⋮

11th Seoul 714

■ Corporate tax rate ■ Income tax rate



As of September 2023

Korea

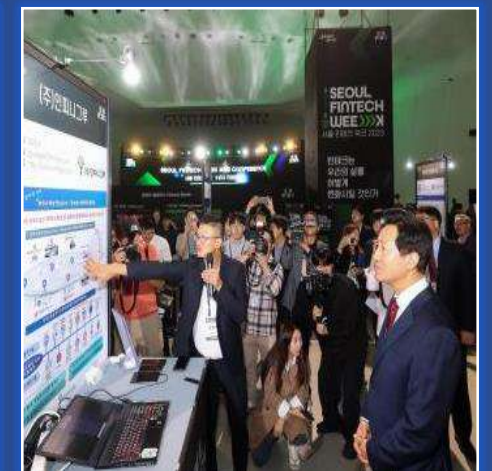
Singapore

Transforming Into a Global Financial Hub

Establishment of Invest Seoul



Seoul Fintech Week 2023



Becoming a Global Tourism City with Han River Renaissance 2.0



Festival



Seoul Ferris Wheel



Creation of Seoul Port



Cultural Experience



City Full of Charm

Tourism



Technology



Events



Economy

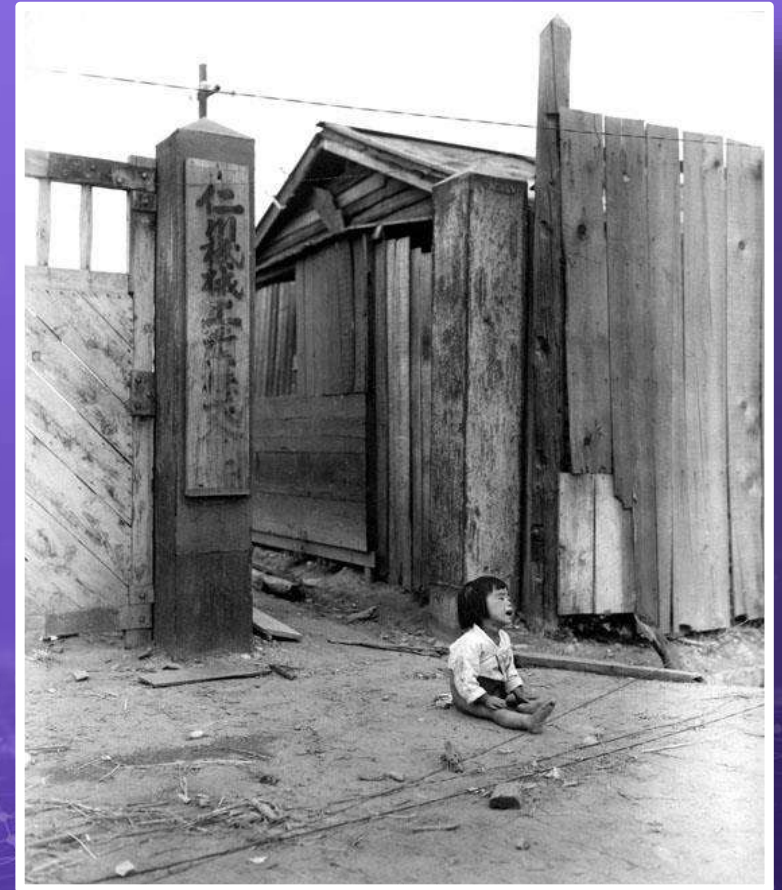


From a Receiving City to a Giving City

“One repays a teacher badly
if one always remains nothing but a pupil.”

_ Friedrich Nietzsche





**War and Poverty,
Seoul's Painful Past**



Military Support
16 Countries

United States, United Kingdom, Australia, Ethiopia, Netherlands, Canada, New Zealand, Colombia, France, Philippines, Turkey, Luxembourg, Thailand, Greece, South Africa, Belgium

Medical Support
5 Countries

Sweden, India, Denmark, Norway, Italy

Material Support
**39 Countries
/Regions**

Guatemala, Myanmar, Israel, Uruguay, Costa Rica, Mexico, Dominican Republic, Venezuela, Iran, Honduras, Panama, Iceland, West Germany, Vietnam Provisional Central Government, Egypt, El Salvador, Paraguay, Austria, Liberia, Saudi Arabia, Indonesia, Jamaica, Pakistan, Cambodia, Liechtenstein, Syria, Japan, Taiwan, Peru, Holy See, Lebanon, Switzerland, Haiti, Chile, Hungary, Cuba, Monaco, Argentina, and Ecuador.

Intent of Support
3 Countries

Nicaragua, Brazil, Bolivia

Help From All Around the World

Urbanization and Know-hows Accumulated by Seoul



Safety



Transport



E-government



Environment



Energy



**Water
Management**



Seoul's Best Policies Spreading Across the Globe

| 106 Projects in 65 Cities and Organizations in 41 Countries (as of December 2023)

Waterworks

- Indonesia
- Papua New Guinea
- Peru
- Brunei
- Vietnam



Urban Planning

- Vietnam
- Myanmar
- Kenya
- Ethiopia



E-government

- Mozambique
 - Ethiopia
 - Uganda
 - India
 - Ukraine
- 15 countries in total



Urban Railway

- Vietnam
 - Bangladesh
 - Philippines
 - Colombia
 - Myanmar
- 9 countries in total



Environment

- China
- Philippines
- Indonesia



Fire & Disaster Prevention

- Vietnam
- Bangladesh



Urban Transportation

- Ghana
 - Sri Lanka
 - China
 - Mongolia
 - Saudi Arabia
- 21 countries in total



Congested City Streets with Increase in Vehicles

Vehicle and Road
Increase Compared
to 1983



Vehicles
10 times 



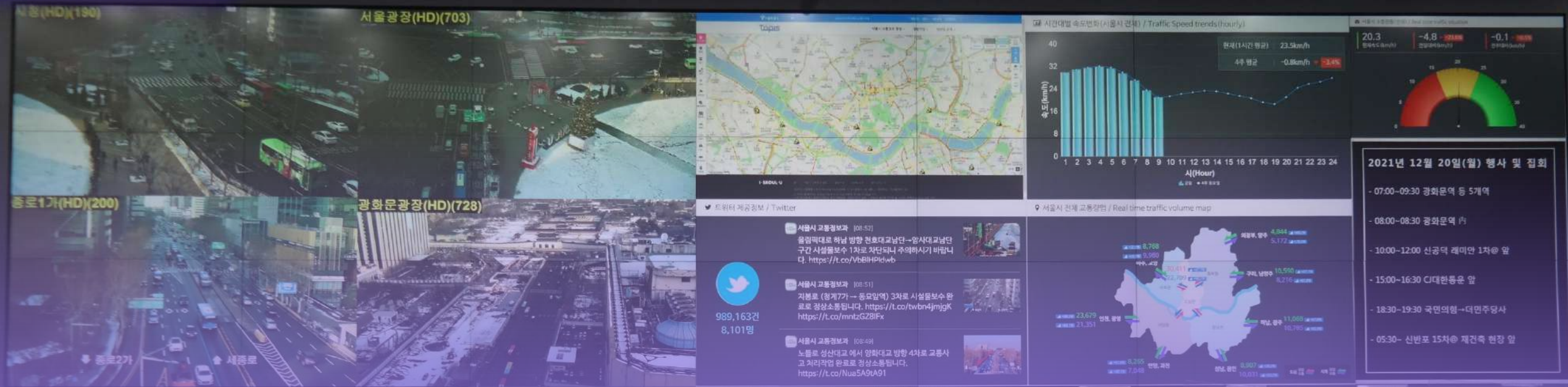
Roads
1.2 times 



Go Anywhere in Convenience, Public Transportation Promotion Policy

33 Spreading Seoul's Transportation System
to 26 cities in 22 countries 99





TOPIS, Which Operates and Manages Seoul's Entire Transportation System

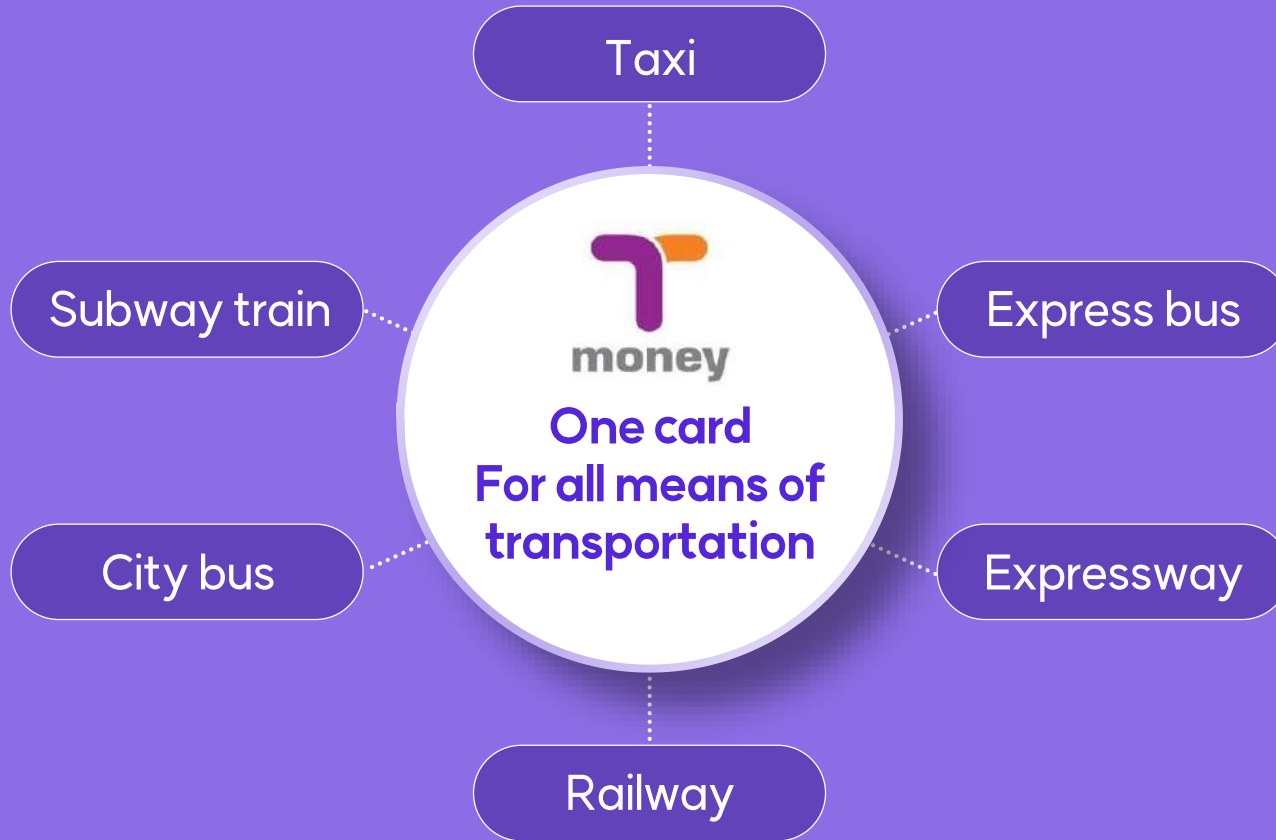
Real-time Traffic Information

Bus Service Information

Number of Public Transportation Users

Traffic Accident & Control Status

Upcoming Events & Rallies



Export of Smart Card System

2008 | New Zealand, Wellington

2011 | Colombia, Bogota

A Smart Card System Where You Can
Use All Transportation Modes with a Single Card



Seoul's Transportation Policies Adopted by Numerous Countries



Ukraine
Kyiv

Feasibility study for establishing a Big Data-based transportation policy system '17



Kenya
Nairobi

Policy advisory on integrated operation plan for metropolitan area traffic management center '20~'21



Kazakhstan Almaty,
Uzbekistan Tashkent

Support for the adoption of urban transportation innovations '21~'23



Philippines
Makati

Establishment of a master plan for building a smart public transportation system '23~



Climate Companion Card



Unlimited Public Transportation Use for ₩65,000 Per Month



Expected Outcomes

- 13k Fewer Passenger Vehicles Per Year
- 32k Tons of GHG Emission Reduction Per Year
- Annual Discount of 340k KRW Per Person

From Unlimited Public Transportation Use to Tackling Climate Change

Food Waste Recycling Technology, Exemplary Case in the World

The New York Times

23.6.14.

How South Korea Puts its food scraps to good use

The system in South Korea, which keeps about 90 percent of discarded food out of landfills and incinerators, has been studied by governments around the world.



⋮

Officials from China, Denmark and elsewhere have toured South Korea's facilities. New York City, which will require all residents to separate their food waste from other trash by next fall, has been observing the Korean system for years, a spokesman for the city's sanitation department said.

Los Angeles Times

23.8.25.

How South Korea's composting system became a model for the world

The routine is second nature to every Seoul resident: squeeze out any moisture and place the full bag in a personal green bin by the curb after sunset.



⋮

South Korea currently recycles close to 100% of its food waste, making it a model case study for government officials in other countries.

Specialized Training Programs for Overseas Cities

UNESCAP Member Country Gov. Delegation



33 Number of Overseas Officials
that Participated
in Seoul's Training Program:
6,436 Officials 33



Seoul Overseas Student Volunteers that will leave for Mongolia

Participate in Creating Environmental Policies



Create Environment Textbooks



Environmental Awareness Campaigns



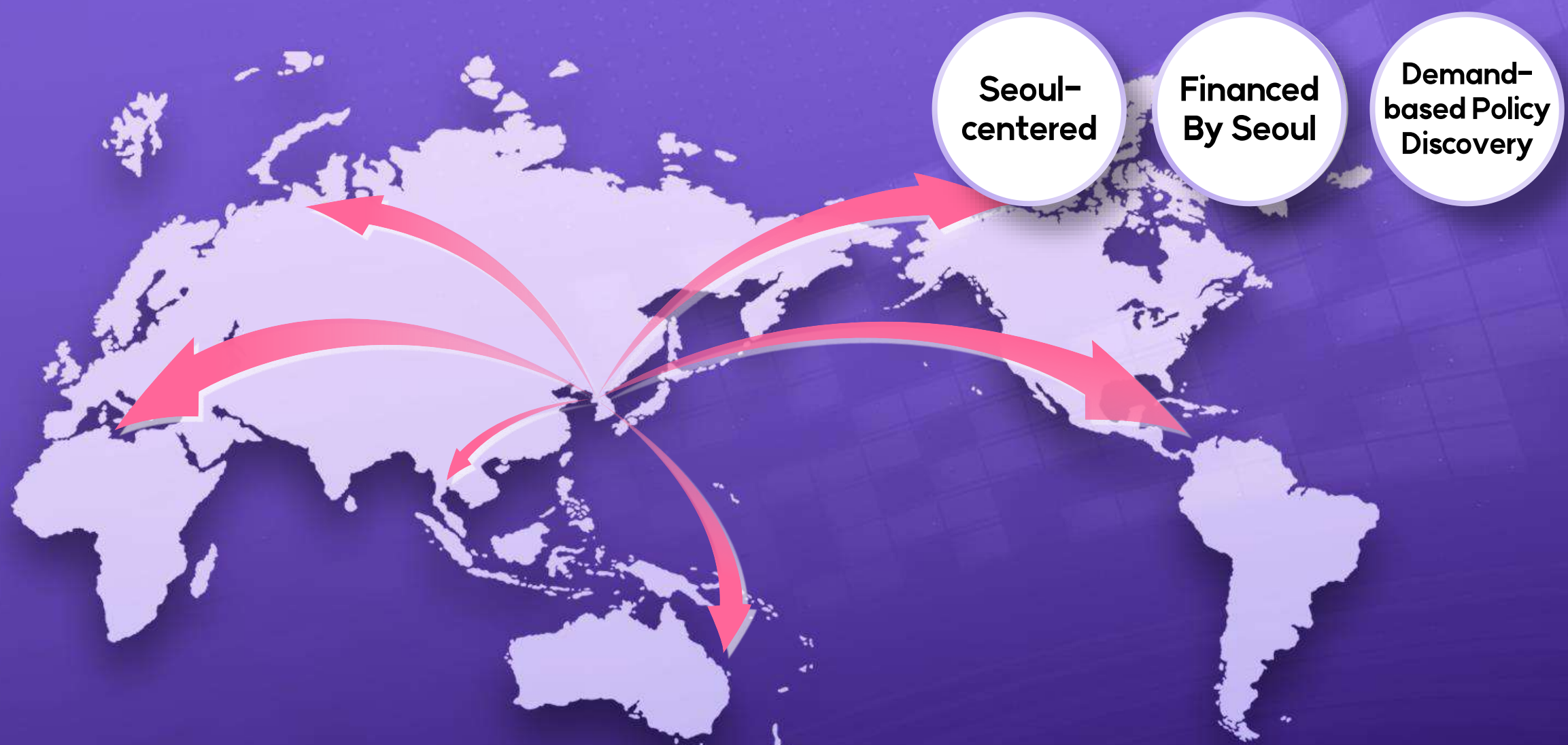
Moving Away From Provider-centric Passive ODA

**Government,
MDB-
centered**

**External
Financing**
Multilateral Develop-
ment Bank

**Sharing
Provider-
centered
Policies**





Seoul-centered

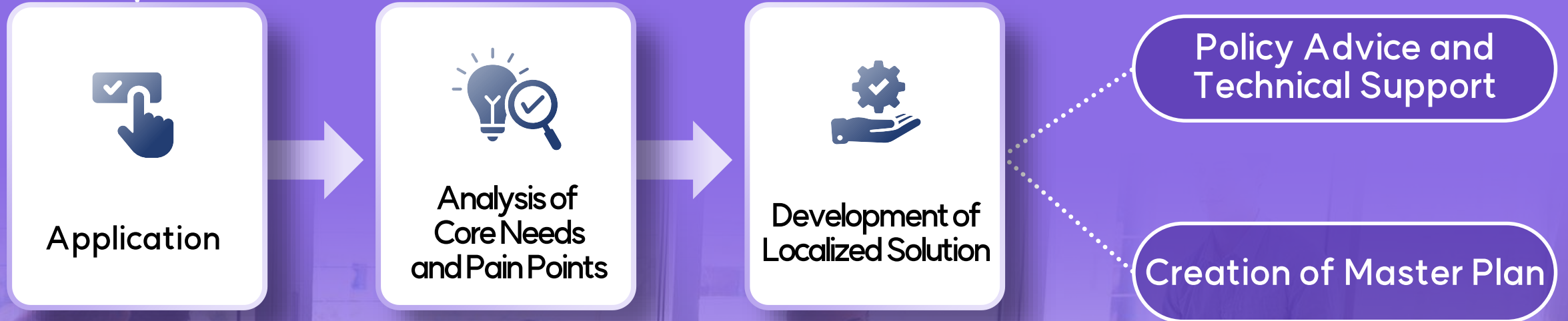
Financed By Seoul

Demand-based Policy Discovery

To Recipient-centric, Proactive ODA!

Promoting ODA Initiatives that Directly Help Solve Urban Problems

Local gov, private companies
In developing countries



Promotion of ODA Project that Directly Help Solve Urban Problems

Project Target

- ① Local Governments in Developing Countries and
- ② Domestic Private Companies, Institutions

Project Scale

KRW 1.5 Billion in Total,
with About Three Cities and Private Companies Each

Project Description

Funding Support for Overseas Cities (within KRW 300~400 million)
and Private Companies (within KRW 100~200 million)

Criteria	Overseas Cities	Private Companies
Selection Size	3 Cities with Local Governments in Developing Countries	3 Domestic Companies/ Institutions
Funding Amount	KRW 1 Billion in Total (within 300~400m per city)	KRW 500 million in Total (within 100~200 million per company)
Project Description	Establishment of master plans to solve urban problems in developing countries, policy advise, capacity building, pre-feasibility studies, pilot projects, etc.	Support for appropriate and innovative technology R&D budget for developing countries, prototype development, etc.



Selected as Champion Mayor for Inclusive Growth by OECD



OH
SE-HOON
Seoul
Korea



“Seoul Metropolitan Government’s new slogan, ‘A Globally Attractive City, Going Together With The Socially Neglected,’ encompasses its administrative philosophy that envisions a future led by the city to enhance the country’s competitiveness. In particular, Seoul is striving to rebuild the broken social ladder through the policy of ‘Going Together With The Socially Neglected’ to increase social mobility in various fields such as housing, jobs, education, and welfare.”

**Promoting “ Going Together
with The Socially Neglected”
Around the World**