

Building Smart City Building Social Capacity

Seoul with Digital Innovation

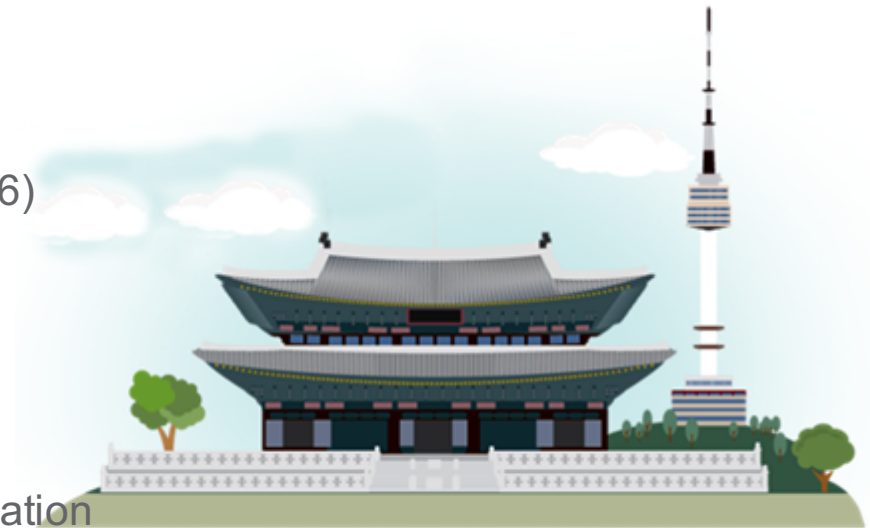
Chi Hyung Lee, Ph.D
President, Seoul Digital Foundation
Jan, 2017

Seoul Digital
Foundation



Seoul [sóul]

- **10 million** Population (10,236,408 in 2016)
- **605.25** Km²
- **22.1%** GDRP/GDP
- **39.9%** ICT related Business/Overall Nation
- **30.3%** ICT related Workers/Overall Nation
- **20.0%** ICT gross Production/Overall Nation



The **Smart City** where **Tradition** converges with
the state-of-art **Digital Technologies**.

Digital Think Tank/ Innovator of Seoul

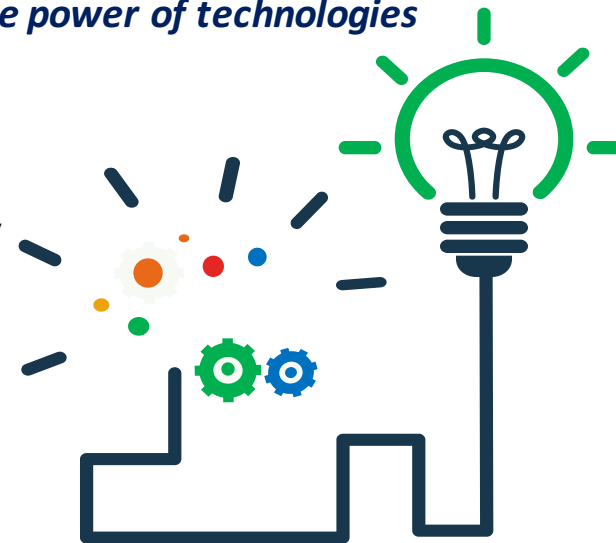
which pursues smart sustainable urban development based on ICT

- **Mission and Vision**

Promotion of smart and sustainable cities for the enhanced well-being of urban citizens

Provision of solutions for diverse social challenges in Seoul using the power of technologies

- Established in June 2016 as a city government-funded agency
- Website : <http://www.sdf.seoul.kr>



Smart City Seoul

New Connectivity, New Experience



Citizen-oriented Digital City

Digital Economy

New Citizen Experience

Global Digital Leading City

Citizen-driven Digital
Governance

Business Incubation

Solving Urban Challenges
with Digital Tech.

Infrastructure

Participation

Digital Platform

Digital Business Ecosystem

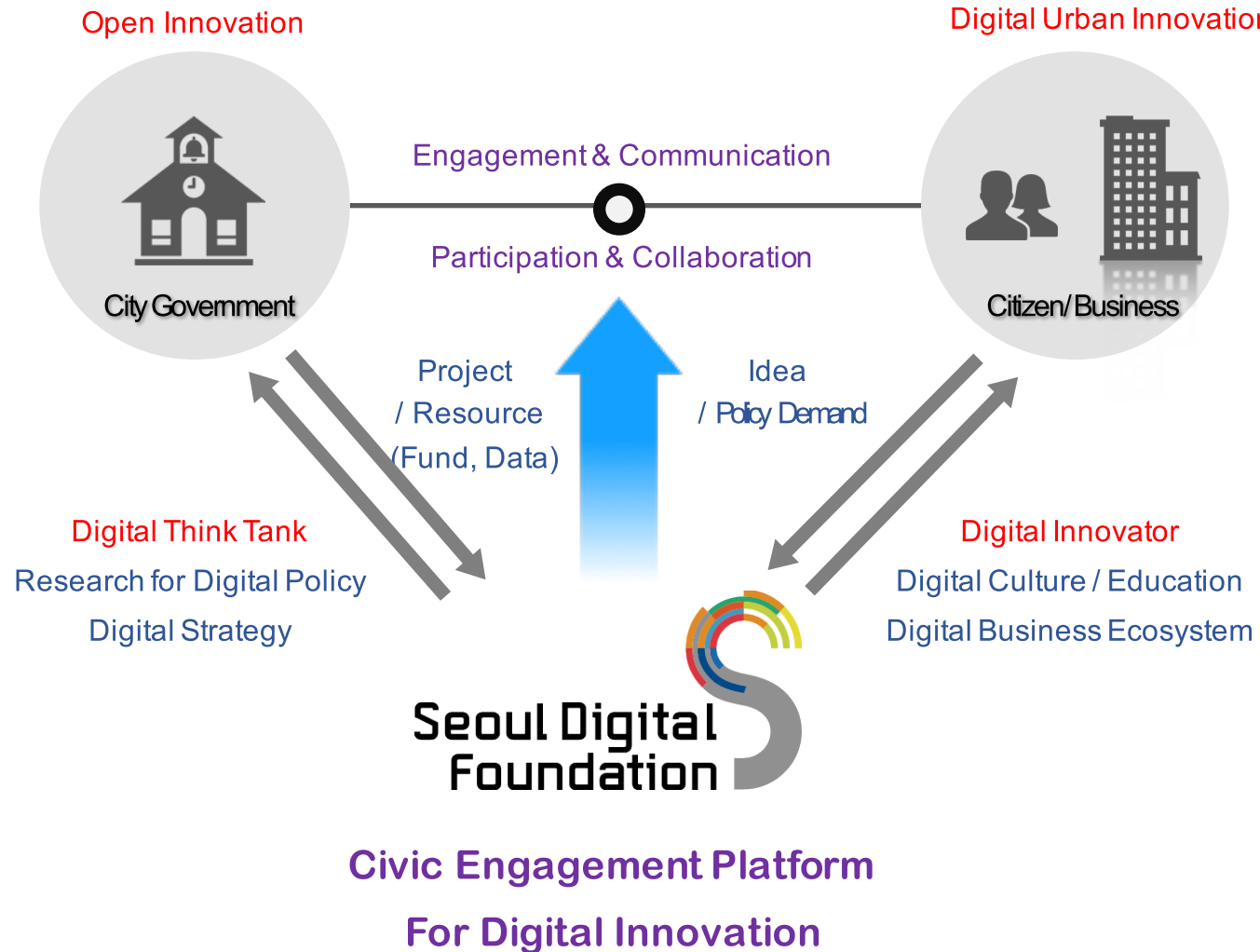
Cooperation

Convergence

Improving Citizen Value

Digital Events

City with Innovation





City as a Platform

Seoul's Big Data Solution: Late-Night Bus "Owl-Bus"



Why Late-Night Bus?

"Buses don't run by the time I get off work. I don't have a car. I hope there will be buses available late at night!"

@gu***



No public transportation from 01:00 AM ~ 05:00 AM



Subway



Bus



Taxi

Response from the City

Let's set-up late-night bus routes



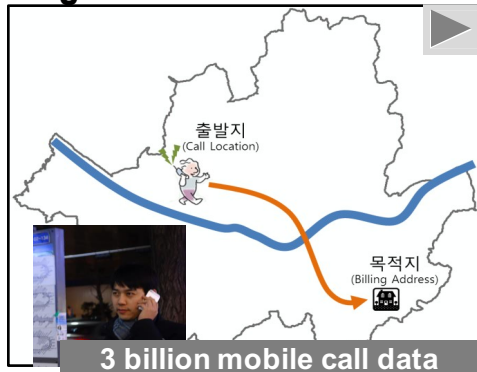
Problems

- Limited Resources
- Traffic Analysis

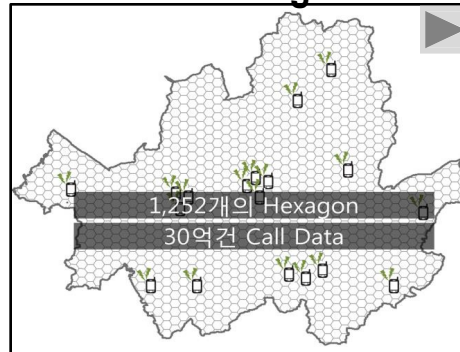
City as a Platform

Seoul's Big Data Solution: Late-Night Bus "Owl-Bus"

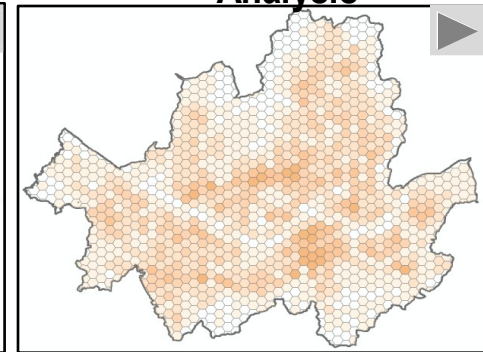
Big Data Problem Definition



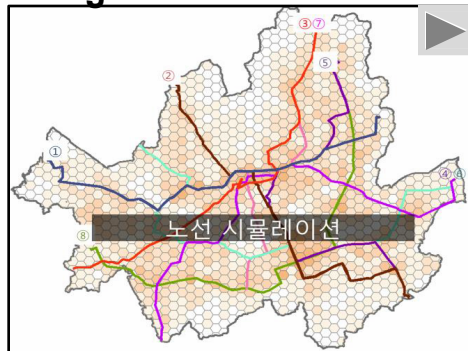
Modeling



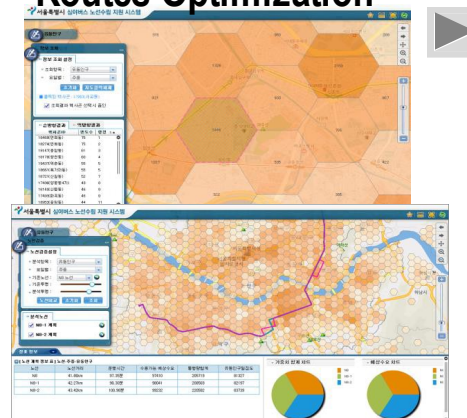
Analysis



Night Bus Routes



Routes Optimization



Finalized Routes



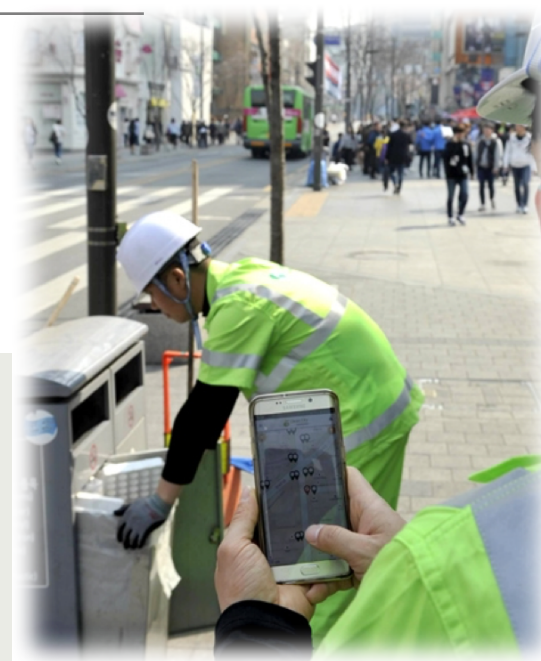
City as a Platform

Seoul, a huge IoT Testbed

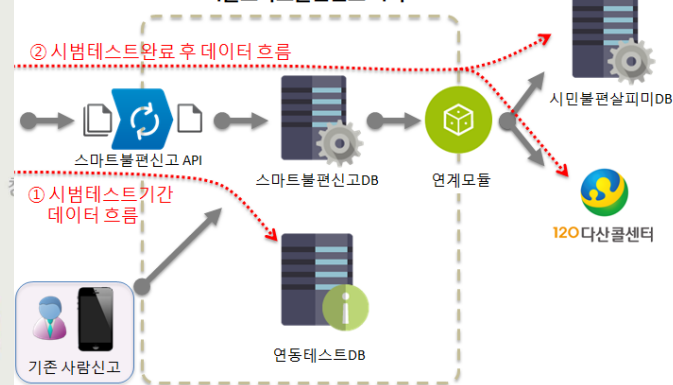
The city government provide fundamentals on which we, all citizens can build additional service applications.



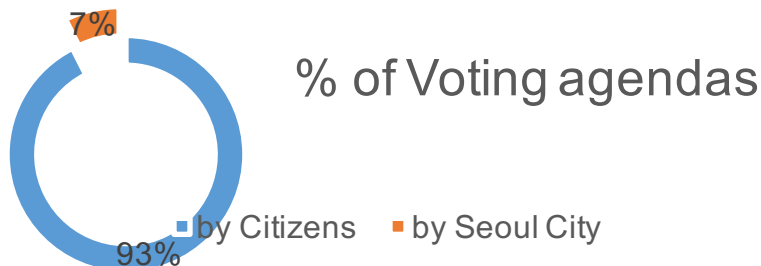
IoT for Open Innovation



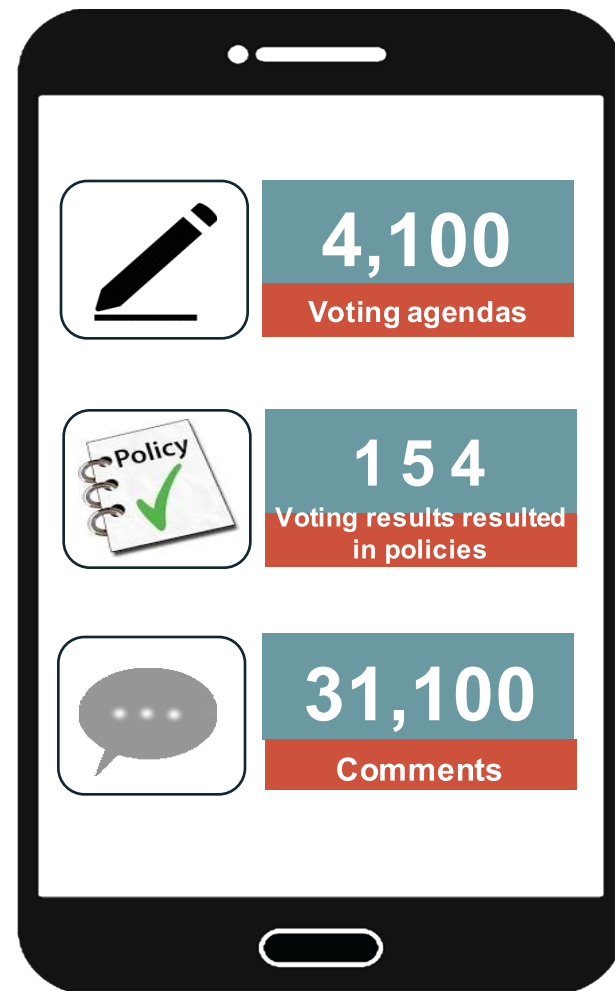
서울스마트불편신고 서버



Civic Engagement



Through mVoting, we collect citizens' opinion during administrative decision making and policy planning and realize “cooperative governance”, one of key basis of Seoul



Citizen Participatory Budgeting 2016



Citizens can decide where the city budget will be spent in 2017

Everybody can participate in voting

- Participatory Budgeting Committee: 45%
- Citizens: 45%
- Survey: 10%

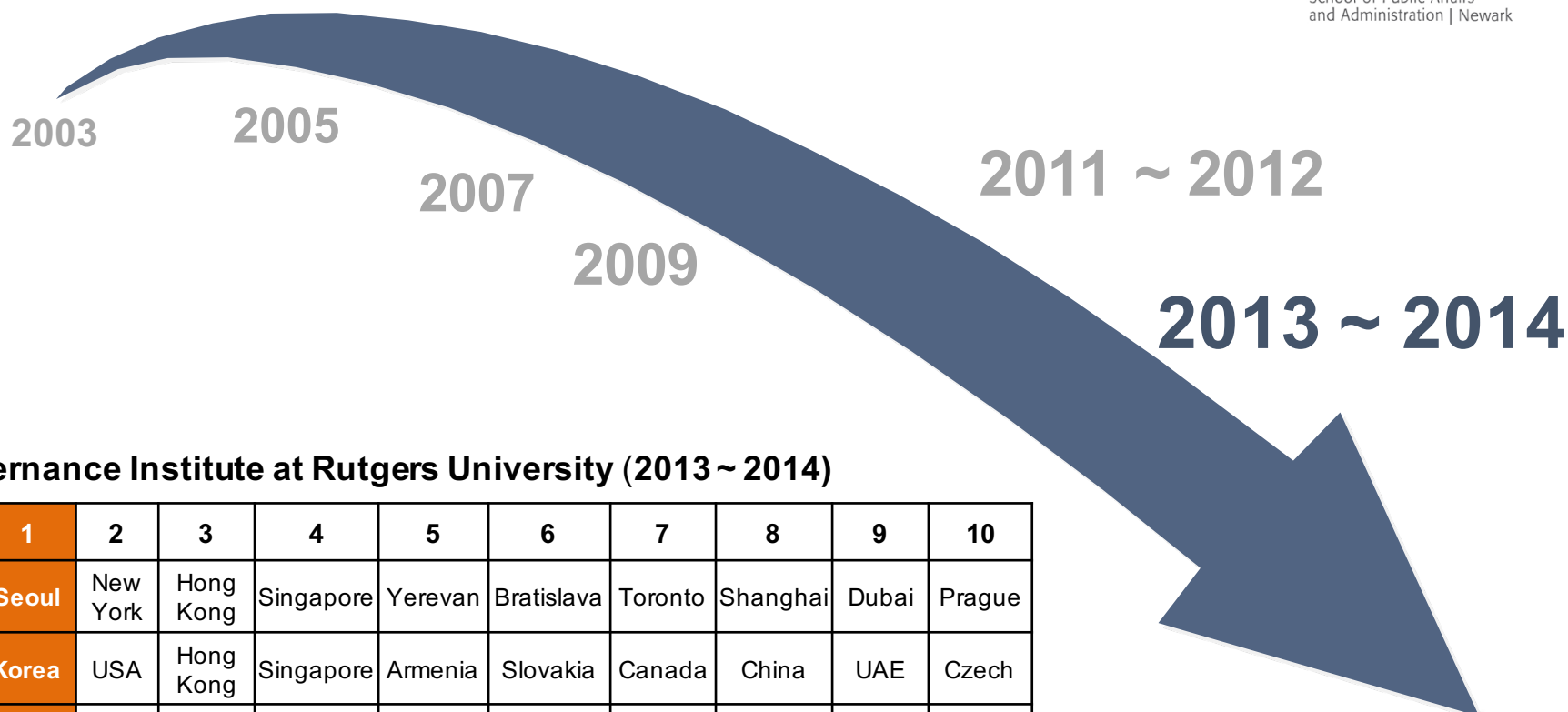
Voting through smart phones and PCs

100,000 Vote participant (out of 1M)

Selection of 18 projects (out of 54)

(e.g. installment of LED street lamps, repairing bike lanes, safe village for women project, etc)

#1 for 6 consecutive times



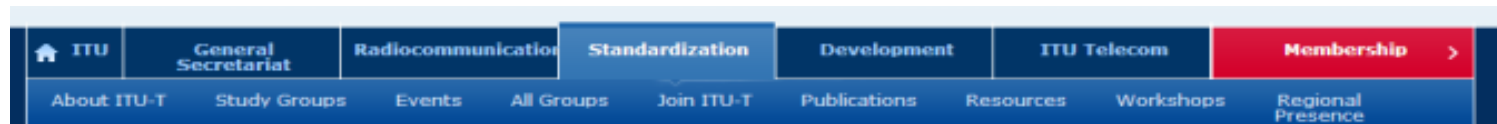
E-Governance Institute at Rutgers University (2013 ~ 2014)

Rank	1	2	3	4	5	6	7	8	9	10
City	Seoul	New York	Hong Kong	Singapore	Yerevan	Bratislava	Toronto	Shanghai	Dubai	Prague
Country	Korea	USA	Hong Kong	Singapore	Armenia	Slovakia	Canada	China	UAE	Czech
Score	85.80	66.15	60.32	59.82	59.61	58.31	58.05	56.02	55.89	54.88

Holzer, M., Zheng, Y., Manoharan, A. & Shark, A. (2014). Digital Governance in Municipalities Worldwide, Sixth Global E-Governance Survey: A Longitudinal Assessment of Municipal Websites Throughout the World. National Center for Public Performance, Rutgers University.

Global Leadership & Cooperation

Seoul Digital
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Smart City Seoul

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Rapid urbanization is exerting growing pressure on cities' traditional infrastructures, and information and communication technologies (ICTs) present very viable means of updating these infrastructures to reflect the demands of 21st century societies. This ITU-T Technology Watch Report analyses Seoul's implementation of its "Smart Seoul 2015" project, providing a best-practice guide to the construction and operation of a smart city. The report investigates the conceptual underpinnings of Smart Seoul, the use of smart technologies and mobile-web applications to provide citizen-centric services, and the role of technical standards as the precondition for smart city functionality.



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Smart Cities Seoul: a case study

ITU-T Technology Watch Report
February 2013

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Thank You