Introducing SEOUL

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](http://www.sdf.seoul.kr)
City with Innovation

Open Innovation

City Government

Digital Think Tank
- Research for Digital Policy
- Digital Strategy

Project / Resource (Fund, Data)

Engagement & Communication

Participation & Collaboration

Seoul Digital Foundation

Digital Innovator
- Digital Culture / Education
- Digital Business Ecosystem

Digital Urban Innovation

Citizen/Business

Civic Engagement Platform
For Digital Innovation
City as a Platform

Open Data in Public Transportation
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***

Response from the City

Let's set-up late-night bus routes

Problems

- Limited Resources
- Traffic Analysis

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

Subway  Bus  Taxi
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.
City as a Platform

IoT for Open Innovation
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)
Global Leadership & Cooperation

#1 for 6 consecutive times

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

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Global Leadership & Cooperation

Smart City Seoul

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.

OTHER RESOURCES
- ITU-T Focus Group on sustainable cities
- The Korea Times: “Seoul to launch mobile app for foreigners’ convenience” (5 Dec. 2012)
- Asia Pacific Mobile devices “for Seoul’s e-govt” (2013)

Download Report
- PDF
- Read and comment on Scribd

Smart Cities Seoul: a case study

ITU-T Technology Watch Report
February 2013
Thank You