

Life-changing

Smart City

SEOUL

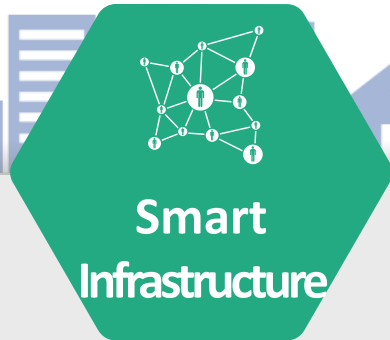
CASE : Smart City Service Innovation Project

Seoul Digital  
Foundation 

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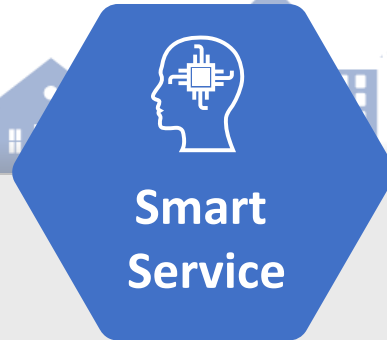
# Seoul Is Already A Smart City(1)

Smart Seoul is based on infrastructure, services and Citizens



**Networking the entire city**

Connecting projects to projects,  
people to people, people to things,  
things to things



**Expanding advanced  
technology-based Services**

Developing smart services  
to solve various, complex  
urban problems in Seoul



**Active participation  
to solve urban problems**

Citizen as a co-creator  
of the city, not as a demander  
for administrative services

# Seoul Is Already A Smart City(2)

## The World's g-Government **1st** (2003-2017)

### Citizen Participation



<b>Vote</b>	mVoting 77 persons subscribed, 2.06 mil people participated ※ Proposal of the vote 6,259 cases (2019)
<b>Proposal</b>	DemocracySeoul 3,141 cases (2018)
<b>Counselling</b>	120 Dasan Call Center 5.5 mil cases (2018)
<b>Petition</b>	Complaints Report 1,673 cases (daily average, 2018) <i>Eungdapsa</i> , online civil complaint center 1.863 mil cases (2018)

### ICT-based Administration Innovation



<b>Big Data</b>	Scientific policy-making support ※ Late-Night Owl Bus, living population, etc.
<b>IoT</b>	Demonstration service for solving urban problems ※ 65 services at 15 venues
<b>AI</b>	Support of intelligent analytics of the entire administrative services ※ Analysis of real-time traffic volume and commercial supremacy, livelihood crime investigation, 120 call center counseling support, etc.

### Open Information



<b>Data</b>	Open Data Plaza : 5,245 cases (6.9 bil views, Jan. 2019) ※ 1.59 trillion won in economic value (estimated, 2016 assessed by Korea Local Information Research & Development Institute)
<b>Document</b>	Information Communication Plaza: 19.38 mil cases (accumulated 2013 - 2018)

### Information Communication Infrastructure



<b>Highspeed information communication network</b>	421Km
<b>Public WiFi</b>	3,958 places, 11,666AP (2018)
<b>CCTV</b>	80,503 (2018)

### Use of E-Gov't Service



<b>Website Visitors</b>	199,988 visitors (daily average, 2018) ※ Number of membership: 440,000 persons (2019)
<b>Public Reservation Service</b>	770,203 cases (2018)
<b>Viewing Aerial Photos</b>	34,756 persons (daily average, 2018)

### Global e-Gov't



<b>WeGO</b>	157 cities (2019)
<b>Int'l Benchmarking For E-Gov't</b>	3 rounds, 561 persons (2018)
<b>Attend e-Gov't Int'l Conferences</b>	11 rounds (2018)

# Limitations of public sector's problem solving

## Increase in traffic congestion

: Decrease in average traffic speed: 26.4km/h('13) → 24.2km/h('17)

## Increase in pedestrian's death

: 54%(2013) → 56%(2017)

## Increase in the aging urban facilities

: 32%(2018) → 61%(2028) (more than 30-year-old facilities)

## Increase in maintenance expenses of the facilities

: 734 billion won(2018) → 2,297.4 billion won(2028)

## Increase in the number of days of being alerted

: Fine dust 10days, heat wave 7.5days (2017) → Fine dust 13days, heat wave 27.8 days (2018)

## Decrease in start-up establishment

: 13.9%(2011) → 12.4% (2016)

## Increase in the elderly living alone

: 303,824(2018) (Increase by 27.4% from that of 2012 )

## Increase in violent crimes

: 25,765 (2016) → 27,274 (2017)

## The Best Smart City Planners are Citizens; Seoul Needs More Civic Participation



# More Civic Participation - Smart City Living Lab Projects

## Smart City Living Lab

### Citizen Groups Activities for Solving Urban Problem



SDF designate certain urban problems as tasks for citizen groups to solve, such as traffic, safety, and etc.

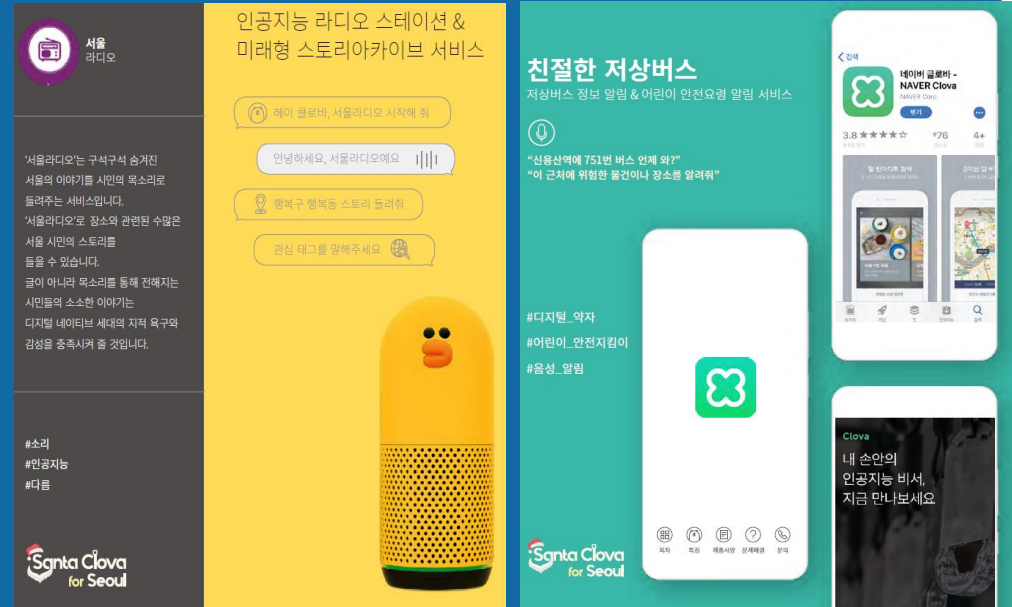


Then, citizen groups submit their activity proposals which is about the possible solutions for the urban problems.



SDF support these citizen groups' expenses of activities for problem solving.

36 Communities have turned their ideas into brilliant services



# SDF launched projects which citizens can participate in whole process

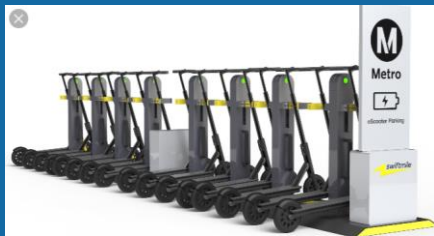
## Smart City Innovation Project(2019)

Citizen would give ideas, advices, consultations on 3 sub-projects

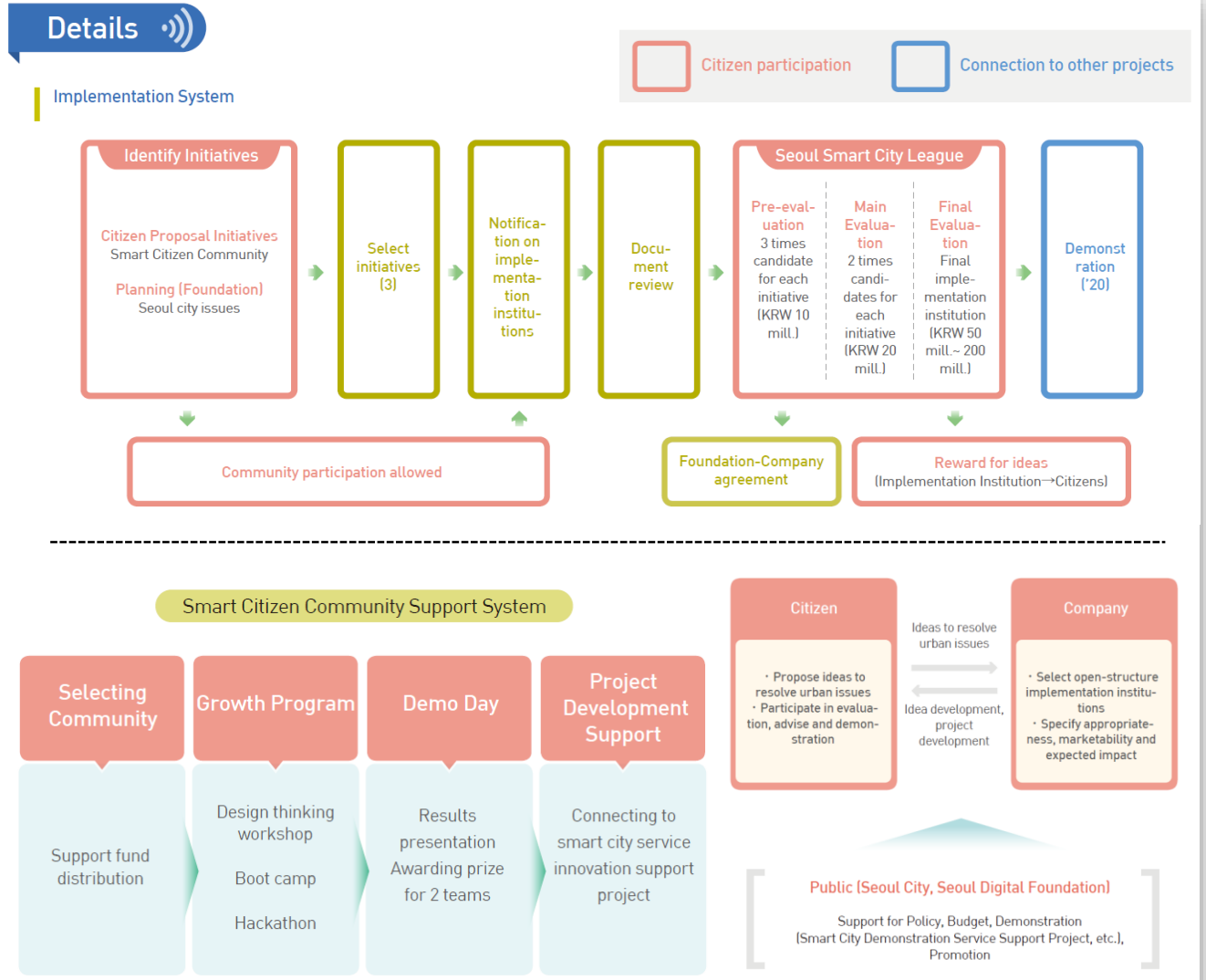
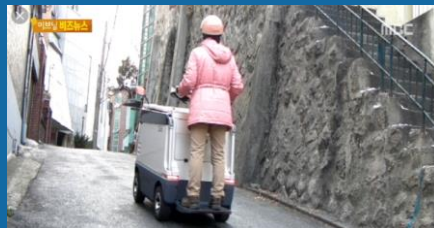
### 1. AR for Urban Regeneration



### 2. Smart Station for Personal Mobility












### 3. Electric Vehicle for Social Worker



# SDF is working with companies and government units for 3 projects

## Participating Companies

Category	Company	Cooperating with relevant city government units
<b>1</b> AR for Urban Regeneration	Igeohaebang 	SMB supporting agency
	Circus Company Co. 	
	Clicked Co. 	
<b>2</b> Smart Station for Personal Mobility	Happy & Good Co. 	City Traffic Management Dept.
	Dash Company 	
	G Bike Co. 	
<b>3</b> Electric Vehicle For Social Worker	TT&G Co. 	City Social Welfare Dept.
	FRT 	
	Cobot Lab 	



With private-public partnership

# We will make a future of Smart City Seoul