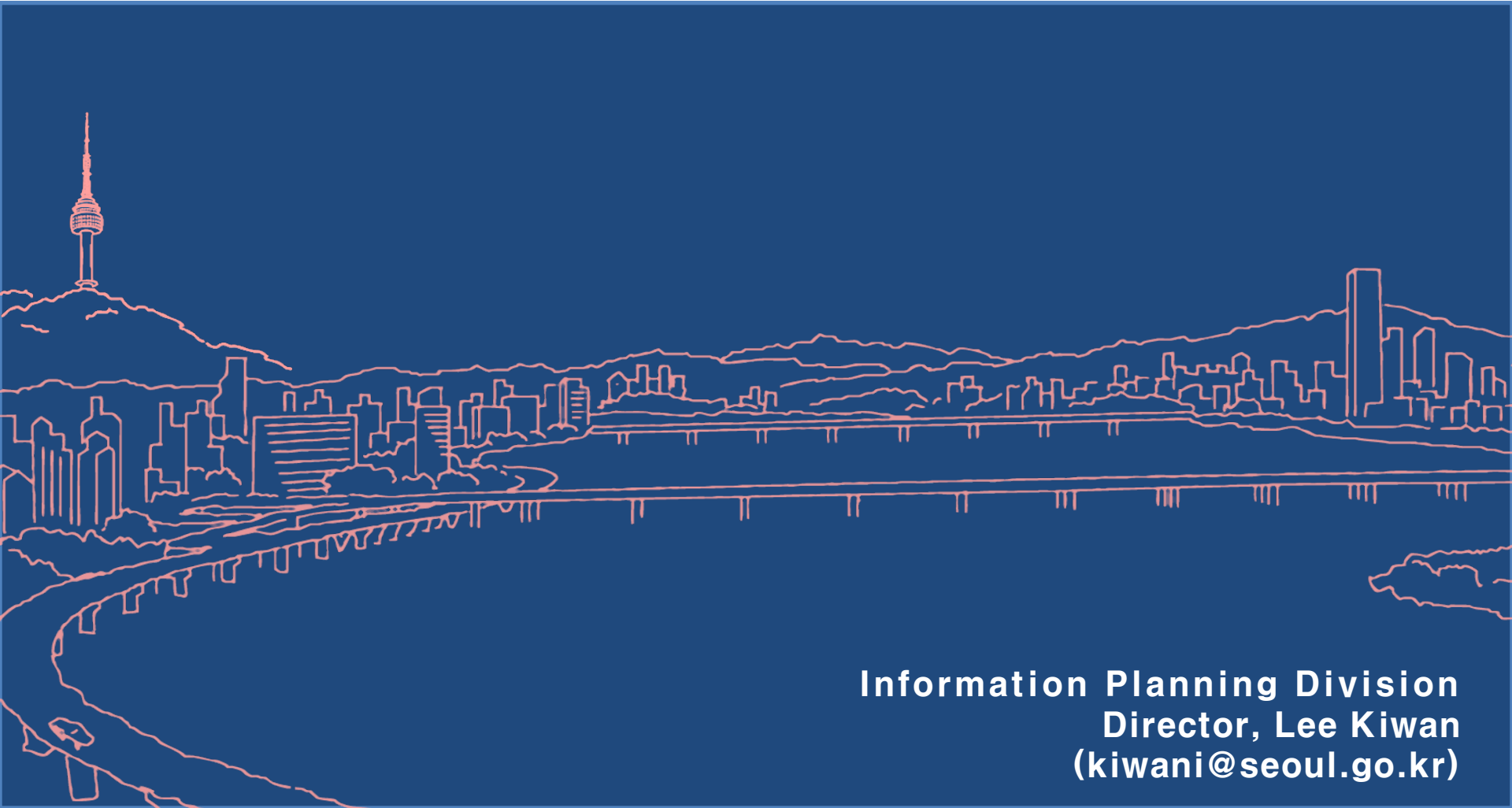
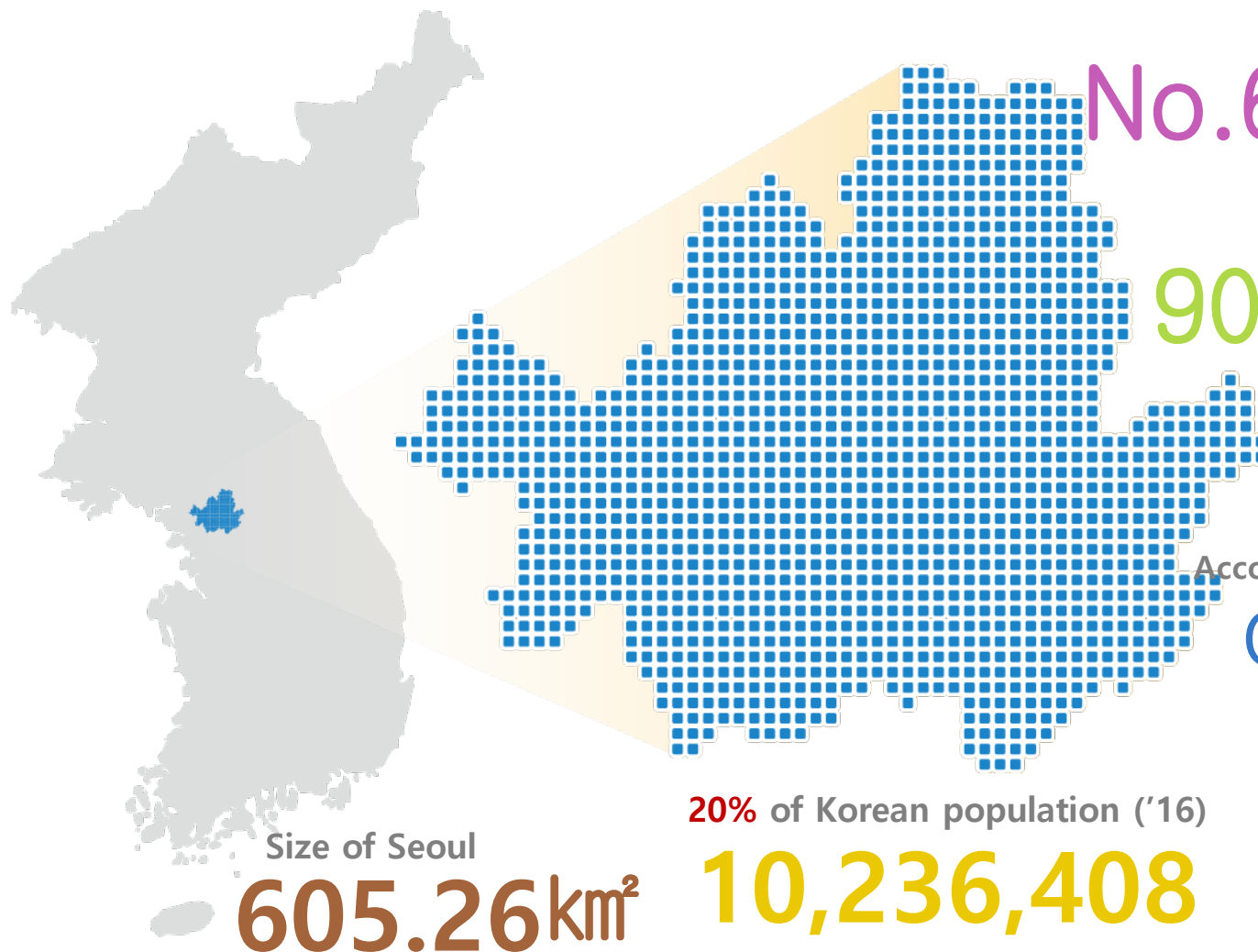


Seoul Smart City Initiatives & Strategies



Information Planning Division
Director, Lee Kiwan
(kiwani@seoul.go.kr)

About Seoul



No.6

Ranked **6th** in
Global Power City index ('16)
-Institute for Urban Strategies,
The Mori Foundation

90%

More than **90%** of
Seoul citizens are
Smart Device Users

Account for **22% of Korean GDP**
GDP **22%**

Introduction of Seoul Smart City

Seoul has been ranked **#1 for 7 times** by **Global e-Governance Survey** by Rutgers University

Rutgers Global E-Governance Survey ('15-'16)

Rank	City	Country	Score
1	Seoul	Korea (Rep.)	79.92
2	Helsinki	Finland	69.84
3	Madrid	Spain	69.24
4	Hong Kong	Hong Kong	67.56
5	Prague	Czech Republic	66.48
6	Tallinn	Estonia	62.10
7	New York	USA	62.02

Pillars of Seoul Smart City

1

The best ICT infrastructure which connects and empowers citizens

2

Adoption of latest technology such as bigdata, IoT, GIS & Cloud to solve urban issues

3

Open Government focused on communication, participation and sharing

4

Strong public-private partnership for sustainable development

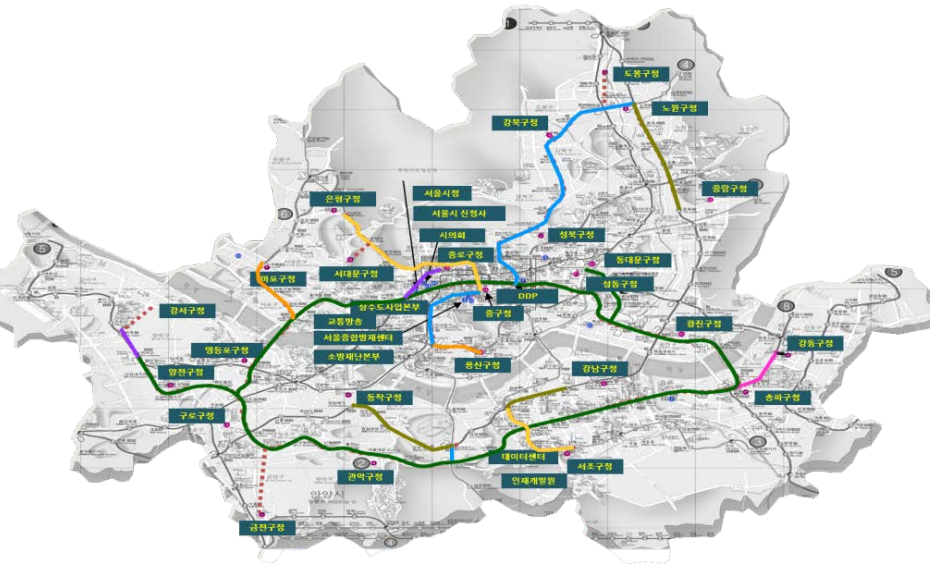
5

Sharing Seoul's smart solutions with the world

The World Class ICT Infrastructure

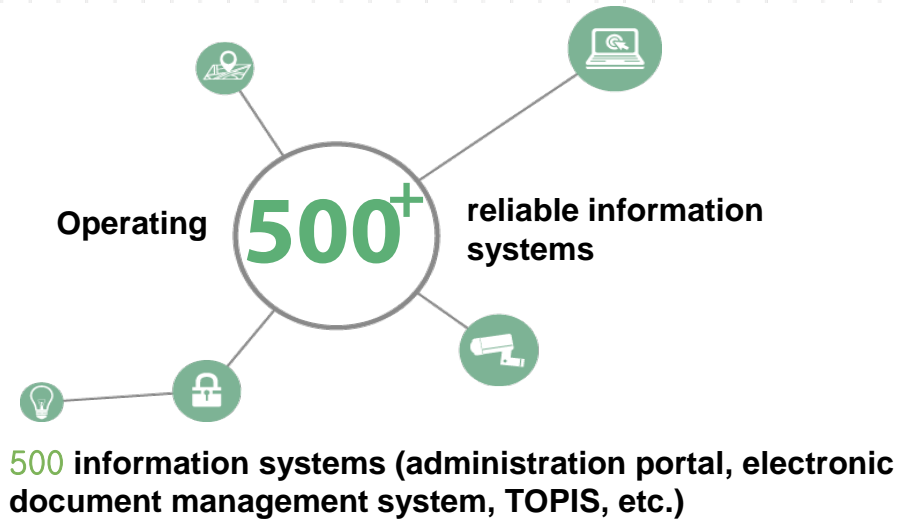
e-Seoul Net , u-Seoul Net

Fiber Optic Cables along the subway lines



e-Seoul Net connects 36 major administrative offices, 25 district offices and HQ for administrative phone calls, internet and various admin. information such as e-approval, personnel affairs, traffic, tax, etc

u-Seoul Net is a service network covering the internet, public services, transportation, cctv, video, call information.



CCTV Integrated Surveillance System

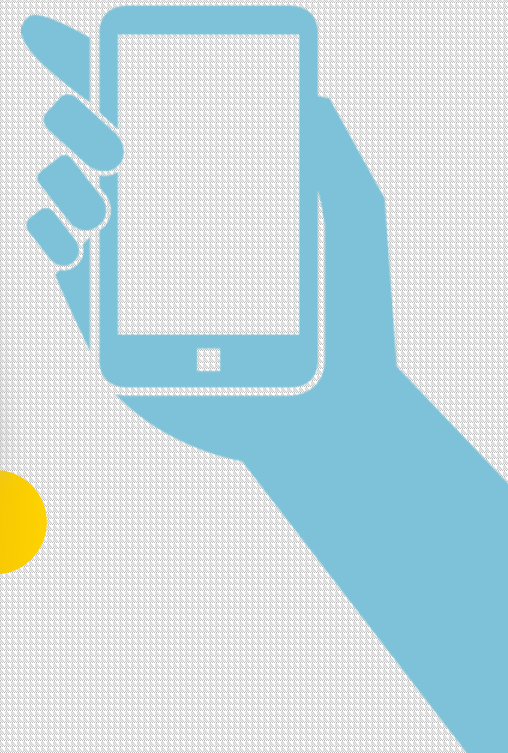
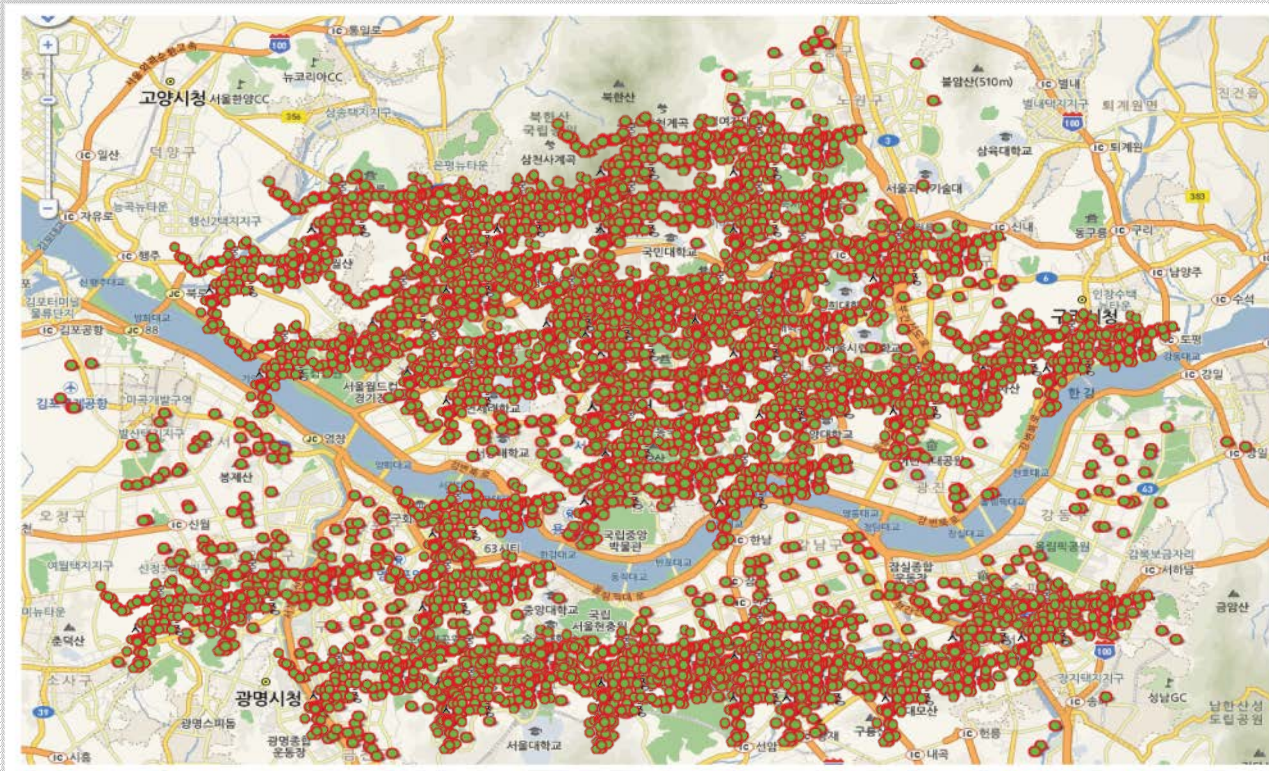


SMG installs CCTV cameras on crime-prone areas and operates CCTV integrated control center in each districts to monitor 24/365

Access to information is a citizens' right

Free WiFi 2,700 sites + subway

All across

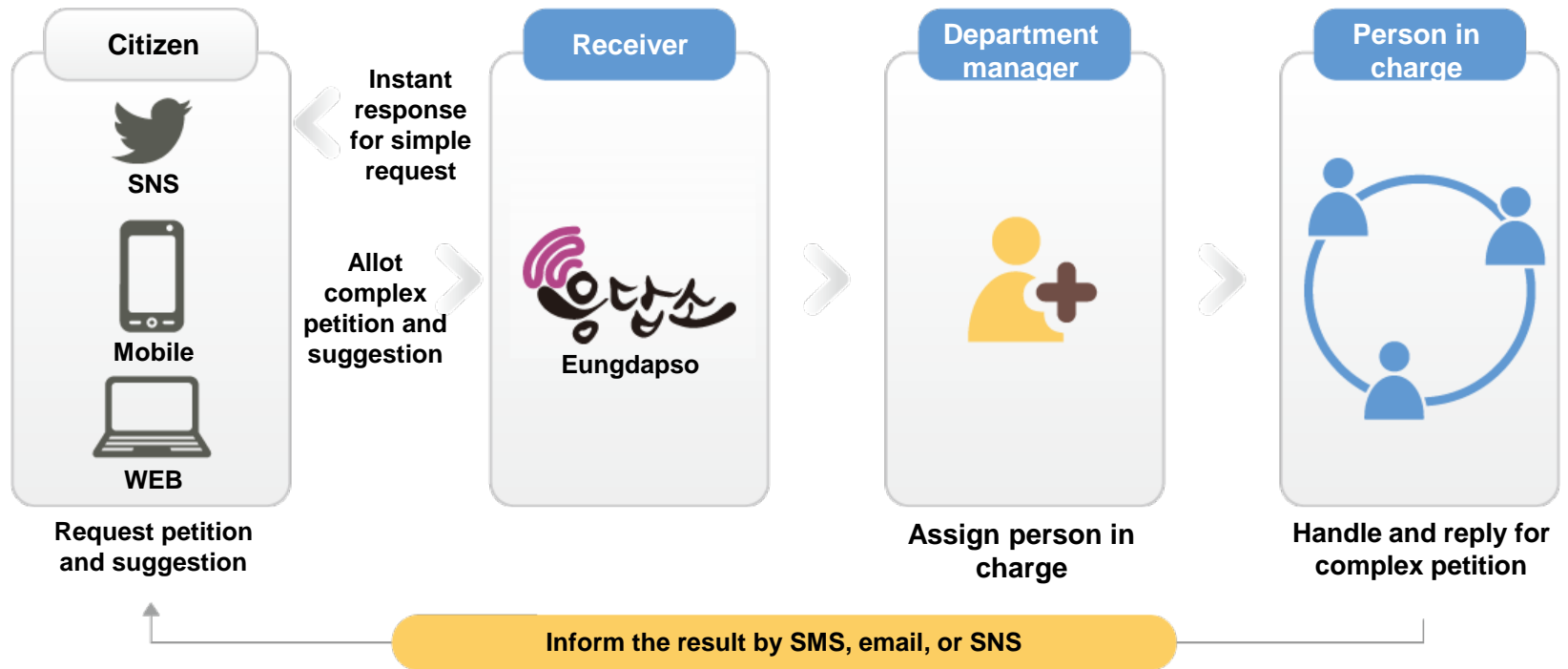


Tourist places, public parks, open markets, public transportation, etc

Responsive City that listens to even small voices of it's citizens

Unified petition and suggestion integrating system

- Quick and easy civil complaints and proposal integrated service



Register complaints / suggestions and check results easily

Reduction in complaint processing → respond more quickly!

Responsive City that listens to even small voices of it's citizens

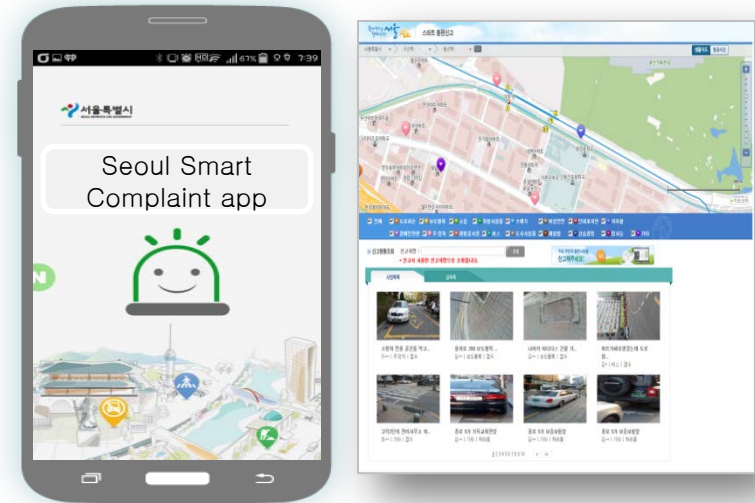
Seoul Smart Complaint Reporting System

120 Call Center

For any inquiries and petition about Seoul, dial 120.
Launched in 2007 with 400 staff, 120 Call Center operates for 24/7 and handles 24,000 daily counseling.



Sign language counseling for hearing/language impaired individuals. **Foreign language counseling** in five languages (English, Chinese, Japanese, Mongolian, Vietnamese)



Mobile app for citizens to report diverse inconvenience or incidents found in real life

e.g. damaged roads, littering, illegal parking

Mark reporting location with GPS on the map, attach pictures of the site and check the results.

Citizens receive a photo of the site with the problem being taken care of through SMS.

Citizen participation has increased through mobile voting

Mobile citizens



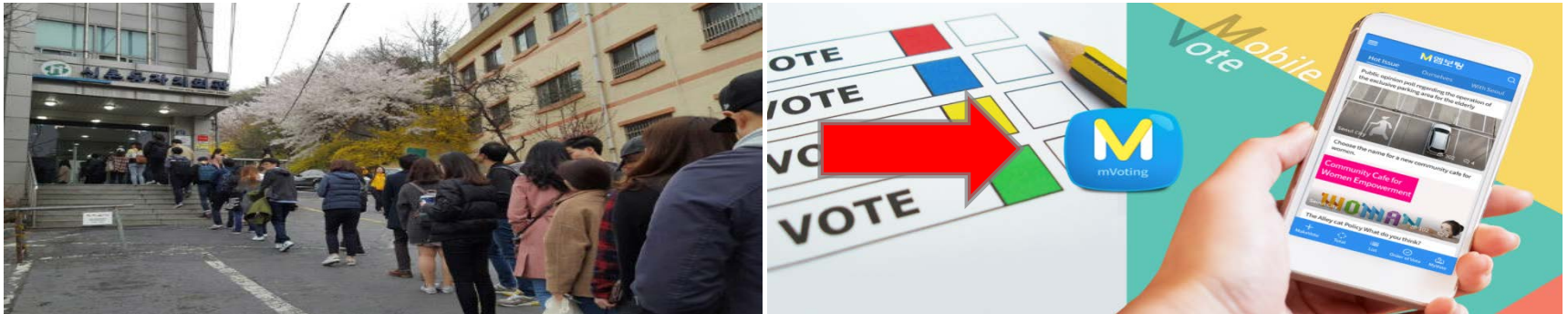
Information **consumers** and **producers**

Citizen participation has increased through mobile voting

mVoting



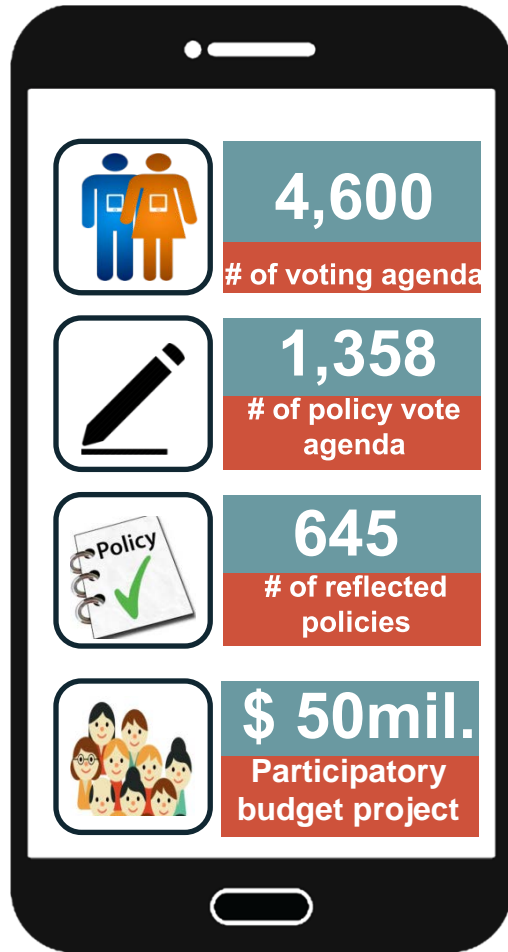
- Voting through smart phones
- Designed to engage more citizens in the public policy making procedures



- ✓ Faster and easier voting
- ✓ Cheaper
- ✓ 41.3million smart phone users (Population of Korea/ 51mil.)

Citizen participation has increased through mobile voting

Performance



“Anyone Can Vote and Create Agendas.”

Policy Vote

- What is the priority of standards to build a children's home?
- Which tone will be good for subway announcements?

Citizen Vote

- How much do you pay for using smart phones per month?
- What will you do first if you are the Mayor of Seoul?

Onsite Vote

- Asks opinions of the people gathered at sites immediately

Seoul Opens its public document to citizens

Information Communication Plaza – Open all administrative document

I-SEOUL-U
서울특별시 정보소통광장

로그인 맞춤형서비스 회원가입 Language ▼ 사이트맵

시민참여정보 결재문서 속속정보 정보공개청구 이용안내

주제별 찾기

서울시의 모든 정보를
속속들이 공개합니다.

전체문서 12,317,100건 [정보공개현황 보기](#)

전체검색 ▼ 검색어 입력 ? ▼ 검색

주제별 찾기 >> 건강·식품 경제 교통·건설 문화관광 복지 안전 여성·가족 재정·세금 주택·도시 계획 행정·기타 환경

이슈 모아보기 + 더보기

41년간 통제된 1급 보안시설 '문화...'	한국인 위안부 증명할 영상자료 최...	서울시 '역세권 청년주택' 대한민국...	미세먼지(PM-2.5) 영향분석 연구결...
			
#석유비축기지 #문화비축기지 #북한문...	#위안부 #영상자료 #인권 #역사 #기록	#청년주택 #행복주택 #공공임대 #민간...	#초미세먼지 #미세먼지 #대기오염

Open all administrative information

Open all non-confidential administrative information (12.3 million documents)

Document approved by a director level such as finance, budget and meeting information, service contract result, statistics, public data, publicly announced information, etc

Administrative document and meeting minute, video clip, etc

Document approved by Director-General or higher level

Document approved by Director or higher level



Seoul opens public data and citizens make services

Seoul Open Data PLAZA

(<http://data.seoul.go.kr>, may, 2017)

Open **4,500 dataset in 10 areas** such as general administration, culture & tourism, public health, and environment

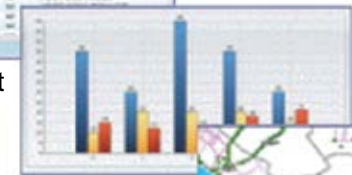
Average 670 thousand use daily

Provide data in various forms such as **open API, LOD, chart, map & file**

The screenshot shows the Seoul Open Data PLAZA website. At the top, there's a navigation bar with '서울 열린데이터 광장' (Seoul Open Data Plaza) and 'SEoul OPEN DATA PLAZA'. Below this, there are tabs for '오픈데이터' (Open Data), '데이터서비스' (Data Service), and '참여 · 소통' (Participation & Communication). The main content area is divided into several sections: '활용 갤러리' (Usage Gallery) with icons for various data categories; a search bar '열린데이터를 검색하세요'; a list of '인기검색어' (Popular Search Terms) including '음식점', '지하철', '범죄', '유동인구', '병원정보', and '상수도'; and a '시각화 서비스' (Visualization Service) section with four data visualizations: '통근 통학시 교통수단 ...', '한국사학사 연구 사례 1', '지하철 호선별 이용객 변화', and '서울시 예산 변화 (기...'. The website is designed with a clean, modern layout using a green and white color scheme.



Spreadsheet



Chart



Map

Service forms

Sheet

Open API

Chart시각화

Map

File

Link

LOD

Seoul opens public data and citizens make services

Data Application Case

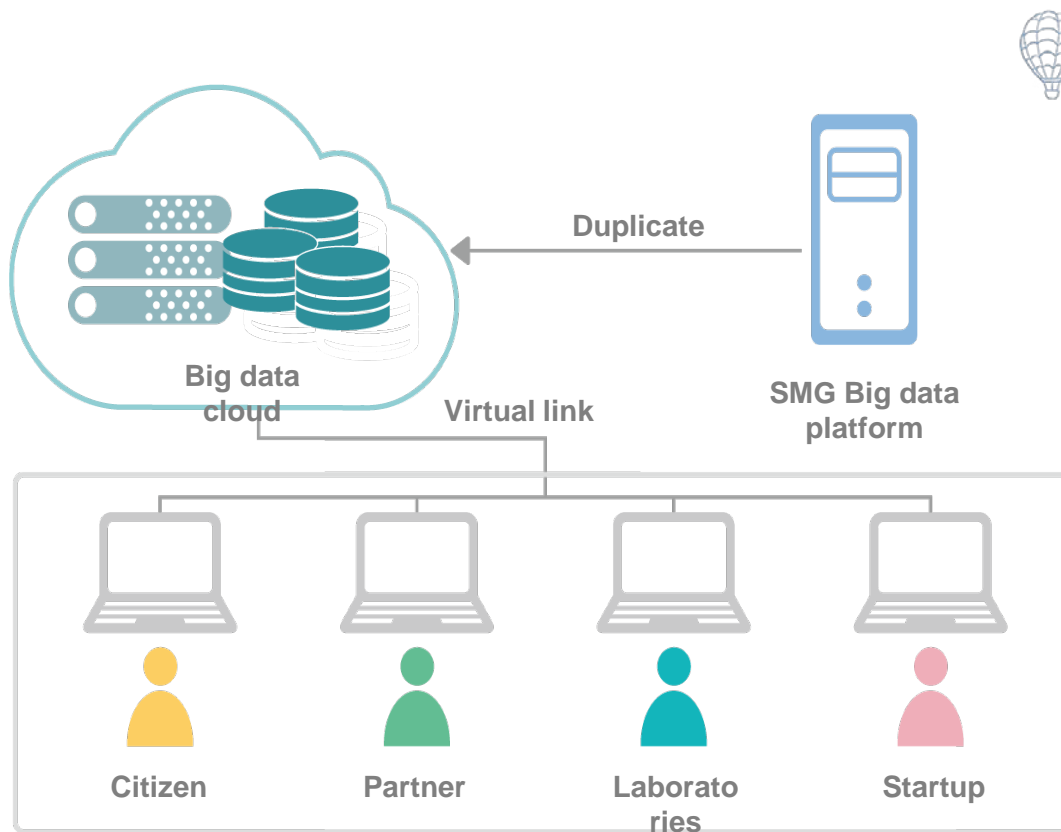


More than **100 apps** were developed through Open Data Plaza by citizens including an air quality information app, transportation information app, etc

Social innovation based on big data

Big Data Campus

An environment for analyzing SMG's useful big data with various members of the society to solve the complex social issues.



The Late-night bus, a data-based governance of Seoul

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



Subway



Bus

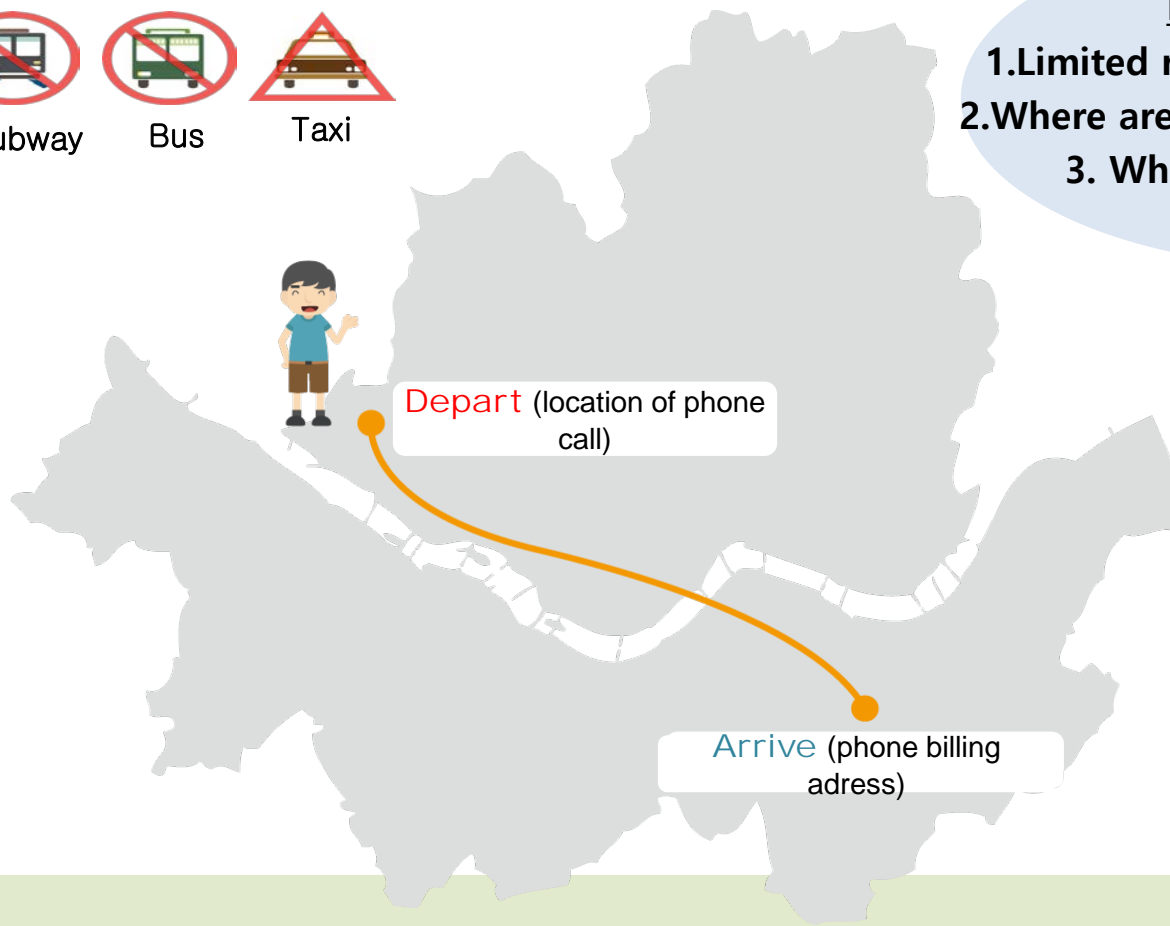


Taxi

Let's set-up Late night bus route

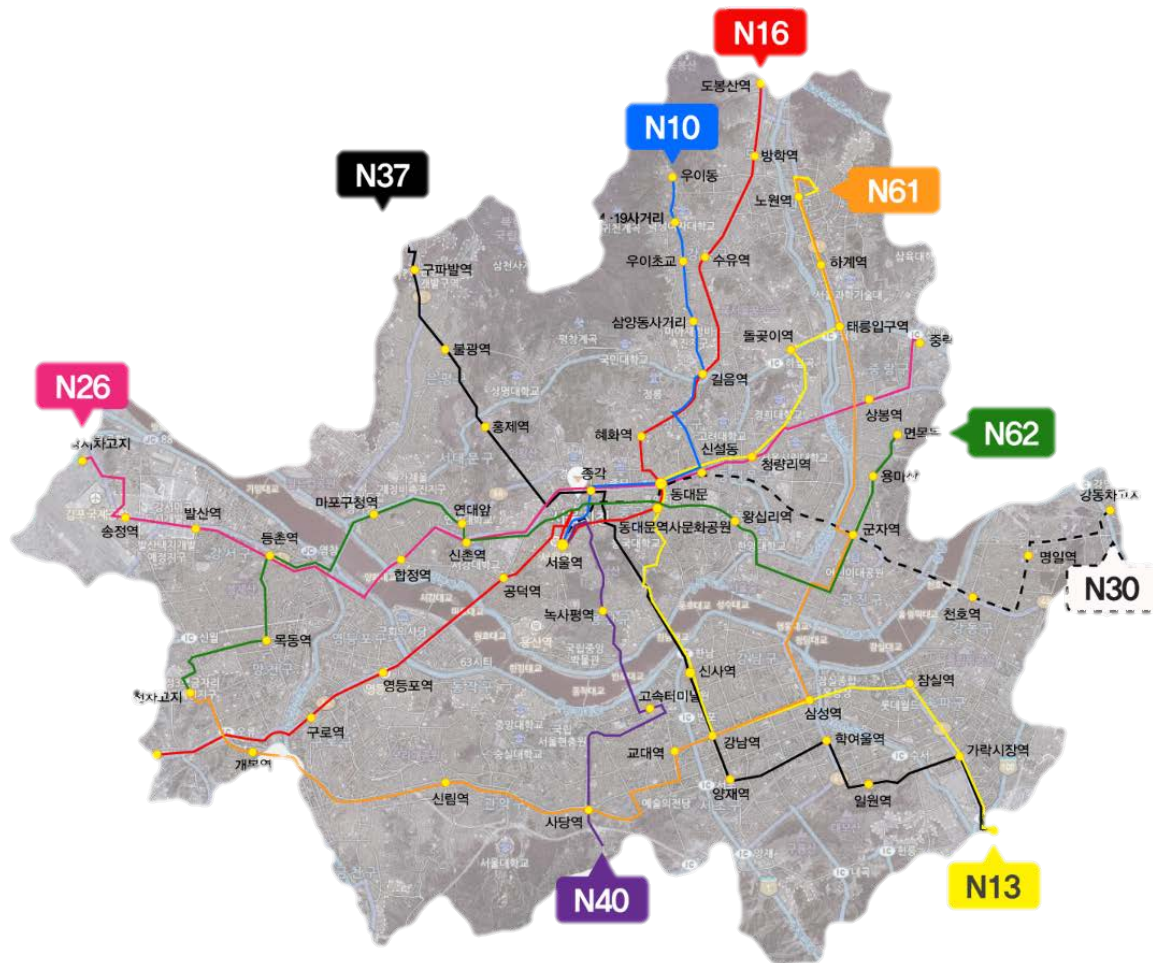
Facing Problems

1. Limited resources – drivers & budget
2. Where are the passengers in mid-night?
3. Where do they want to go?



Analyzing 3billion taxi-call data

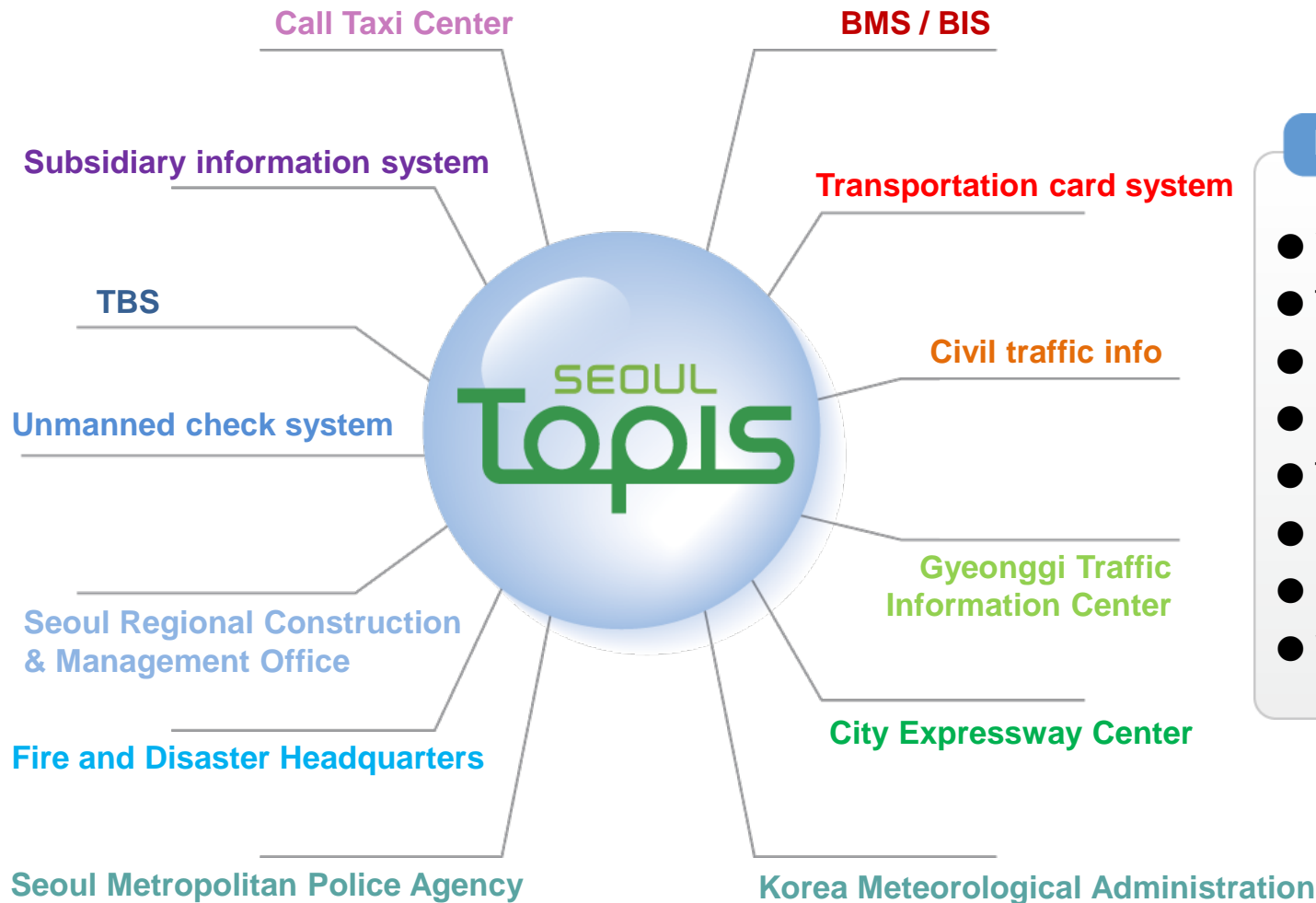
The Late-night bus, a data-based governance of Seoul



Design the best 9 bus lines

TOPIS (Seoul **T**ransport **o**peration and **I**nformation **S**rvice)

Link and integration of transportation information



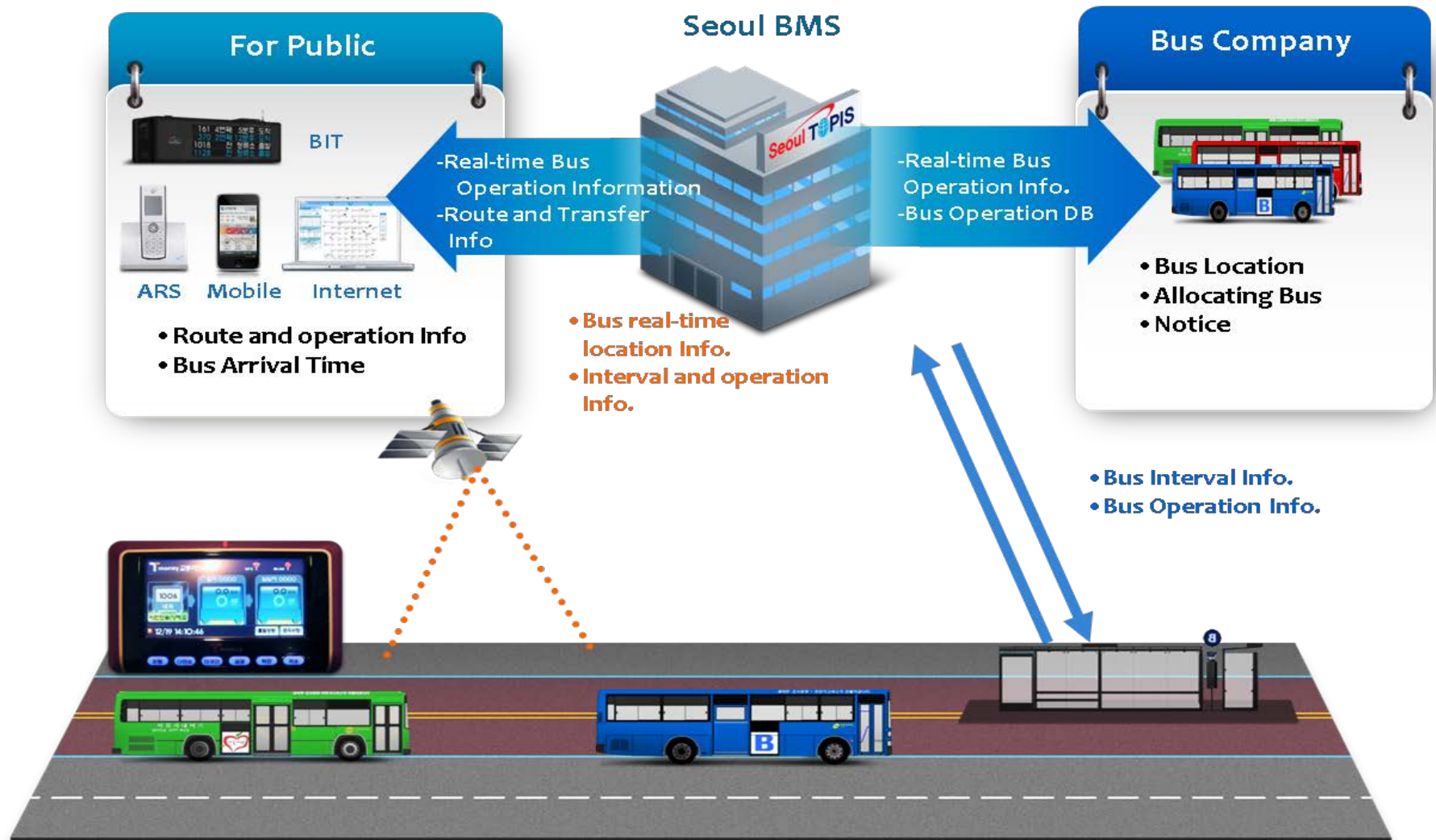
Linked information

- Vehicle speed
- Traffic volume
- CCTV
- Unexpected incidents
- Transportation card
- Bus service
- Parking lots
- Weather

TOPIS (Seoul Transport operation and Information Service)



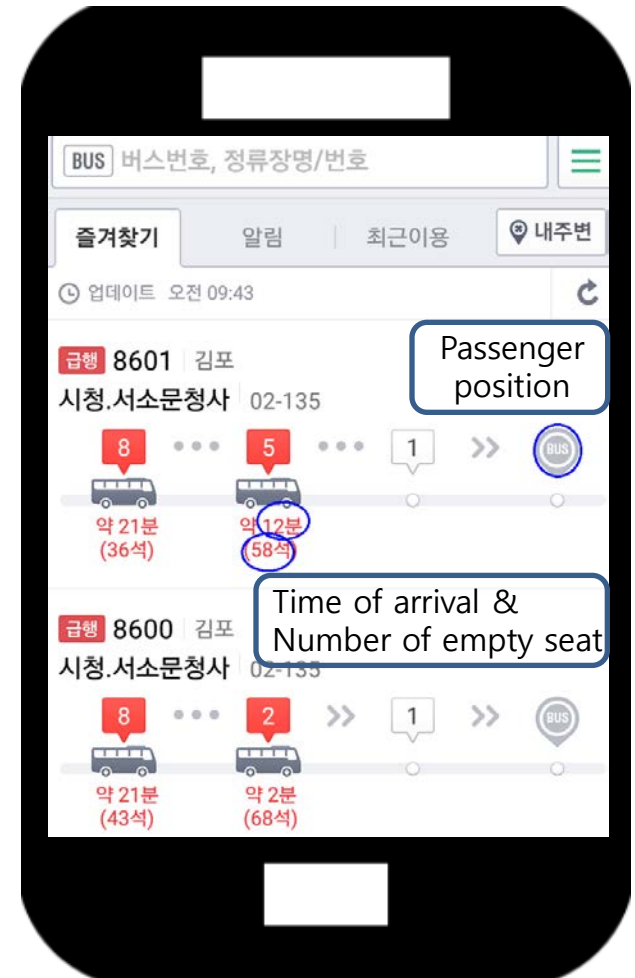
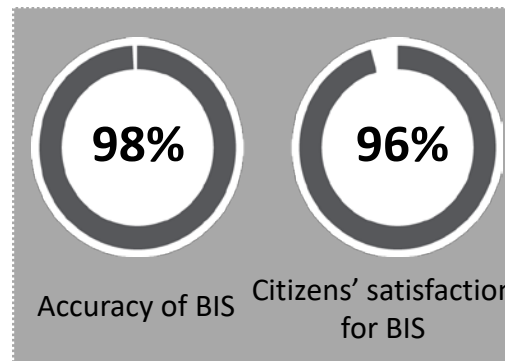
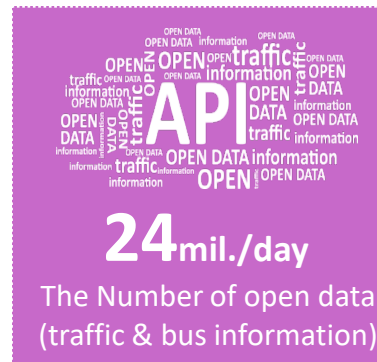
TOPIS (Seoul Transport operation and Information Service)



TOPIS (Seoul Transport operation and Information System)



서울역 버스환승센터 02-006	100	5분	151	7분
	421	저상	8분	504
	1711	6분	7011	10분
SEOUL TOPIS	곧도착 : 471			



The Digital Civic Mayor's Office



Check real-time city status

Traffic, safety, air quality, waterworks, etc

Public opinions

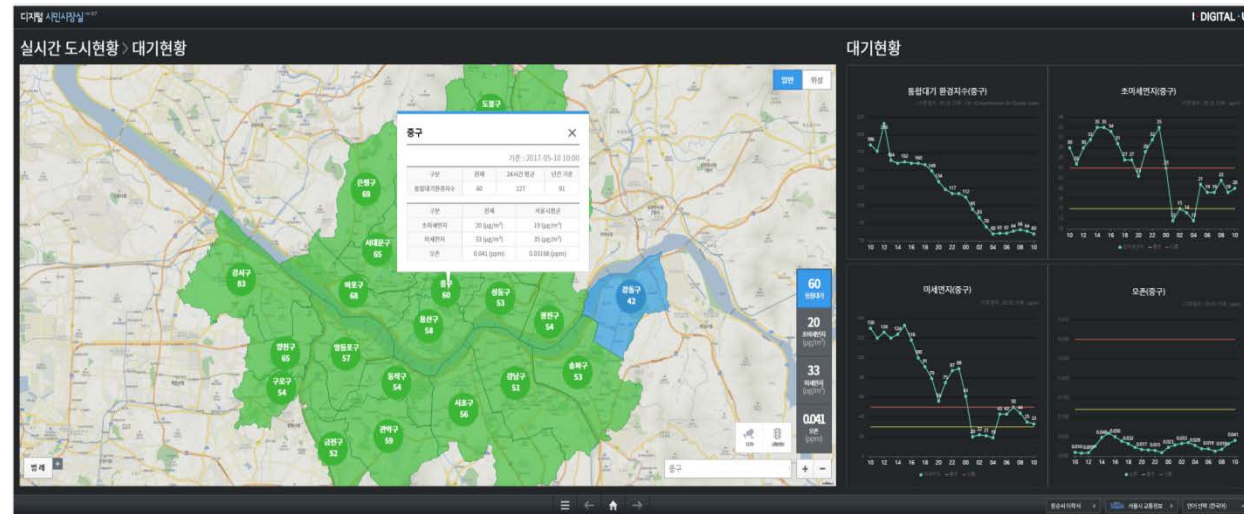
Seoul portal, civil complaint platform social media, policy suggestion etc.

Major projects & admin. status

Voice recognition & video call

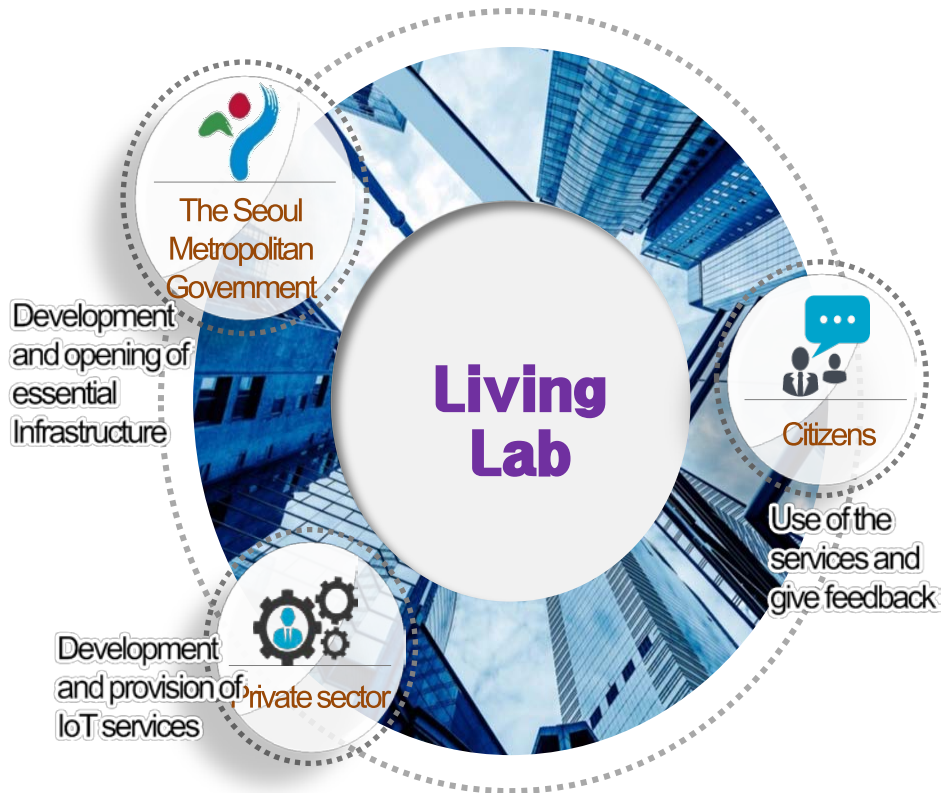
What is Digital Civic Mayor's Office?

- Built in June 2017 at the Seoul Mayor's Office.
- An interactive screen that provides real-time information on major policies and projects in Seoul.
- Integrate and visualize 10 million data from 167 systems of the SMG and shows 800 CCTV feeds from major places in Seoul.
- The data from the Digital Office will be open to public in Dec. 2017



Seoul IoT Service Model

Creation of sustainable IoT ecosystem

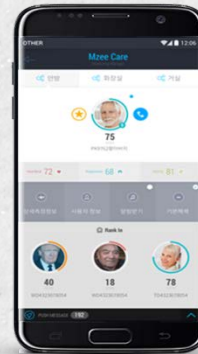


IoT Services Cases



Child location tracker

Elderly care service



Smart trash bin



Smart home energy mgt.

AR based Smart Tourism



Smart BOX



IoT Services Cases

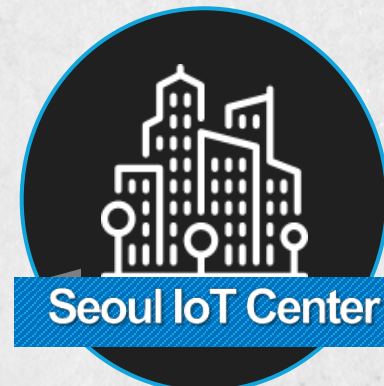
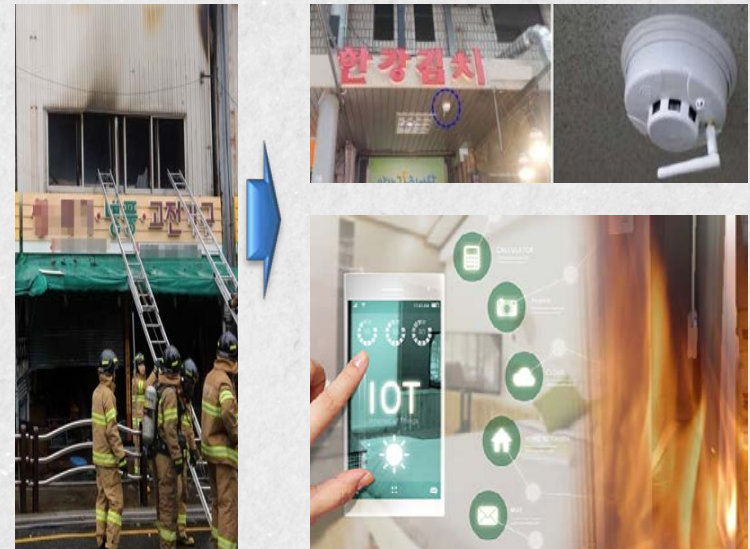
Cheonggye Stream
History & culture Guide



Smart City tour Bus



Traditional Market Fire Detection





Together seoul
With citizens & world

