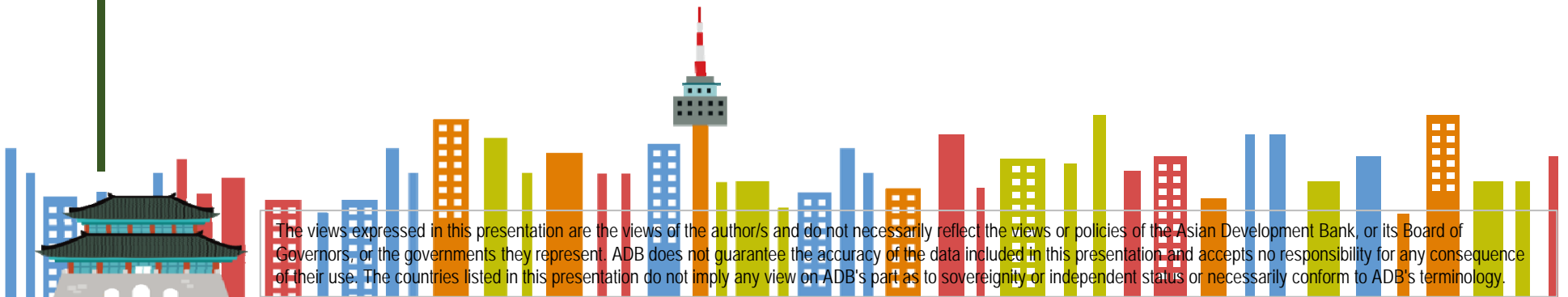


Experience of Seoul in its Efforts toward Sustainable Development

- Based on the experience with 2030 Seoul Plan-

Jaemin Song, Ph. D

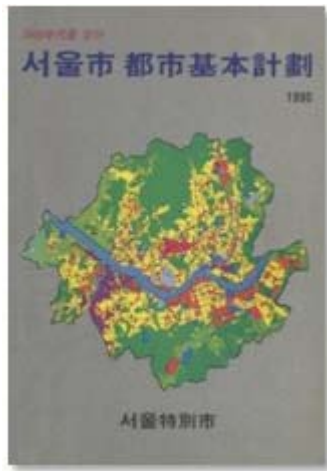
Director General for International Urban Development Collaboration
Seoul Metropolitan Government(SMG)



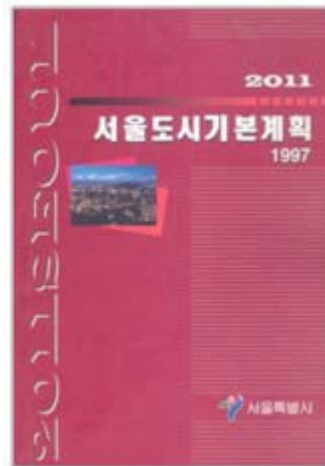
History of Master Plans in Seoul

Legal Basis for Master Plan in Korea

- Based on the Act on Planning and Use of National Territory
- Master plan as a guideline for city and county management
- Approved by the Ministry of Land, Infrastructure and Transportation until 2009



Seoul Master Plan 2000



Seoul Master Plan 2011

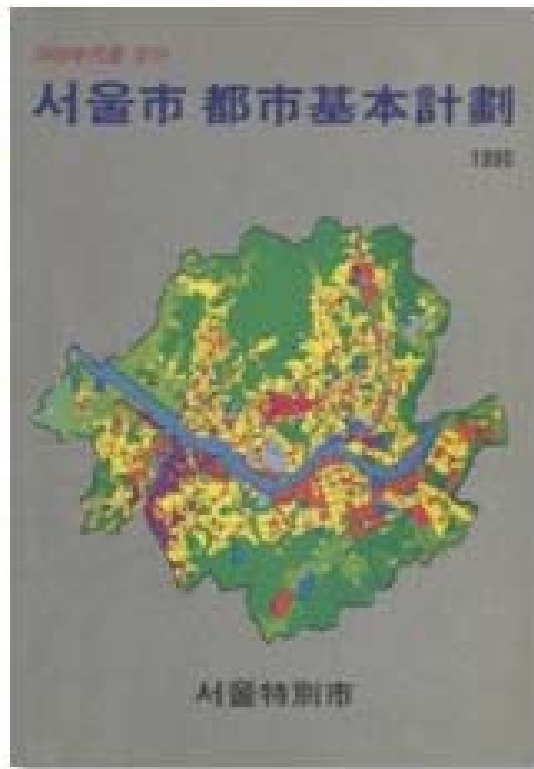


Seoul Master Plan 2020



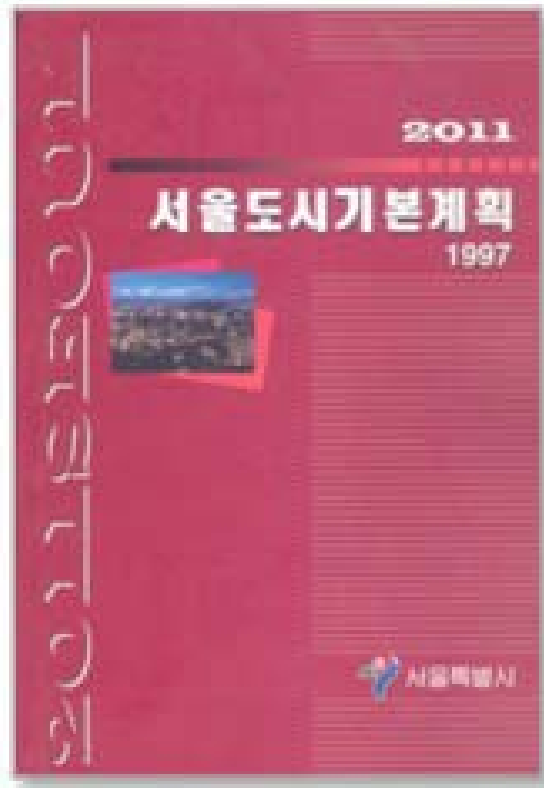
2030 Seoul Plan

History of Master Plans in Seoul



- Target Year: 2000 (established in 1990)
- Vision
 - The capital city for the unified Korea
 - The central city of the Pacific Region
 - A People city
- Major characteristics
 - Balanced development of the southern and the northern part of Seoul
 - The first statutory plan

History of Master Plans in Seoul



- Target Year: 2011 (established in 1997)
- Vision
 - A great, people-oriented city to live in
- Major characteristics
 - Revision of 2000 plan
 - Development plans for Sangnam, Yongsan, Tukseom and Magok district

History of Master Plans in Seoul



- Target Year: 2020 (established in 2006)
- Vision
 - An International City of Nature and People of History and Technology
- Major characteristics
 - Revision of 2011 plan
 - Incorporation of socio-economic changes due to Asian Financial Crisis in 1997
 - Incorporation of changes such as relocation of the administrative capital and restoration of Cheonggyecheon

Problems with the Previous Master Plans

- Lack of participation of citizens in a plan-making process
 - ➔ Unable to reflect the needs and values of citizens in a master plan
- Hard to be understood and shared by citizens due to its broad scope and technical descriptions
 - ➔ No shared vision with citizens
- Led by one department of Seoul Metropolitan Government, Urban Planning Bureau, and focused on spatial and physical planning
 - ➔ Lack of linkage with and leverage power on other areas like culture, welfare, job etc.
- Lack of follow-up of the implementation
 - ➔ Left as a paper plan without actions

Introduction of 2030 Seoul Plan

Citizen Participation Model for Seoul's Master Plan

2030
SEOUL PLAN

Seoul Plan is a name of a new master plan of Seoul.

What triggered the introduction of 2030 Seoul Plan?

- Time to review and revise 2020 master plan
- New Mayor elected in 2011
- Transition of the authority of approving a master plan from a central government to a local government → more room to incorporate own characteristics and situations of a city into the plan
- Increasing demands for citizen participation
- Needs to overcome the limitations of the previous master plans

Development Process of 2030 Seoul Plan



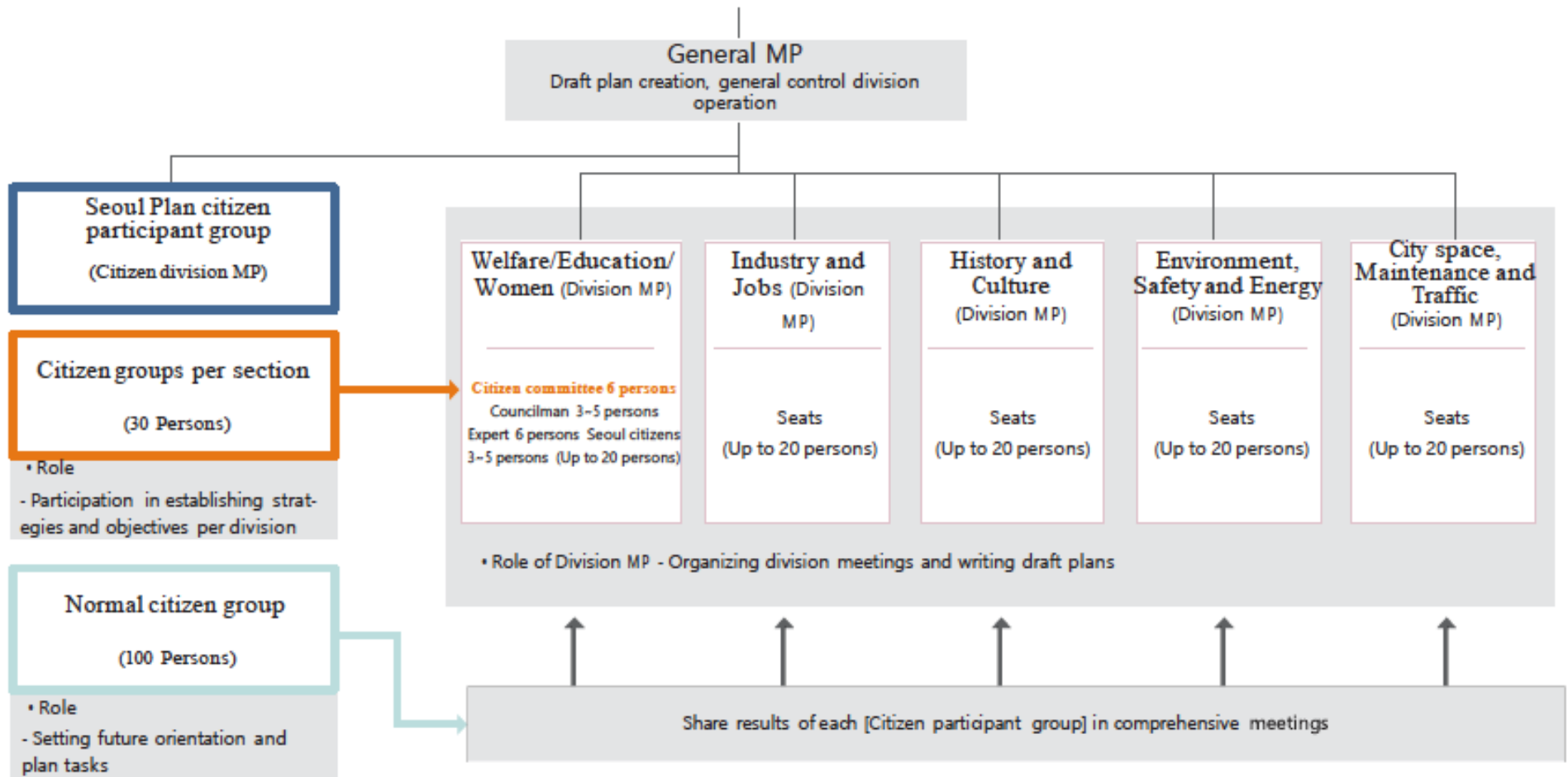
- 5 stages with participation of 220 of experts and citizens
- Multiple times of public hearings and neighborhood forums

What makes 2030 Seoul Plan so unique?

- Collaborative planning (across departments)
 - Inter-departmental collaboration with participation of departments and offices at Seoul Metropolitan Government, led and coordinated by the Management & Planning Office and Urban Planning Bureau
 - ➔ Improve the effectiveness and implementability of the plan
- Communitive planning(citizen participation)
 - Vision and issues in the plan developed and proposed by citizens
 - ➔ Increase the legitimacy of the plan
- Strategic planning
 - Issue and goal-oriented plan with monitoring
 - Setting priorities for the city
 - ➔ Increase the efficiencies in achieving its goals

Committee for 2030 Seoul Plan

2030 Seoul Plan Establishment Promotion Committee
 (Co-chairperson: Administrator 1 Vice Mayor, Administrator 2 Vice Mayor, General VP)



Source: www.seoulsolution.kr/en/content/2030-seoul-plan

How did we select citizens for the committee?

- Random telephone survey targeting adults of age 19 or above residing in Seoul
- Random selection of 100 people to ensure statistical representation and reliability
 - Balanced consideration of gender, age, occupation, and region

Age	Sex		By Occupation					Others			Total
	Male	Female	Students	Employees	Entrepreneurs	Self-employed	Housewife	Elders	Disabled	Foreign National	
20s	9	11	13	5						2	20
30s	7	10		14		1	2				17
40s	15	11		8	6	6	5		1		26
50s	10	15		10	1	5	7		2		25
Over 60s	8	4		2		2	2	6			12
Total	49	51	13	39	7	14	16	6	3	2	100

Source: www.seoulsolution.kr/en/content/2030-seoul-plan

How was the citizen group involved in plan-making process?

- 1st one day workshop
 - Brain writing on future of Seoul in 2030
 - Lectures by experts
- 2nd one day workshop
 - Discussion on major issues in Seoul
 - Lectures by experts
- 2 day-long workshop
 - Prioritizing major issues and proposal for vision of Seoul



Source: <http://citybuild.seoul.go.kr/files/2013/09/5244d4f71aa645.41448410.pdf>

Source: www.seoulsolution.kr/en/content/2030-seoul-plan

Vision of 2030 Seoul Plan



Source: White paper on 2030 Seoul Plan (2015)

Vision

**“Happy City of Citizens with
Communication and Consideration”**

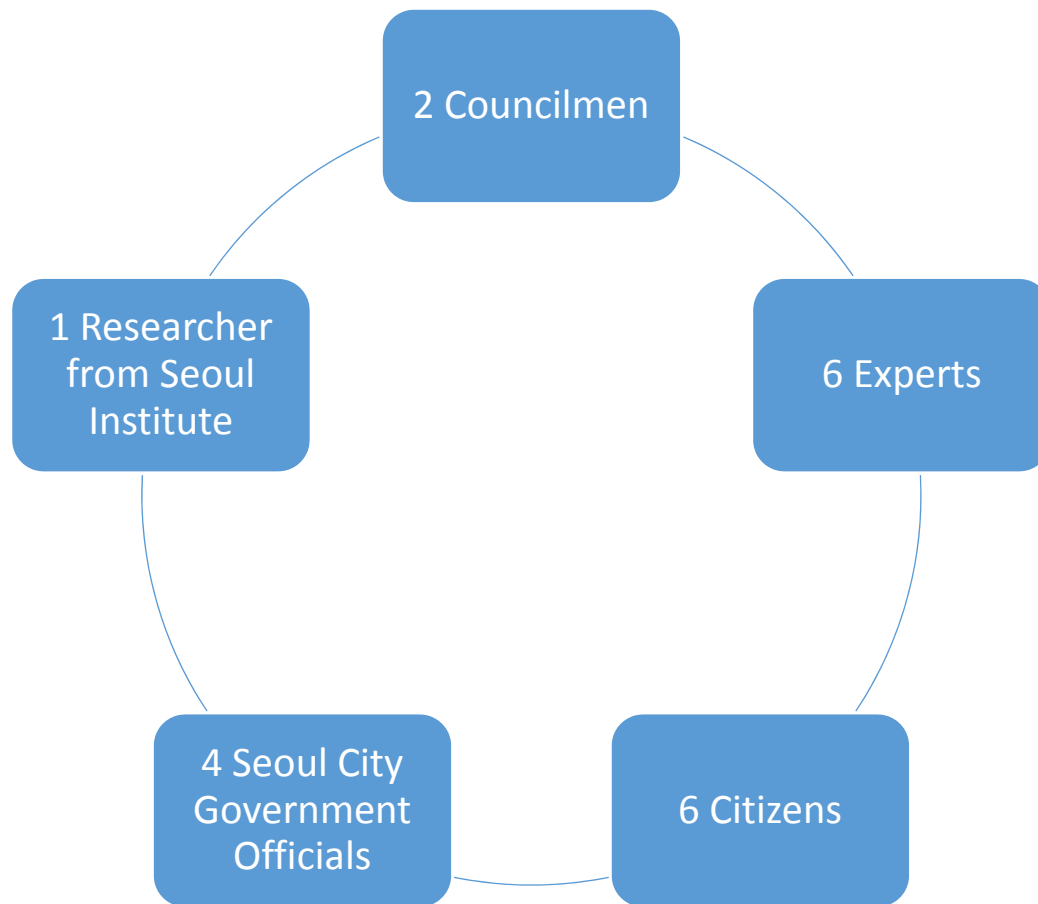
2030 Seoul Plan

5 key Issues- 17 indices & 17 Goals and 60 Strategies



How did we organize the sub-committee for each issue?

Around 20 persons per Sub-Committee



Source:
<http://citybuild.seoul.go.kr/files/2013/09/5244d4f71aa645.41448410.pdf>

Composition of Citizens

: 1 Elder, 1 Disabled, 1 Entrepreneur or Self-employed, 1 Employee, 1 Woman, 1 Student

➔ Propose goals and strategies for each issue

Instruments to reinforce the sustainability of the plan

- Required monitoring of the key indicators and implementation status
 - ➔ To review and evaluate progress
 - ➔ To be shared with citizens
 - ➔ To Improve the effectiveness of implementation
- Active and direct involvement of citizens and inter-departmental collaboration in a plan-making process
 - ➔ To reflect the “actual” needs and values of citizens, not of experts or a mayor
 - ➔ To ensure the legitimacy of the plan and improve the consistency between the master plan and sectoral policies

Some of the remaining issues..

- How and whom to select for a citizen committee?
- How to attract attention of citizens?
- How to coordinate citizens with different understanding in urban planning?
- How to collaborate with neighboring municipalities?
- Challenges with monitoring

Thank You!

