**Seoul’s Action Plan on Open Government Partnership 2018-2020**

**I. INTRODUCTION**

Seoul is a city with an excellent natural environment, with 41.5 km of the Han River passing through the city and 27% of its total area allocated to public green space. It is also the center of politics, economics and culture, with a 600 year history as the capital of Korea. It is the heart of Korea’s economy, accounting for 23% of the country’s gross domestic production. During the process of rapid urbanization, the Seoul Metropolitan Government (SMG) has successfully built an advanced IT environment, excellent urban infrastructures and solid administrative systems in order to improve the quality of life for its citizens.

Seoul has transformed itself into a city where 10 million citizens can live comfortably, and it continues to find innovative ways to resolve persisting urban challenges through ICT technology. The Smart Safe Network App for Women which helps women safely return home at night, Information Communication Plaza which is a document disclosing platform, Live Seoul which discloses major policy decisions in Seoul in real-time are a few notable examples.

The Seoul Metropolitan Government places a great importance on communication, openness and cooperation. With its administrative philosophy, "Citizens are the mayors.", the SMG tries to implement all policies based on civic participation and cooperative governance. IT technology has served as an important means to implement this administrative philosophy. In particular, a high penetration of smart devices (over 93%) as well as rapid expansion of social media has made a great contribution to improve civic engagement.

As society and technology have progressed, citizens are demanding improved access to information and more civil participation. In the process of transferring the power and authority of the government to its citizens, the Seoul Metropolitan Government seeks to reflect the citizen needs in the 2nd Seoul OGP Implementation Plan. We will also work together with civil society to fulfill the government's commitment to the city.

**Ⅱ. DEVELOPMENT OF THE SEOUL ACTION PLAN**

As values of OGP is in concert with Seoul’s administrative direction which is Citizen-Centered Innovation, Cooperative Governance and Communication, the SMG expressed a huge interest in joining the OGP pilot program. The SMG joined OGP as a pilot city in April 2016 and started implementing its second Seoul OGP action plan by becoming a full member of the OGP subnational program.

**< Preparation of Seoul OGP Action Plan>**

The direction for Seoul OGP is as follows.

• Build and execute the Action Plan alongside various civil societies and make all processes transparent.

• Disclose the process of building and implementing the Seoul OGP Action Plan using the OGP website (ogp.seoul.go.kr).

• Organize and operate a consultative body, Seoul OGP Committee, that civil society can participate in.

• Establish a comprehensive and feasible Seoul OGP Action Plan considering the policy environment of Seoul.

**< Disclosing Seoul’s plan for OGP and selecting OGP commitments>**

Through media press release, the Seoul Metropolitan Government informed its citizens of its plan to design a Seoul OGP Action Plan with its citizens. The Seoul Metropolitan Government asked the citizens to suggest any potential OGP commitments for Seoul and received them through the OGP website (<http://ogp.seoul.go.kr>) from May 31 to June 17, 2018. A total of 13 suggestions for Seoul’s OGP commitments have been made and after giving the proposers a chance to present their OGP ideas and getting them reviewed by related departments, a final list of 4 commitments have been decided; one commitment has been dropped later due to the proposer’s intent to discontinue. The final commitments are as follows: *① Design a subway transfer map based on citizen participation ② Create an environment to improve citizens’ digital literacy and make civic-hacking a daily activity ③ Support youth startups in the field of smart cities.*

**< Organizing and operating a Seoul OGP Committee and preparing the final Action Plan >**

The Seoul Metropolitan Government has organized a Seoul OGP Committee to prepare a concrete action plan for each commitment. Voluntary participants comprised of presentation participants and people from civil society organizations formed a Seoul OGP Committee. The Council is made up of a total of 17 participants; consisting of city officials and citizen civil organization members. Council members can be added or changed in the process of preparing the Seoul OGP Action Plan.

The 1st Committee meeting was organized as an offline gathering. Committee members formed smaller groups (around 2-4 members per commitment) and each smaller group has actively arranged online and offline meetings to prepare specific action plans for each commitment, and a draft OGP action plan was produced. The draft was reviewed and was opened to related departments of the Seoul Metropolitan Government to receive opinions, and after incorporating opinions from related departments the Seoul OGP Action Plan was finalized.

Every step of the OGP Action Plan execution will continue to be transparent, and the reflections of the Seoul Metropolitan Government regarding the citizens’ opinions on implementing the OGP Action Plan will also be shared with the Seoul OGP Committee.

**III. OGP COMMITMENTS**

**< Outline for the commitments >**

○ The Seoul Metropolitan Government has three OGP commitments which aim to expand citizen participation and implement an open government. The major content is as follows.

**① Design a subway transfer map for the transportation vulnerable based on citizen participation**

- Develop a subway transfer map which show the fastest way to transfer and the location of elevators, etc. to help the transportation vulnerable such as the handicapped, elderly and pregnant women to navigate in subways stations.

- Convert the current subway transfer map on image file which was made by Muui, a civil society organization, into a digital form of data by using Seoul’s Indoor Spatial information System so the subway transfer map can be continuously and easily updated.

**② Provide an environment to improve citizens’ digital literacy and make civic-hacking a daily activity**

- Improve the utilization of data by providing data literacy education to citizens and improve public awareness on public data by holding data forums.

- Create a systematic environment to get people interested in data and help them routinely perform civic hacking through public data.

**③ Support youth startups in the field of smart cities**

- Find promising smart city related ICT startups founded by young people, form a consultative body to help overseas advancement of their business and provide opportunities for them to participate in ICT international conferences, seminars and exhibition so they can market their products.

- Publish all information pertaining to rules and regulations and provide incentives to startups (including opportunities to participate in conferences) in a single, easy to use and accessible website.

- Create a consultative body where startups can provide feedback to SMG and other relevant stakeholders on the policies they are affected by and require the relevant authorities to consider and respond to their feedback.

**【Commitment ①】 Design subway transfer maps for the transportation vulnerable based on citizen participation**

**○ Outline**

- Develop subway transfer maps which indicate the fastest way to transfer and the location of elevators, etc. to help the transportation vulnerable such as people in wheelchairs, elderly and pregnant women to navigate subways stations.

**○ Main objective**

- Convert the current subway transfer map on image file which was made by Muui, a civil society, into a digital form of data by using Seoul’s Indoor Spatial information System so the subway transfer map can be continually and easily updated

- Add the Muui’s subway transfer map to Seoul Metro’s official subway application for easier accessibility.

- Secure resources and appoint the responsible department to continuously update the subway transfer map for the transportation vulnerable through public consultation.

- Disclose the subway transfer map in API form to the public.

**○ Status quo**

- The information about subway station facilities and transfer are already available. However, it is hard for people to understand them due to the complexity of the subway stations and the lack of readability.

- Currently, Muui developed subway transfer maps for 33 subway stations but it is hard to change pictograms and texts on the image file. -→ Need to convert the image file to data structure for continuous updates

- For the sustainability of the subway transfer maps, it’s necessary to deploy Seoul Metropolitan Government’s map-making technology (Seoul Indoor Spatial information System) to improve Muui’s existing maps and use the participation of volunteers and young designers.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |
| --- |
| **Commitment** |
| **1. Design subway transfer maps for the transportation vulnerable based on citizen participation** |
| **Name and contact information of responsible department/team** | Byeongmin YOO, GIS Division(Tel.02-2133-2853, e-mail. yoobery7@seoul.go.kr) |
| **Other involved actors** | **Government** |  |
| **Civil Society, Private Sector** | Muui |
| **Status quo or problem/issue to be addressed** | ○ The transfer routes and signs for the transportation vulnerable groups (including people in wheelchairs and the elderly) are not properly marked in subway stations due to the complexity of the subway stations and the multiple subway system operators. |
| **Main Objective** | ○ Convert the current subway transfer map on image file which was made by Muui into a digital form of data by using Seoul’s Indoor Spatial information System so the subway transfer map can be steadily and easily updated.○ Add the Muui’s subway transfer map to Seoul Metro’s official subway application for better accessibility.○ Create a framework for continuous update of Muui’s map on the application in cooperation with related organizations. |
| **Brief Description of Commitment** | ○ Improve the quality and versatility of the subway transfer map and ease of map-making processes by utilizing Seoul’s Indoor Spatial Information System and provide the map to various organizations. ○ Create the frameworks and steps to engage other organizations to contribute to the continuous updating of the subway transfer map.  |
| **Please describe the way in which this commitment is relevant to further advancing OGP values of access to information** | [ ]Transparency [○]Accountability [○]Citizen Participation [○]Technology & Innovation |
| **Verifiable and measurable milestones to fulfil the commitment** | **New or ongoing commitment** | **Start Date:** | **End Date:** |
| 1. Upgrade Muui’s current map by using Seoul’s Indoor Spatial Information - Compare the research methodology and the target subway stations for ongoing map making between the SMG and Muui and analyze them- Conduct field research and make the subway transfer maps for 5 subway stations for trial - Expand the target subway stations for map making  | New | Aug. 2018 | Aug. 2020  |
| 2. Disclose the subway transfer map- Develop and disclose the maps in a form of Open API (Expand the scope from 5 subway stations to more)- Connect the Open API for subway transfer map with Seoul Metro’s official app, so the subway transfer maps can be available on the app- Disclose subway transfer apps and maps through open data platforms of Seoul such as Open Data Plaza | New | Aug. 2018 | Aug. 2020 |
| 3. Create the cooperative framework to update subway transfer maps- Pursue cooperation among the SMG, Muui, Seoul Metro and other related organizations- Decide on each organizations’ roles and create the framework for continuous map updates | New | Sep. 2018 | Aug. 2020 |

 |

【Commitment②】 **Create an environment to improve citizens’ digital literacy and make civic-hacking a daily activity**

**○ Outline**

- Improve the utilization of data by providing data literacy education and improve public awareness on public data by holding data forums and contests.

- Create a systematic environment to get people interested in data and help them routinely perform civic hacking through public data.

**○ Main objective**

- Help citizens’ capability to access and utilize open data including public data

- Expand this initiative to data based citizen participation and social innovation

- Increase jobs through data utilization, data forums and conferences

**○ Status quo**

- Data literacy is considered one of the most important civil abilities in the modern data based society. However, data education has not been well organized and provided.

- Even though Seoul Open Data Plaza, a data sharing website, has been developed and operating, citizens’ public data usage has not been so high.

- People can find insight and things to do when they look at data closely. However, due to a lack of time, other priorities and loss of incentive and motivation, it’s hard to maintain interest in civic hacking.

- One off hackathons and other contests are not sustainable and they do not overcome the financial barriers hackers often face.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |
| --- |
| **Commitment** |
| **2. Create an environment to improve citizens’ digital literacy and make civic-hacking a daily activity** |
| **Name and contact information of responsible department/team** | Jongseok PAKR, Data & Statistics Division(Tel.02-2133-4267, e-mail. jspark37@seoul.go.kr) |
| **Other involved actors** | **Government** |  |
| **Civil Society, Private Sector** | Open Net, C.O.D.E |
| **Status quo or problem/issue to be addressed** | ○ Data education to improve digital literacy has not been systematically provided○ Citizens’ use of data is limited○ Due to a lack of time, other priorities and loss of incentive and motivation, people stop participating in civic hacking ○ One time hackathons and other contests are not sustainable and they do not support civic hackers financially |
| **Main Objective** | ○ Create a systematic environment to get people interested in data and help them routinely perform civic hacking through public data○ Improve the utilization of data and improve public awareness on public data by providing data literacy education ○ Implementing action plans for both civic hacking and digital literacy and connecting them to create a sustainable ecosystem for data |
| **Brief Description of Commitment** | ○ Prepare steps to create an environment to improve citizens’ digital literacy and make civic-hacking a daily activity 1) Identify demands and ensure representativeness of the people whom ask for data (Sep.~Oct. 2018) - Form an OGP sub-group that serves as a window for public data demand between citizens and the SMG - Find out ways to resolve miscommunication between the SMG and stakeholders - Receive suggestions and feedback on the need for data and data development- Secure representativeness of the data demand from the OGP sub-group through the process of generalization and prioritizing the importance of data - Elaborate citizens’ demand on data 2) Establish a direction to provide a sustainable data environment and draw out action plans to achieve the goals (Nov.~Dec. 2018) - Find out the shared goals and elaborate on the direction through engaged discussion 3) Examine the sufficiency of resources and stakeholders’ competence for action plan implementation (Jan. 2019) 4) Develop support plans for this action plan implementation and connect citizen and civil society with the departments and organizations that have the data they need (Feb.~March. 2019) 5) Specify and confirm the roles of the public and private sector, securing sustainability of the commitment (April. 2019)○ Create a systematic environment to get people interested in data and help them routinely perform civic-hacking through public data 1) Organize forums and programs to raise greater awareness of data (2019~) 2) Support people to conduct civic-hacking as a daily activity based on Seoul Big Data Campus (2019~)  - Universities can analyse data for projects and hold classes at the Big Data Campus  - Experts and civic hackers can participate in data analysis 3) Implement projects proposed by CSOs in cooperation with CSOs - 8 big data analysis projects suggested by the Green Seoul Citizen Committee 4) Develop, combine and share the data with high utility rate for the public-private big data platform service (2017~) - Combine data from the public sector with private sector and analyse them → combine and analyse public and private data and gain insights from it, Share the results of the analysis with the public and apply the results to policies→ Upgrade the existing de facto population analysis, analyse mobility of Seoul citizens, financial index of Seoul citizens, fine dust level, etc. 5) Build the structure for collecting and storing the public data of SMG and create a Big Data Lake which is a big data storage platform and share the list of public data with the citizens- Actively disclose the public data which is asked for civic-hacking by CSOs and citizens○ Improve the utilization of data and awareness on public data by providing citizens with data literacy education (Tentative)1) Organize forums and programs to raise awareness of people on data (2019~) 2) Provide and expand data education, targeting general public based on Seoul’s Big Data Campus - Open seminars for citizens, teachers, CSOs, etc. - Hold the Mentoring Day which is a regular gathering for experts, CSOs, resident companies and organizations at the Big Data Campus to discuss data projects3) Expand the data education provided by CSOs (2019~)① The first half of 2019: data literacy education targeting general public② The second half of 2019: data literacy education targeting teachers③ The first half of 2020: data literacy education targeting both citizens and teachers④ The second half of 2020: Open data fellowship for the public 4) Provide specialized programs and contribute to job creation - To nurture big data professionals, provide or support educational programs  |
| **Please describe the way in which this commitment is relevant to further advancing OGP values of access to information** | [○]Transparency []Accountability [○]Citizen Participation [○]Technology & Innovation |
| **Verifiable and measurable milestones to fulfil the commitment** | **New or ongoing commitment** | **Start Date:** | **End Date:** |
| 1. Upgrade the current Muui’s map by using Seoul’s Indoor Spatial Information - Compare and analyze each other’s research methodology for subway stations and selection of subway stations.- Conduct field research and make the subway transfer maps for 5 subway stations  - Expand the number of subway stations for map-making | New | Aug. 2018 | April. 2019  |
| 2. Improve the utilization of data and awareness on public data by providing citizens with data literacy education (Tentative)1) Organize forums and programs to raise awareness of people on data (2019~) 2) Provide data education targeting general public based on Seoul’s Big Data Campus3) Expand the data education provided by CSOs (2019~)4) Provide specialized education on data and contribute to creating jobs  | New | Sep. 2018 | Aug. 2020 |
| 3. Connect and combine action plans for civic-hacking with the ones for digital literacy in the same area and further develop them to create sustainable ecosystems for data1) Connect and combine the action plans (2018~)2) Form a sustainable network/community for data (2019~)3) Operate a sustainable support system (2019~)4) Provide sustainable platform service (2020~) | New | Sep. 2018 | Aug. 2020 |

 |

**【Commitment③】 Support youth startups in the field of smart cities**

**○ Outline**

- Find promising smart city related ICT startups founded by young people, form a consultative body to help overseas advancement of their business and provide opportunities for them to participate in international ICT conferences, seminars and exhibition so they can market their products globally.

- Publish all information pertaining to rules and regulations, provide incentives to startups including the opportunities to participate in conferences and promote their products globally online and make the information easy and accessible to everyone.

- Make a framework to allow startups to provide feedback to SMG and other relevant stakeholders on the policies they are affected by and require the relevant authorities to consider and respond to their feedback.

**○ Main objective**

- Form and operate a startup consultative body for overseas advancement.

- Share SMG’s connections and knowledge on foreign cities and companies with the startups.

- Support the startups to participate in global business events such as MWC, Dream Force, 4YFN

and Slush.

- Promote the culture of starting a business through the private-public cooperation.

**○ Status quo**

- Even though the startups founded by young people have competitive technologies, it’s hard for them to expand their business globally due to lack of experience and money.

- Startups who desire to expand their business overseas through the SMG’s global network have increased.

- As domestic regulation for business is not likely to improve at a fast pace, Koreans startups’ global competitiveness has decreased. Therefore, it is necessary for young startups to expand their business to developing countries which have less regulation and more opportunities.

- The SMG has already been operating a consultative body for small and mid-sized ICT companies in the field of smart city technology, but it’s hard for young and small startups to join the existing consultative body.

- It is necessary to improve synergies by forging partnership between the new consultative body for youth startup and the existing consultative body for small and mid-sized ICT companies.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |
| --- |
| **Commitment** |
| **2. Support youth startups in the field of smart cities.** |
| **Name and contact information of responsible department/team** | Jeyin Lee, Information Planning Division(Tel.02-2133-2924, e-mail. sannjigi@seoul.go.kr) |
| **Other involved actors** | **Government** |  |
| **Civil Society, Private Sector** | Airblack, Widebrain, Doodler, Smart&Play, Merry KING |
| **Status quo or problem/issue to be addressed** | ○ Many youth startups have competitive technologies and services. However, due to lack of resources and experience, they often face difficulties expanding their business globally |
| **Main Objective** | ○ Form and operate a Youth Startup Consultative Body for Overseas Advancement○ Make synergies by forging a partnership between the Youth Startup Consultative Body for Overseas Advancement and the Smart City Council for Small and Mid-sized Companies  |
| **Brief Description of Commitment** | ○ Launch and manage the Youth Startup Consultative Body for Overseas Advancement○ Provide opportunities for them to participate in international ICT conferences, seminars and exhibitions so they can market their products globally○ Publish all information including the opportunities to participate in conferences and to promote their products globally online and make the information easy and accessible to everyone○ Make a framework to allow startups to provide feedback to SMG and other relevant stakeholders on the policies they are affected by and require the relevant authorities to consider and respond to their feedback |
| **Please describe the way in which this commitment is relevant to further advancing OGP values of access to information** | [ ]Transparency [ ]Accountability [○]Citizen Participation [○]Technology & Innovation |
| **Verifiable and measurable milestones to fulfil the commitment** | **New or ongoing commitment** | **Start Date:** | **End Date:** |
| 1. Form a Youth Startup Consultative Body for Overseas Advancement in the field of smart cities- Recruit 5 ~ 10 startups interested in overseas advancement | New | Oct. 2018 | Nov. 2018  |
| 2. Make a promotional kit for participating startups - Design and publish English booklets and proposals which consist of startups’ ICT solutions and services | New | Nov. 2018 | Feb. 2020 |
| 3. Participate in conferences and roadshows etc. and visit target cities - Business matchmaking, promotion, etc | New | March. 2018 | Dec. 2018 |

 |