

# 2030

MAKING A  
BETTER FUTURE OF SEOUL





2021 Seoul Photo Contest Mi-won Kang (Gyeongbokgung Palace)

## Seoul

### #1 Destination on Everyone's Bucket List

Seoul is home to not only Gyeongbokgung Palace, DDP, Dongnimmun Gate, and Sebitseom Island as guided by BTS, but also the backdrop for Bong Joon-ho's *Parasite* as well as the installation site for the giant doll from *Squid Game* at Olympic Park.

"I'm going to visit Seoul once the pandemic ends!"

"I didn't know much about Korea, but Seoul seems so beautiful!"

These types of comments can be seen in many languages on YouTube. It shouldn't come as a surprise because Seoul is the epicenter of popular Korean culture that captivates people all over the world.



2021 Seoul Photo Contest Myeong-ok Baek (Nodeul Island)





# Seoul

## #11 on the Global Liveable Cities Index

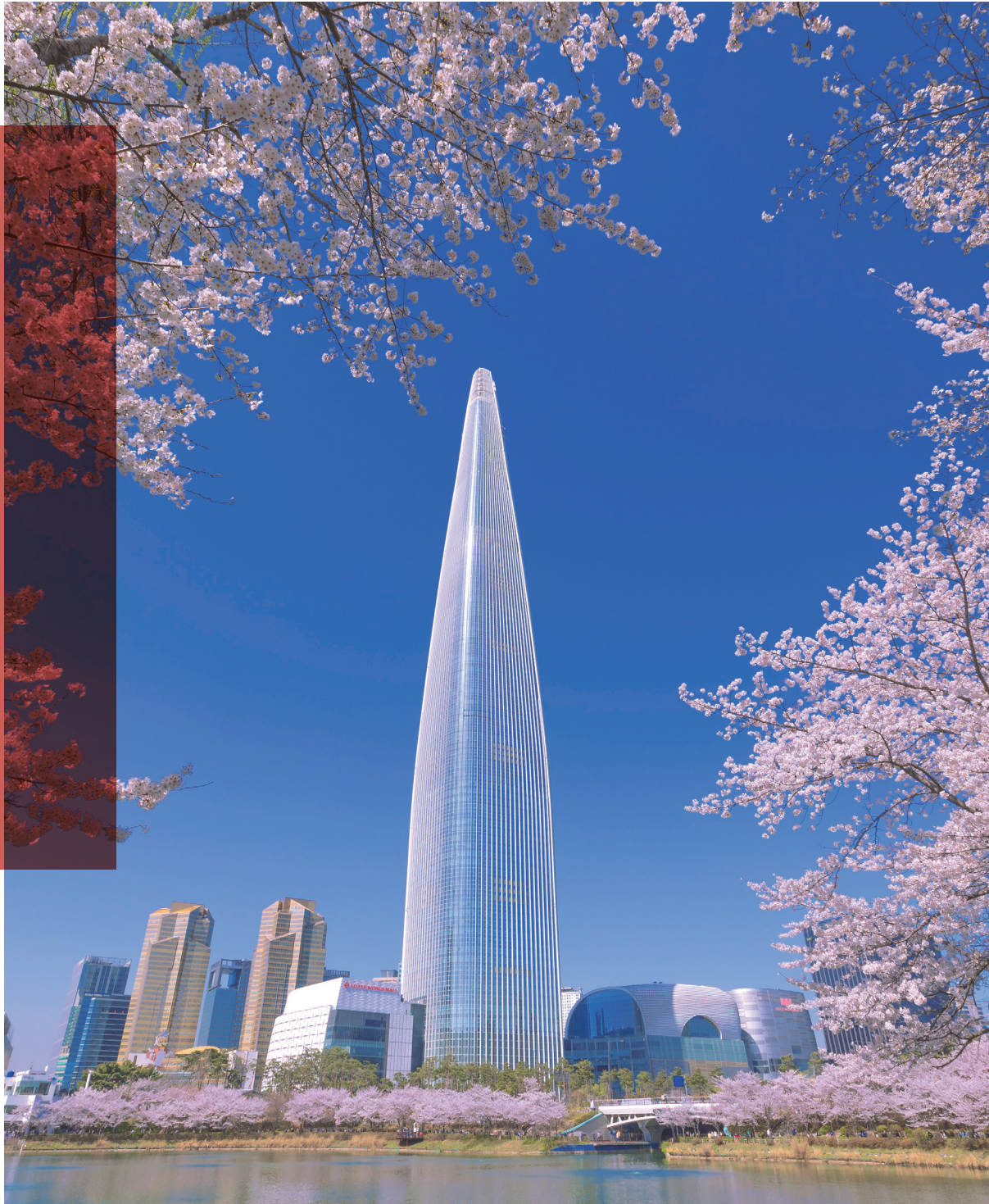
The global monthly magazine Monocle publishes its Liveable Cities Index every year. Seoul ranked 11th on the list in 2021 out of all the cities around the world.

Seoul is a city with accessible, affordable, and user-friendly public transportation, enjoyable neighborhoods from Hongdae and Hyehwa-dong to Itaewon and more, and well-prepared to return to normalcy while preserving the quality of life amidst the pandemic.

These are the reasons Seoul was ranked high, which goes to show that Seoul has become a highly competitive city in many areas that affect the citizens' quality of life.

The way the world sees Seoul has changed significantly. The world now acknowledges Seoul as a competitive city.





2021 Seoul Photo Contest Ji-hoon Park (Seokchon Lake)



2021 Seoul Photo Contest  
Dae-cheol Yoon (Banpo Hangang Park)

## Seoul, a City that Inspires Cities

Leadership is about giving hope. It is about providing a direction so that more people can participate and move together toward a better future. Leadership is another word for influence and impact. Such leadership applies the same to cities.

Seoul is an international city that has achieved remarkable economic development. It is a cultural city with various content that captivates the world. It is a safe city with immaculate COVID-19 protocols observed by citizens. It is a futuristic city with greater potential than what is currently known to the world. It is a leading city that shares experiences with other cities and cooperates with the international community to lead change for a better world.

Seoul will continue to foresee the future to create the future.



2021 Seoul Photo Contest Cheong-hee Lee (Seonyudo Bridge)



# MAYOR'S MESSAGE



39th Mayor of Seoul **Oh Se-hoon**

## Bold Changes Towards the Future

The COVID-19 pandemic has accelerated the paradigm shift towards a transition to Industry 4.0, bringing about great changes in all areas of life, including politics, economy, industry, and culture. The post-pandemic era demands bold changes that go beyond changes previously expected. Cities cannot survive the fierce global competition or boast global competitiveness through passive and ad hoc responses; instead, creating and executing visions—preemptive, long-term, strategic and comprehensive with clear priorities—systematically, is the only way to assure future competitiveness and competence.

Seoul is envisioning a better future driven by two keywords “Fairness” and “Co-prosperity” as the guiding principles in search for answers to restore the broken social ladder and enhance the quality of citizens’ lives as well as to upgrade Seoul’s global competitiveness.

Founded on the real voices of citizens, this vision will become a starting line for transforming Seoul into a global leader in the next decade. Seoul is taking the initiative heading towards 2030 to enkindle the hopes and dreams of citizens, and breathe new inspirations to cities across the globe.



2021 Seoul Photo Contest Baek-ho Jeong (Dongdaemun DDP)



2021 Seoul Photo Contest Seon-young Hwang (Sebitseom Island)





# Global Top 5 in 10 Years

The future is rapidly changing. Cities, just like any business and country, require proactive planning. And our current social problems require more strategic approaches. Comprehensive solutions are necessary for complex administrative demands.

While Korea's economy has drastically grown, the value of fairness and co-prosperity is being forgotten. While Seoul is frequently in the limelight on the global stage, greater changes are required in order for Seoul to become a top global city. Moreover, a lot has changed in such a short time due to COVID-19. Citizens' lifestyles have switched to online, remote and contact-free ways.

Seoul is also rapidly turning into a "reduced society" due to population ageing, low fertility rates, and a surge in single-person households. Seoul, a city with the world's best IT infrastructure, excellent talents and advanced fintech technology, is currently faced with the task of leading as a global smart city. Not only that, but Seoul is also tasked with preoccupying a strategic advantage in the future industrial environment in the era of Industry 4.0.

Seoul is seeking to become one of the top 5 global cities in the next 10 years by combining its clear visions to build the city's future and comprehensive strategies to obtain its visions. This will serve as the cornerstone for the next 100 years of Seoul.

The new projects and policies prepared by Seoul is a promise to the 9.55 million Seoul citizens (as of August, 2021) as well as to international citizens who want to visit, experience, invest in and learn about Seoul.

**In the future, Seoul will become a model city where anyone can dream and lead a better life.**



## With Citizens & Experts

Seoul's new future visions and developmental prospective were not born from the desks of civil servants. They are the result of the combined efforts of administrative agencies, policy experts, civil society leaders, and more. We took the importance of citizens who can tell us vivid stories of the field.

We all gathered and thoroughly went through the data. We all debated, questioned, and presented based on what each of us felt and thought. Then we started to develop achievable topics and the alternatives for Seoul.

We established Seoul's future visions and direction of development after endless heated debates and discussions. This resulted in bearing fruit that represents the hopes and dreams of Seoul citizens.

**We wish everyone to look over and forward to how things come to fruition while creating a better future for all of us at the same time.**





# Seoul, A Globally Attractive City, Going Together With The Socially Neglected

Seoul currently stands at a critical crossroads ahead of its leap to the future. It is imperative that we address social polarization for not just municipal but national development. It has become more important than ever to promote urban innovation and invest in new growth industries.

Seoul's new slogan encompasses its administrative philosophy that envisions a future led by the city to enhance the country's competitiveness.

Seoul will stand tall as a city of growth and vitality-ensuring creativity, innovation, and urban resilience for a better future. By 2030, the city will be reborn as a fair city of equal opportunity and a youth-friendly city where young people can achieve their dreams.

To this end, the city is implementing Seoul Vision 2030 to realize 4 of its major values for the future along with 16 strategic goals. Of the 78 policy tasks, the city will focus on 20 core tasks to promote the development of Seoul for the next decade.



# 01

SEOUL VISIONS



## VISIONS 1

# Co-prosperity

What is unfairness?

It is when one cannot succeed  
regardless of their efforts because  
fair competition and opportunity are not ensured.

What is fairness?

It is when everyone has equal opportunity.

What is co-prosperity?

It is when people work and grow together.

Seoul will restore the broken social ladder  
for a future driven by co-prosperity.

Seoul will build a structural system for greater social mobility  
of housing, jobs, education and welfare that works like gears.



# Co-prosperity

A city where anyone can dream and lead a better life.

There is an old Korean saying that goes, “A dragon born out of a creek.” This means that even mythical dragons can appear in small creeks. The belief that “Anyone can succeed if they work hard” has been a valuable foundation for the development of Korean society.

However, this saying is rarely used these days. Even in Korea, the 10th largest economy in the world, the social ladder has been broken for a while. This is not only for Korea. COVID-19 has amplified social inequality and polarization in almost every country in the world.

Such reality has even been satirized in the Korean drama that unfolds as an extreme survival game, where the characters fight to become the final winner and win huge prize money to a point where it has become relatable to people all around the world. While the drama is exciting to watch, the reality is quite alarming. Seoul will seek to stage a happy storyline for its citizens as a city of co-prosperity.

+10%P  
Social Activities Per Social Class  
by 2030

63.8%  
Youth Employment  
Rate by 2030  
58% in 2020

60%  
Five-Year Small Business  
Survival Rate by 2030  
32.5% in 2020

63%  
Female Labor Force  
Participation Rate by 2030  
54.3% in 2020

43%  
Lifelong Education For Seniors  
Aged 50+ by 2030  
31.9% in 2020

2,000 people  
Annual Youth Employment  
Academy Enrollment by 2030  
1,500 in 2022



# Equal Opportunity, Educational Equity, & Fair Competition

## 01

### A City of Fairness & Co-prosperity

How would the city look if people can pursue their dreams regardless of age or gender, if people who work hard can accomplish regardless of social class, and if the city can be developed without regional imbalances? Seoul will make this a reality. We will build a city of co-prosperity where the entire population can achieve their dreams and live happily together.

- Commercial alley revival project
- Proper protection of labor rights and safe working environment
- Seoul Learn online education platform
- Fair economic playing field for guaranteed opportunities for all citizens
- Inclusive culture for social diversity
- Encouragement of women's economic activities and gender-equal working environment
- Culture and environment of zero gender discrimination and violence
- Social inclusion to attract international talents
- Social capital foundation through co-prosperity cooperation
- Community values through expansion of citizen participation and sharing



## 02

### A City for Young People

Seoul supports young people and assists them to start their own businesses. Young, underprivileged citizens are guaranteed equal opportunity. Seoul remains by its young citizens every step of the way from the very beginning so that all young people can build up their skills and grow as members of society.

- Career development and paths for young citizens
- Workplace adaptation for new employees
- Assistance for young startups
- Housing improvement for better quality of life of young people
- Personal housing information for young people
- Support for young people to lead healthy lives
- Guarantee opportunities for young people from underprivileged backgrounds
- Expand participation channels tailored to young people and self-policy systems
- Participation space accessible to young people

## 03

### A City for Senior Citizens

Six out of ten people over the age of 50 in Seoul hope to start a business or find a job after retirement. Seoul will build a city where even those over 50 can re-enter the workforce and take another step in their life, solving the problems of an aging society using advanced smart technology.

- Expand transitional period life planning and counseling services
- Lifelong education for second careers
- Employment support system for early retirees
- Startup ecosystem for age 50+ seniors
- Social contribution activity system to boost the value of life in later years
- Enhanced computer literacy to close the digital divide
- Prevention of social isolation using smart technology

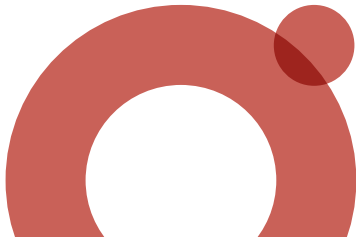


## 04

### A City of Balanced Development

Seoul is a metropolis with an area of 605.2km<sup>2</sup> comprising 25 autonomous districts and 426(as of July, 2021) administrative neighborhoods. Underdeveloped and marginalized areas in Seoul will not be left behind. Seoul aims to take a great leap forward as a greater city through balanced development between regions in various fields including transportation, commercial districts, housing, and the environment.

- Development of regional co-prosperity hub
- Development of railway network and station area in marginalized areas





# Seoul will prioritize fairness and co-prosperity to create a society where social mobility is possible.

## Restoring the Housing Ladder Annual Supply of 80,000 New Housing Units

Seoul will supply 240,000 new housing units by 2025 and a total of 500,000 by 2030 through redevelopment and reconstruction. In addition, we plan to diversify housing types, such as housing for college students and young professionals, long-term jeonse housing for newlyweds and families with children (i.e. co-prosperity housing), and "More" collective housing for households living in dilapidated low-rise houses, and supply a total of 300,000 units by 2030.

## Restoring the Career Ladder for Young Citizens Youth Revitalization Project

Seoul will support all young people to connect their talents and interest to future careers. To this end, Seoul will open its Youth Employment Academy in ten locations by 2030, and Campus Town Valley, which connects Campus Town and Seoul's innovation cluster, will be created in northwest, southwest and northeast regions. Seoul Young Tech, a consulting platform for young people's asset formation, will help the economic independence of young people.

**80,000** housing units  
Annual average of new housing supply

**Seniors aged 50+**  
Personal support for new businesses and jobs

## Restoring the Career Ladder for Senior Citizens Mid-life Support for Age 50+

Seoul will provide supports for job changes, comprising one-stop education, counseling, and employment support for seniors over the age of 50. We will expand the number of social contribution jobs that utilize the experience and skills of the seniors by up to 10,000 annually.

**10** branches  
Youth Employment Academy



## Restoring the Career Ladder for Regions Branding of Alleys in Seoul

Seoul will develop 100 commercial alleys with unique stories and tourism resources as local brands. We will reinforce the branding of 100 already recognized commercial alleys through policies, such as deregulation of the commercial environment. We will assist 352 traditional markets by creating online channels, and 290 commercial areas by supporting relationships with local residents. We will revive small businesses and the commercial alley economy by completing the commercial alleyway maps of Seoul.

## Restoring the Welfare Ladder Seoul's Income Security System

Seoul is planning an income security system that provides support for low-income households. A pilot project, providing 50% subsidy for shortages based on 85% standard median income, will be implemented for three years starting in 2022. From this pilot project, we plan to develop a reliable income model through in-depth research and implement it in earnest starting in 2027.

**100**  
commercial districts  
Local brand development

**SEOUL LEARN**  
Online education platform

**3** years  
50% subsidy for shortages based on 85% standard median income



## Restoring the Educational Ladder Seoul Learn Online Education Platform

Seoul Learn is a free online learning platform launched in August 2021 to relieve the educational gap between social classes. It initially began targeting underprivileged youth but the service will be expanded for all citizens by 2023. Seoul Learn will become a lifelong education platform where all Seoul citizens can learn and acquire skills-anytime, anywhere.







VISIONS 2

# Global Leadership

What should we do to increase  
Seoul's global competitiveness?  
What should we focus on most for  
Seoul to become one of the top 5 global cities?

We will attract highly talented workers,  
and create quality corporate environments.  
We will reform regulations to become  
a hub for tourism and culture, and  
a mecca for finance, startups and R&D.  
We will significantly expand relevant infrastructure.





# Global Leadership

**Becoming one of the top 5 global cities  
where talented individuals gather, businesses prosper,  
and people from all around the world visit.**

While Korea had been long regarded as just some small country in Asia,  
Korea's pop culture is producing remarkable results in global mainstream markets.  
This is the result of building solid groundwork while gradually growing.  
Seoul, the capital of Korea, is attracting more attention than ever before.

As of Sep 2021, 9 out of 11 unicorn companies of Korea are located in Seoul.  
Various startup clusters are formed throughout Seoul.  
Seoul's startup ecosystem ranked 16th out of 280 cities according to an analysis by  
the world-leading innovation policy advisory and research firm, Startup Genome.  
This was also meaningfully achieved by continuously and steadily moving up the ranks.

Seoul will now begin to take on greater challenges, while building a stronger foundation  
for growth in diverse areas, such as finance, culture, tourism, startups and R&D.  
Seoul will take a leap beyond being a global city to become a global leader.

**2030 Global City  
Competitiveness**  
Kearney's Global Cities Index  
17th in 2020

**5<sup>th</sup>**

**World's Top 5  
Largest Financial Cities**  
Attracted 250 International Financial Institutions  
25th in 2020

**World's Top 5  
Largest Cultural Cities**  
Cultural Service Added Value of KRW 20 Trillion  
11th in 2020

**World's Top 5  
Startup Cities**  
Discovery of 40 Unicorn Companies  
20th in 2020

**World's Top 3  
R&D Cities**  
1 Million STEM Experts  
6th in 2020

**World's Top 5  
Largest Tourist Cities**  
20 Million Foreign Tourists  
11th in 2019



A city of 1 million experts in science and technology, 40 unicorn companies, and 20 million foreign tourists.



01

Asia's Economic Hub

Seoul is reorganizing its global financial enterprise hub in light of the financial industry's digital transformation. Seoul will begin attracting foreign investors and companies starting in 2022 to become one of the world's five largest financial cities and a leader of Asia's digital finance. Seoul will become a global hub for multinational companies and international talents.

- Digital financial zone in Yeouido
- Support global unicorn companies

02

A City of Startups

Seoul has excellent talent and a great investment in R&D. Seoul ranked 4th in the "Knowledge" category, which is evaluated by research performance and patents, according to global startup ecosystem research firm Startup Genome. Seoul will create a city where businesses and startups can thrive with more active startup policies and talent nurturing.

- Total support system for startups and scaleups
- Campus town valley for unicorn companies



03

A City of Industrial Innovation

Seoul will create a city where industry, technology and culture grow together to make global advancements with competitiveness via seven innovative industrial clusters (G Valley, Magok, Yangjae, Hongneung–Changdong–Sanggye, Y Valley, Yeouido–Mapo, and Suseo) and three cultural tourism convergence industry clusters (Dongdaemun, DMC, and Jamsil).

- 10 technology and culture convergence innovation clusters
- Digital transformation of the industrial ecosystem

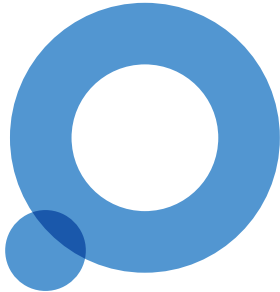


04

A City of Cultural Tourism

Seoul is a city that leads global trends in the areas of K-pop, beauty, food, design, and more. Seoul has been enjoying the limelight in various cultural aspects, such as on TV and in cinema. We will further enhance the quality of life of citizens and the competitiveness of the city with Seoul's cultural and tourism resources.

- Restore 2,000 years of history and culture of Seoul
- A City of the Arts and Culture
- "Happy Seoul Through Art" project
- A city of design that enhances the quality of life
- Tourism industry with greater global competitiveness
- Global beauty hub
- Host of Asia's global tourism festival





**Yeouido as a digital financial zone,  
Dongdaemun as a global beauty hub,  
Hangang River as a new growth axis.**



**Digital Financial Zone in Yeouido  
Top 5 Financial Cities in the World**

By 2025, Seoul will newly open the Seoul Digital Financial Hub Support Center for one-stop support for the entire process of attracting international financial institutions. We will expand the global financial office and increase the number of international financial institutions in Seoul to 250. We will also train 340 digital financial specialists every year through the Graduate School of Digital Finance and the Fintech Academy, and develop Seoul's brand as a digital financial hub through the world-class Fintech Festival.

**250** branches

International financial institutions in Seoul

**32** hubs  
Mobility hubs

**40** companies

Seoul's global unicorn companies

**Global Unicorn Companies  
40 Unicorn Companies**

As of 2021, there are 11 global unicorn companies with a corporate value of KRW 1 trillion. By 2030, we are planning to increase the number to 40. To make this happen, we will expand startup bases to grow 2,500 startups. The scale-up fund will also be increased to KRW 10 trillion to nurture 370,000 talents by expanding professional startup programs.



**4** axes

New growth innovation axes

**6** companies

100 global cosmetic companies



**Global Beauty Hub  
Dongdaemun Make-over**

Seoul will turn Dongdaemun into a global beauty hub centered around Dongdaemun Design Plaza (DDP). Cosmetic companies and research institutes, K-beauty experience spaces and academies, and Korean culture and tourism content will all be concentrated in the area. To this end, we will build a beauty industry cluster that is linked with Seoul Fashion Hub by 2030. We aim to increase the number of the world's top 100 cosmetic companies in Seoul from four (2021) to six (2030) and expand the relevant industries such as tourism and food by providing intensive support in R&D, startup, exports, and marketing.

**Four New Growth Innovation Axes  
Seoul Investment Agency in 2022**

Seoul will establish four major new growth innovation axes by region: the International Competition Innovation Axis (Hanyangdoseong (Seoul City Wall) – Seoul Station – Yongsan – Hangang River – Yeouido – Yeongdeungpo – Guro), High Tech Innovation Axis (Hangang River – Seongsu – Cheongnyangni – Hongneung – Kwangwoon Univ. – Chang-dong), Future Convergence Innovation Axis (Hangang River – Samseong – Suji – Yangjae), and Cultural Tourism Innovation Axis (Sangam – Hangang River – Magok – Gimpo Airport). In 2022, Seoul Investment Agency will be founded, and it will be in charge of attracting foreign investors and business support projects in cooperation with the Singapore Economic Development Board (EDB), Invest Hong Kong, and London & Partners.

**Smart Transportation  
Land, Underground, Water and Sky Infrastructure**

On top of world-class land transport infrastructure, Seoul will open new sky, water, and underground infrastructure to complete the city with smart transportation. By 2030, we will build 32 branches of mobility hubs with future transportation, such as autonomous vehicles, urban air traffic (UAM) and personal mobility (PM), with logistics centers and community facilities. In addition, we will gradually restore the Hangang River waterways and improve the accessibility by expanding interchanges. By moving the ground railway underground, we will relieve disconnection between regions and secure a new urban space.



**Asia's Tourism Festival  
SEOUL FESTA**

Starting in 2022, Seoul's tourism festival SEOUL FESTA will be held annually. We will reach 20 million foreign tourists by 2030 by concentrating cultural and tourism resources of Seoul such as K-pop concerts, beauty, food, and shopping.



### VISIONS 3

## Urban Resilience

- Can cities increase the healthy life years (HLY) of citizens?
- Can cities guarantee the long-term happiness of citizens?
- Can cities make all citizens feel safe and protected?
- Can cities protect the lives and property of citizens from accidents and disasters?

Seoul has the answer to these questions.  
In 10 years, Seoul will proudly answer "yes" to all these questions.  
We will create a safe and resilient urban environment  
from the factors that threaten citizens' lives  
and safety and which hold back the city's growth.



# Urban Resilience

## A safe and resilient city from threats to citizens' lives and safety.

The unprecedented pandemic that began in 2020 has completely changed cities all around the world. The first pandemic in the history of modern cities has raised the awareness of the importance of safety.

This is not the only unexpected shift. Extreme natural disasters caused by climate change and particulate matter continue to threaten our lives as seriously as wars.

Seoul will build a safety system in line with the shifting urban environment starting with upgrading the housing and welfare system. Seoul will be entirely transformed, so that it can be free from various disasters and health-threatening factors.

Seoul will be born again as a safe city in the world where anyone can pursue happiness while meeting the basic needs of life.





# No worries about poverty and life after retirement. Safe from various accidents and disasters.

## 01 A City of Welfare Led by Citizens

Seoul will establish a welfare system that meets the needs of citizens. We will shift to a consumer-oriented welfare delivery system and strengthen the safety net with a reliable income. We will build a city where all Seoul citizens can live well and raise the city's happiness index.

- Consumer-oriented transformation of welfare delivery system
- Establish a prevention support system for citizens
- Reinforced public and private welfare services
- Family-like daycare communities
- Reliable income for citizens

## 02 A City with Stable Housing

Seoul will solve the housing problem due to insufficient supply compared to high demand. We will expand shared public housing through citizen participation, and provide various housing types for different lifestyles. Seoul will support residential independence so that citizens can enjoy more stable housing.

- Innovate redevelopment/reconstruction and redevelopment projects
- Diversity housing types by location characteristics and supply systems

## 03 A City with Healthy Citizens

Seoul will further advance the crisis response and quarantine system through the lessons learned from COVID-19. We will become the safest city in the world where citizens' safety is guaranteed in cases like epidemic crises.

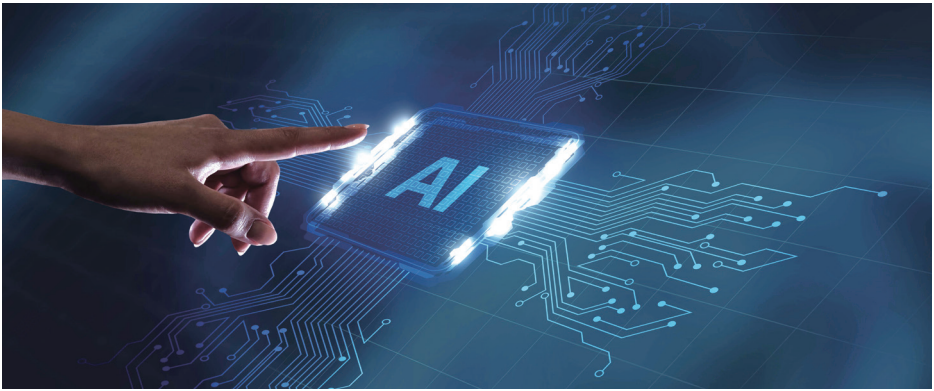
- Sustainable COVID-19 protocol rating system
- Smart health care system
- Advanced pandemic response system
- Strengthened functions of public health



## 04 A City Safe from Disasters

In order to respond properly and promptly to any disaster, we will create a manual that anyone can easily understand. We will build a smart city management platform AI-based network to make the city safer from disasters.

- Safety and data-based control towers
- A city safely guided by manuals
- Safety net against extreme weathers
- Safe water quality of streams and reorganized waterfront spaces
- Reinforced safety in daily life





# Seoul will create a safe and sustainable urban environment with healthy citizens.

## Smart Health Care System Self-Health Management

Currently, the healthy life years of Seoul citizens is 71.9 years. Seoul will build a smart health care system by 2023 aiming to increase it to 74.8 years by 2030. Citizens will be able to manage their own health with smart devices and receive health consultations and professional care based on health data stored on smart devices.



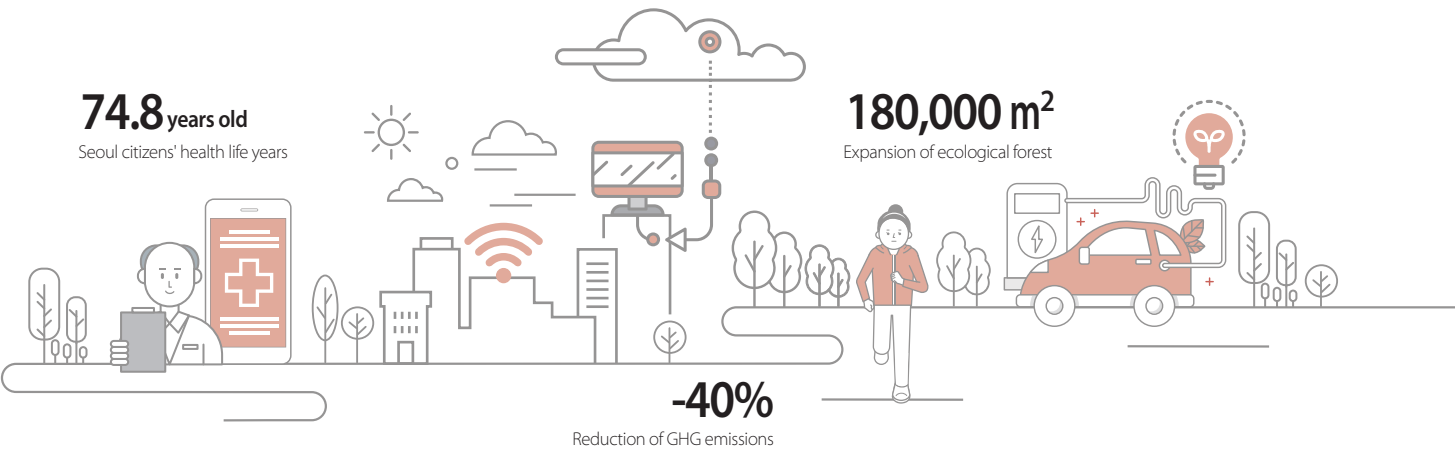
## Manual-Based Safe City Smart Disaster Response System

By utilizing Industry 4.0 technologies, such as AI, Seoul will complete a disaster prevention system that can respond even to extreme weather conditions that occur every 30 years. In 2021, we will establish a smart management system that can preemptively manage various urban infrastructure, such as roads and bridges. Starting with 74 bridges in 2022, it will be expanded to all road facilities in Seoul by 2030.



## Smart Eco City Sustainable Eco-Friendly City

Seoul will realize all five environmental policies, which are a response to climate change and carbon neutrality, the era of electric vehicles, reducing air pollutants, urban greening, and zero waste. By doing this, Seoul will reduce greenhouse gas emissions by 40% by 2030, and achieve zero net emissions by 2050. The density of ultrafine particle(UFP) will be lowered to 13  $\mu\text{g}/\text{m}^3$ , which is lower than the national environmental standard of 15  $\mu\text{g}/\text{m}^3$ . We will expand 180,000  $\text{m}^2$  of ecological forests with green streams, such as Jungangcheon Stream, and also maintain 157 km of Seoul's eight trails. We will expand the green axis of Seoul by recreating eight pedestrian trails within the four gates of downtown Seoul.



# SEOUL VISIONS 4



## VISIONS 4 Future Vibes

Imagine a future where the present and future are in harmony with tradition in a city with a 2,000-year history.

The work of world-famous architects will become a high-tech complex cultural space, and the center of the city will become a next-generation cultural platform to cultivate the cultural industry.

While citizens gather along local streams to rest and have fun, the local economy will naturally be revitalized around such waterfront spaces.

10 years of turning dreams into reality.  
This is the future cultural city we will meet in 2030.



# Future Vibes

A city where 2,000 years of history, culture and art enrich people's lives while leading the world with smart technology.

An appeal is a power that attracts people like a magnet.  
Sentiment is something that makes people's hearts beat.  
Both can move people.

When past history touches young people living in the present,  
and when the alleys in Seoul interest travelers from the other side of the world,  
this is when the power of appeal and sentiment work together.

People and businesses congregate in cities that have unique appeal and sentiment.  
Not only that, the economy develops and high-tech information is collected.

Seoul is a city with 2,000 years of history.  
The Hangang River and streams that flows through the city,  
innovative transportation networks,  
and technology more advanced than anywhere in the world.

Seoul will approach the world one step closer as a futuristic city.

800 cases  
Pedestrian Accidents in 2030  
8,000 in 2020

13  $\mu\text{g}/\text{m}^3$   
Annual UFP in 2030  
21  $\mu\text{g}/\text{m}^3$  in 2020

5th  
Global Smart City Index in 2030  
19th in 2020

25  $\text{m}^2$   
Park Area in 2030 (Per Capita)  
17.3  $\text{m}^2$  in 2020

2030  
Innovation Index  
Cities in the World  
(2Thinknow, Au)  
7th in 2021

3rd



# A city with a citizen-oriented smart ecosystem, waterfront urban spaces, and innovative transportation networks.



## 02 A City of Smart Transportation

Seoul will become the standard of the future of transportation. In addition to building world-class autonomous vehicles, we will renovate the road space mainly for automobiles and that for pedestrians and cyclists. In the era of autonomous driving, we will increase the mobility and efficiency of automobiles and pedestrians, while enhancing the citizens' lives and upgrading the city.

- High-tech innovative transportation
- Smart transportation logistics system
- Safe and dense transportation system
- Pedestrian-friendly city



## 01 A City of Future Vibes

Seoul will develop its urban and waterfront spaces for citizens to rest and enjoy the arts and culture. We will create a city with thriving industries and cultural tourism through development of the mecca of design and public art attractions. Policies for energetic and growing city are already being implemented.

- Create a space full of life for citizens
- Urban space renovation through the Waterfront Renaissance
- Public space renovation to enhance the city's appeal
- Railroads and arterial roads for regional vitality
- Youth hubs and zones to expand startup infrastructure
- Large-scale internationalization location
- Seoul Investment Agency & New Growth Innovation Axes

## 03 A City of Digital Leadership

Industry 4.0 and digital transformation caused by COVID-19 require major changes in administrative services. Seoul, a city that has established the metaverse platform for public administrative services for the first time in the country, will continue to lead a digital-based city that all ages can enjoy together.

- Digital infrastructure for hyper-connected society
- Big data and AI-based government
- Innovative urban services for connection and convergence
- Citizen-oriented smart ecosystem



## 04 A City of Eco-Friendly Environment

According to Statistics Korea, park area per capita in Seoul is 17.3 meters as of 2020. Although it has been increasing every year, it still ranks behind European cities. By 2030, Seoul will increase the park area per capita to 25%. Seoul will be reborn as a sustainable place that responds to climate change, and where citizens can enjoy nature amid their busy lives.

- Carbon neutrality in response to climate change
- Total management of smart energy
- A city with clean air
- Expansion of green space
- A society with sustainable resources



# Seoul will be upgraded with art and style, and provide specialized administrative services via its metaverse.

## Metaverse Seoul A New Virtual World of Seoul

A new space of Seoul will be born in line with digital transformation triggered by Industry 4.0 and COVID-19. We will build Metaverse Seoul, where citizens can enjoy public services, such as culture, tourism, and education—anytime and anywhere. By 2023, we will create platforms centered on citizen communication, Dasan Call Center and educational content, and expand into areas related to economy, culture, tourism, and administrative services by 2025. By 2030, we will encourage participation from all sectors of the society by making the metaverse platform data accessible.



## Arts and Culture World-Class Design

Seoul will recreate the Sejong Center for the Performing Arts into a complex cultural space, in connection with the new Gwanghwamun Square. We will fix dilapidated performance facilities and reorganize content for wider coverage from hip-hop to painting, theater, and literature. In DDP, we will build a Design Larchiveum, which is a space with the functions of a library, archives, and museum, and make it a world-class mecca of design. In addition, we will build public art landmarks in major parks such as Hangang Park. Seoul will become a city of the arts and culture, where art festivals are held everywhere.



**METaverse  
SEOUL**  
A New Virtual World of Seoul



**DESIGN  
LARCHIVEUM**  
World-Class Mecca of Design



## 2,000-Year History and Culture Gwanghwamun Square & History and Culture Park

Seoul will restore the city's cultural identity by restoring 2,000 years of Seoul's history. We will fully restore Woldae and Haechi statues in Gwanghwamun in connection with the new Gwanghwamun Square. In addition, we will recover the historicity of Yukjo Street by building a history and culture park. We will also promote the restoration of Pungnaptoseong Fortress, the listing of Hanyangdoseong, Tangchundaeseong and Bukhansanseong as World Heritage Sites, and the maintenance of Seongnagwon Garden.

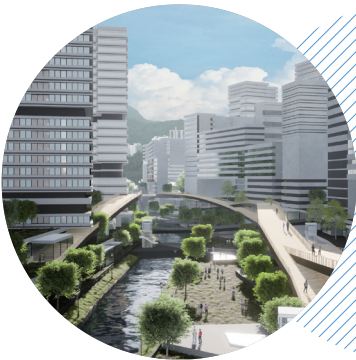


**2,000** years of history  
Restoring Seoul's Cultural Identity



**43** locations  
Waterfront Spaces in Seoul

**300** locations  
Public Spaces of the Arts and Culture



## Waterfront Renaissance Citizen-Centric Waterfront Spaces

Seoul will renovate the urban space centered around small streams in 25 districts of Seoul. The 254 km length of 43 streams in Seoul will become a resting space and a center of culture and economic activities.

## Public Space Renovation Accessible and Safe Public Spaces

Seoul will transform dark areas under overpasses. We will improve exterior spaces of buildings, such as community centers, and recreate them as resident plazas. We will turn dilapidated alleyways into lively spaces. We will find 300 public spaces and recreate them as shared space for citizens.



# We invite you to Seoul, a globally attractive city, going together with the socially neglected.

Seoul's dreams and visions will be implemented in step with systematic plans.  
General managers have been designated for  
each project to implement them as smoothly as possible.  
Regular process analysis and quarterly project evaluations  
will be conducted for each project and supplementary project plans will be developed.  
Experts in each field and evaluation team formed with citizens  
will participate in quarterly project evaluations for  
transparent and acceptable policy implementation.

Seoul, where the social mobility ladder for a better life is guaranteed.  
Seoul, where fairness and co-prosperity are valued.  
Seoul, where leadership strengthens global competitiveness.  
Join us on this journey to make Seoul a city where everything is possible.



## MAKING A BETTER FUTURE OF SEOUL

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