
2. Increasing Integrity Awareness and Fostering a Culture of Integrity

Direction

- Establishing and promoting a culture of anti-corruption and integrity by heightening integrity awareness within the public sector
- Strengthening integrity efforts through transparent communication from the citizen's perspective to proactively prevent corruption

Seoul's Anti-Corruption and Integrity Policy

- Aiming for a 'Corruption-Free Seoul' that Citizens Trust (2024)

- As the capital and largest city of the Republic of Korea, Seoul faces greater corruption risks compared to other local governments due to various administrative demands, high citizen expectations, and the presence of numerous media organizations, businesses, and commercial facilities. These factors make it challenging to increase the level of integrity.
- Nevertheless, with the aim of achieving a "Corruption-Free Seoul," the Seoul Metropolitan Government annually formulates an anti-corruption and integrity policy plan to prevent corruption and enhance integrity.
- To establish this plan, the city assesses the results of its previous year's self-assessment on integrity and the comprehensive integrity evaluation conducted by the Anti-Corruption & Civil Rights Commission. This analysis helps identify areas susceptible to corruption and develop improvement measures. Based on the established plan, the city not only implements anti-corruption policies but also promotes a culture of integrity by imposing strict penalties on corrupt public officials and offering incentives to exemplary ones, all in an effort to disseminate a culture of integrity.

Seoul's Anti-Corruption and Integrity Strategy

- Fostering a culture of integrity among public officials

- The Seoul Metropolitan Government conducts annual integrity assessments through surveys of public officials and key input from citizens. This enables the city to gauge its integrity level and work toward its improvement by identifying factors contributing to corruption and vulnerable areas.
- Utilizing the Integrity Index Evaluation System, which involves all public officials, the city encourages interest and active participation in integrity policies. Particularly, senior officials assess their knowledge of anti-corruption regulations, policies, and case studies through a "self-integrity assessment."

Category	Internal Integrity	External Integrity
Target	Employees with more than 6 months of service - Including fixed-term and contract employees; excluding employees on leave or dispatched	Citizens with experience in areas prone to corruption (construction, procurement, subsidies, complaints)
Content	Organizational culture, personnel management, budget execution, work instructions, and experience with corruption	Experience with corruption, awareness of corruption
Method	Email and mobile surveys by professional agencies	Phone surveys by professional agencies
Result	83.2 points (82.1 points in 2022) - 3,884 respondents (a response rate of 40.1%)	87.0 points (96.2 points in 2022) - 1,153 respondents (a response rate of 18.4%)

○ **Preventing corruption in vulnerable areas**

- Seoul sends out "Integrity Alert Messages" to individuals involved in corruption-prone sectors such as construction, service contracts, grant aid, and civil complaints. These messages include commitments to integrity and guidance on reporting public officials' misconduct, aiming to encourage fair work practices among public officials and enhance public trust. Specifically, regarding civil complaints, the city conducts "Integrity Monitoring" to promptly identify and address citizens' concerns.
- In areas susceptible to corruption, such as private outsourcing and grant aid programs, we conduct intensive audits and strengthen unannounced inspections in an effort to establish a robust framework and prevent corruption.

○ **Embedding Integrity Values in Public Officials**

- We conduct integrity OX quizzes among public officials in Seoul and share examples of integrity cases to pique interest in integrity and encourage public officials' participation in integrity-related activities.
- Moreover, we provide integrity training to equip public officials with knowledge and a strong sense of integrity. Since 2013, Seoul's public officials have been required to complete over 5 hours of integrity education annually, exceeding the legal mandate of 2 hours.
- The city also collaborates with external organizations in a cooperative integrity system to recognize and reward best practices in anti-corruption and integrity among investment and funding organizations and autonomous districts in Seoul. This helps raise integrity awareness among their officials.



< Integrity OX Quiz >



< Integrity Campaign - Main Building >



< In-person Training for Seosomun1-dong Employees >



< In-person Training at the Seoul Human Resource Development Center >

○ **Preventing Corruption with Citizen Participation**

- Seoul has operated the "Public-Private Council for a Transparent Society" in partnership with academia, civil society organizations, and public institutions related to anti-corruption efforts. Annually, the council selects a common integrity action agenda for participating organizations and mutually monitors their implementation.
- To encourage citizen participation in anti-corruption activities, Seoul actively reviews and assesses citizen proposals on the city administration in coordination with the Anti-Corruption & Civil Rights Commission. We promote the citizen audit system, operates a public interest whistleblowing center, provide rewards for whistleblowers, and strengthen support for the protection of those reporting public interest concerns.