UNLOCKING A CITY’S POTENTIAL: Enabling Frameworks and Approaches
Examples from Seoul

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SUSA

STRUCTURE + PROCESS

Cities • Governments • Public Institutions

International Organizations

Seoul Metropolitan Government

Seoul Urban Solutions Agency

ROK Govt Organizations

Affiliated SMG Organizations

The Seoul Institute
Seoul Human Resource Development Center
University of Seoul

Private Sector

Seoul Metropolitan Government

SMART URBAN SOLUTIONS

TRANSPORTATION
METRO RAPID TRANSIT
WATER MANAGEMENT
SEWAGE TREATMENT
URBAN PLANNING AND HOUSING
ENVIRONMENT
WASTE MANAGEMENT
E-GOVERNMENT
CITIZEN SAFETY
DISASTER PREVENTION AND MANAGEMENT
THE MIRACLE ON THE HAN RIVER

- SEOUL POPULATION (million)
- REPUBLIC OF KOREA GNI PER CAPITA (USD)

1959 / 2 million
1968 / 4 million
1979 / 8 million
1988 / 10 million
1992 / 11 million (peak)

Post-War reconstruction
Expansion to accommodate growth
Improving urban environment
Systematic urban management
Upgrading public services
Sustainable & smart governance

URBAN FOUNDATION
CONSOLIDATING THE GROWTH
BEYOND GROWTH

SEOUL’S URBAN DEVELOPMENT TRAJECTORY

PHASE I. 1960-1980
LAYING THE URBAN FOUNDATION

- Recovering from war damage
- Coping with explosive post-war population growth
- Massive central government-led infrastructure development in housing, transport, utilities, etc.
- Development of Gangnam area, south of the Han River

PHASE II. 1980-2000
CONSOLIDATING CITY GROWTH

- Accommodating continued urban population growth
- Public administration reform towards LOCAL AUTONOMY
- INTEGRATED URBAN PLANNING and ensuring comprehensive coverage of urban services
- Increased focus on improving urban environment

PHASE III. 2000-2020
BEYOND GROWTH

- Paradigm shift towards improving citizen quality of life and sustainability
- Integrating ICT in planning and operation of urban services and policies
- Increased focus on citizen participation in urban governance
- Securing new knowledge-based socioeconomic growth engines
LOCAL AUTONOMY, INTEGRATED PLANNING
AN ENABLING POLICY ENVIRONMENT

Fundamental changes in city characteristics...

PARADIGM SHIFT IN URBAN PLANNING FRAMEWORK:
- From central government-led to city government-led planning
- Single-core to multi-core
- Integration of district-level and infrastructure planning
- From infrastructure construction oriented planning to meeting citizen needs and improving urban environment

(1st directly elected Mayor of Seoul Cho Soon)
FISCAL CONSTRAINTS NECESSITATES FINANCING INNOVATIONS

Diversification of Funding Sources

- Growing emphasis on leveraging private capital and financial sustainability
- Strengthening institutional frameworks for asset management, development, and private sector engagement

Source: Seoul Institute
SMART CITY DEVELOPMENT AND OPERATIONS

Intelligent infrastructure and data-driven urban management platforms

BIG DATA LAKE and DIGITAL MAYOR’S OFFICE - Integrated city data management and urban management platform

VIRTUAL SEOUL – Advanced 3D GIS platform for city analysis, urban planning and simulations

TOPIS (Transportation Operation & Information Service) – Comprehensive urban transportation management platform
SANGAM DIGITAL MEDIA CITY
From landfill to media industry hub

[PHYSICAL DEVELOPMENT]
Rehabilitation of landfill site, district planning, site preparation, land development

[INDUSTRIAL STRATEGY]
District industrial development strategy, identification of core industries and target market, attracting core industry players

[SUSTAINING MOMENTUM]
Diverse private sector support programs, public-private network; test bed for innovations, maintaining industrial competitiveness

RESULTS – Over 800 companies as tenants (approx. 70% new startups and SMEs); Over 20,000 new jobs created; $13 billion in induced economic impact annually
MAGOK DISTRICT DEVELOPMENT
Greenfield district development to foster future knowledge industries

[DEVELOPMENT STRATEGY]
Mixed-use development of a self-sustaining, knowledge industry center to drive regional socioeconomic growth

[LEVERAGING SMART CITY TECH]
Design, implementation, and operation of smart city infrastructure and services tailored to district-level needs

RESULTS
- Attracted 157 corporations as tenants
- Over 100,000 new jobs created
- Over $25 billion in induced economic impact annually
- Over 4 million visitors to the Seoul Botanical Park annually
YEONGDONGDAERO UNDERGROUND COMPLEX
Leveraging private sector capital for public infrastructure through a new model of PPP

‘Public Contributions’ as a land value capture-based financing instrument to overcome public fiscal constraints

EXPECTED BENEFITS:
- Transit hub for 580,000 public transport passengers daily
- Creation of 12,000 new jobs
- Induced economic impact worth $2.2 billion
- Establishing a high-value public space in partnership with private sector
WORLD BANK – SEOUL COLLABORATION

PAST COLLABORATIONS IN URBAN SECTOR

World Bank – Seoul Cultural Heritage, Sustainable Tourism, and Urban Regeneration: Applying Experience and Lessons Learned from Seoul

Creative Cities Supporting Competitiveness and Sustainable Urban Development: Case Study on Seoul

Geospatial Approaches for Fostering Green Growth in Fragile Contexts by Sharing the Innovative Experiences of Korea

PROPOSED COLLABORATION GOING FORWARD

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<th>KNOWLEDGE SHARING</th>
<th>PROJECT IDENTIFICATION</th>
<th>PROJECT PREPARATION</th>
<th>PROJECT IMPLEMENTATION</th>
<th>O&amp;M SUPPORT</th>
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<td>- City-to-city based knowledge exchange &amp; collaboration</td>
<td>- Facilitating coordination between WBG, Korean Gov’t, client cities for resource mobilization</td>
<td>- Delivery of targeted TA &amp; policy advisory</td>
<td>- Troubleshooting and Just-in-Time TA</td>
<td>- Continued advisory support</td>
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<td>- Joint knowledge events</td>
<td>- Project concept origination (based on C2C cooperation)</td>
<td>- Masterplanning, FS, design support</td>
<td>- Policy &amp; technical expert dispatch</td>
<td>- Facilitate continued knowledge exchange with city networks and SMG</td>
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<td>- Case study documentation</td>
<td>- Pre F/S</td>
<td>- Capacity building &amp; institutional strengthening</td>
<td>- Continued capacity building support</td>
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