

UNLOCKING A CITY'S POTENTIAL:

Enabling Frameworks and Approaches

Examples from Seoul

Dong Hoon Shin

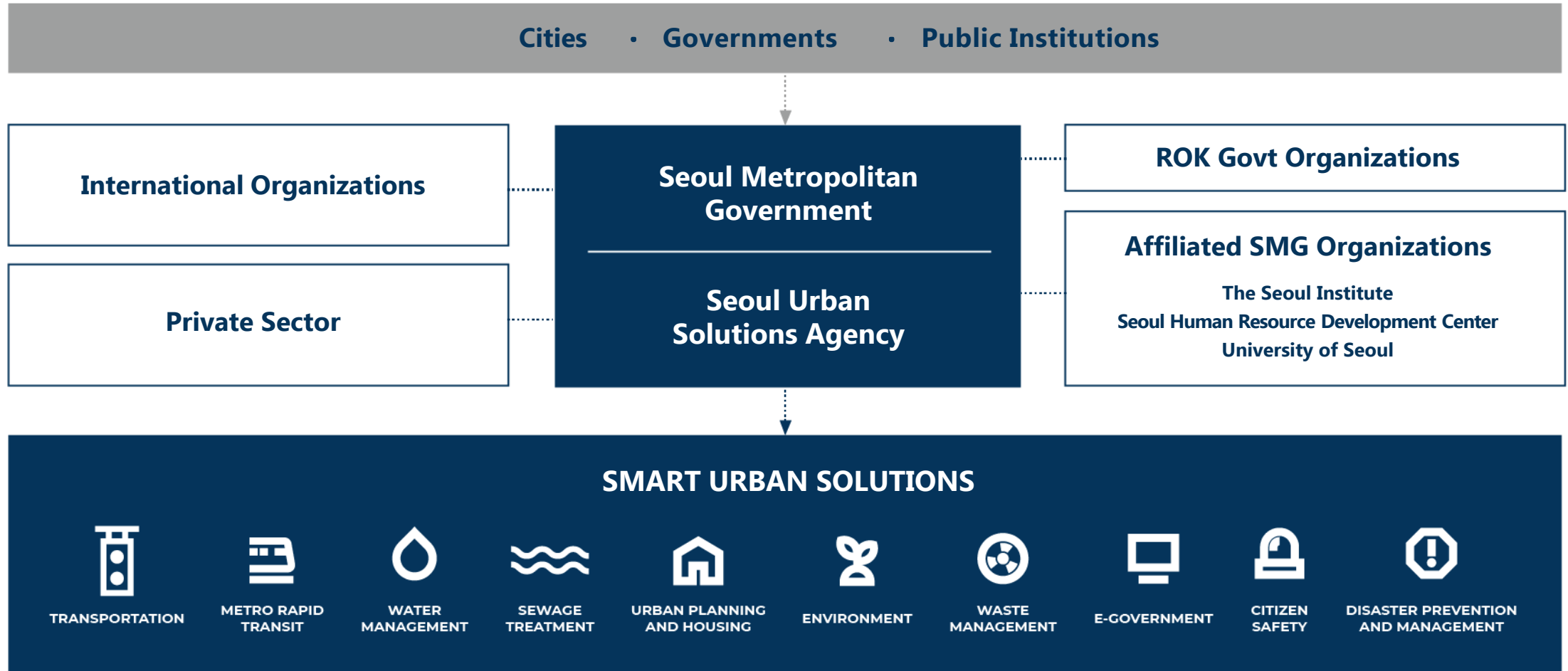
Specialist

Seoul Urban Solutions Agency

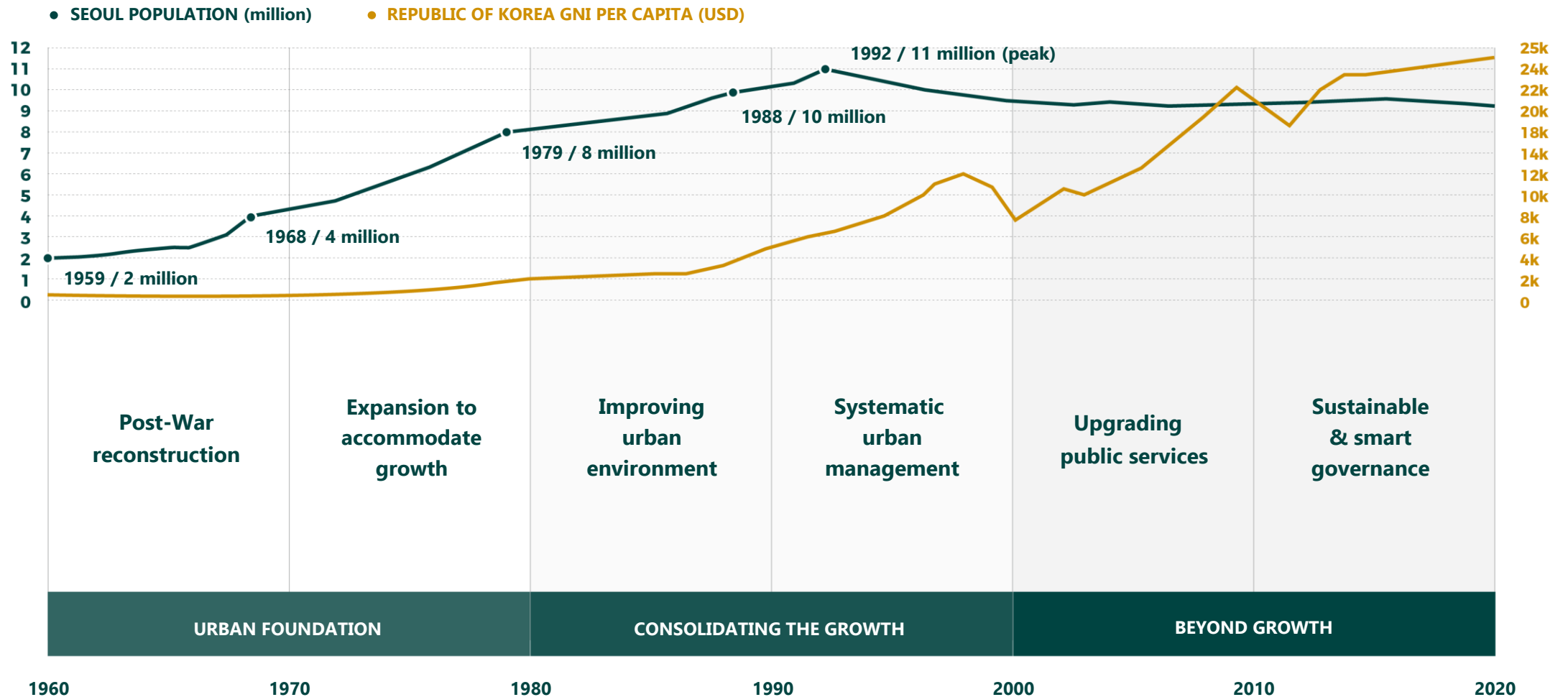
KGID
CAIRO

SUSA

STRUCTURE + PROCESS



THE MIRACLE ON THE HAN RIVER



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

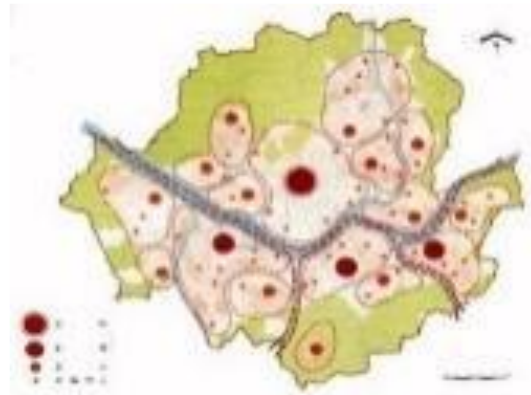
Fundamental changes in city characteristics...



...Necessitating changes to urban management and planning frameworks



(1st directly elected
Mayor of Seoul
Cho Soon)



PARADIGM SHIFT IN URBAN PLANNING FRAMEWORK:

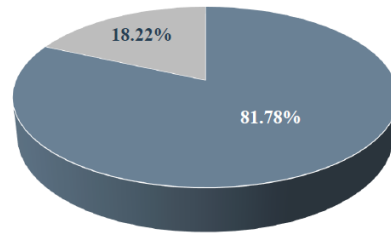
- From central government-led to city government-led planning
- Single-core to multi-core
- Integration of district-level and infrastructure planning
- From infrastructure construction oriented planning to meeting citizen needs and improving urban environment

FISCAL CONSTRAINTS NECESSITATES FINANCING INNOVATIONS

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① Low Tax Revenue Decentralization in Korea

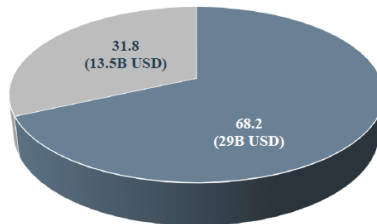
Tax Revenue as percentage of total general tax revenue



▪ Central government ▪ Local government

② High Proportion of Mandatory Spending in Seoul

Mandatory Spending vs Discretionary Spending

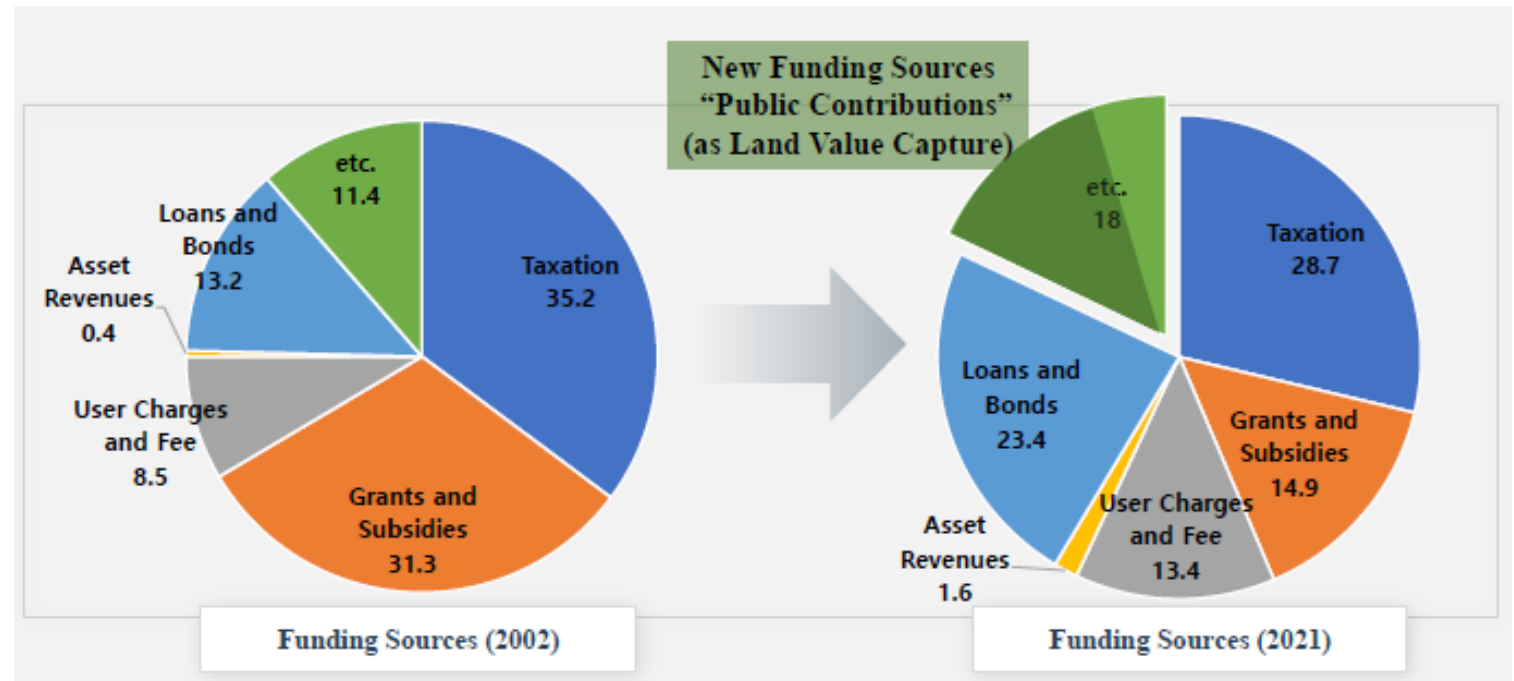


▪ Mandatory Spending ▪ Discretionary Spending

Source: Seoul Institute

Diversification of Funding Sources

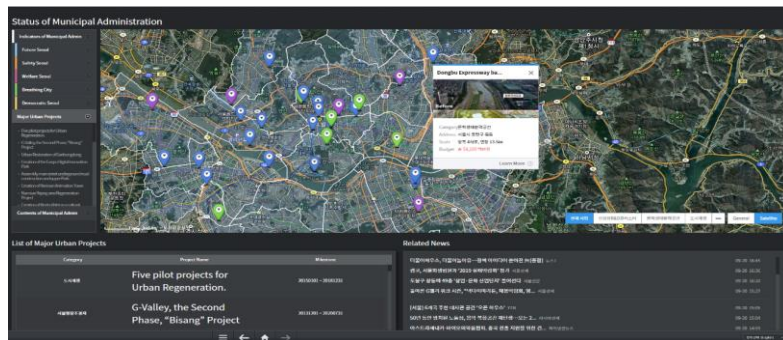
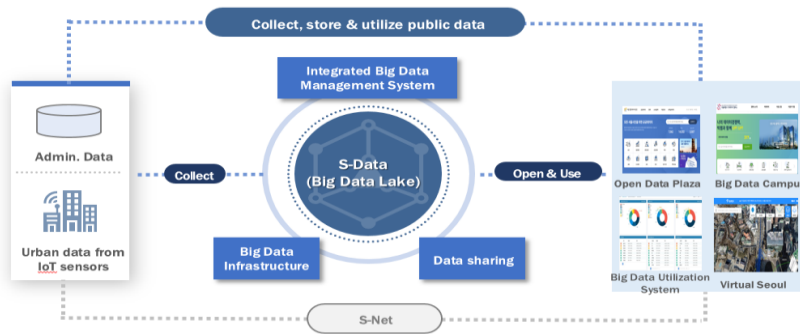
- Growing emphasis on **leveraging private capital** and **financial sustainability**
- **Strengthening institutional frameworks** for asset management, development, and private sector engagement



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

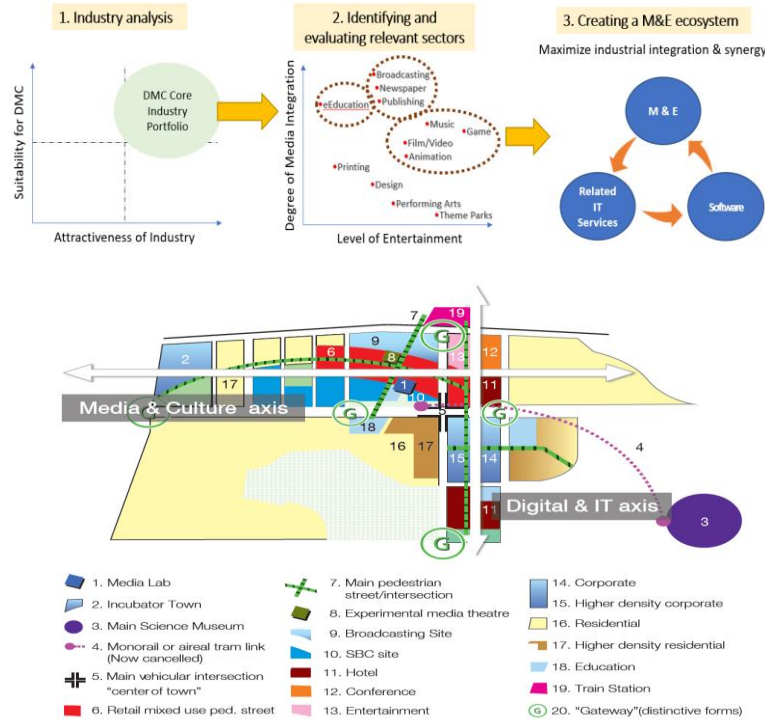
SANGAM DIGITAL MEDIA CITY

From landfill to media industry hub



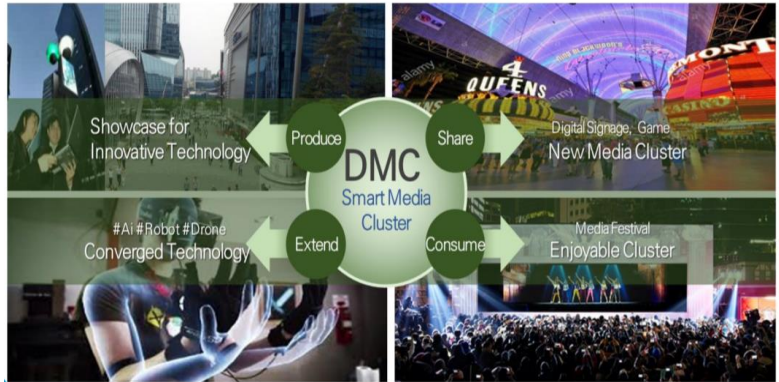
[PHYSICAL DEVELOPMENT]

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



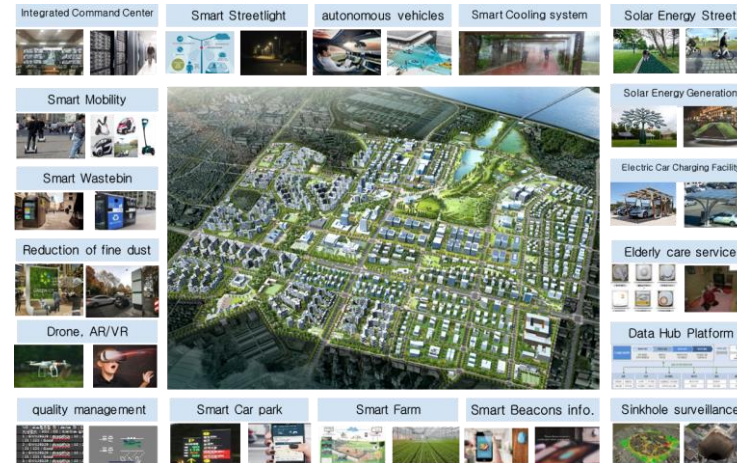
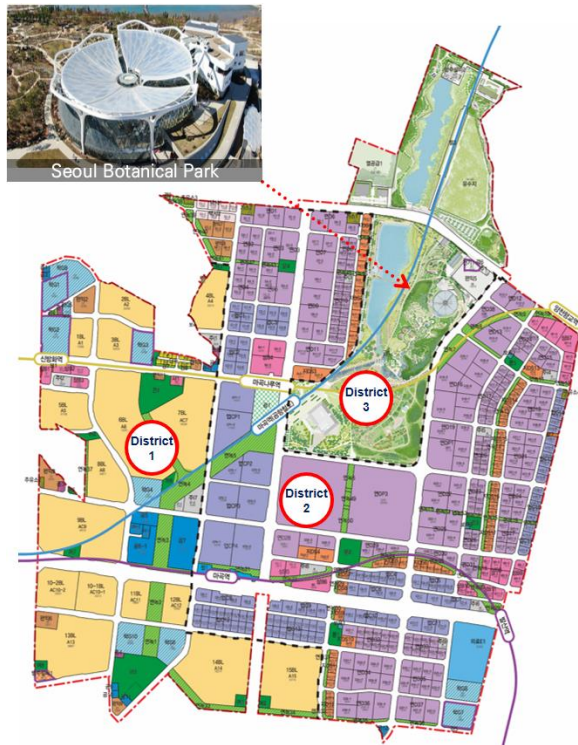
[SUSTAINING MOMENTUM]

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



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

[DEVELOPMENT STRATEGY]

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

[LEVERAGING SMART CITY TECH]

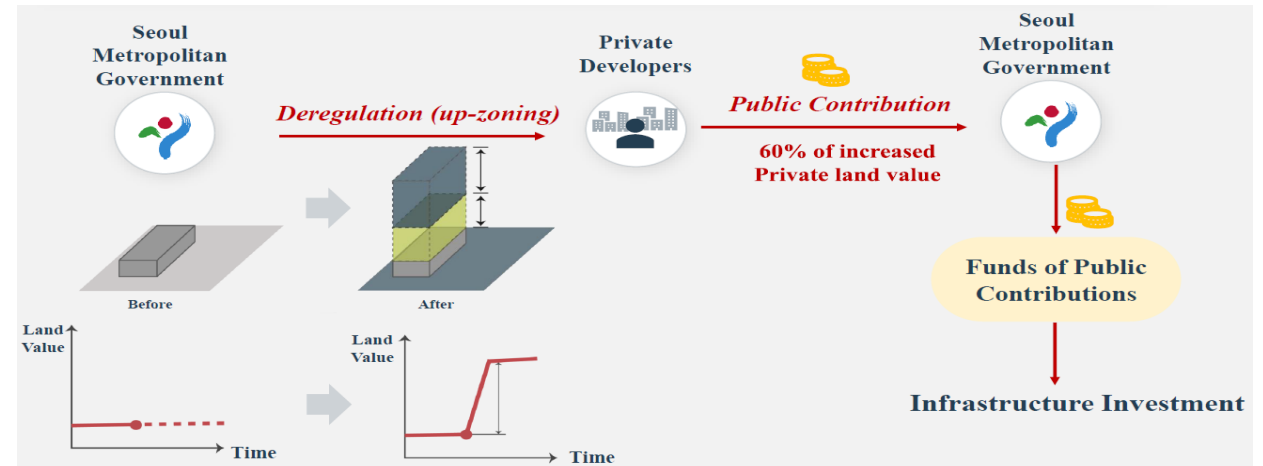
Design, implementation, and operation of smart city infrastructure and services tailored to district-level needs

YEONGDONGDAERO UNDERGROUND COMPLEX

Leveraging private sector capital for public infrastructure through a new model of PPP

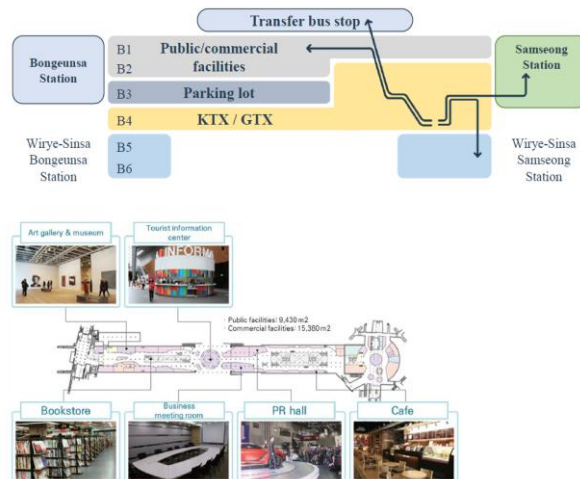
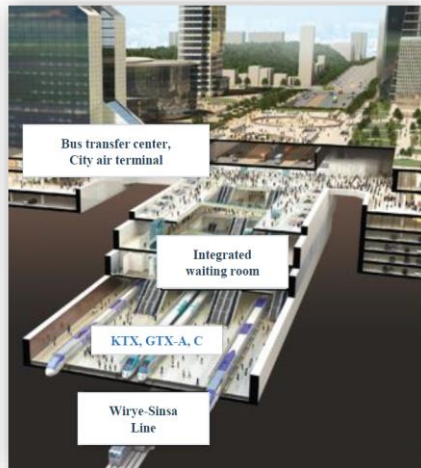


‘Public Contributions’ as a land value capture-based financing instrument to overcome public fiscal constraints



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

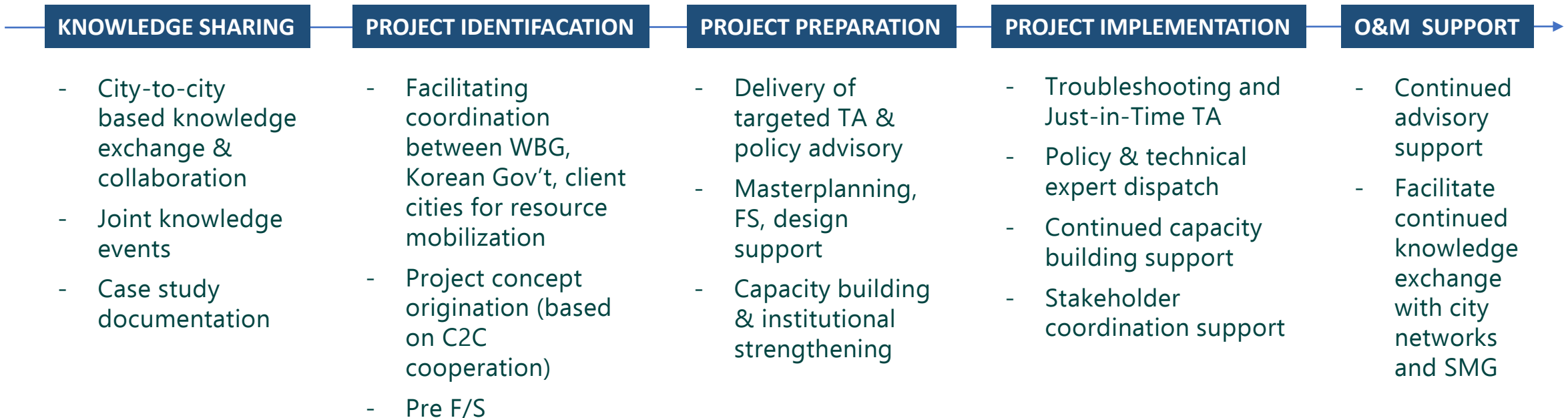


Creative Cities Supporting Competitiveness and Sustainable Urban Development: Case Study on Seoul



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

PROPOSED COLLABORATION GOING FORWARD





KOREA GREEN INNOVATION DAYS

KGID CAIRO