

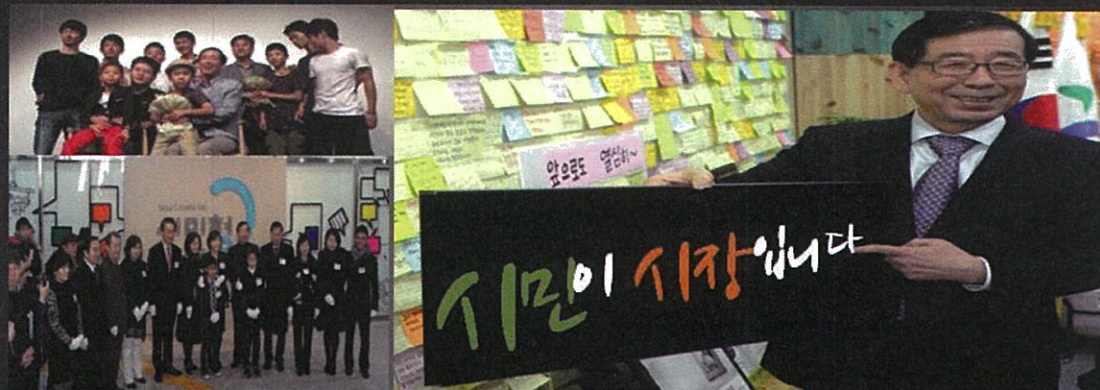
희망서울
한 번은 서울, 한 번은 서울

Seoul, A Happier City through Communication

SEOUL METROPOLITAN GOVERNMENT (SMG)

01 Why Communication?

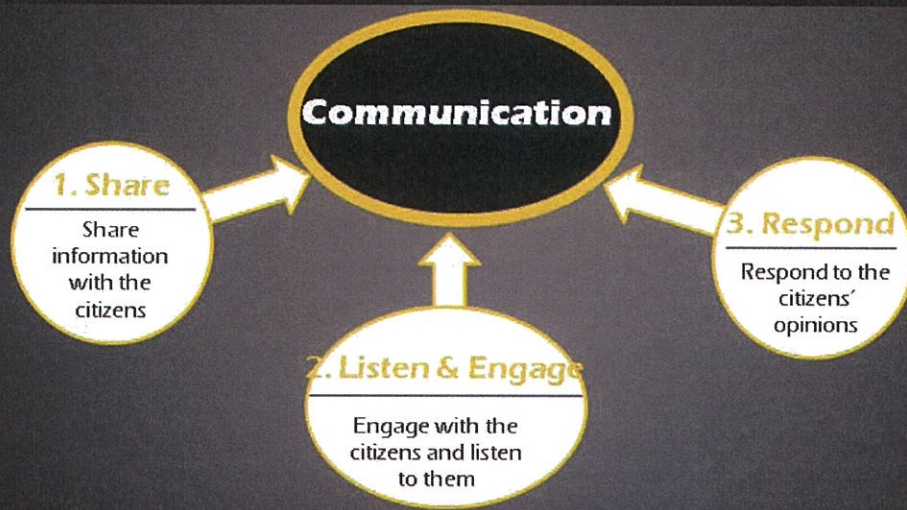
“Citizens are the Mayor.”



Communication is a prerequisite
to understand and coordinate the needs of 10 million citizens of Seoul

02 What is communication?

SMG's definition of Communication



02 What is communication? - SMG's definition of Communication

1. Share

Seoul Open Data Square



Full disclosure of all approved documents



Disclosure of administrative information

Some **1.67 million** documents
(internal reports, meeting minutes, etc.)

02 What is communication? - SMG's definition of **Communication**

2. **Listen and Engage**



**Listening Policy
Workshop**

A total of **82** times
76% of the opinion reflected in SMG's policies

02 What is communication? - SMG's definition of **Communication**

2. **Listen and Engage**



Seoul Speakers' Corner

More than **3,000** citizens participated
72.8% of the opinion incorporated in the
city administration

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2. Listen and Engage

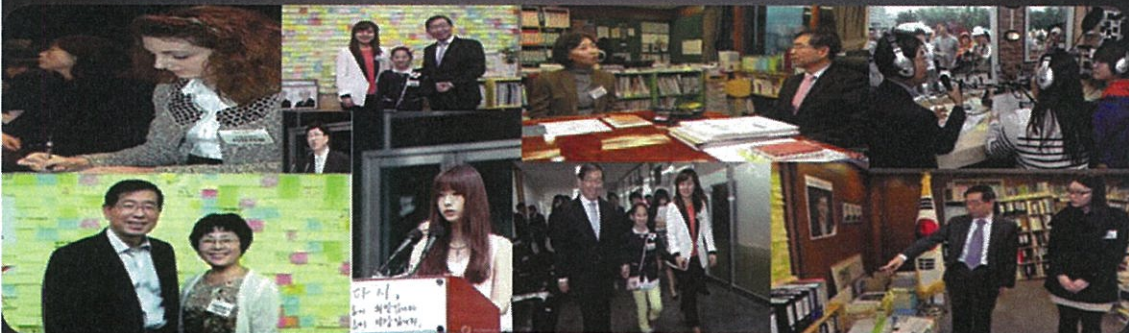


Honorary Vice Mayor

Appointed **12 Vice Mayors**
to represent all walks of life including the elderly, the disabled, and women

02 What is communication? - SMG's definition of **Communication**

2. Listen and Engage



One-day Mayor

Appointed **18 citizens** to gain firsthand experience as the mayor of Seoul

02 What is communication? – SMG's definition of **Communication**

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Mayor's Onsite Office

Listen to the **voices on the field**

02 What is communication? – SMG's definition of **Communication**

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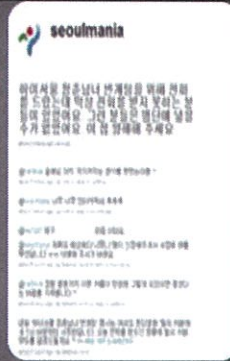


Citizen's Hall

Open the city hall to the public
to promote civic participation

02 What is communication? - SMG's definition of **Communication**

3. **Respond**

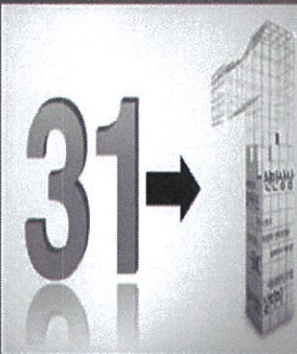


SNS

Respond immediately via Twitter, Facebook, etc.

02 What is communication? - SMG's definition of **Communication**

3. **Respond**



'Eungdapso'

Combine services previously handled across 31 different channels into **one channel** to reduce **complaint handling time**

03 Changes through communication

Communication changes the **lives of the citizens.**



Example: Construction of a safety wall at an elementary school,
Unsold apartments at a new town, Sluggish sales at the traditional markets

Communication transforms **Seoul**
into a city full of **hope** and **happiness**

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Thank you for listening.

Director of Public Communications Division

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