# OPENING 인사

Good morning. I'm Park Won-Soon, the mayor of Seoul with 10 million citizens. Thank you Mayor Clover and CityTalks Sydney for inviting me. It is my honor and pleasure to be the first speaker through the video conference. This is another innovation of 44th CityTalks. I also believe in this kind of small innovation. I'm inspired by Sydney’s innovation and look forward to seeing the present of 2030 Plan and the future of 2050 Vision.

#2 TRANSFORMATION OF SEOUL 서울의 전환

As you might know, modern history of Korea is summarized as dictatorship, colonization, and poverty. Korea was a colony without sovereignty and still has ideological conflicts after the Korean War and division. One columnist said that "expecting democracy to bloom in Korea is like expecting a rose to bloom in a waste bin."

However, Korea rose from the ashes of the war and achieved industrialization, urbanization, and informatization in just 50 years. Now Korea boasts 30,000 dollars of GNI per capita. Unfortunately, there is always shadow where there is light. Though we became the 11th largest economy in the world, citizenship failed to get respect it deserves as we focused on the development.

However, citizens did not sit back and do nothing about the situation. Our
determination and efforts were realized through the May 18th Democratic Movement in 1980, the June Struggle in 1987, and Candlelight Revolution in 2017. Desire for revolution drove countless citizens to the plaza.

At my inauguration, I declared that citizens are the mayor. I wanted to create a city government that realizes citizens' aspirations. The government by the citizen, for the citizen, of the citizen. Through the governance and innovation, Seoul succeeded in changing the focus in the administration to citizens. We started to focus more on people to guarantee rights of each and every citizen. Throughout these efforts, my focus has always been on "citizens."

Let me introduce one policy we came up with citizen participation. It was the first energy experiment called "reducing one nuclear power plant." Thanks to participation of 4.37 million Seoul citizens, we reduced 5.18 million TOE as of December, 2018. This means we produced energy and improved efficiency of about two and a half nuclear plants. This is why cities at home and abroad visit Seoul to learn about our best practices in regional energy policy.

Now, Seoul will proceed with "City of Sunlight" project with participation of various energy stakeholders including individual citizens, resident communities, and cooperatives. Seoul will transform itself from an energy consuming to prosumer city.

#3. CITY BY CITIZENS: CITYZENS’ VIOCE AND ENGAGEMENT

시민에 의한 도시: 시민제안과 시민참여

After my inauguration, I focused on expanding channels where citizens can engage.
Following my declaration "citizens are the mayor", I added a field for citizens' approval on the city document. I also started disclosing administrative information, so citizens can easily find related data.

Moreover, I created channels for communication and participation including mayor's SNS, on-site mayor's office, citizens' podium, policy expo, and participatory budget system. On top of this, we introduced honorary mayor and one-day mayor system for particular areas for better communication.

We created a new process for governance with citizens. Listening to citizens' voices, deliberation with experts, and joint execution with citizens. This is a step forward in terms of citizen participation as it goes through on-site discussion, gathering opinions, deliberation, policy reflection, and governance. The media called it "Park Won-Soon process."

It was well received by citizens.

They suggested and decided various policies. One example is the nighttime bus which 12,000 citizens on average use every day. The round-table conference for welfare criteria of Seoul with 1,000 citizens received UN Public Service Awards. Seoul's brand "I·SEOUL·U" is also created by its citizens. <2030 Seoul Plan> is the highest level of legal urban plan and had help of citizens, various experts, and city council members. 100 citizen members identified and discussed daily issues. As a result, we came up with the first urban plan reflecting citizens' specific requirements.
#4. CITY FOR CITIZENS: SMART CITY & DIGITAL MAYOR
시민을 위한 도시: 스마트시티와 디지털시장실

This is the "digital mayor's office" in my chamber.
We went through a 2-year beta test and released it to the public. Professor Susan Crawford at Harvard Law praised it as "the cornerstone of democracy."

It is a high-end digital system for diverse civil services. Here you can see 16 million administrative big data of 290 Seoul city systems, video of 1,200 CCTV around the city, and 120 Dasan call, where citizens can call for questions and suggestions. Seoul citizens can access this through smartphones, desktop, and three most crowded subway stations (Yeouido, Hongik University entrance, Changdong).

We demonstrated this at the WeGo General Assembly in Jun, 2017, in Russia in front of 110 city delegation. I could see that the audience was more interested in the digital mayor's office than myself.

Seoul has the honor of being ranked first in e-government assessment for seven consecutive years. We take advantage of high-tech and big data to resolve daily issues and innovate urban challenges. We apply the most recent ICT including AI, IoT, and FinTech to city administration and establish innovative policies to improve quality of citizens' life. Seoul is also known for its swift processing of civil services.

#5. CITY FOR CITIZENS: URBAN REGENERATION
시민을 위한 도시: 도시재생

Seoul has a proud history of 2,000 years.
We chose to preserve the depth of history instead of focusing on the height of skyscrapers.
For future generation, we broke away from the existing development method. The focus has changed from buildings and roads to citizens and pedestrians.
Because city is your home where you create the meaning of the life.

Times selected "Seoullo 7017" as one of the World's Greatest Places 2018. Instead of tearing down an old overpass, we created a hanging garden for pedestrians. "Seoullo 7017" also received Lee Kuan Yew World City Prize, the Nobel Prize of city administration.

The innovation continues. We transformed tanks to store oil to a place where citizens enjoy culture and created an ecological park around it. An old electronic market complex became a collaboration venue for writers, planners, and startups.

This is in line with our efforts for urban regeneration to preserve memory, connect places, and create new value. Seoul is a good city to walk around friendly to pedestrians.

#6. CITY OF CITIZENS: EMPOWERING CITIZENS
시민의 정부: <민주주의서울> 플랫폼 + 청년자치정부

Citizens expressed their opinions through the candlelight revolution. In response, I thought of how to reflect them in the city administration. We need to create democracy that empowers citizens. So now is the time for platform democracy and platform government.

To satisfy citizens' needs, we need to listen to what they want. So Seoul created an online platform "Democracy Seoul."
Citizens come up with suggestions, and if they are seconded by more than 5,000 people, it goes through online discussion, vote, on-site deliberation and is reflected on city policy. I also answer to citizens' suggestions as a mayor. Citizens need to be the center of policy and administration. That is why Seoul created a platform for suggestion, decision, and execution
instead of a simple bulletin. Citizens are the owner of policies.

Seoul's efforts for innovation does not stop here.
We recently launched the self-government by the young generation.
I transferred some authorities and roles of a mayor to the young generation.
As they are the one who know the problems and solutions, they are given the actual power and authorities in identifying, creating, deliberating, deciding policies, and executing budget. I have a faith in citizens' power.

#7. CLOSING 결론

The center of change has always been citizens.
If we dream together, we can make it a reality.
Seoul is now ready to share its experiences in governance and innovation.
We will continue to cooperate with other cities to address common challenges and create a sustainable future.
Again, citizens are the driver of changes.
Thank you.

<Question I>
You have all developed “big ideas” and transformative projects, which are reshaping your cities through robust citizen engagement. Why is this philosophy of good governance so important for your city and the world at this time?

Come to think of it, I have come a long way. I was a prosecutor, human rights lawyer, civic activist, social innovator, and mayor for three consecutive terms.
I always had a dream of creating a happy community and democracy where citizens enjoy its benefits in daily lives and worked for social innovation.

What I learned 30 years ago on site was that participation of citizens is the driver for social change. Citizens' initiative is essential in resolving social issues.
You can also find this in Times' choice for people of the year in 2006. It was you, the people. Also in《Wikinomics》,《Collective Intelligence》, and《Power Shift》. Few elites are not enough anymore. Now is the time to nurture the power of citizens, collective intelligence.

Seoul created the office of Seoul Innovation Planning for public innovation, for the first time among local governments.

In the age of individualism, I presented new ideas of village community, share economy, and youth allowance. And citizens were with me along the way. We created various channels where citizens participate including places to listen to their opinions, on-site mayor's office, and policy expo. We also established multilateral system for governance including policy network, policy community, council, advisory group, and governance council.

We are happy to share these experiences of governance and innovation with cities around the world. "Seoul's pledge" is with 9 Southeast Asian cities such as Jakarta, Pasig, and Hanoi. "Seoul best practices" is shared through "Urban SDGs Knowledge Platform" with UNESCAP and CityNet.

Citizens' participation was essential in this and I am proud to say that we created these changes together for the past 10 years.

<Question II>
Looking towards the year 2050, what would you like to be the next “big idea” for your city, nation or the world and why?

I think we are no longer limited by spaces as we are connected through SNS. In 2050, no one will use the term "4th revolution" as it would have become a reality already.
How about all these boundaries and classifications by the existing paradigm? I think the boundary between the public and the third sector will disappear. When the world gets more connected, it changes life experiences and the way we solve problems. Digital will be used in resolving daily issues and addressing cities’ challenges.

I strongly believe that history progresses as much as citizens' awareness. This is why citizens have critical roles in society.

Citizens will not stay as consumer of policies for long. They will become prosumer of policies and active members that solve problems.

We are now living in the hyper-connected society and need a new decision-making system and better democracy.