

Overview

- ▶ Mayor: Wonsoon Park
- ▶ Lead staff on innovation: Hyo Kwan Jeon
- ▶ Population of municipality: 9.78 million (2017)
- ▶ Innovation/open data website: <http://data.seoul.go.kr/>

Spotlight on Seoul | Seoul Innovation Park

Seoul has been supporting a series of **community spaces** where residents, neighbourhood, youth, and social entrepreneurs can convene, network, and share ideas. In this regard, Seoul has built a **big innovation complex called Seoul Innovation Park** where innovative players (entrepreneurs, not-for-profit organisations, youth and experts) can develop collaborative partnerships to promote innovative activities. **Over 200 stakeholders are actively working** at the 'Youth Hub', 'Social Economy Support Centre', and 'Local Community Support Centre' inside the Park.

Vision and approach to innovation capacity

The city's innovation strategy

Along with 44% of cities surveyed, Seoul has an **explicit innovation strategy**.

The city most closely associates innovation capacity with the following terms:

Resident engagement

Experimentation

Approaches to innovation capacity

Similar to 40% of cities surveyed, Seoul approaches innovation capacity **both** from a **holistic/macro level**, as well as in **specific policy areas**.

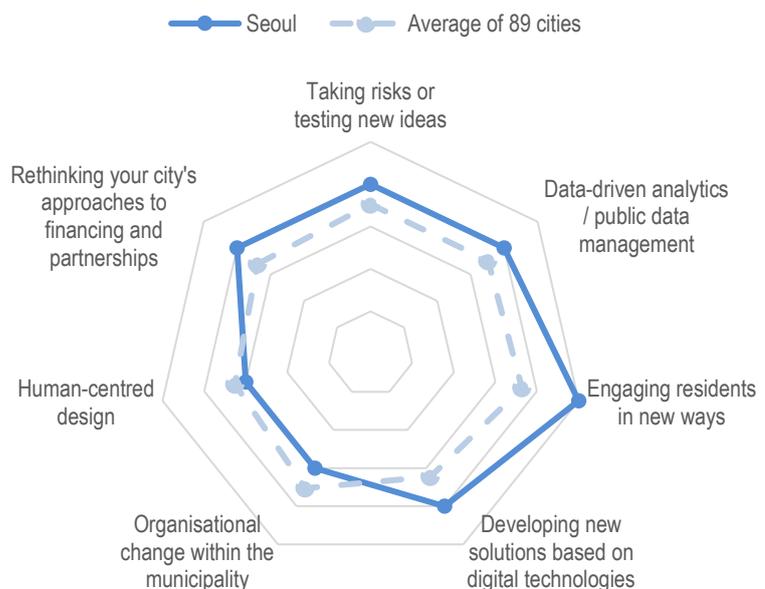
The **top two priority policy areas** for the city's innovation work include:

Social welfare / social services

Environment / climate change

Most common innovation activities

Seoul's most common innovation activity is **engaging residents in new ways**. Its innovation activities also include **taking risks and testing new ideas**; **promoting data-driven analytics**; **developing new solutions based on digital technologies**; and **rethinking the city's approach to financing and partnerships**.



Funding for innovation capacity

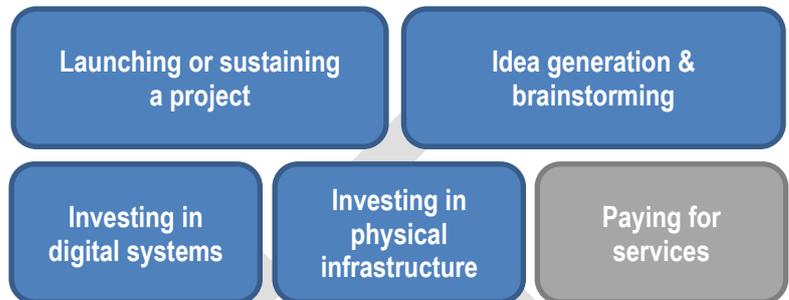
Funding to support innovation capacity

Like 77% of cities surveyed, Seoul has dedicated funding to support innovation capacity, which originates from the following sources:

- ✓ **Municipal budget**
(city council approved funds/operating budget/participatory budgeting)

Types of activities being funded

Seoul's funding for innovation capacity is generally directed towards **launching or sustaining a project**, and **generating ideas & brainstorming**. These are the two most commonly funded activities among all cities surveyed. Seoul also **invests in digital systems and physical infrastructure**.



Organisational structure & staffing



As an independent body, Seoul's innovation work is being led by the Director of Social Innovation Division with more than **100 staff members** in around 20 teams. In addition, the city also operates **committees involving civil experts and citizens** to seek better solutions for social challenges.

Staff skills and profiles include:

- ✓ **Project manager**
- ✓ **Data scientist**
- ✓ **Engineer**
- ✓ **Communication officer**
- ✓ **Community engagement staff**

Partnerships for innovation & data



Seoul has developed partnerships to promote its innovation capacity with **private firms, not-for-profit organisations, and city residents/resident associations**.

To improve data use, the city has also developed **data partnerships with the private sector** to collect and analyse data.

Measuring outcomes

Policy areas that **benefit from sufficient data**, or **lack sufficient data**, to support innovation capacity in the city:



NB: No response provided by the city for the policy areas in grey.

Innovation is **helping the city** to:

- ✓ **Improve service delivery**
- ✓ **Anticipate and manage future challenges**

The most **critical success factors** in supporting the city's innovation work:

- ✓ **Dedicated funding**
- ✓ **Dedicated innovation team**
- ✓ **Leadership from Mayor**
- ✓ **Support from outside city administration**