



City Innovation Snapshot BUSAN, Korea

Overview

- ▶ **Mayor:** Oh Keo-don
- ▶ **Term:** 2018–2020
- ▶ **Population size:** 3.5 million (2019)
- ▶ **Innovation / open data website:**
<http://www.busan.go.kr/ghopen>

What is the organisational structure?

Busan currently **does not** have a dedicated team for innovation.



Spotlight | Busan Eco Delta City

Designated as one of the two pilot tests for South Korea's first-ever smart cities, the Eco Delta City (EDC) in Busan aims to become an urban model that helps resolve various challenges of rapid urbanisation. Focusing on water management and robotic services, the project is a prime example of innovation-driven design, implementation and governance, and the use of new technologies.

What is the city's innovation vision?

Like 50% of cities surveyed, Busan has a **formal innovation strategy**.

The city most closely associates innovation capacity with:

- **Behavioural economics**
- **Human-centred design**

What is the city's innovation approach?

Similar to more than half of cities surveyed, Busan approaches innovation capacity **both from a holistic / macro level and in specific policy areas**.

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

Tourism

Digital
Governance

What innovation partnerships exist?

Busan has developed partnerships to **promote innovation capacity** with other public agencies, not-for-profit organisations, and city residents/resident associations.

To **improve data use**, the city has also developed data partnerships with academia and think tanks to collect and analyse data.



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What funding is available?

Like 81% of cities surveyed, Busan has dedicated funding to support innovation capacity, which comes from the following sources:

- Higher levels of government
- Municipal budget (city council approved funds)

Busan's funding for innovation capacity is generally directed towards **generating ideas and brainstorming, investing in digital systems and physical infrastructure.**



How is innovation helping the city?

- ✓ Improving resident outcomes
- ✓ Improving service delivery
- ✓ Anticipating and managing future challenges

The most critical success factors in supporting the city's innovation work are **dedicated funding, a focus on metrics, a dedicated innovation team, a culture of innovation within the municipal administration, Human Resource involvement, support from the broader community and leadership from the Mayor.**



How is data used?

Data plays a **significant role** in the decision-making and innovation efforts in Busan. The city currently **uses data to align its budget process with its strategic priorities.**

Busan **maintains a comprehensive data inventory** to make data more accessible, **publishes open data online** and **provides clear how-to guidance** to help residents access and use city data.



How are outcomes measured?

Policy areas **with sufficient data** or **without sufficient data** to support innovation capacity in the city.

Transport / Mobility	Economic Development	Housing	Policing and Law Enforcement	Health
Government Finance	Waste and Sewage	Labour Market and Skills	Environment and Climate Change	Education
Culture	Social Inclusion, Equity	Public Works	Tourism	Digital Governance