Solving Seoul’s Urban Issues with Start-ups

Dr. Jung-Woo Lee, Seoul Digital Foundation
About Seoul

Pillars of Seoul Smart City

1. The best ICT infrastructure which connects and empowers citizens
2. Open Government focused on communication, participation and sharing
3. Strong public-private partnerships for sustainable development
4. Adoption of latest technology such as bigdata, IoT, GIS & Cloud to solve urban issues
5. Sharing Seoul’s smart solutions with the world

Global

Power

Ranked 6th

Population

10,000,000

Economy

Account for 22% of Korean GDP
Global Digital Seoul 2020

Smart City Seoul

New Connectivity, New Experience

Social City

Diginomics

Digital Social Innovation

Global Digital Leadership

Citizen-oriented Digital City

Digital Economy

New Citizen Experience

Global Digital Leading City

Citizen-driven Digital Governance

Business Incubation

Solving Urban Challenges with Digital Tech.

Infrastructure

Participation

Digital Platform

Improving Citizen Value

Digital Business Ecosystem

Cooperation

Convergence

Digital Events

Source: Global Digital Seoul 2020
Innovation Cluster
A nexus for exciting city-wide digital innovations in Seoul

1. Solving Urban Issues with Innovative Startups and Citizens
2. Urban Policies for Seoul
3. Various Projects Using Cutting-edge Technology
Innovation with Startups

SDG-ISSUE

SDGs (Sustainable Development Goals)
(Selecting Themes) UNESCAP-WFUNA-SDF
(Finding Issues) Public Institutes under SMG

Urban Issues in Seoul

(Application) startups interested in urban issues
(Supporting) Mentoring and Networking

ISSUE-Startup

Ideas and Tech of Startups

(Implementing) Various Projects with Startups
# Urban Issues in Seoul

'06-'17, 10 years
160,317 cases

<table>
<thead>
<tr>
<th>Traffic</th>
<th>Parking, Fare system</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>Food waste,</td>
</tr>
<tr>
<td>Culture</td>
<td>Tourist, Tourism programs</td>
</tr>
<tr>
<td>Health</td>
<td>Hygiene, Hospitals</td>
</tr>
<tr>
<td>Safety</td>
<td>Traffic, Disaster,</td>
</tr>
<tr>
<td>Economy</td>
<td>Payment, Unemployment</td>
</tr>
<tr>
<td>Women &amp; Family</td>
<td>Parenting, Education</td>
</tr>
<tr>
<td>Welfare</td>
<td>Ageing, Retirement</td>
</tr>
<tr>
<td>Housing</td>
<td>Real estate, New-town</td>
</tr>
</tbody>
</table>

Source: Seoul Digital Foundation

- Fine Dust
- New Regeneration Energy

- Green Energy
- Road Traffic Toll System
- Urban Mobility
- Ageing Issues
- Women and Family Issues
- Road and Public Facility Safety
- Social Protection
Approach to Solve them with Digital

Source: Korea Joongang Daily(2017.6.18)
2030 Seoul Development Plan

Source: http://english.seoul.go.kr/policy-information/urban-planning/urban-planning/1-2030-seoul-basic-urban-plan/
Thank you 😊

leejw@sdf.seoul.kr
URBAN INNOVATION CHALLENGE: CITYPRENEURS -GREEN ENERGY-
1. Green Energy
   Expansion of renewable energy supply with Citizen

2. Recycling
   Waste management

3. Smart Energy City
   Smart energy management for energy independence
1 Green Energy

Expansion of renewable energy supply with Citizen
“Social economy enterprises (cooperatives) and providing incentives for citizens' fund type projects
“New development of resident participation type business model”
Goal for 2022: Solar Energy Capacity Achievement of 1GW

Supply to 1 million households in Seoul

- **Veranda**: 630 thousand
- **Bldg.**: 220 thousand
- **House**: 150 thousand

Solar Energy Capacity Achievement of 1GW

- Solar industrialization
- Preparation of Public territory
- Improving the system and more citizen participation
Types of Mini Solar power plants_Veranda
Types of Mini Solar power plants_House
Types of Mini Solar power plants_Buildings
Mini Solar energy plant – Console, Anchor type
Waste Crisis in Seoul

- [Image of a recycling event in Seoul]
- [Image of recycling bins and signage]
- [Image of plastic bottles and cans being recycled]

The city of Seoul is facing a waste crisis due to the increasing amount of plastic waste being generated. In efforts to address this issue, the city has implemented a number of recycling programs and campaigns. One such program is the 'Plastic Free Seoul' initiative, which aims to reduce the use of single-use plastics in the city. The city has also implemented a 'Recycling for Energy' program, which uses recycled materials to generate electricity, reducing the need for fossil fuels.

The crisis has also led to increased public awareness and participation in recycling efforts. Many residents are now engaging in more sustainable practices, such as using reusable bags and containers.

Despite these efforts, the waste crisis in Seoul remains a pressing issue, and continued action is needed to ensure the long-term sustainability of the city.
How the waste reducing policy retreated

2008.3 Abolishment of Disposable cup deposit agreement

6. Permission of offering free paper bags,
   Abolishment of restraining disposable resin measure

2009. 7. Permission of disposable toothpaste, toothbrush, shampoo at accommodations

2010. 1 Easing packaging regulations on powdered detergents
   Reducing costs of SME plastic producers

2016. 1. Easing yearly reduction of resins in package

10. Easing regulations on packaging of cosmetics and drinks
2 Recycling
Waste management
Measures to Improve Waste Management

2003 year, 3956.4t  40%  2016 year  5445.6t

“Reduce plastic waste by 50% by 2030”
Waste utilization methods

- Reduce
  - Save resources and minimize environmental pollutants
- Re-use
  - Re-used items
- Recycle
  - Sustainable consumption through recycling used items
- Upcycling
  - Add design to the abandoned resource or change the way it is used
3 Smart Energy City
Smart energy management for energy independence
1. Energy paradigm

<table>
<thead>
<tr>
<th>Consumption → production</th>
<th>Heat → Electric</th>
<th>Short-Term → Sustainable</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Solar Energy Center" /></td>
<td><img src="image2.png" alt="Electric Vehicle Charging" /></td>
<td><img src="image3.png" alt="Battery Storage System" /></td>
</tr>
</tbody>
</table>
2. Smart Home

- Solar Panel
- Smart Home
- Electric Battery / Fuel Cell
- Electrical storage (ESS)
- Electric car charger
3. Energy Management
4. Energy Management

- Heat supply
- Cooling supply
- Building connection
- Electric supply
- Gas cogeneration
- Solar collector
- Waste heat recovery
- Gas heat pump
- Electric refrigerator
- Fuel cell cogeneration

1st Energy Center

- Gas
- Electric

2nd Energy Center

- Gas
- Electric

4. Energy Management
5. Integrated management of thermal energy

To save energy 5-10% energy consumption with ICT

Management

Production network

Consumption network

City Infrastructure
hospital
Public institutions
campus
shopping mall
Office building
Housing

Smart energy management system

Electric
Heat
Cooling
Gas

Fuelcell
Heatsupply
Peakpowerstation
Electriccar

Energy efficiency

Seoul Energy Integration Platform
Thank you
Using Digital Techniques to Establish a Road Junction Cut-in Prevention System

2018. 6. 25.

Seoul Facilities Corporation
Road Management HQ: Current Projects

Limited Access Road Management

Safe Roads
- Establishment of Road Fixtures & Management of Electric Generator Facilities
- Traffic Data Collection & Dissemination
- Street Sweeping & Greenbelt Management
- Limited Access Road Patrol & Inspection
- Disaster Management (Storm Damage, Snowfall, etc.)

Convenient Roads

Pleasant Roads

- Olympic Expressway 42.5km
- Northeast Main Road 29.61km
- North Main Road 8.3km
- Gangbyeon North Road 29.43km
- Inner Circular Road 22.0km
- Gyeongbu Expressway 6.83km
- Yangjae Road 5.4km
- West Main Road 6.83km
- Eonju Road 4.35km
- Umyeonsan Road 0.3km
- National Assembly Road 5.5km
- National Assembly Road 5.5km
Traffic Data Offerings

Naebu Expressway, Gangbyeon N. Road, 9 Limited Access Road Routes, Namsan Tunnel Traffic Data Collection, Data Dissemination

- Image detector: 812 locations
- Loop detector: 459 units
- CCTV: 157 locations
- DSRC: 60 locations

Data Collection

- Central System, Management Server
- Communication Equipment, Other Systems

Data Processing/Analysis

- Variable Message Signs: 339 locations
- Homepage (including mobile)
- Twitter

Traffic Info Offered

- Variable Message Signs
- Smart Phone
- Internet
- Twitter

Traffic Data Collection Equipment

- video image detector
- loop detector
- CCTV
- DSRC

CPU Room (Public Corp. 19th floor)

Situation Room (Public Corp. 20th floor)

Mediums Providing Information
**Current State & Problems**

**Essential Causes of Stagnation in Limited Access Roads**

- Limited Access Roads → Arterial Highway Expansion, Heavy Traffic and Highway Signal

Influence on Traffic Jam Occurrence

- Cut-in Occurrence Leads to Rise in Inter-Vehicle Interruption & Traffic Jams
  - Illegal Cut-ins Result in Civil Complaints from Road Users & Rising Accident (collision) Rates
Installation Summary

- Installation Period: April 2007
- Quantity Installed: 2 (Dongbu Expressway Expansion, Entrance to Bundang/Suseo)
- Configuration: Camera, Speaker, Control Dept., Rural Areas etc.
- Function: Inspects for vehicles cutting-in through forbidden passing sections. Broadcasts are automatically transmitted after examination.

Operational Limitations

- Nearby Residents may Complain about the Noise of the Guidance Broadcasts (if the volume is too low, drivers wouldn’t hear it)
- Difficult to Enforce Authority through a Simple Guidance Broadcast Alone
## Technical Approach

- Digital technology is used to detect illegal cut-in occurrences
- Specific technology for illegal cut-in vehicles (automatic collection of license plate info)
- Other technical approaches to prevent cut-ins (prevention, promotion, control)

## Other Considerations (Review) Issues

<table>
<thead>
<tr>
<th>Categorization</th>
<th>Guidance (Prevention / Publicity)</th>
<th>Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Body</td>
<td>NHIC or National Police Agency</td>
<td>National Police Agency (not applicable to corporations)</td>
</tr>
<tr>
<td>Considerations</td>
<td>• Driver Guidance Method (without causing excessive inconvenience to drivers and residents)</td>
<td>• Flexible operating environment (both manual and automatic vehicles)</td>
</tr>
<tr>
<td></td>
<td>• Ease of system operation &amp; maintenance</td>
<td>- Manual transmission: use of evidence of cut-in violations,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Road management agency requires National Police Agency to dispose</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• High vehicle detection accuracy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>※ Legislation for automatic transmission still needs to be enacted.</td>
</tr>
</tbody>
</table>

## Deployment Process

1. Operating Method Selection & System Design
2. Pilot Project Select Target Point
3. System deployment & effect measurements
4. System Expansion Deployment Review
Installation Overview

- **Installation Date**: 2008 (Seoul Metropolitan Police Agency)
- **Quantity**: 2 (Gangbyeon North Road Youngdong Bridge, Olympic Expressway South End of Hannam Bridge)
- **Configuration**: Detection camera, control camera, control
- **Function**: Camera tracks the vehicle making a cut-in, records the vehicle’s license plate number, and sends it to the operation center.

Operational Limitations

- Difficult to control without formal relevant traffic regulations.
Seoul Facilities Corporation Transportation
Headquarters of Traffic and Transportation Services (Traffic Congestion Fee Management)

Automation of Congestion Toll Exemption Screening

Congestion Tolls

- **Grounds for Collection**: The Urban Traffic Improvement Promotion Act Article 35 and Ordinances of Congestion Toll Charge in Seoul Metropolitan City
- **Purpose**: To alleviate traffic congestion by reducing the use of private cars
- **Location**: Namsan 1st and 3rd Tunnel
- **Hours**: 7am ~ 9pm Weekdays (except weekends and public holidays)
- **Toll Charge**: 2,000KRW

**Current Status**

(2017, Unit: 1,000 cars)

<table>
<thead>
<tr>
<th></th>
<th>Traffic (24hours)</th>
<th>Toll Collection Hours (7am ~ 9pm)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Annual</td>
<td>Daily</td>
</tr>
<tr>
<td>Total</td>
<td>37,460</td>
<td>103</td>
</tr>
<tr>
<td>Namsan 1st</td>
<td>23,791</td>
<td>65</td>
</tr>
<tr>
<td>Namsan 3rd</td>
<td>13,669</td>
<td>38</td>
</tr>
</tbody>
</table>
Seoul Facilities Corporation Transportation
Headquarters of Traffic and Transportation Services (Traffic Congestion Fee Management)

**Congestion Toll Exemption and Reduction Conditions**

<table>
<thead>
<tr>
<th>Exemption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disabled drivers, low emission vehicles (Type 1·2), <strong>vehicle with 3 or more passengers</strong>, light van, vehicle with more than 11 people, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reduction (50%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light cars, low emission vehicles (Type 3), vehicles registered for use only on specific days.</td>
</tr>
</tbody>
</table>

**Current Status and Problems**

1. **Problems with Various Exemption Requirements Verification Process**

   - Among vehicles passing congestion toll, in the case of disabled driver, low emission vehicle or vehicle registered on specific days, exemption or reduction of toll charge follows automatically through RFID license plate recognition.

   - In the case of vehicle with 3 or more passengers, the toll operator **directly checks inside** the vehicle after inducing the passenger to stop or slow down.

   - When the toll operator holds back the vehicle for checkup, smooth passage is restricted, and this leads to complaints related to accident risk.

   - Toll operators subjectively identify penalties, which means that **the accuracy of checking exemption conditions is low, resulting in complaints about mistaken toll charges**.
Current Status and Problems

2. Controversy over tolls exemption for vehicles with 3 or more passengers

- When the passing vehicle is not thoroughly checked, there may be cases where the toll operator cannot identify the number of people inside due to vehicle’s fast speed or window tint.

- In this case, the vehicle is imposed a fine because it is classified as a non-paid vehicle, due to its unconfirmed exemption condition (3 or more passengers). However, drivers rise complaints against such fines because 3 or more passengers were on board at time of transit.

- To identify the number of passengers inside the vehicle in transit, a thermal camera was being used but it was impossible to check the exact number due to window tint or radiation.

Request

- Request to prepare a plan to automatically identify the number of passengers inside a vehicle in transit.
Social Protection

Hazardous Obstruction Management in Underground Shopping Malls using Digital Technology
(Boundary Line Enforcement, Disaster Prevention Facilities, Hazardous Obstruction Alert, etc.)

Seoul Facilities Corporation
Headquarters of Welfare & Economy
Emergency Exit Obstruction (Media Coverage)

[국가안전대책단] '대형재해에도 정신 못 차리다'…비상구폐쇄·적지 여전

행안부, 자치단체별 주요 위험시설 분석·평가 발표

함경 경북시, 서해 1면 400개소 행정조직 4,890개소

과태료 부과 1,232개소, 지난해보다 3배 이상 증가

배인목 기자 mkbse@newsis.com

등록 2018.05.10 14:00

[서울=뉴시스]배인목 기자 = 김명균 행정안전부 부장관이 10일 오전 서울 중구 경기청 대회의실에서 열린 '2018년 국가안전대책단 추진 결과 발표회'에 참석하고 있다. 2018.05.10. mkbse@newsis.com

행안부 행안부는 10일 아침 국회 본회의장에서 열린 '2017년 국가안전대책단 추진일정 발표회'에서 본년 안전대책 추진 결과를 발표했다.

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지난 5일 오후 서울 지하철 2호선 신분당선 환승역인 경안역 지하철역 인근 사고로 발생한 화재로 인해 신분당선 신분당선 주변 구간이 폐쇄되어 있다. 비상구 제거 등의 조치가 이어지고, 역내 화재를 방지하기 위한 대책이 마련되고 있다.

[한국=뉴시스] 배인목 기자 mkbse@newsis.com

마찰경계

강남 지하철역 폭화점…

비상구 막은 상품더미들

제천 참사에도 안전의식 실종

8일 오전 서울 동대문구 한 백화점 지하 1층에서 사고가 발생한 사고 현장에 도착한 화재차량을 지켜보는 시민들. 8일 오전 서울 동대문구 한 백화점 지하 1층에서 사고가 발생한 사고 현장에 도착한 화재차량을 지켜보는 시민들. 8일 오전 서울 동대문구 한 백화점 지하 1층에서 사고가 발생한 사고 현장에 도착한 화재차량을 지켜보는 시민들.

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Emergency Exit Obstruction (Problem)

Fire + Obstruction → Disaster
Emergency Exit Obstruction (Efforts)

Regular Control

Safe Design
Emergency Exit Obstruction (Reality)

Real-time Monitoring Needs
Emergency Exit Obstruction (Challenge)

Current Status and Problem

- Regular vigilance on boundary lines (delineating where goods may be placed)
- Safe design utilization, managing obstructed emergency fire facilities
- However, the current system lacks real-time visibility

Obstruction problems continuously occur around emergency exits and fire facilities

Challenge

- Real-time visibility to check hazardous obstruction (Real-time Monitoring)
- Boundary line compliance (Hazardous obstruction alert and warning system)
Thank you
The Current State of Middle-Aged Population in Seoul · Related Issues and Startup Cases
TABLE OF CONTENTS

I. Current state of Aging in Korea and the Job market

II. Issues surrounding the middle-age group in Korea

III. Cases of middle-age startups
Current state of Ageing in Korea
The fastest ageing country

Aging Society → Super Aged Society

USA 94 Years
JAPAN 36 Years
Germany 77 Years
France 154 Years
ROK 26 Years

Ageing trends in OECD Countries

*Source: OECD's Statistical Data Warehouse*
50+ Generation* (This term is used by the 50+ Foundation to refer to their target client group: middle-aged people between 50-64 years old.)

The biggest percentage of Seoul population.

50+ Generation: between 50 and 64 years old
One-fifth of Seoul population is in the 50+ generation?

HOMO-HUNDRED A New Life Cycle
(50+, The Third age, active senior)

* 2009 <UN report - World Population Ageing>
** 50+ generation is also called as the baby-boomers, the active-senior, the third-age, etc.
Who are the 50+ Generation in ROK?

Highly Educated & Experienced Workers
70% have received more than a secondary education

The Biggest contributors of Industrialization & Democratization

Supporting the whole family tree
Crutch Generation
(Financially supporting both younger and older generations)

Average Retirement Age 52.6
Transition of Retirement Model in ROK

Early-retiring trend+
Baby boomer retirement=
Problems in the Ageing Society are rising

<table>
<thead>
<tr>
<th>Life Expectancy</th>
<th>Happylife</th>
<th>GAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea</td>
<td>83.1</td>
<td>74.6</td>
</tr>
<tr>
<td>UK</td>
<td>82.3</td>
<td>76.6</td>
</tr>
<tr>
<td>GER</td>
<td>81.8</td>
<td>77.6</td>
</tr>
</tbody>
</table>

Happylife Index
Korean term defined by Seoul National University and Life Insurance Social Contribution Committee Korea. Measured by four indicators: Health, Economic, Personal Relationship, Engaging in social and leisure activities. (Happylife Index - 2017.10)
During this period of ones life, they are expected to be more socially engaged & have less economic problems.
Normal Pathways For the Second Career

**Extension of Retirement Age**
- Clash between Generations in the Job market
- Only 7.6% retire at the appointed retirement age → Raises Question in the effectiveness in lengthening the retirement age

**Looking For Second Career**
- Low re-employment rate, job quality is lowered: 60% are part-timers or day laborers
- Wage is lowered to 1/3: 5.93mil won/mo. → 1.84mil won/mo.

**Self-employment**
- Many start their own business after retirement, but self-employed seniors earn less than 1.5mil won/mo. on average. (54% of the 50s, 65% of the 60’s) Within Three years, Half of the Businesses shut down.

**Venture Startup**
- Very low success rate. Less than 1% are listed on the stock market,
  Only 2.5% get private investment

**Taking up farming, Exiting Cities**
- 30% of the population exiting urban cities were the 50+ age group in 2016
- Decrease in Income, Job Crunch, Trouble Harmonizing with the locals

Need for Introduction of Effective Policies and Projects Alternatives for the 50+ Generation
Three-Stages of Life for the 50+ Generation

New approaches to tackle social issues of the Ageing Society

The New Middle-Age:
⅓ of the whole population, ⅓ of the working age population. (50 to 69)

1st Stage
Main Career

2nd Stage
Re-employment

3rd Stage
Social Impact work

Start of Career (30)
First Retirement (50)
Pension (61 to 65)
Retirement (72)
50+ Generation: Problem or Opportunity?

Subjects of the Social Support System, yet still Contribute to the Economy

Different from the traditional Senior group
- Highly educated
- Higher income
- Lifeline of the household

Facing Life Transition
- Family structure + change of life patterns
- Another phase of life

Blind spot for social security
- High spenders
- Gap between retirement and receiving pension
Need for Building On/Offline Career Infrastructure for 50+ Generation

Gender Distribution
- 46% Males
- 54% Females

Willingness to continue working after retirement
- Willing 95%
- Re-employment 65.8%
- Not Willing 4.7%

Considerations for re-employment
- Commute Convenience 37%
- Shared Social Value 48%
- Opportunity To show capability 46%
- Working Hours 43%

Considerations for Affiliated Group
- Non-profit Org 28%
- Self-employment 29%
- Cooperative Union, Social Enterprise 43%

(Respondents n=555)
What are the characteristics of the 50+Generation?

- Unstable
- Have no where to go
- Still Willing To Work

Survey on status and needs 50+ generation, 2015.10
Issues surrounding 50+
Generation and their Needs
50+ (Re-employment, startup)

Innovative models for 50+ work is needed

- Providing Low entry-barrier work opportunities
- 50+ Talent discovering
- Providing digital education sessions (computer, Social Media, Application)
- Developing new careers which inoculate work and leisure (laughing therapies, physical activities, meditation)
- Intern programs for seniors to enter a new career sector

An effective supportive system to help 50+ make a social impact is needed.

- Support programs for seniors who look after their grand children.
- Building labor database for those who want to contribute to philanthropic activities (field of interest, area)
- Running an Incentive system for social contribution.
- Providing socially contributing jobs at the community service center and public institutions within their neighborhood.
Issues and Needs surrounding 50+ Generation

Providing leisure activities for 50+
- 50+ Governmental support for leisure activities
- 50+ Setting role models for 50+ and giving them rewards.

Fostering 50+ education programs and instructors
- Establishing Database for 50+ instructors
- Expanding 50+ institutions nationwide
- Running various educative programs of cultural sciences and democratic system
- Running Academies for caregivers for 50+

Community spaces for 50+
- Opening up public spaces for 50+ community

Developing Programs for knowledge & wisdom transfer from seniors to younger generations
- Innovative activities for information exchange among different age groups
Issues and Needs surrounding 50+ Generation
50+(finance, health, social relationship etc.)

Supporting Positive Family Culture
- Providing spaces for Family reunions in public places
- Merging Senior house with Daycare centers, Co-raising
- Transferring new parenting trends to 50+

Service Center for improving 50+ living spaces

Finance education for 50+
- Educating for finance risks for 50+ and nurturing finance consulting experts
- Utilizing 50+ retired professionals to provide financial consulting services to local businesses.
- 50+ community for managing finance

50+ House sharing

Job-pool system within the village
- Recording the expertise of each villager in the system so they can collaborate when needed.
<table>
<thead>
<tr>
<th>Team</th>
<th>Startup item</th>
<th>Company Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life telling</td>
<td>- Creating Lifebooks and running a podcast, “Life is Book” (Lifebooks are in magazine format celebrating seniors’ lifetime achievements)</td>
<td>sole proprietorship</td>
</tr>
<tr>
<td>Legal Document (구로킥)</td>
<td>- Building a web platform to help seniors prepare legal documents (supplication, petition, statement etc.)</td>
<td>Founded</td>
</tr>
<tr>
<td>Housing Management Forum</td>
<td>- Integrated management system service for small apartments (call center→management, cleaning, security)</td>
<td>Founded</td>
</tr>
<tr>
<td>Sangam-dong Apartment Assoc.</td>
<td>- 50+Generation Landscaping and Gardening of Small Apartments</td>
<td>Founded</td>
</tr>
<tr>
<td>Prune Economy Community Health Center</td>
<td>- Economic education and financial consultations for socially disadvantaged - Promoting senior life consultants (economics, credit, etc.)</td>
<td>Founded</td>
</tr>
<tr>
<td>Our Neighborhood Veterans Association</td>
<td>- Home care service for veterans</td>
<td>Founded</td>
</tr>
<tr>
<td>10000makers</td>
<td>- Manufacturing and selling interior lighting with 3D printers</td>
<td>In preparation</td>
</tr>
<tr>
<td>Lucky Encounter</td>
<td>- Storytelling Tourism in Seoul (walking tour)</td>
<td>In preparation</td>
</tr>
<tr>
<td>Casa&amp;Hisup</td>
<td>- Senior professionals search engine service</td>
<td>In preparation</td>
</tr>
<tr>
<td>GoRi</td>
<td>- Combining Travel with Hospital Visits Tour Clinic</td>
<td>In preparation</td>
</tr>
<tr>
<td>Cracker</td>
<td>- Art Collaboration Site</td>
<td>In preparation</td>
</tr>
<tr>
<td>Code Green</td>
<td>- Preventing InformationLeaks through Screen Security</td>
<td>In preparation</td>
</tr>
<tr>
<td>Senior Board Cooperative Union</td>
<td>- Coding Board Game</td>
<td>In preparation</td>
</tr>
<tr>
<td>Golden Needle</td>
<td>- Launching Korean Traditional Hanbok Brand</td>
<td>In preparation</td>
</tr>
<tr>
<td>Life starts from 60</td>
<td>- Youth concept café geared towards 60+ Generation customers</td>
<td>In preparation</td>
</tr>
</tbody>
</table>
Liberabit Ltd. participated in the <2017 Middle-age Talent Supporters>. They provide services to change manual wheelchairs into automatic wheelchairs.

Developing a platform to match a middle-age talent with a youth startup. The goal is to provide continuous support for team building to help the middle-aged talent accommodate himself with the startup company, while helping the company to stabilize their business.

Liberabit Ltd.
50+Generation Talent Supporters; Guidance to Youth Startups

The Ministry of SMEs and Startups runs ‘Mixed Generation Startup Campus’ project, 50+ generation’s activities to support youth. (Monetary incentives are given during the projects.)

The major organizer for ‘Mixed Generation Startup Campus’ project in Seoul and surrounding area ‘Rehoboth Business Incubator Center’ and Seoul 50+ Foundation Signed MOU in April, to cooperate in educating and supporting the matched startups.

<table>
<thead>
<tr>
<th>Teams</th>
<th>50+ talent (Age/Capacity, Career)</th>
<th>Young startups (the Age of the Founder, Startup Business Item)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>61/Marketing, Investment, Finance/Korea Development Bank, Board director of aerospace</td>
<td>28/Housekeeping Community Service</td>
</tr>
<tr>
<td>B</td>
<td>74/Veterinarian, Lecturer</td>
<td>31/Pet food based on big data</td>
</tr>
<tr>
<td>C</td>
<td>51/Engineer, Developer, Information Technology/Ssangyong Computer, KOICA, etc.</td>
<td>27/Content platform for Overseas Studying</td>
</tr>
<tr>
<td>D</td>
<td>54/Marketing, Investment/KOR-ASEAN Center, LG Electronics, etc.</td>
<td>27/Online platform for Korean cosmetics targeting overseas customers</td>
</tr>
<tr>
<td>E</td>
<td>49/Marketing Promotion/Chel Marketing, KCDF, Banks, Hotels 등</td>
<td>28/ Visual Content development based on traditional Korean art</td>
</tr>
<tr>
<td>F</td>
<td>55/Engineer, Developer/Samsung Advanced Institute of Technology, Samsung Electronics Lab</td>
<td>38/prevention, reaction service for Medical accidents</td>
</tr>
<tr>
<td>G</td>
<td>56/Marketing, CS, Marketing, Management/Shipping Industry</td>
<td>29/Eyewear from natural materials</td>
</tr>
</tbody>
</table>