

분과세션 3

BREAKOUT SESSION 3



사회적 소통과 도시혁신

Social Communication and Urban Innovation

Moderator

이창현 | LEE Changhyun

서울연구원장

President, The Seoul Institute

Speakers

야스이 미키 | YASUI Miki

일본 사회혁신 저널에디터 겸 호세이대 교수

Professor, Hosei University

정루 | ZHENG Lu

중국 칭화대 교수

Professor, Tsinghua University

변미리 | BYUN Miree

서울연구원 선임연구위원

Senior Research Fellow, The Seoul Institute

Panelists

타니모토 칸지 | TANIMOTO Kanji

일본 와세다대 교수

Professor, Waseda University

이봉현 | LEE Bonghyun

한겨레경제연구소 연구위원

Senior Research Fellow, Hankyoreh Economic Research Institute



Moderator

이창현

서울연구원장

LEE Changhyun

President, The Seoul Institute

BIOGRAPHY

서울특별시의 싱크탱크인 서울연구원의 원장이다. 1993년 서울대학교에서 언론학 박사 학위를 받았으며 1998년 이후 국민대학교 언론정보학부에 교수로 재직하고 있다. 2009년~2012년에는 한국방송공사의 이사를 맡기도 하였다.

2012년에 서울연구원의 원장으로 취임했고, 도시문제를 해결하기 위해 시민들의 의견을 수렴하고, 각 분야 전문가와 네트워크하는 역할을 담당하고 있다. '시민이 행복한 서울의 미래'를 기획하기 위해 연구역량을 집중하고 있다. 특히 최근에는 서울시의 사회혁신을 적극적으로 견인할 수 있는 각 분야의 아젠다와 정책 생산에 집중하고 있으며, 서울의 이야기를 발굴하고 전파하는 서울의 '스토리텔러' 역할을 수행하고 있다.

EDUCATION

- Seoul National University
Ph.D. in Media Studies 1993
M.A. in Media Informatics 1988
B.A. in Agriculture and Life Sciences 1986

WORK EXPERIENCES

- The Seoul Institute Seoul, Korea President February 2012-current
- Korean Broadcasting Commission Seoul, Korea
North & South Korean Broadcasting Institute, President 2009-current
- Kookmin University Seoul, Korea School of Communication, Professor 1998-current
- Korean Broadcasting Institute Seoul, Korea Senior Research Fellow 1993-1997



Speaker

야스이 미키

일본 사회혁신 저널에디터 겸 호세이대 교수

YASUI Miki

Professor, Hosei University

BIOGRAPHY

야스이 미키(Miki Yasui)박사는 현재 호세이대학교(Hosei University) 사회복지대학원과 사회정책 및 행정학부의 도시정책 및 계획과 교수로 재직하고 있다. 그는 뉴욕대학 공공서비스 대학원에서 도시계획 석사를 그리고 도쿄대학(University of Tokyo)에서 도시공학 박사학위를 취득했다. 뉴욕대학에서는 로버트 F 워그너 교수의 제자였다.

야스이 박사는 1998년부터 2004년까지 도쿄 시정연구원(Tokyo Institute for Municipal Research)에서 연구원으로 근무하였다. 연구소 재직기간 동안 뉴욕 대학 산하 행정연구원의 객원연구원으로 있었고, 2001년에는 세계은행 도시개발 단기 자문위원으로 활동하였다. 2002년부터 2004년까지 도쿄대학 첨단과학기술연구센터의 도시 및 환경시스템과 조교수로 재직하였다. 2004년 도쿄대학에서 호세이대학으로 자리를 옮겨 현재까지 재직하고 있다. 2010년부터 2011년까지 런던정치경제대학교 지리학과 객원연구원으로 초빙되었다. 현재는 대학에서 학생들을 가르치면서 일본 지역사회 내 다수의 지역 계획 및 개혁 문제 해결을 위해 지원하고 있다. 또한 국토인프라교통관광부(Ministry of Land, Infrastructure, Transport and Tourism) 산하 “뉴 퍼블릭(New Public) 시범프로그램 검토 위원회를 포함해 100여 개의 정부 및 비영리 위원회 위원으로 활동하고 있다.

야스이 박사는 지역사회 관리 및 도시 거버넌스, 공공공간 구성 및 개발을 위한 민관 파트너십, 도시 커뮤니티의 사회 통합, 도시의 쇠락하고 있는 커뮤니티 개선 및 도시계획과 사회서비스통합에 많은 관심을 갖고 있다.

Dr. Miki Yasui is a professor of urban policy and planning at Faculty of Social Policy and Administration and Graduate School of Social Well-Being Studies, Hosei University. Her Ph.D.in urban engineering was given by the University of Tokyo, and her Master's degree in urban planning by Robert F. Wagner Graduate School of Public Service, New York University.

Dr. Yasui was a research fellow, Tokyo Institute for Municipal Research from 1998-2004. During that time, she was also a visiting researcher at Institute of Public Administration affiliated with New York University and a short-term consultant for urban development at the World Bank in 2000. From 2002to 2004, she was an assistant professor, Urban and Environmental Systems Unit, Research Center for Advanced Science and Technology, The University of Tokyo. Since 2004, she has been a faculty member of Hosei University. In 2010 to 2011, she wasinvited as a visiting scholar at London School of Economics and Political Science, Dept. of Geography. Currently, while teaching at the university, she assists a lot of planning and community innovation challenges in Japanese local communities. She has joined over 100 governmental and nonprofit councils, boards and committees including Reviewing Committee of the “New Public” pilot, Ministry of Land, Infrastructure, Transport and Tourism.

Dr. Yasui's interests are in community management and urban governance; public private partnership in shaping and developing public spaces; social integration of urban communities; upgrading urban declined communities and integration of urban planning and social services.



ABSTRACT

일본의 사회적 소통과 도시 혁신

일본은 고령화와 청년인구의 감소로 인해 전통적인 지역사회가 이전의 힘을 잃었을 뿐만 아니라 그 역할을 하지 못하고 있다. 일본의 일반적인 지역사회 구조는 이른바 “초나이카이(町内会)” 또는 “지치카이(自治会)”라고 불리는 자치회로 이루어져 있는데 자치회는 축제, 쓰레기 수거, 노인 지원 등 공통의 가치를 위해 일반 가정이 가입하며 연회비를 지불한다.

과거, 거의 모든 가정이 자치회에 가입하였지만 최근 가입률이 거의 절반 수준인 50-60%까지 하락하였다. 그 결과 지역의 결속력이 약화되었고 수 많은 행사들이 더 이상 열리지 않게 되었다. 자신의 이웃에게 관심을 갖는 사람들의 수가 급격히 감소하고 있다. 그 결과 빈집이 늘어나고 잡초가 무성하며 거리에는 아무도 신경 쓰지 않아 쓰레기가 쌓이고 더 이상 아이들과 노인들을 돌보지 않는다. 과연 이것이 우리가 원하는 도시 지역사회의 모습인가? 하지만 최근 변화의 징후가 나타나기 시작했다. 이러한 변화는 대개 지역활동인 자치회에 가입하지 않는 상대적으로 젊은 세대의 소셜 네트워크를 통해 생겨나기 시작했다. 오늘 발표에서는 치바현에 위치한 마츠도 시를 포함해 이러한 변화에 대해 살펴보고자 한다.

마츠도는 주민 대부분이 대도시에서 직장 생활을 하고 야간에만 자택으로 돌아오는 전형적인 베드타운으로 지역 공동체의식이 매우 약하다. 하지만 3년 전, 테라이씨와 그의 친구들이 마치도크리에이티브(MACHIduCreative)를 설립하고 “매드 시티(Mad City)”라는 새로운 프로젝트를 시작하였다. 집주인들과 함께 새로운 입주자들을 유치하였는데 그 중 대다수는 예술가들 이었다. 이 지역의 새로운 입주자들은 오랫동안 사람이 살지 않아 버려졌던 빈집을 스스로 수리해 지역의 새로운 보물로 탈바꿈시켜 나갔다. 흥미롭게도 오락과 재미를 위해 강변, 거리, 빈집 등 기존의 지역 자원을 이용하였고 이전과는 다르며 느슨하게 연결된 새로운 지역사회를 만들어 갔다.

우리는 젊은 세대와 버려진 유휴 자원이 연결된 새로운 도시 혁신을 목격하고 있다. 국가경제 차원에서 보면 이는 어쩌면 아주 작은 변화일지 모르지만 이러한 기존 지역 자원의 재평가는 인구가 감소하는 시기에 그 중요성이 커질 것이라고 생각한다. 외국도 이와 비슷한 문제를 안고 있다는 점을 고려해 보았을 때 사람들이 그 중요성을 인식하도록 국내 및 국제적 지식교류를 포함해 더 많은 노력이 이루어져야 할 것이다.

ABSTRACT

Social Communications and Urban Innovation in Japan

As Japan has more elderly and less young population, traditional urban communities have been losing their power and roles. The typical community structure in Japan is neighborhood association, called Chonai-kai or Jichi-kai, in which households join with annual membership fee for their common value, such as festival, garbage collection, supporting elderly people. In the past, almost 100% households joined in these neighborhood structures, but the ratio has gradually decline until 50~60%. As a result, community ties have weakened and many events have no more been held. Few people show interests to their neighborhood. What happens – vacant houses, overgrown weeds and unattended garbage on the street, no care to children and elderly, and etc. Is this what we want for urban community?

We recently see good symptoms for the change. Most of these have been spurred by social network amongst relatively younger generation, who usually do not join such neighborhood activities. In this presentation, I would show several examples, including Matsudo City in Chiba Prefecture.

Matsudo is a typical suburban bed town, where residents commute to the metropolitan center and come back only when they sleep. Local communities are considered very weak. Three years ago, however, Mr Terai and his friends established a MACHIduCreative and launched new project called "Mad City." Together with property owners, they called new comers to the city to live in, artists in many cases. New comers started to renovate long vacant properties by themselves, and change them into new local jewels. Interestingly, they have also started to use local resources such as riverbank, street or other vacant buildings for fun, and created a new, loosely networked, local community.

We are observing such new urban innovation in Japan –by linking younger generation and undiscovered local resources. It is considered as a small change from the viewpoint of national economy, but I would say revaluation of existing local resources is going to be very important in demographically shrinking period. To make people realize its importance, we need more efforts including national and international knowledge exchange as I know similar challenges are happening abroad. We need to integrate these small urban challenges into an internationally shared movement of social change.



CONSIDERING URBAN INNOVATION

MIKI YASUI

CONTENTS

- + What are the Urban Innovations,
- + New Challenges in Japanese cities, and
- + How we should think about growth in the matured urban environment.

Cities are beautiful but fragile.



Cities are clean but too standardized





WHAT WE NEED IN THE CITIES?

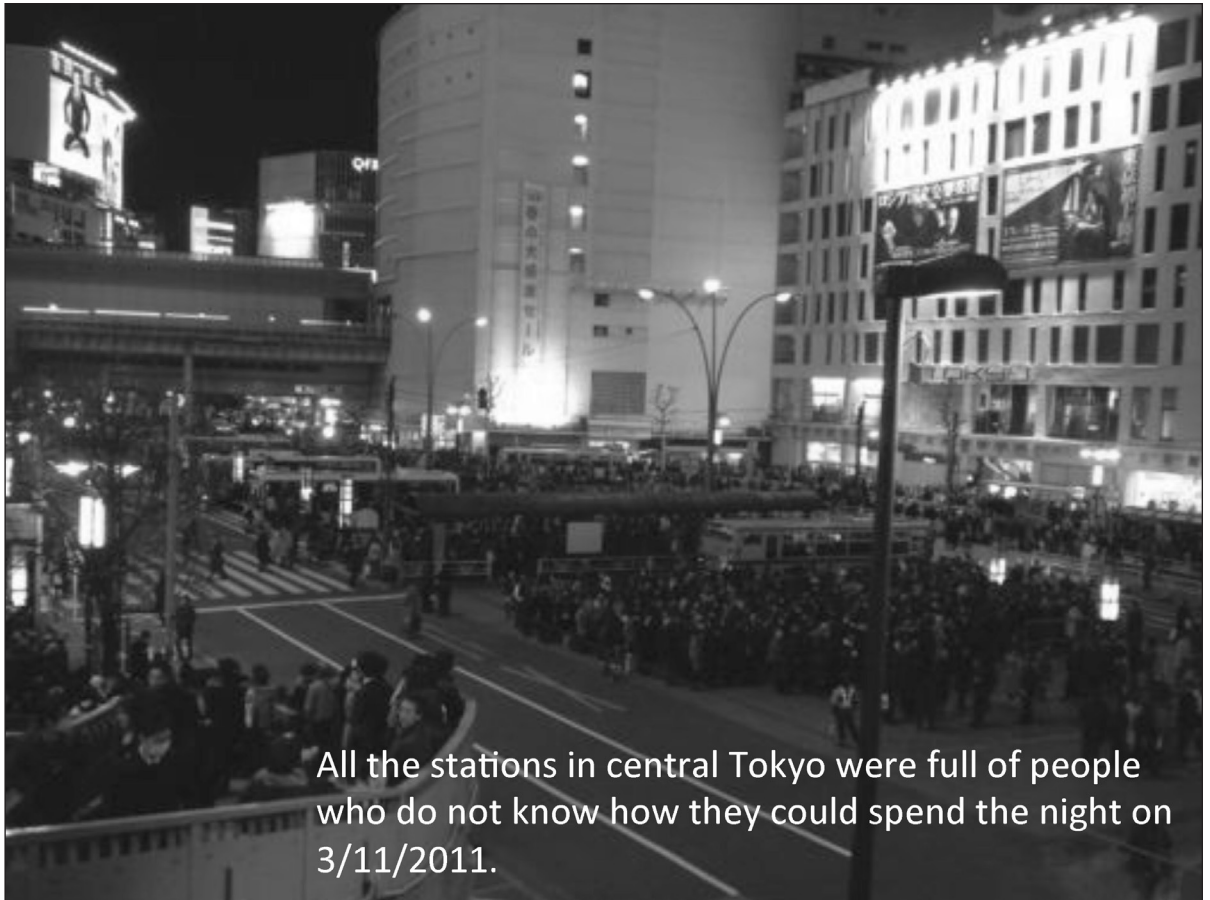
- + Cities are fragile.
 - Food, energy, and other supplies come from rural areas and other countries.
 - Nothing can be done without electricity.
 - Few human relationship
- + Cities have been too standardized.
 - Sharon Zukin’s criticism – Starbucks, Hard Rock Cafes everywhere on the world.
 - Lack heritage and culture.

Sustainability and Creativity

SECURING SUSTAINABILITY IN THE CITY

- + Individual building has its risk management procedures, but we need a collaboration platform.
- + Lack of information and communication was critical on 3/11/2011 when the earthquake occurred.

Need for the system to share necessary information and coordinate (transportation, shelters, foods and damages.)



All the stations in central Tokyo were full of people who do not know how they could spend the night on 3/11/2011.

PROMOTE CREATIVITY IN THE CITY

- + As a result of single-purpose land use planning in the last decades, there is no fun in the business or industrial areas, no employment at housing areas.



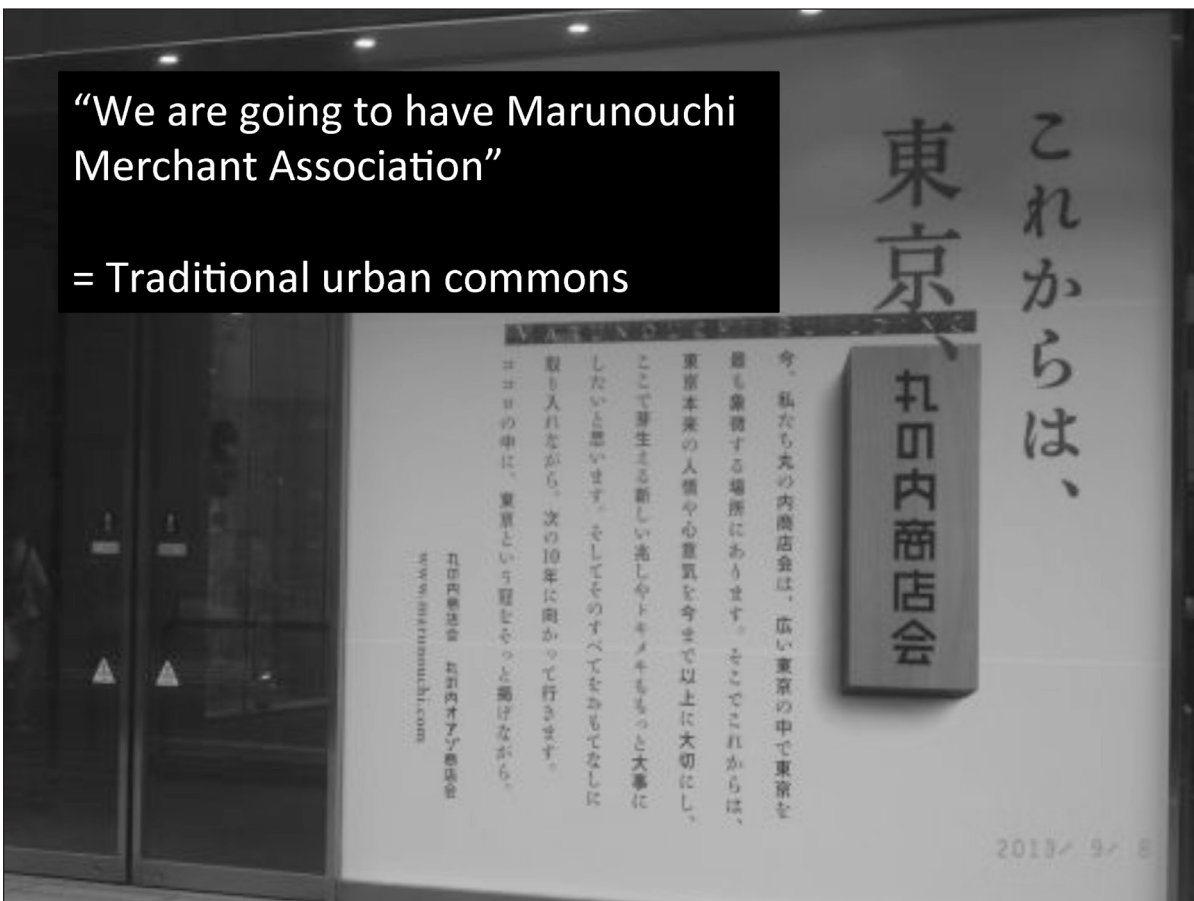


WHAT HAPPENED?

AREA MANAGEMENT

The stakeholders including property owners, developers, young entrepreneurs, citizens and local governments got together to think about the management of city center.





MACHIDUKURI SALON

Area management organizations gather to discuss about the roles of area management and system we need.



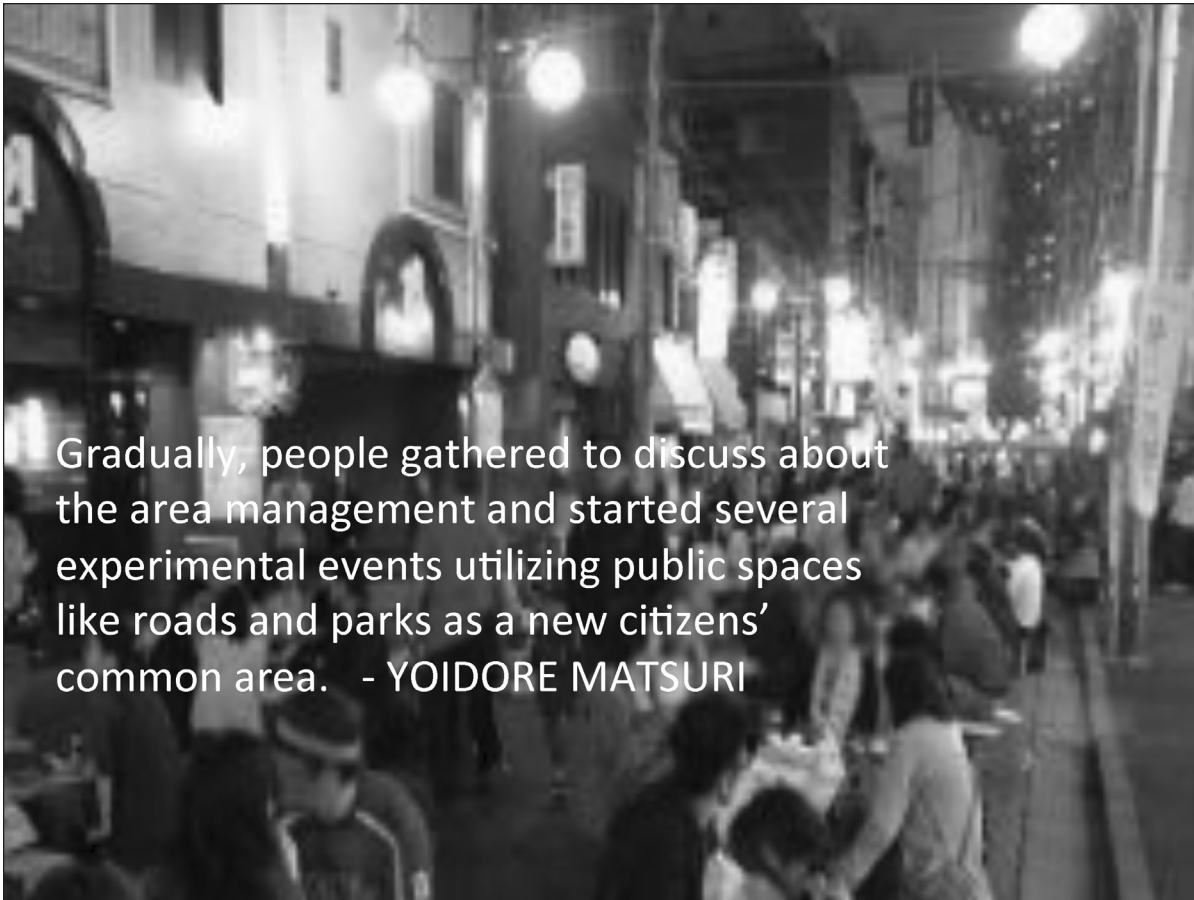
One of the discussion themes are their coordinating roles on disaster management and energy management.

In Matsudo, young entrepreneur started to utilizing vacant spaces for added-value shops or residences.





BREAKOUT SESSION 3



Gradually, people gathered to discuss about the area management and started several experimental events utilizing public spaces like roads and parks as a new citizens' common area. - YOIDORE MATSURI



KITAKYUSHU
Post-industrial city in south-western Japan with about 800,000 people.



In Uomachi shopping strip, consecutive renovation projects have been promoting new types of district management.





BREAKOUT SESSION 3



To expand renovation projects, they decided to educate property owners and young local architects.





Projects have increased – renovation heaven.





Weakened 'Urban Commons'

– 'SANPOUYOSHI'

for merchants,

– 'OTAGAISAMA'

for neighborhood

WHAT IS URBAN INNOVATION?

Many Urban Services Used To Be Provided In The Structure Of Urban Commons.



WHAT IS URBAN INNOVATION?

We Have Lost Traditional Urban Commons.

Private Sector Services

Houses, foods, schools, toys, transportation, and other goods and services.

Communities supplementary public service

Public Sector Services

Schools, social cares, infrastructure development and maintenance, local economy etc...

WHAT IS URBAN INNOVATION?

As more cross-sectoral collaborations are expected, more expectation goes to communities as a platform.

Private Sector Services

Houses, foods, schools, toys, transportation, and other goods and services.

Communities supplementary public service

Public Sector Services

Schools, social cares, infrastructure development and maintenance, local economy etc...



WHAT IS URBAN INNOVATION?

Are We Going to Have a New Form of Urban Commons?



CROSS-SECTORAL COLLABORATIONS IN URBAN ENVIRONEMENT

	Citizens	Government	Companies
Citizens	Community planning and activities Enterprises	Broad Partnership for Urban Future	- Area management - Social entrepreneurs
Government	Participation Collaboration	Collaboration Common system	- Collaborative public services
Companies	CSR Philansolophy	PPP Privatization Contract out	Collaborative planning and activities

HOW WE MAKE GROWTH IN MATURED URBAN ENVIRONMENT?





Speaker

정루

중국 칭화대 교수

ZHENG Lu

Professor, Tsinghua University

BIOGRAPHY

정루 교수는 스탠포드대학에서 박사학위를 취득했으며 현재 중국 칭화대학교 부교수로 재직하고 있다. 주요연구 분야는 공기업의 기업지배구조, 기업의 사회적 책임, 중국의 도시화 과정 등이다. 소셜 포스(Social Forces), 사회과학연구(Social Science Research), 더 차이나 쿼터리(THE CHINA QUARTERLY), 정치사회학연구(Research in Political Sociology), 사회학연구(Shehuixue Yanjiu- 중국 최고의 사회학 연구 저널) 등 학술지에 논문을 기고하고 있다.

그의 논문은 2012 중국관리연구국제학회(the International Association of Chinese Management Research, IACMR) 비엔나레 컨퍼런스와 2004년 사회학연구가 선정한 최고논문상을 수상했다. 칭화대학교에 임용되기 전까지 미국 텍사스 A&M 대학교 사회학과와 중국 칭따오에 위치한 중국 서남 재경대학교(Southwestern University of Finance and Economics) 경제금융연구소(Research Institute of Economics and Finance, RIEM)에서 학생들을 가르쳤다.

Zheng, Lu got his Ph.D. from Stanford University and is Associate Professor of Sociology in Tsinghua University and Adjunct Professor of Sociology in Texas A&M University, USA. His current research projects focus on corporate governance of public firms, corporate social responsibility (CSR), corporate political embeddedness, and China's ongoing urbanization process.

His publications appear in Social Forces, Social Science Research, China Quarterly, Research in Political Sociology, and Shehuixue Yanjiu (Sociological Research, the top sociological journal in Mainland China), etc. His papers have won Best Paper Awards from the International Association of Chinese Management Research (IACMR) Biennial Conference 2012 and Shehuixue Yanjiu (Sociological Research) in 2004. Before joining Tsinghua University, he taught in the Department of Sociology at Texas A&M University and in the Research Institute of Economics and Finance (RIEM) at the Southwestern University of Finance and Economics in Chengdu, China.



ABSTRACT

통합과 평등의 도시를 향해: 베이징 이주 노동자들의 지역사회 구축 경험

이 발표에서는 베이징 스팅산(Shijingshan) 지역에 있는 이주 노동자들 집단 거주지에서의 지역 공동체 구축 프로젝트를 살펴볼 것이다. 칭화대학교, 기업, NGO, 지방정부가 공동으로 참여한 지역 공동체 구축 프로젝트는 중국의 빠른 도시화 과정에서 인간적인 측면을 생각한 실험적이고 혁신적인 솔루션을 제공하는 것이었다. 프로젝트의 목표는 이주 노동자가족도 그 도시에 오래 살아온 주민들과 똑같은 사회 서비스를 누리고 자기개발의 동등한 기회를 누릴 수 있는 도시 지역공동체 구축에 있다. 이번 발표에서 지금까지의 노력과 성과 그리고 현재 우리가 직면하고 있는 문제점과 어려움 등에 대해 살펴볼 것이다.

ABSTRACT

Towards Inclusive and Equitable Cities: A Community-building Experiment of Migrant Workers in Beijing

This presentation will revolve around a community-building project in a residential community of migrant workers in the Shijingshan District in Beijing. This is a collaborative effort among Tsinghua University, enterprises, NGOs, and local government to explore and experiment innovative solutions to human dimensions in China's rapid urbanization process. The project aims to build up an urban community where migrant worker families enjoy the same social services as long-term urban residents do and have equal opportunities for personal development. I will reflect on the efforts and achievements we have made so far, as well as frustrations and obstacles that we face.



Towards Inclusive and Equitable Cities:

A Community-building Experiment of Migrant Workers in Beijing

Zheng, Lu

Department of Sociology

Tsinghua University

The 4th Asia Future Forum in Seoul, Korea



清华大学
Tsinghua University

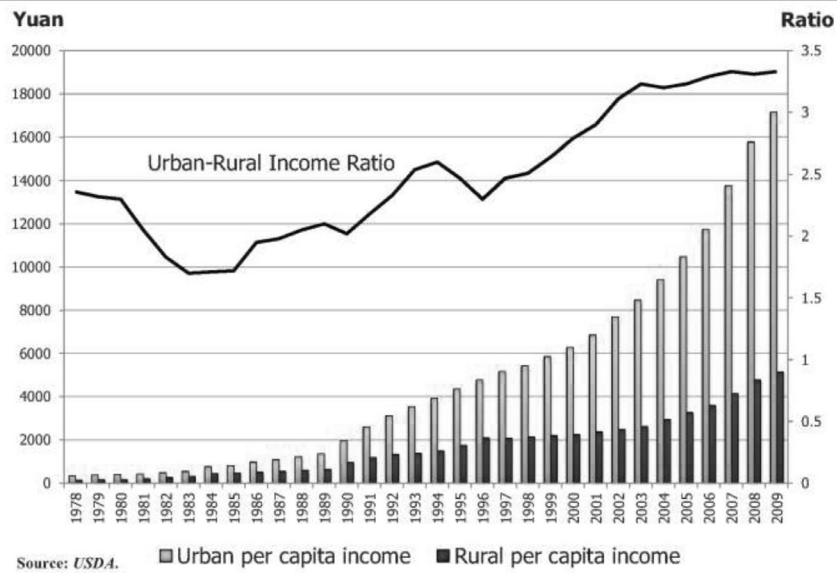
Outline

- ❖ Background: urbanization and migrant workers in China
- ❖ A migrant worker community in Beijing
- ❖ A community building experiment
- ❖ Summary: Progresses and obstacles



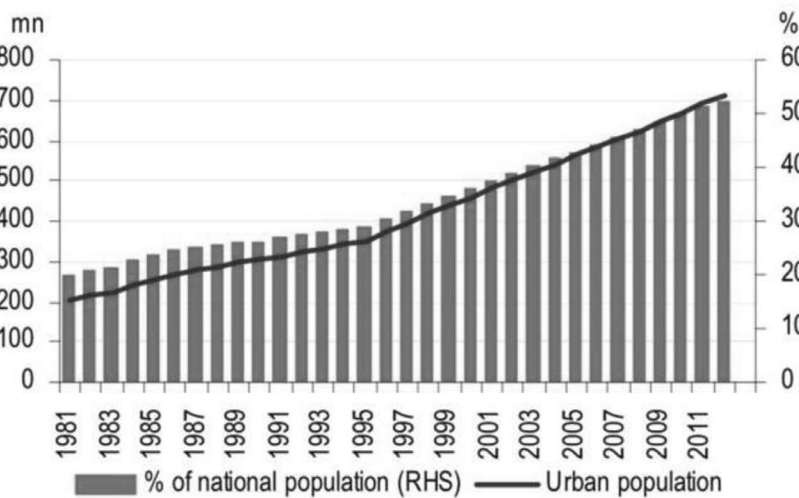
清华大学
Tsinghua University

Urban-rural Income Inequality



清华大学
Tsinghua University

Urbanization in China



Source: CEIC, BofA Merrill Lynch Global Research



清华大学
Tsinghua University



Off-farm Workers

Number of Off-farm Workers				
	Unit: million			
	2008	2009	2010	2011
In Total	225.4	229.7	242.2	252.8
1. Migrant off-farm workers	140.4	145.3	153.4	158.6
(1) with family left behind	111.8	115.7	122.6	125.9
(2) with family	28.7	29.7	30.7	32.8
2. Local off-farm workers	85.0	84.5	88.9	94.2

National Bureau of Statistics, 2012



清华大学
Tsinghua University

A migrant worker community in Beijing

- ❖ 水厂大院: A community of migrant families
- ❖ Location: Laoshan Residential District, Shijingshan District (石景山区老山街道)
- ❖ Population: 104 households, 323 people



清华大学
Tsinghua University

Our experiment in the community

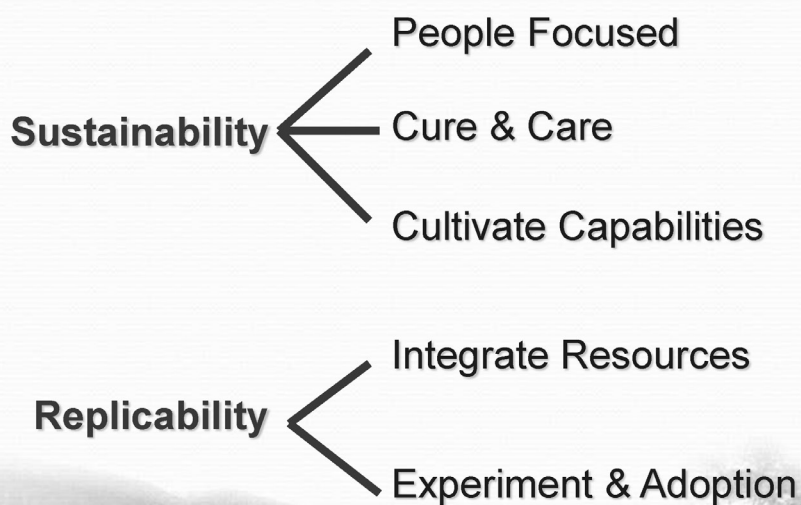
❖ Who are the players:

- Community residents
- Tsinghua University
- Private Foundation
- Shijingshan District Government
- NGOs



清华大学
Tsinghua University

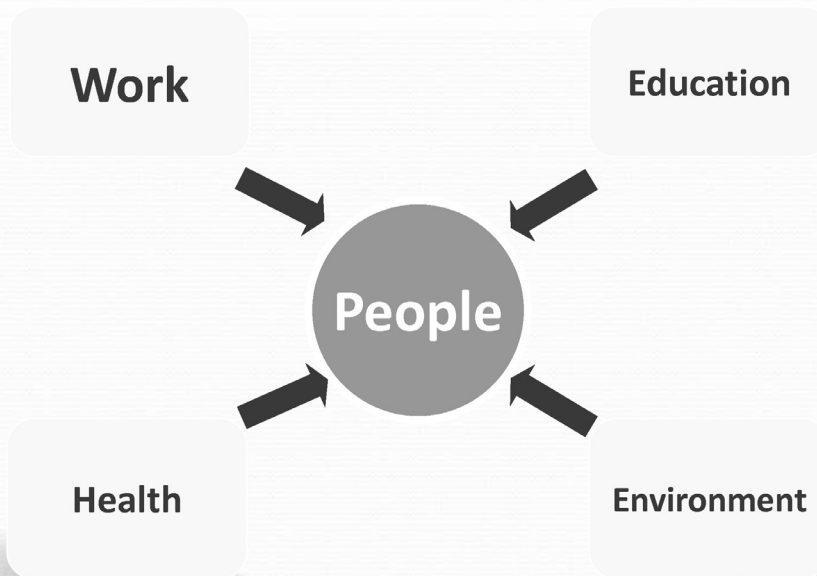
Guiding Principles



清华大学
Tsinghua University

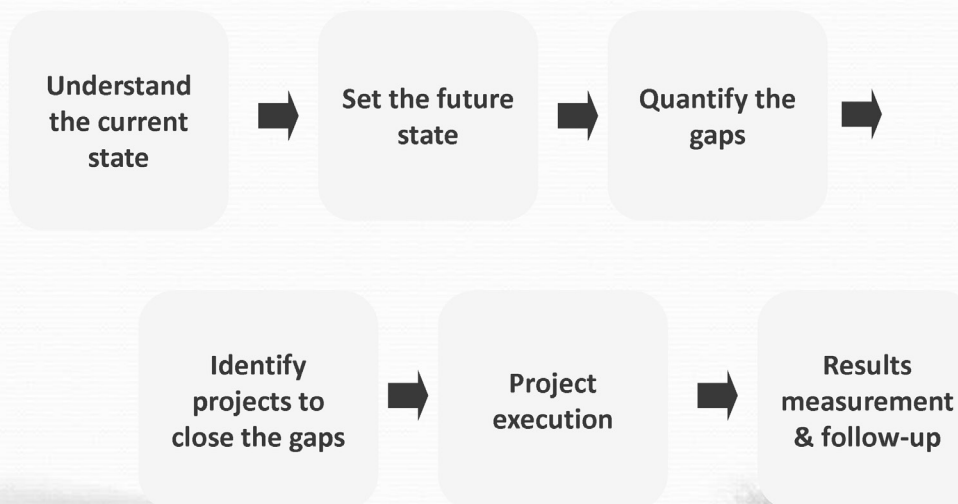


Strategies



清华大学
Tsinghua University

Steps



清华大学
Tsinghua University

Household structure

# of household members	count	pct.
4	42	46%
3	30	33%
2	9	10%
6	4	4%
5	4	4%
1	2	2%
total	91	100%

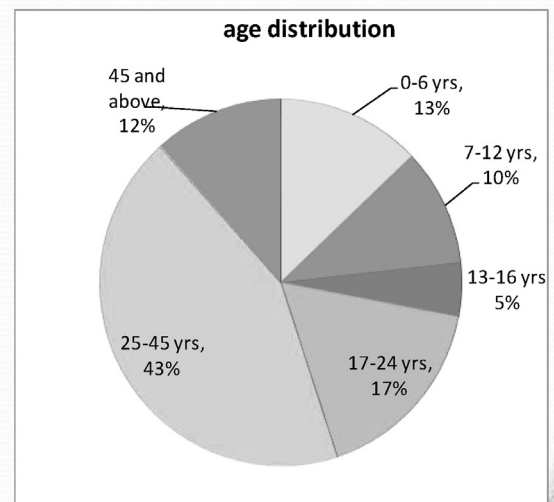


With/without children	count	pct.	Children left at hometown (count)	pct.
household with children	81	89%	37	41%
1 kid	36	40%	9	10%
2 kids	38	42%	24	26%
3 kids	7	8%	4	4%
Household without kid	10	11%		



Gender and age

	count	percentage
adult	229	72%
children (0-16 yrs)	89	28%
male	169	53%
female	149	47%





Living condition

- ❖ Over 80% households live in a 15 m² single room.
- ❖ No private restroom and shower; one public restroom within the compound.
- ❖ No separate kitchen, outdoor cooking in summer and indoor in winter
- ❖ Household-based coal powered heating system



清华大学
Tsinghua University

Education level and employment

education	count	pct.
junior high	120	61.9%
elementary	50	25.8%
high school	12	6.2%
illiterate	6	3.1%
college	6	3.1%

employment	count	pct.
hired labor	136	65.1%
self-employed	36	17.2%
stay-home mom/dad	28	13.4%
unemployed	7	3.3%
business owner (with hired labor)	2	1.0%



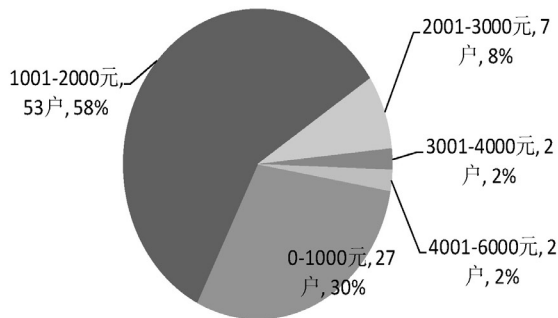
industry	count	pct.
interior decoration	63	37.5%
retails	55	32.7%
cleaning	22	13.1%
community service	12	7.1%
domestic helper	8	4.8%
education	3	1.8%
recycling	3	1.8%
driver	2	1.2%



清华大学
Tsinghua University

Income and household durables

household monthly income per cap.



durables	count	pct.
TV	87	96%
frig	31	34%
washer	36	40%
air conditioner	28	31%
microwave	19	21%
computer	37	41%

About 10% of the households earn above the average of that of Beijing urban residents



清华大学
Tsinghua University

Children and school

age	in Beijing	in home-town	pct. in BJ
0-6	27	14	66%
7-12	20	13	61%
12-16	0	15	0
total	47	42	53%

education outlet	count	pct.
private school catering to migrant children	17	36%
private children center	11	23%
public school	10	21%
at home	9	19%

Having phone call with kids left behind	count	pct.
everyday	3	10%
at least once every week	19	61%
at least once every two weeks	5	16%
at least once every two weeks	4	13%

see kids left behind per year	count	pct.
less than once	3	10%
once	15	48%
twice	8	26%
three times	1	3%
four and above	4	13%



清华大学
Tsinghua University



What do they wish/need?



- ❖ Send kids to public school
- ❖ Can stay for junior high and high school
- ❖ Tutoring for the kids, English in particular
- ❖ Learn how to educate kids



清华大学
Tsinghua University

Health



- ❖ Physical exam: 13% having regular checkup
- ❖ Health insurance: majority covered but not much useful
- ❖ When getting ill: less than half visit doctor
- ❖ Diet: more than half without balanced diet, only 7 out 91 families having balanced diet



清华大学
Tsinghua University

What do the residents need most?

	Count (households)	Pct.
Healthcare	35	38.5%
Education for kids	18	19.8%
Job opportunity	14	15.4%
Tutoring for kids	4	4.4%
Don't need any help	8	8.8%

The to-do list

❖ Healthcare

- Provided physical exam to the residents as the first step
- Establish health profile for each individual
- Work related disease prevention
- Balanced diet
- Knowledge about medicine
- Mental health counseling

❖ Work



- Computer related literacy
- Technological training and certification
- Assistance in resolving workplace conflict (e.g., overtime)
- Career development

❖ Education

- Enrollment to public children center and elementary school
- Afterschool activities
- English tutoring

❖ Environment

- Living condition (e.g., restroom renovation, public shower)
- Identify and remove safety hazards
- Environmental consciousness



Children Center



清華大學
Tsinghua University

Summer camp



清華大學
Tsinghua University

After-school Activity



清华大学
Tsinghua University

Parenting class



清华大学
Tsinghua University



Prospects for migrant workers in 15 years

- ❖ Same level of welfare (e.g., healthcare, education, social security, etc.) as permanent residents
- ❖ A level playing field for job opportunities
- ❖ Improvement in physical and subjective wellbeing
- ❖ Active participation to civic life and community building activities



清华大学
Tsinghua University

Obstacles yet to overcome

- ❖ The *hukou* system
- ❖ Non-transferability of healthcare
- ❖ Lukewarm government agencies
- ❖ Increasing likelihood of being crowded out by city development or real estate projects



清华大学
Tsinghua University



Speaker

변미리

서울연구원 선임연구위원

BYUN Miree

Senior Research Fellow, The Seoul Institute

BIOGRAPHY

변미리 박사는 서울시가 출연한 도시정책 종합연구원인 서울연구원 미래사회연구실장으로 재직하고 있다. 서울대학교를 졸업한 그는 사회변화, IT 정책, 시민의 삶의 질 개선을 위한 도시 모니터링 분야를 연구하고 있으며 그 중에서도 도시 경쟁력 제고와 관련한 정부 정책을 국제 비교를 통해 연구하고 있다. 유비쿼터스 도시의 e-거버넌스와 조직변화에 관한 프로젝트를 진행했다. 매사추세츠대학교 애머스트캠퍼스 국가디지털정보센터의 초빙을 받아 1년간 객원 연구원으로 재임했으며 현재 서울시 행정서비스 위원회 위원을 역임하고 있다.

저서로는 <아시아 사회혁신 전략(2012)>, <서울시 네이버후드 구축 및 사회통합(2011)>, <서울의 1인 가구 증가와 도시정책 수요 연구(2009)>, <서울의 창의시정연구(2008)>, <도시 경쟁력 및 글로벌 전략에 관한 비교연구: 서울, 뉴욕, 런던, 파리, 도쿄, 베이징(2008)>, <도시 거버넌스와 시민참여(2008)>, <네트워크 사회와 유비쿼터스 도시(2007)> 등이 있다.

Miree Byun (Ph.D in Sociology) is a Director of Department of Future and Social Policy Research at The Seoul Institute. The Seoul Institute is the Think Tank for the Seoul Metropolitan Government. After graduating Seoul National University, her research area lies in Social changes, IT policy and urban monitoring for enhancing the quality of citizen's life. Her work focuses on international comparative study on government policy for urban competitiveness. And she also had a project on the e-governance and organizational changes on the ubiquitous city. She stayed a year at National Center for Digital Government of the University of Massachusetts Amherst as a visiting scholar and is a member of committee on Administrative Service of Seoul.

Her publications include Social Innovation and Strategy in Asia(2012), Building the Neighborhood and Social Integration in Seoul (2011), Single Person Household and Urban Policy in Seoul (2009), Creative Governance and Management in Seoul Metropolitan Government(2008), The Comparative Study on the Urban Competitiveness and Global Strategy: Seoul, New York, London, Paris, Tokyo, Beijing(2008), Seoul Survey (2008), "Urban Governance and Citizen Participation"(2008), Network Society and Ubiquitous City(2007)



ABSTRACT

서울시의 사회혁신과 시민의 행복

이 발표에서는 서울시의 사회혁신 과정에서 공공부분이 수행하는 가장 바람직한 역할에 대해 다루어 볼 예정이다. 사회혁신의 개념은 다양하다. 사회적 맥락에서 살펴보면 사회혁신은 시급한 사회 문제를 해결하는 새로운 방법을 찾고 새로운 아이디어와 과정을 만들어 내는 것을 뜻한다.

이번 발표에서는 박원순 서울시장의 추진하는 주요한 사회혁신 프로젝트에 대해 설명할 것이다. 또한 지역사회 재구축 프로젝트와 도시 나눔 프로젝트에 대해 살펴볼 것이다.

특히 사회혁신 프로젝트를 진행하는데 있어 서울시의 핵심적인 역할이 무엇인지 살펴보고 이어서 참여형 거버넌스의 실적을 평가하는 방법에 대해 살펴볼 것이다.

ABSTRACT

Social Innovation and the Citizens' Happiness in Seoul

In this session, she will present the optimal role of public sector in the process of social innovation of Seoul. Social innovation has several concepts. Based on the social context, Social innovation means that finding new ways of solution for urgent social challenges, creating new ideas itself and process of solving urgent social issues.

In this presentation, she will address the major social innovative projects of Seoul in the Mayor Park's period. Community Rebuilding project and Sharing City Project will be explained.

And she will focus on the two issues. First, what is the key role of Seoul in the process of social innovation project? Second, How to measure the performance of participatory governance? These two issues will be discussed in her presentation.



Social Innovation and the Citizens' Happiness in Seoul Metropolitan City

Miree Byun

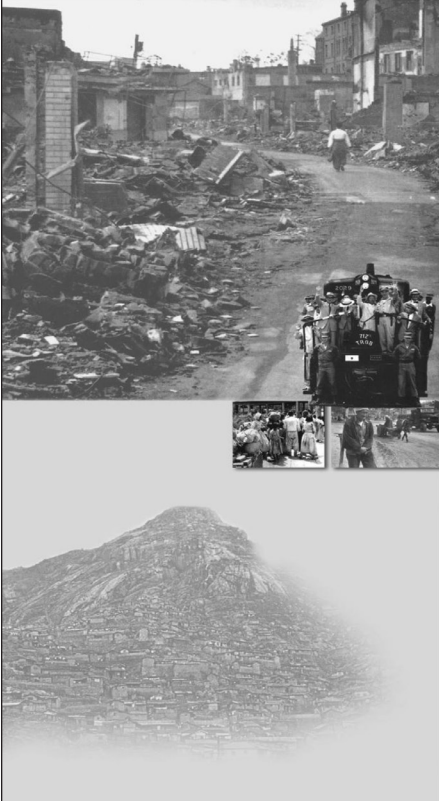
Director of the Dept. of Future and Social
Policy Research Senior Research Fellow





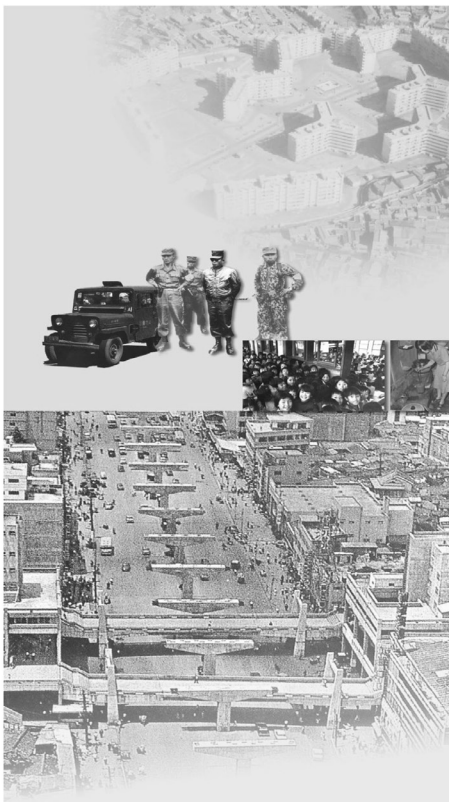


The Era of Destruction : the 1950s



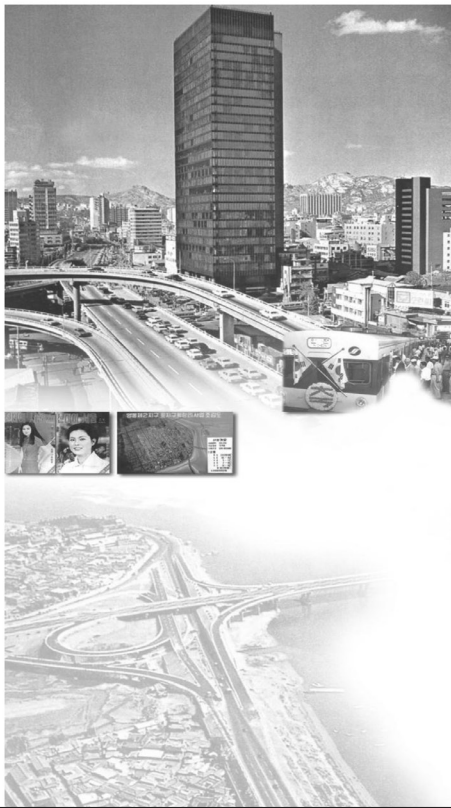
- Reconstruction and Demographic Concentration after the Korean War (1950-1953)
- Urban problems such as poverty, housing shortages, and waste management and so on.

The Age of Development in Seoul : the 1960s



- Modernization by military government
- Establishment of 1st Seoul Master Plan (1966)
- Construction of Cheonggye Expressway and the Yoido Islet
- Development of Gangnam (South Seoul)

Rapid Economic Growth and Development : the 1970s



- Rapid economic growth
- Population Increase to 8 millions
- Construction of High-rise Buildings in Downtown
- Development of Apartment complexes



← After War: Urban Squatter until 1970's

Cheong Gye Expressway →



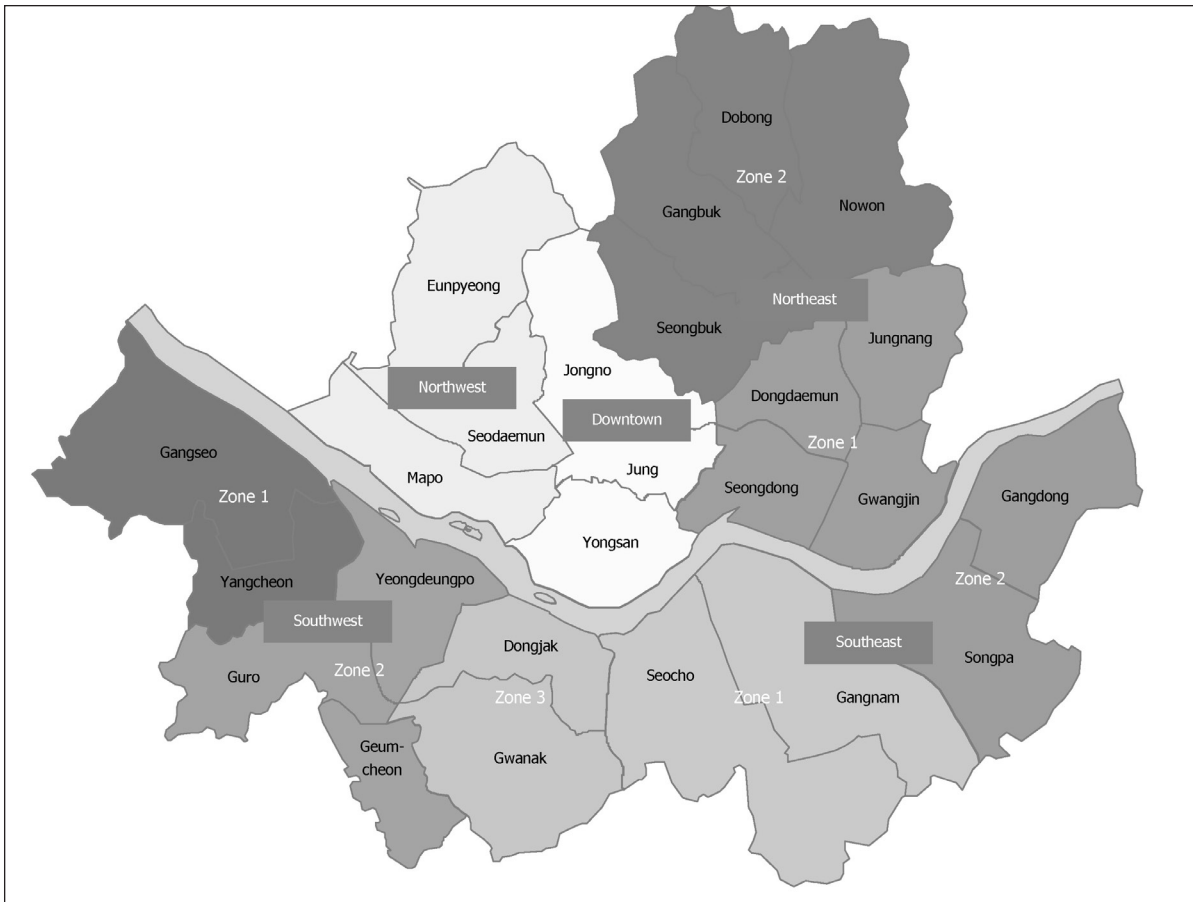
After the construction of the overpass



← Road Building above Cheong gye



BREAKOUT SESSION 3



Seoul Panorama 1929-2009. Min. Choong-sik, Choi.In-ho

© Seoul museum of history, Seoul

But, Seoul today...

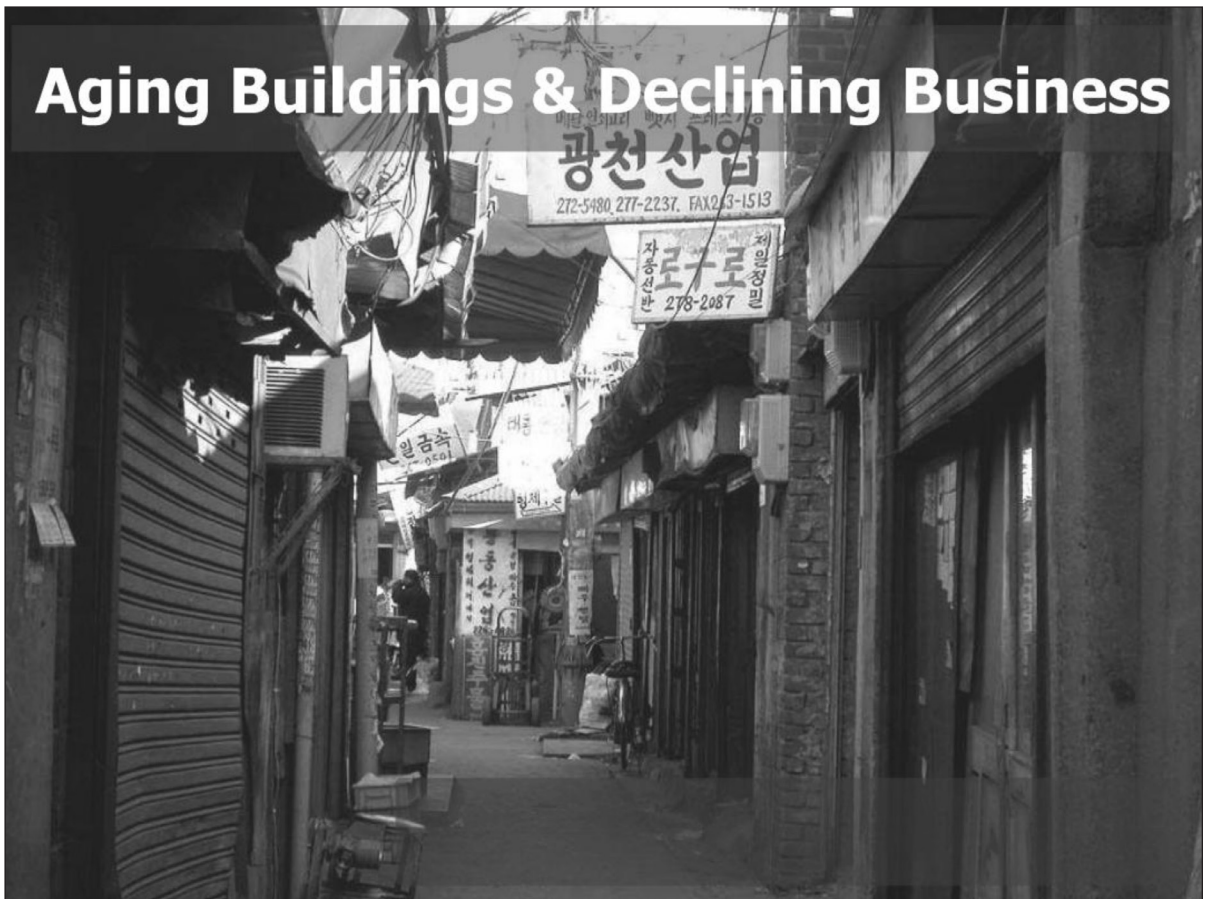
it is difficult to experience
Seoul's history, culture, and
humanity due to...

- Damaged Castles and their history
- Vanished Modern artifacts
- Destructed Ecology and Nature
- Disappeared Concepts of a Humane City,
Philosophical City



Tough City for People to live in

Aging Buildings & Declining Business

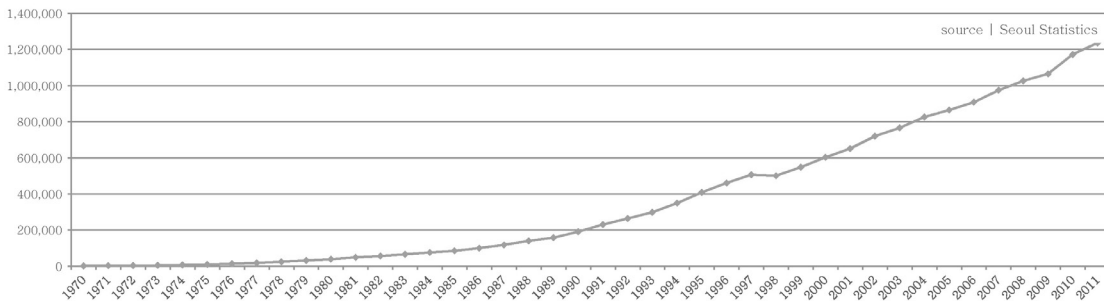




BREAKOUT SESSION 3

Past 50 years of Seoul ,

- Rapid Growth, but Low Quality of Life

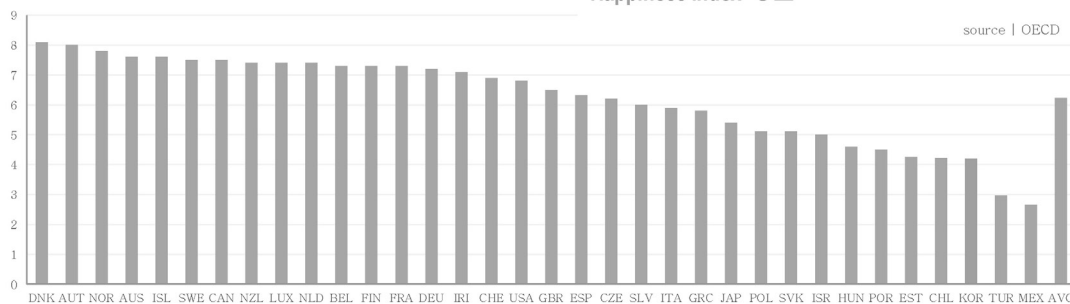


GDP : Membership of OECD Country

Among OECD countries

Vs

Happiness Index **32nd**



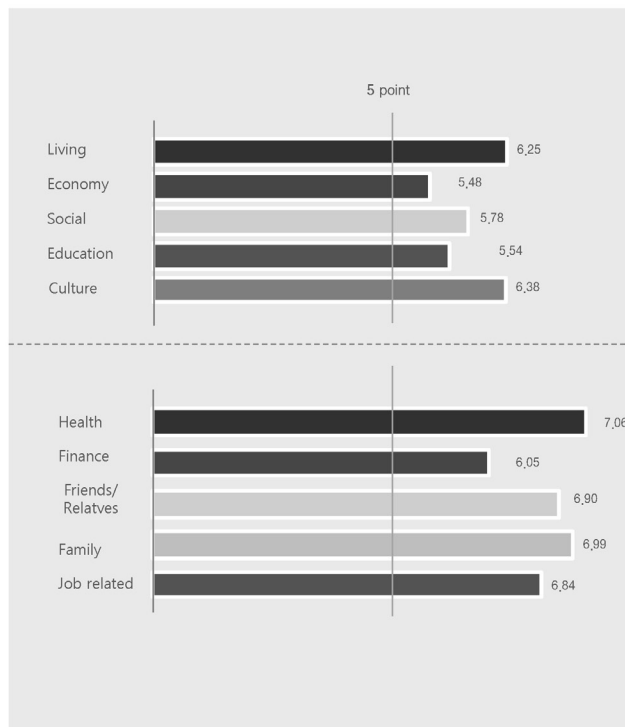
The State of Seoul's Happiness & Living Satisfaction

Living Satisfaction Score

5.9/ 10 point

Happiness Score

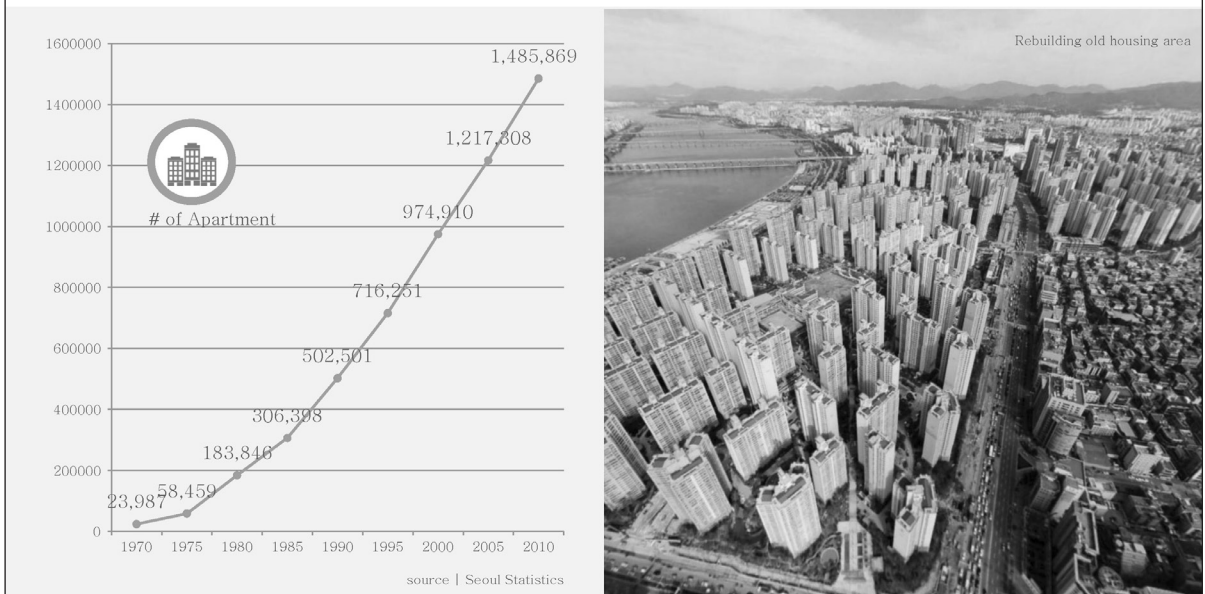
6.8/ 10 point



Source: 2012 Seoul Survey

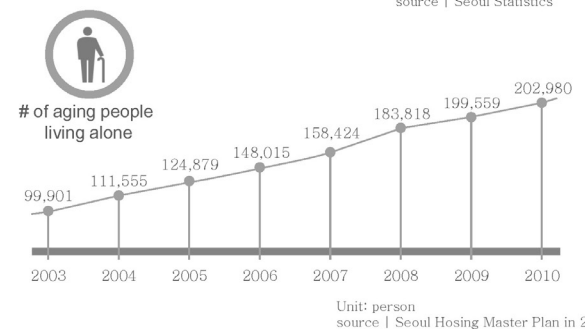
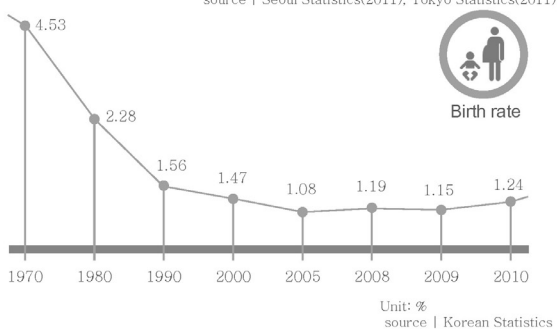
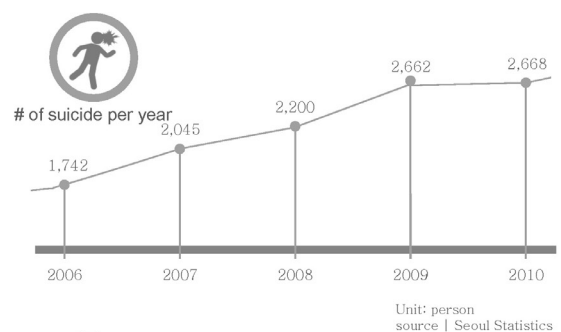
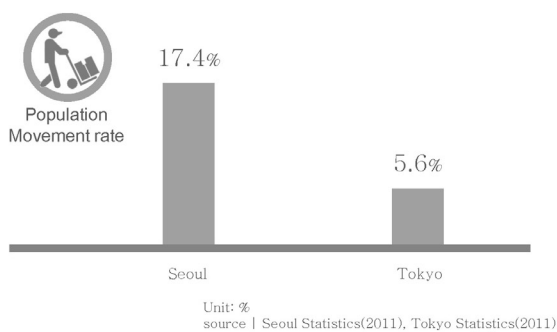
Building City Infrastructures, but ..

- Highly Dense Apartment and Unified Urbanization
 - Disappearance of Social Values
 - Increasing Conflicts on Urban Regeneration



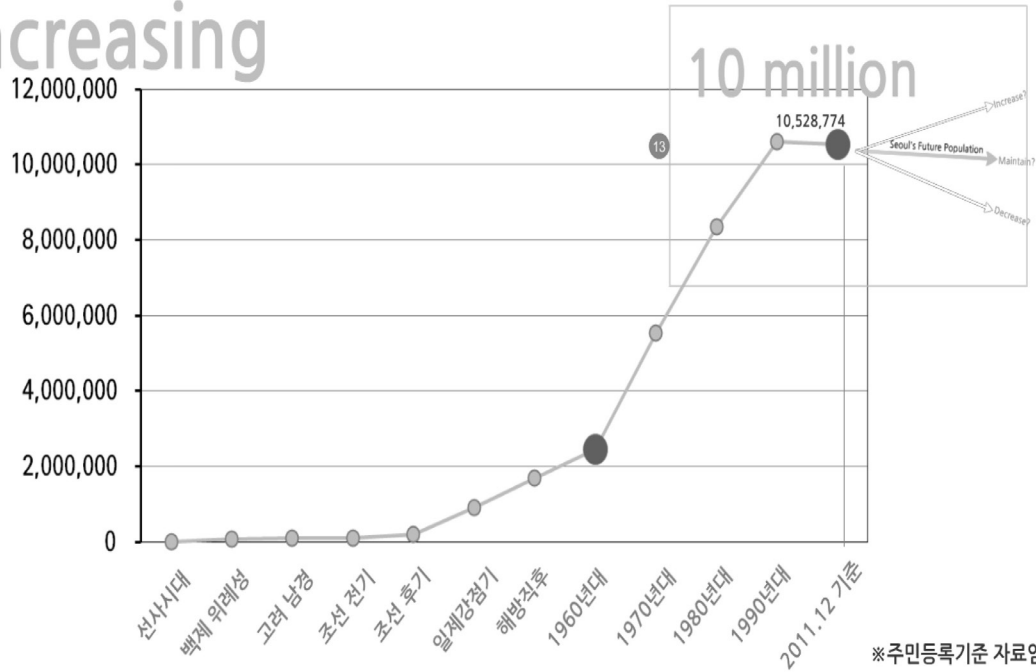
Decreased Interpersonal Relations, Reduced Social Trust

- Intensified competition – Loss of Neighborhood
 - > resulted in urban problems : lower trust, disintegrated kinship neighborhood

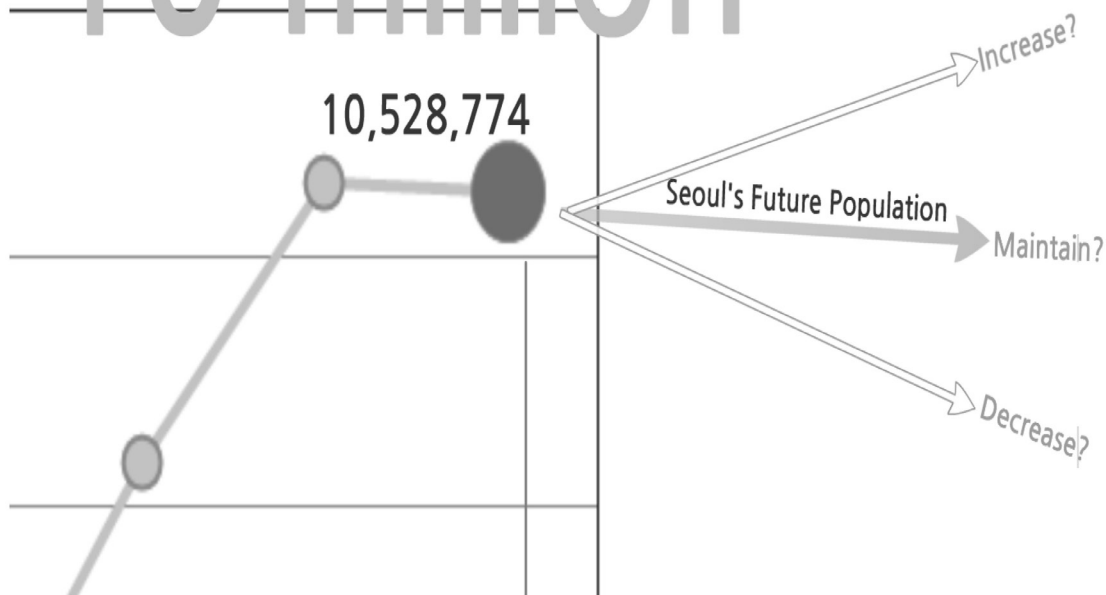




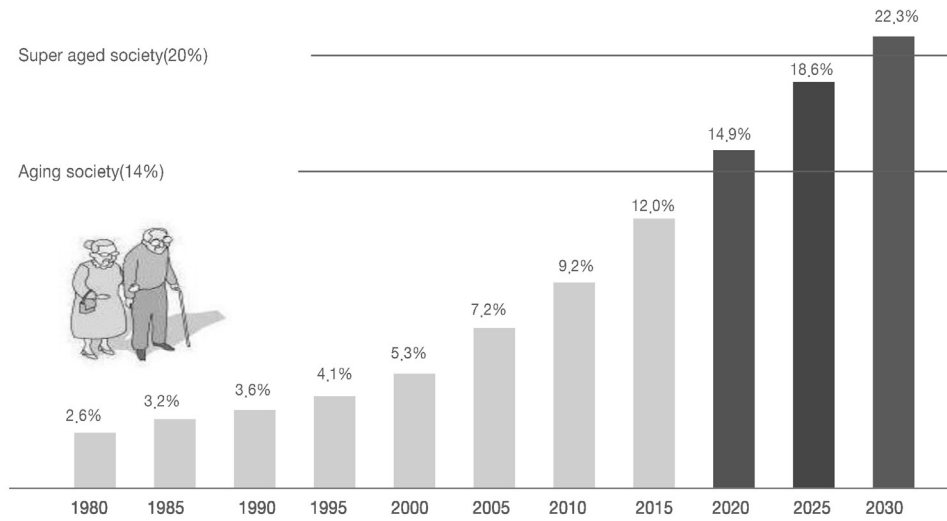
Seoul's Population: Rapidly Increasing



10 million

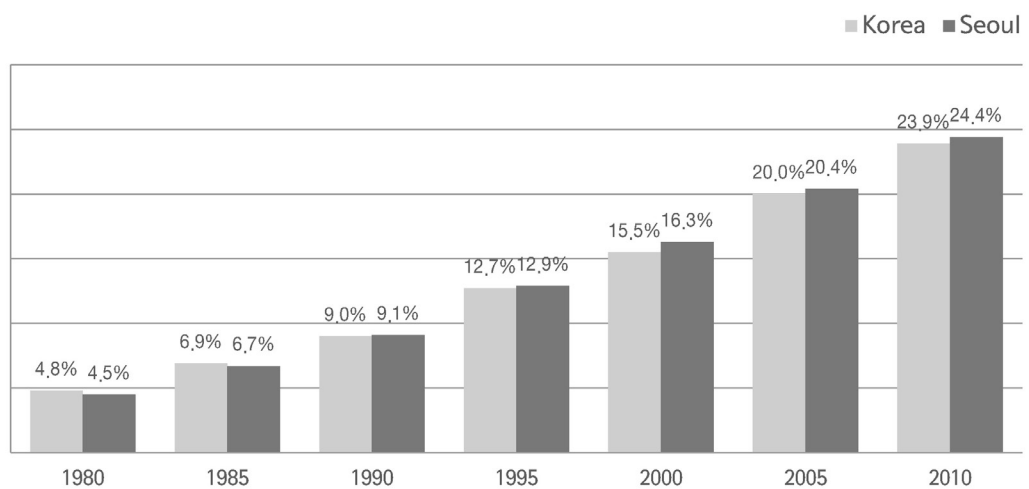


Aging Seoul



Source : e-Seoul Statistics (2009)

Single Person household

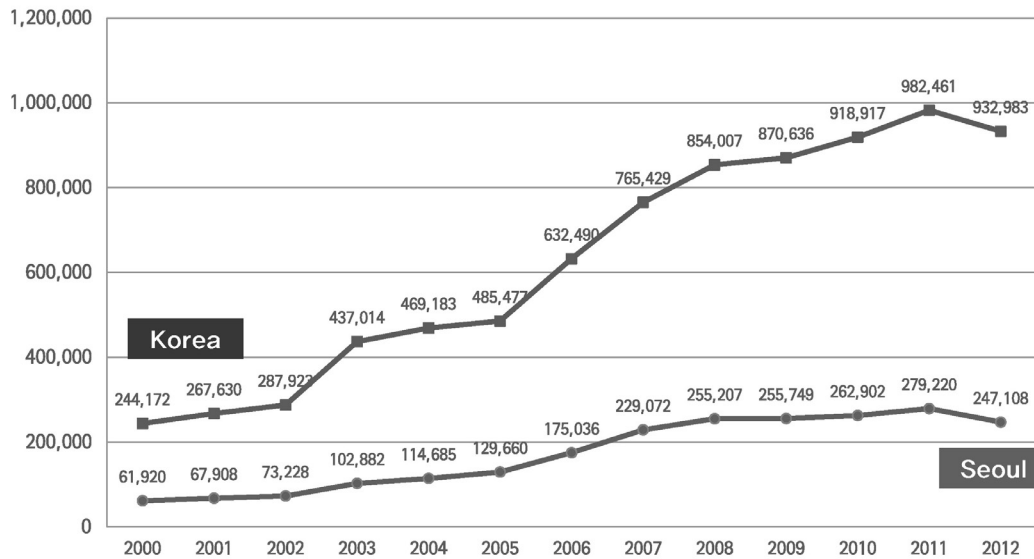


Source : Korea statistics, census(<http://kostat.go.kr>)



BREAKOUT SESSION 3

Foreign population



Source : Korea Statistics (www.kostat.go.kr)

Retiring Boomer Generation, Aging rapidly

※ Baby boomer : year 1955~1963, 14.8%(1.51M)

KOREA DEVELOPMENT INSTITUTE



Wifi Penetration 'World top 1'

Smartphone 'World top 1'

Penetration rate 67%, 28.8M

※ USA(53%), China(66%), Aus(65%), Italy(62%), England(61%)

OECD 주요국 초고속무선인터넷 보급률

2011년 12월 기준 단위: %



자료/ OECD 브로드밴드 통계

연암뉴스

Social Innovation in Seoul

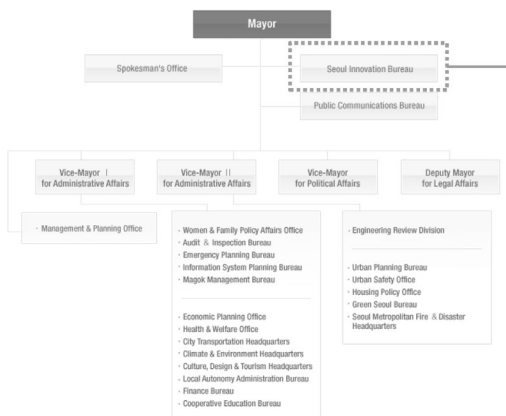


BREAKOUT SESSION 3



First Step

Establishing Organization



source | <http://english.seoul.go.kr>



source | <http://www.seoulmaeu.org/>



source | <http://seoulseoul.or.kr/front/>



source | <http://job.seoul.go.kr/>



source | <http://www.sehub.net/>



source | <http://www.seouljijugae.org/>



Community Rebuilding

Case 1 : Community Rebuilding Project (2012~present)

Fun and Happy Seoul,
Cooperative and Sustainable Seoul



Raising Civil Actors
based on community



Living together
: *co-parenting, education,*



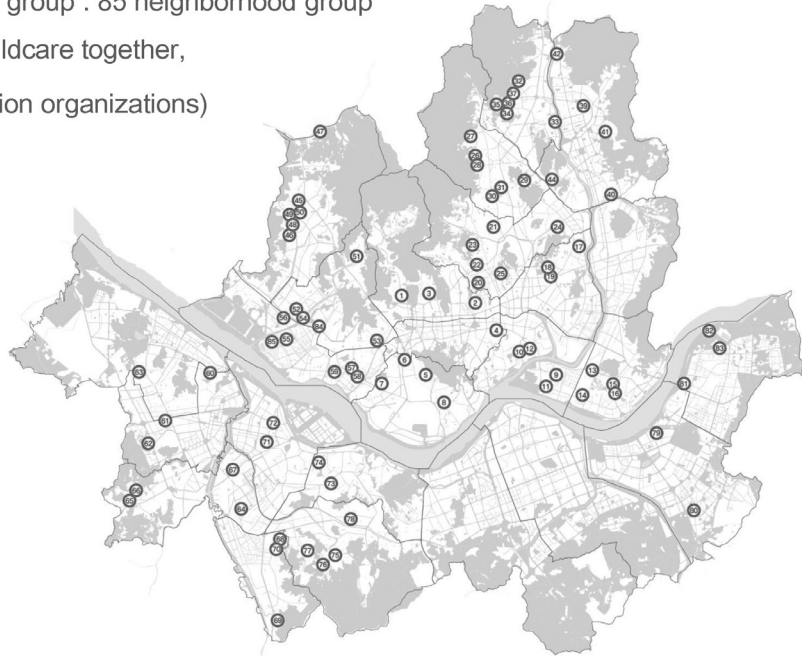
Building the Participatory
Governance



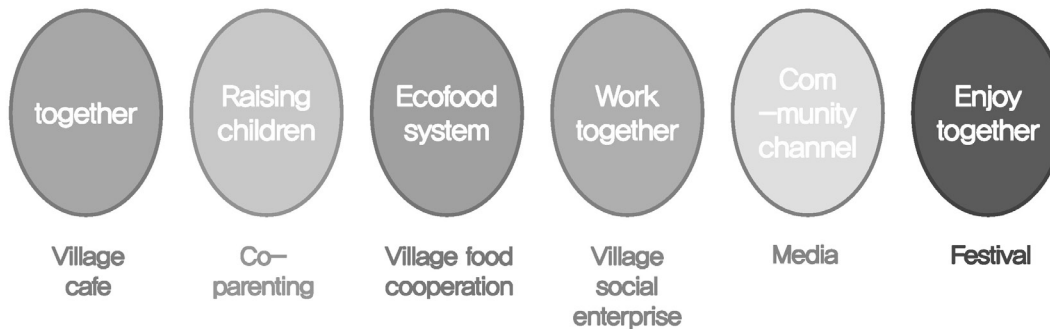
BREAKOUT SESSION 3

Finding the Activities in Neighborhoods

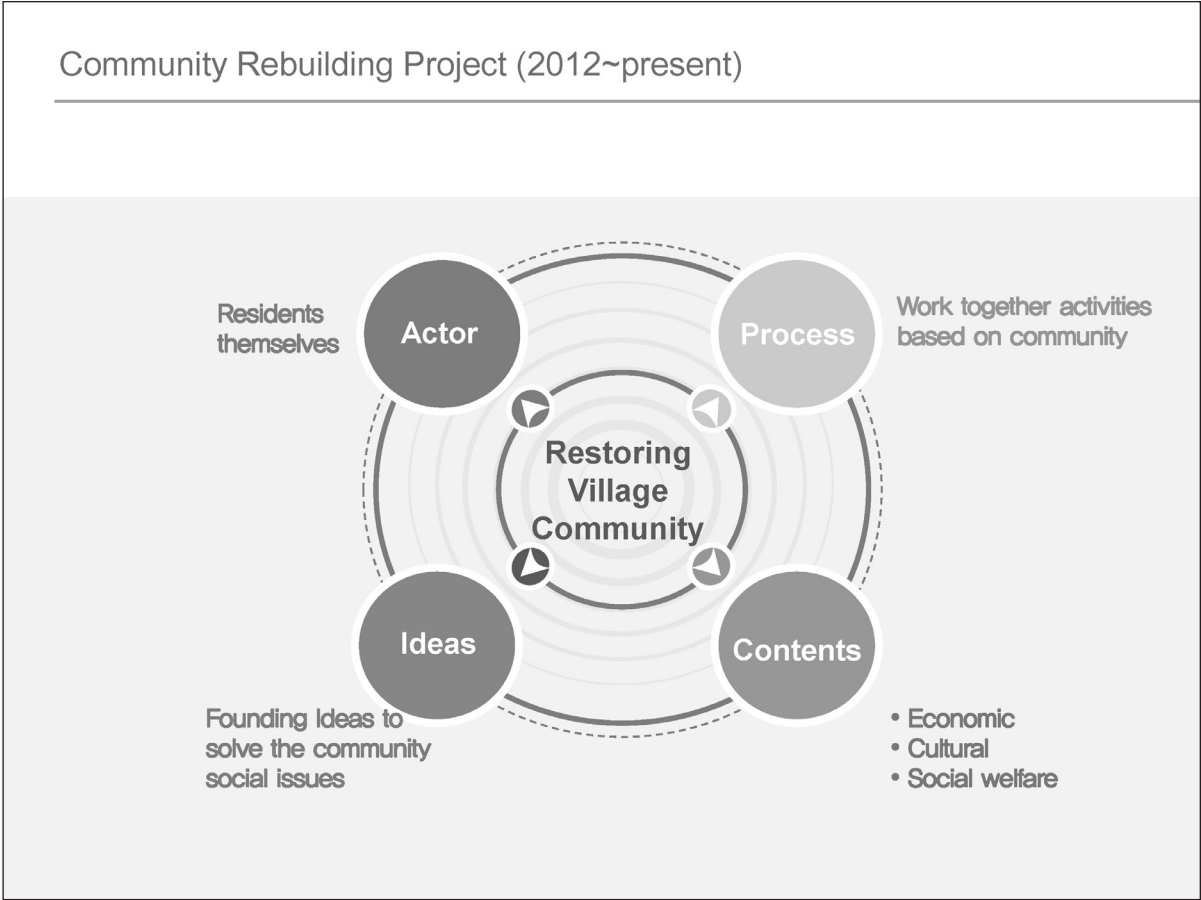
- First step, but various community activities are founded
 - Community based group : 85 neighborhood group focused on the childcare together, (kind of a cooperation organizations)



Community Rebuilding Project (2012~present)



*“Village Community Projects are the comprehensive activities improving the quality of life by solving the problems of co-residents concerning the life ”
(culture, economic, welfare, environment and housing issues are included)*





Sharing City



Car Sharing
Library for tools



Sharing the public space
Urban Guest House



Human Library



Open Data System



Build up the Platform

Support Sharing-oriented Organization

Encouraging the Citizen Participation

Car Sharing

- # of parking lots: 292 (486 cars)
- # of membership: 84,264 persons





BREAKOUT SESSION 3

Sharing the Public Space

- Open space room: 736 rooms
- # of using: 8,758



Sharing Information & Public Data

<http://gov20.seoul.go.kr/>

<http://data.seoul.go.kr/>

Urban Guest House

- 'International Tourist B&B' Service
- # of guest house: 235



http://stay.visitseoul.net/main/in_default_new.asp

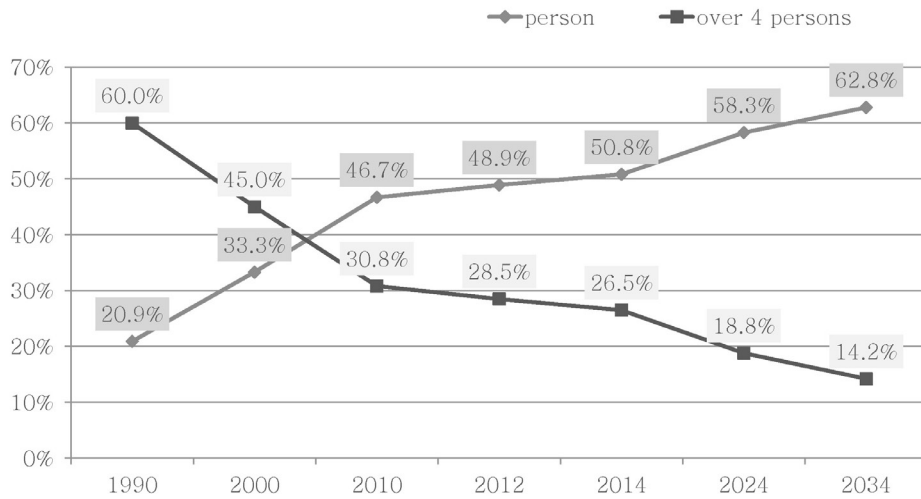
Case 3

Supporting System for Single Women Household



BREAKOUT SESSION 3

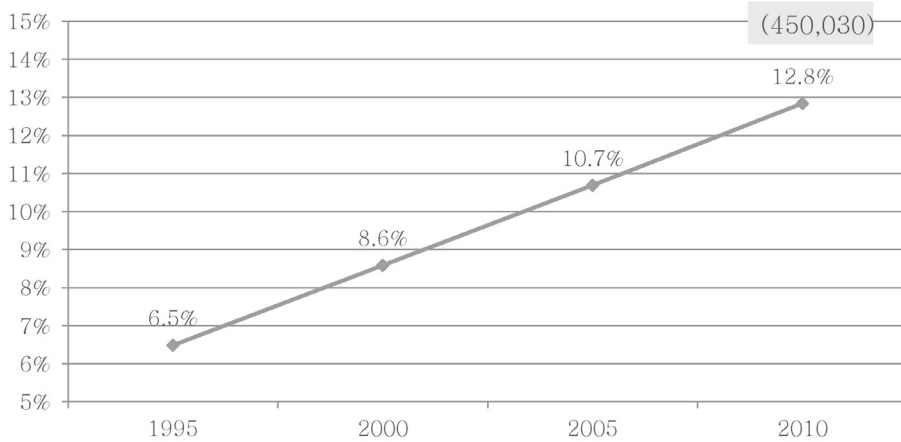
Increasing Single and Two persons Household



Unit: %
source | Seoul

Single Woman Household

Seoul



Unit: %
source | Korean Statistics

Housing for Single woman household



DHL for Single woman Household



Seoul Senior Center



Case 4

- Expert Senior : Consulting, Mentor
- Middle Class Senior : Counselor, Caring Instructor for Senior
- Low Class Senior : Support Public Works

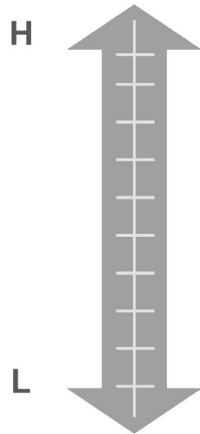
source | <http://seoulseior.or.kr/front/>



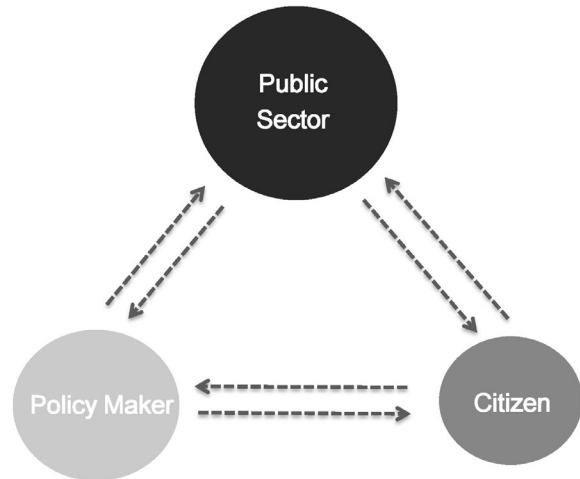
What is the key role of City of Seoul in Process of social innovation project?

Initiate SI, and Building-Up Network

Social Innovative
Capacity

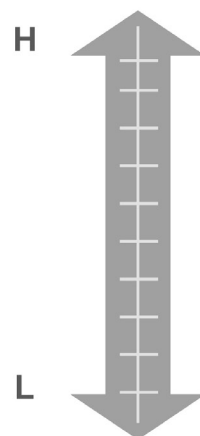


Triangle System

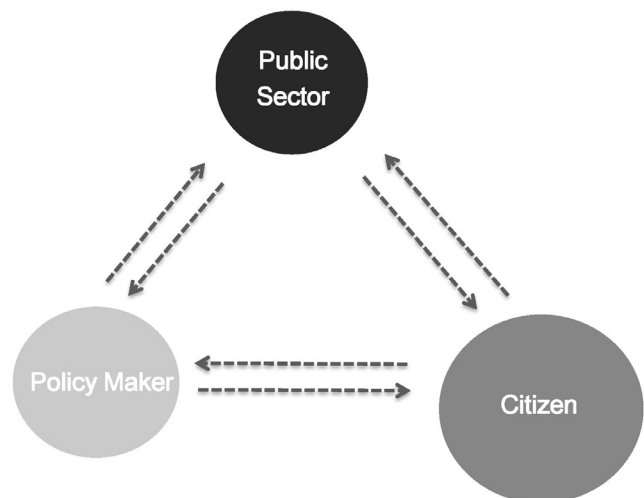


Initiate SI, and Building-Up Network

Social Innovative
Capacity



Triangle System





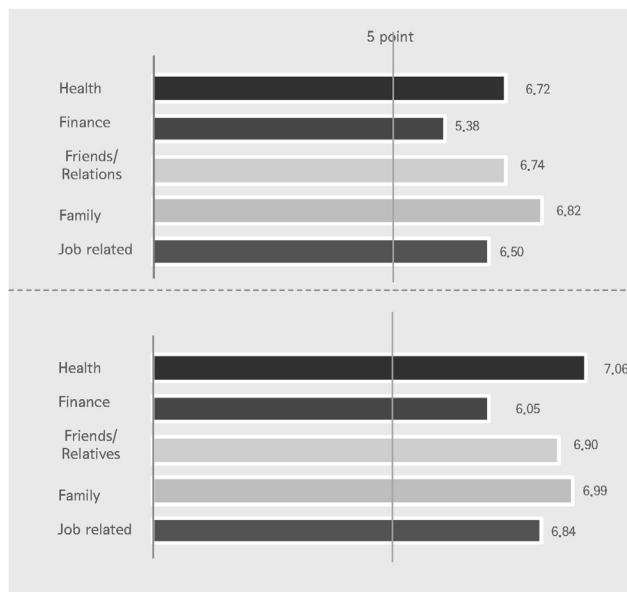
2

How does the Social Innovation Projects impact on raising the degree of Citizens' Happiness

Happiness Score

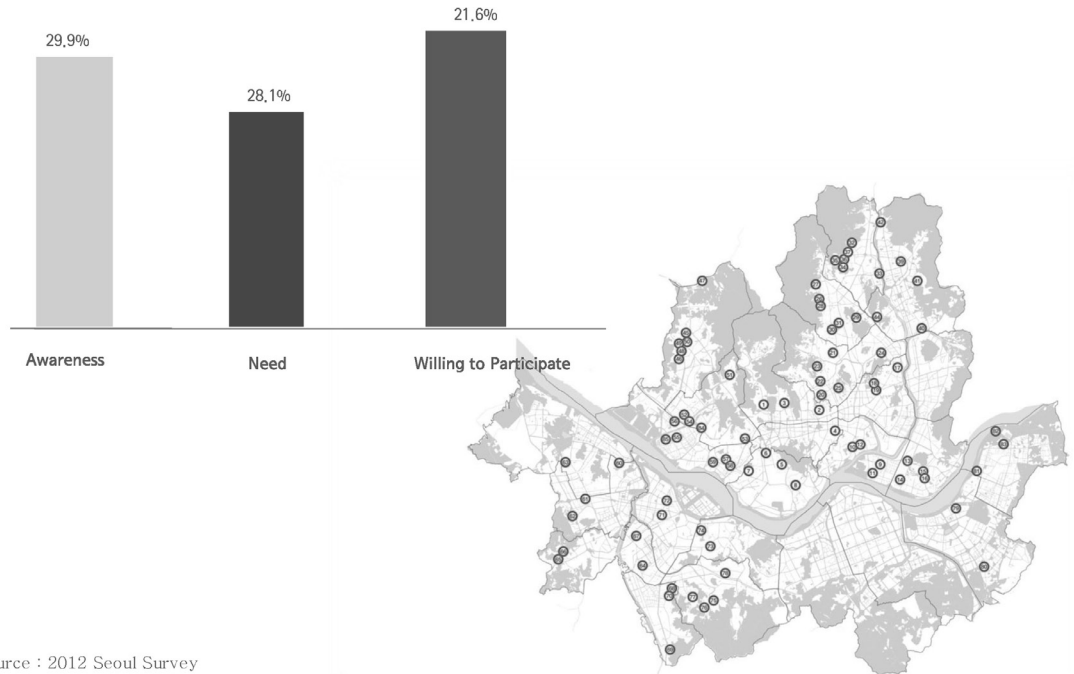
2007
6.4/ 10 point

2012
6.8/ 10 point



Source : 2007, 2012 Seoul Survey

Recognitions and needs for Community Rebuilding project



Source : 2012 Seoul Survey



How to measure the performance of participatory governance?



BREAKOUT SESSION 3

Level 1

Sound theory of change or logic model

Level 2

Demonstrating emerging evidence of impact

Level 3

Effective – comparison group, statistical analyses, 'effect sizes'

Level 4

Model – analysis of 'dosage', of 'fidelity of implementation'

Level 5

System ready





Panelist

타니모토 칸지

일본 와세다대 교수

TANIMOTO Kanji

Professor, Waseda University

BIOGRAPHY

경력 및 학력

- 와세다대학교 상과대학 교수(2012- 현재)
- 히토쓰바시대학교 경영·통상대학교 및 대학원 교수(1997-2011)
- 베를린 자유대학교(Freie Universität Berlin) 초빙교수(2010)

연구주제

- 기업 시스템, 기업과 사회
- 사회경제 시스템 측면에서의 일본 기업과 사회 분석

연구활동

- 일본 기업과 사회포럼(Japan Forum of Business and Society) 회장 (2011-)
- 일본 사회경제시스템연구협회 회장 (2009-2012)

주요 저서

- <책임있는 경쟁력(Responsible Competitiveness)>, NTT-Publishing Co.,LTD, 2013.4, Tokyo.
- <아시아 기업의 사회적 책임(Corporate Social Responsibility in Asia)>, (공저), Routledge, 2009.10.

Work Experiences and Education

- Professor, School of Commerce, Waseda University (2012-)
- Professor, Graduate School and Faculty of Commerce and Management, Hitotsubashi University (1997- 2011)
- Visiting Professor, Freie Universität Berlin (2010)

Research Theme

- Corporate System, Business and Society
- Analysis of Corporate Society in Japan from the perspective of Social Economic System

Academic Activity

- President of Japan Forum of Business and Society (2011-)
- President of the Japan Association for Social and Economic Systems Studies (2009-2012)

Publications

- <Sekinin-arū Kyōsōryōyoku [Responsible Competitiveness]>, NTT-Publishing Co.,LTD, 2013.4, Tokyo.
- <Corporate Social Responsibility in Asia>, (joint authorship), Routledge, 2009.10



ABSTRACT

지속가능성과 포용적인 성장은 경제, 사회, 환경의 지속가능한 발전을 통해 지역사회와 세계 공동체가 장기적으로 행복하게 살아가기 위해 필요한 것이다. 경제 발전이라는 목적을 실현하고 사회, 환경적 도전과제를 해결하기 위해 우리는 혁신을 필요로 한다. 사회적 기업가는 기업 활동을 통해 경제, 사회, 환경적 도전과제를 해결하는 행동가이자, 사회 변화의 혁신가이다.

사회혁신은 지속가능한 발전을 도모하기 위하여 사회 문제를 해결하는 기업들을 통해 새로운 사회, 경제적 가치를 창출하는 것이다. 사회혁신은 사회적 목적과 경영적 목적을 성공적으로 통합하는 핵심 개념이다. 많은 연구자들은 다양한 관점에서 사회혁신을 연구해왔지만, 사회혁신이 어떻게 만들어지고 확산되는 지 그 절차는 명확히 밝히지 못했다.

사회혁신을 창출하고 확산시키는 다수의 이해관계자 프로세스를 한 사례연구를 통해 알아보자. 2002년부터 SPACE-FUU(NPO)사는 일본 최초로 재사용이 가능한 컵과 접시의 렌탈 사업을 시작했다(Yamanashi-Pref.). 이것이 바로 “파생 혁신”이다. 이 기업은 지역사회에서 다양한 이해관계자들과 협업했다. 지역사회에서 사회적 기업을 탄생시키는 과정에서 사회적 기업가들과 다양한 이해관계자들(기업, 정부, 대학, NPO)간의 상관관계를 발견할 수 있다. 그들은 새롭게 구축된 네트워크인 “Fuu-Net”를 통해 사회혁신을 확산시키고 있으며 활동을 국가 전역에 걸쳐 확대하고 있다. 이해관계자들은 지역사회에서 활동하거나, 재사용이 가능한 컵과 접시를 활용함으로써 사회 이슈를 인지하고 학습한다.

사회적 기업이 뿐 아니라 이해관계자에 의해 운영되는 사회혁신 클러스터혁신 커뮤니티)라는 하나의 새로운 아이디어가 탄생했다. 이는 다수의 이해관계자들이 관여하는 “열린 혁신”이다. 지방 정부 및 지방 기업/NPO는 사회적 기업가들의 활동을 지원할 필요가 있다. 사회적 기업가의 활동은 관련된 이해관계자의 인식과 행동을 자극하고 변화를 줄 수 있다.

ABSTRACT

Sustainable and inclusive growth is demanded to enhance long-term well-being in local and global community through sustainable economic, social, and environmental development. We need an innovation to meet objectives of promoting economy and tackling the social and environmental challenges. Social entrepreneur is an actor who tackles the economic, social, and environmental challenges through business activities and an innovator of social changes.

Social innovation is to create new social/economic values through businesses which tackle social problems to promote sustainable development. Social innovation is a core concept of combining accomplishment of social mission and success of social business. Many researchers research social innovation from a variety of perspectives, but have not yet clarified the processes of how social innovation is created and diffused.

The multi-stakeholders process of creating and diffusing social innovation is found through a case study. SPACE-FUU (NPO) has started the first rental business of reusable-cups/dishes in Japan (Yamanashi-Pref.) since 2002. This is "derivative innovation". They have supported by and collaborated with a variety of stakeholders in the local community. We find a correlated relationship between social entrepreneurs and various stakeholders (business, government, university, NPO) in the process of creating the social business in the local community. They are diffusing the social innovation and expanding their activities across the country through their newly-constructed network "Fuu-Net". Stakeholders recognise and learn social issues with involving their activities in the community or utilising the reusable-cups/dishes.

A new idea is created in a field: Social Innovation Cluster (innovation community), led by not only a social entrepreneur but also with the related stakeholders. This is an "open innovation" through multi-stakeholders relations. Local governments, local businesses/NPOs are expected to support social entrepreneurs' activities, and stakeholders' awareness and behavior are stimulated and changed by the social entrepreneur's activities closely together.



Panelist

이봉현

한겨레경제연구소 연구위원

LEE Bonghyun

Senior Research Fellow, Hankyoreh Economic Research Institute

BIOGRAPHY

이봉현은 한겨레경제연구소(HERI)의 연구위원이다. 그는 HERI 연구부문을 책임지고 있다. 연구 관심분야는 금융 시장, 경제 저널리즘 그리고 미디어이다.

한겨레와 톰슨 로이터에서 16년간 금융시장, 경제 정책과 산업에 대해 다루는 경제 저널리스트로 일해 왔다. 런던대학교에서 경제 커뮤니케이션(박사)을 전공했고 경영학(KDI 대학원) 석사학위를 받았다.

LEE Bonghyun is a Senior Research Fellow at Hankyoreh Economic Research Institute (HERI). He is a coordinator of research division of the HERI. His research interests are financial market, economic journalism and the media.

He has been an economic journalist for 16 years at the Hankyoreh and the Thomson Reuters, covering financial market economic policy and industries. He majored in economic communication (Ph.D.) at the University of London (Goldsmiths) and received master degrees for business administration (KDI Graduate School).



ABSTRACT

이 세션의 주제는 사회적 소통과 도시혁신이다. 도시는 성장을 계속하지만 그 속에 사는 사람은 행복한 곳이 많지 않다. 물량 위주의 성장이 한계에 이른 징후가 곳곳에서 감지된다.

이제 도시와 시민의 삶을 바라보는 패러다임이 달라져야 할 때다. 물질적 성장 뿐 아니라 사람의 행복이 우선인 지속 가능한 도시를 어떻게 만들 것인가가 과제다.

새로운 접근에서 무엇보다 중요한 것은 소통이다. 사람 사이의 소통, 사람과 자연의 소통으로 사회적 생태적 공동체를 만들어가는 것이 지속 가능한 도시를 만드는 지름길이다.

도시에 소통을 접목하는 것과 관련해서 두 가지 핵심 과제를 제시해 보고자 한다. 먼저, 살고 있는 시민의 목소리에 귀 기울이는 것이다. 경청(傾聽)을 하려면 시민들이 자유롭게 발언하고, 그들의 목소리가 공론으로 수렴되어야 한다. 이웃집이 누가 사는 지도 모르는 삭막한 환경에서 이런 것들이 가능하지 않기에 마을단위의 공동체 복원이 필수적이다. 이런 것들이 안될 때 갈등이 커지고, 사람이 다치거나 죽고, 해결하는 사회적 비용이 늘어난다. 이런 점에서 소통은 또 다른 도시의 간접시설(SOC) 이라고 할 수 있다.

베이징 Shijingshan District의 사례를 발표해 주신 정루 교수의 발표는 이주민들이 공동체를 이뤄 현재의 조건에서 삶을 개선해 나갈 수 있도록 돕는 사업을 소개하고 있다. 그럼에도 이런 공동체가 도시 재개발에 몰려 일거에 사라질 수 있다는 우려를 하고 있다. 서울도 대규모 재개발 과정에서 비슷한 문제를 겪은 만큼 이를 참고하는 것도 좋을 것이다. 변미리 서울연구원 선임연구위원은 시민의 의견을 들어서 도시의 미래를 설계하는 방안을 중심으로 발표했다.

소통의 둘째 방법은 도시에 스토리를 입히는 것이다. 스토리는 담론이며 거기에 살고 있는 사람들이 세상을 어떻게 바라보고, 스스로를 어떻게 생각할지(개성)를 알려준다. 이렇게 형성된 인식과 개성은 공동체 형성의 바탕이 된다.

사실 역사가 오랜 큰 도시는 그 자체가 무궁무진한 이야기를 담고 있는 콘텐츠다. 이를 발굴해 이야기로 엮어주면(스토리텔링) 그게 바로 도시 재생 정책이고 공동체 복원 정책이 된다.

야스이 미키 호세이대 교수가 “이미 지역에 존재하는 지역의 자원을 재발견, 재평가 하는 것이 중요하다”는 말은 이런 점에서 타당한 지적이다. 여기 서울연구원장이 사회를 보고 있는데, 얼마 전 서울연구원이 마련한 서울 각석(square stone) 투어 행사 같은 게 스토리가 있는 도시를 만들려는 좋은 시도였다.

ABSTRACT

The theme of this session is social communication and urban innovation. Cities continue to grow but in many cases people living in the cities are not happy. And we have seen signs that material growth of cities may have reached their limits.

Now is the time we should change our perspectives on city and the life of urban dwellers. It is important to find ways to create sustainable cities where priority is placed on the happiness of people, not to mention material growth.

Communication is a core element of this new paradigm. The best way of building a sustainable city is to create a socio-ecological community by promoting communication between people, and communication between people and nature.

I would like to suggest two key tasks to integrate communication into cities.

First, give all ears to the voices of citizens who live in cities. To that end, citizens should be encouraged to speak up their minds and their voices should be recognized as public opinion. This may not be possible in a desolate place where no one knows who lives next-door and so it is essential to restore a community in each village. Otherwise, tensions arise. People are hurt or dead. And social costs to address all those issues increase. In that sense, communication should be taken as another type of SOC.

In his presentation on Shijingshan District of Beijing, Prof. ZEUNG Lu introduced a project to form a community among migrants so as to improve their lives under the present circumstances. Nevertheless, there are concerns that such communities may disappear overnight, driven away by urban redevelopment schemes. We hope Beijing to take a lesson from Seoul since Korean witnessed similar problems in large-scale urban redevelopment projects in Seoul. Senior researcher Byun Mi-Ree of Seoul Institute shared her thoughts on designing the future of a city by reflecting citizens' opinions.

Second, apply stories to city. Stories are the discourse and hence tell city dwellers how to perceive the world and think of themselves (identity). Perception and identity formed as such will become the foundation of a community.

Large cities with long history are indeed the vault of infinite stories. To unearth facts about the cities and weave them into stories (storytelling) can make a useful policy to regenerate the cities and restore communities.

In that sense, Prof. YASUI Miki of Hosei University made a valid point when he said "It is important to rediscover and reevaluate resources already available in regions." Recently, the Square stone Tour program was conducted by Seoul Institute-- as you know Chairman of Seoul Institute is presiding over this conference— and it is one good example of such efforts to create a city with stories.