
Happy Old Age in a city of Double-cropping in Life
Seoul Comprehensive Plans for
Senior Citizens

November 2012

Senior Welfare Department
Health & Welfare Office, Seoul

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Happy Old Age in a city of Double-cropping in Life

Seoul Comprehensive Plans for Senior Citizens

Seoul is seeking a paradigm shift in its senior welfare policies by dramatically expanding its welfare territory and creating a safe and happy community with generational harmony to cope with its rapid population aging.

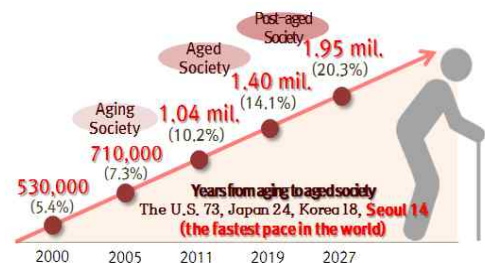
I Backgrounds

□ Who are the senior citizens in the city of Seoul?

- The senior citizens of Seoul have devoted their lives to making Korea an economic powerhouse, around the 15th strongest in the world, from the ashes of war just a few decades ago. Korea's success in both industrialization and democratization during the relatively short period of time is entirely attributable to their blood, sweat and tears.
- Yet they are living in a country with the senior poverty rate of 45.1%, three times higher than the OECD average; the highest suicide rate of senior citizens in OECD (64.4 in 100,000 persons); and rapidly rising ratio of single seniors (20%). They are even suffering from social indifference. They are fighting against poverty, disease, loneliness on their own.

□ What will their situations look like in the future?

- Older population will continue to increase due to the country's economic growth, advances in medicine and baby boomer retirement among others.
 - Senior population of Seoul: 840K(8.2%) in 2007 → 1.04M(10.2%) in 2011
 - 1.49 million baby boomers (49~57 years old) and 21 million pre-elderly (55~64) as of 2011
- Rapid population aging emerged as the biggest socio-economic issue in the country
 - Ever-increasing demand of seniors for healthcare, welfare, safety and jobs

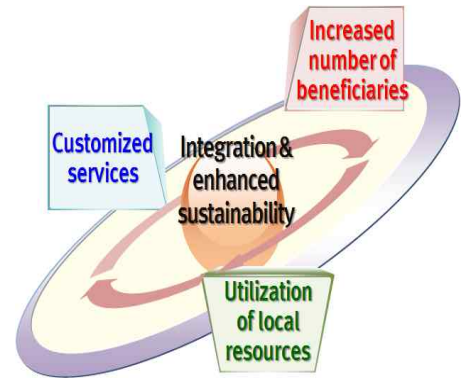


It is the obligation of younger generations to fully guarantee seniors' basic human rights, livelihood and health.

II

Policy Directions

- Customized senior policies considering differences in age, health and economic standing
 - Provision of customized services to seniors like social contributions, jobs or care depending on their actual demand
 - Establishment of a talent bank of retired professionals
 - Increased public jobs for low-income seniors
 - Expanded care of single seniors with mobility problems and payment of their medical insurance deductibles
- Expanded policy coverage to baby boomers and the pre-elderly
 - Discovery of policies that allow baby boomers and the pre-elderly to make a soft landing
 - Promotion of six major projects including 'the Double-cropping in Life Support Center,' support for new types of senior organizations and holding 'Baby Boomer Expo'
- Integration or strategic alliance of various policies and a maximum mobilization of private sector resources
 - 'A Double-cropping in Life Support Center' shall be set up in each district but for policy coordination and budget cut purposes, they shall be set up in new small-scale senior welfare centers.
 - 'The Integrated Single Senior Care Support Centers' will use human resources available at Homecare Services for Seniors (84 persons at 28 places) and Senior Welfare Centers (650 persons at 25 places) already set up in districts.
 - The support centers will be set up at new public health clinics to reduce costs and maximize synergy effects between healthcare and welfare services.
 - Baby Boomer Expo will be held in collaboration with senior businesses and the mass media.



III

Progresses

- Collection of Opinions from Over 500 People at 22 Occasions

- Beginning with the 'Policy Listening Workshop' attended by 120 people on April 24, 2012, Seoul City gathered citizens' opinions through workshops, briefing sessions, orientations for new seniors, meetings with experts and field workers and site visits.
- Until October 2012, Seoul City collected opinions from over a total of 500 citizens at 22 occasions about the city's senior policy vision, goals and priority areas.

Policy Listening Workshop (Apr 24, 2012)

- Attendees: more than 120 people
- Topic: How to design one's post-retirement life?

Expert advisory board meeting

- Time: May 2, May 29, Sep 20 and Oct 5 (a total of four times)
- Topic: Review of the necessity of Seoul City's comprehensive senior plans

Visits to senior facilities (June ~ July 2012)

- Visits to senior welfare centers, senior citizen centers, etc.

Opinion listening tour (Aug ~ Sep 2012)

- Collected opinions from more than 300 seniors, senior organization representatives and welfare facility staff

* The mayor's on-site meetings at Jongmyo and Tapgol Parks (Sep 24, 2012)



< Policy listening workshop (Apr 24) >



< Mayor's on-site meeting with seniors at Jongmyo & Tapgol Parks (Sep 24) >



< Briefing session for seniors (Sep 26) >

Announcement of the Final Version of Seoul Comprehensive Senior Plans(Oct 2012)

Happy Old Age in a city of Double-cropping in Life



Support for the design of the 2nd act in life

Support for baby boomers
Expanded social participation by retired professionals

Customized jobs

Provision of jobs tailored to each senior
Discovering new jobs for seniors

Healthy old age

Enhanced care for single seniors
Support for seniors' physical and mental health

Comfortable living environment

Building community-based welfare infrastructure
Supply of Comfortable Housing

Vibrant recreational culture

Enhanced support for seniors' recreational & cultural activities
Transformation of Senior Citizen Center into an open space

Respect & intergenerational integration

The dissemination of the respect for senior citizens
Support for communication with grandchildren

V

Detailed Project Promotion Plan

➤35 Tasks in 6 Major Areas (21 new tasks and 14 expansion/enhancement tasks)

Area	Project	New/ Expansion
1. Support for Double-cropping in Life (6)		
1	Establishment of Seoul Double-cropping in Life Support Centers(15 places)	new
2	Enhanced lifelong education for new seniors	expansion
3	Baby Boomer Expo (in collaboration with the private sector)	new
4	Establishment of a talent bank of retired professionals	new
5	Fostering new senior organizations and supporting their programs	new
6	Organizing a new senior policy advisory board	expansion
2. Customized Jobs (6)		
1	Expansion of Seoul-type public jobs (63,000 jobs)	expansion
2	Enhanced ability to discover jobs suitable to seniors	expansion
3	Operation of online job desks	new
4	Expansion of senior clubs and social enterprises	expansion
5	Support for exchange of jobs between the city and villages	new
6	Discovery of unique jobs for senior citizens	new
3. Healthy Advanced Age (6)		
1	Increased beneficiaries of care services in collaboration with the private sector (50,000 people)	expansion
2	Provision of tailored care services for single seniors	new
3	Functional assessment and exercise prescription for single seniors	new
4	Support for uninsured seniors' long-term care (3,870 persons)	new
5	Enhanced support for senior care at home	new
6	Enhanced prevention of seniors from committing suicide	expansion
4. Comfortable Living Environment (5)		
1	Reforms of the functions of senior welfare centers	new
2	Application of universal design guidelines	new
3	Continued expansion of senior welfare facilities (764 places)	expansion
4	Increased supply of rental housing exclusive for seniors (2,263 units)	expansion
5	Supply of subsidized housing for single seniors (20 buildings for 300 units)	new
5. Vibrant Recreation Culture (6)		
1	Support for senior clubs	expansion
2	Expansion of new senior cultural programs	expansion
3	Upgrading the senior culture of Jongmyo and Tapgol Parks	new
4	Organizing regional councils to invigorate the usage of senior centers	new
5	Training coordinators that will promote the usage of senior centers	new
6	Support for specialized programs for senior centers (100 places)	expansion
6. Respect and Intergenerational Integration (6)		
1	Recognition of seniors and senior groups that have made social contributions	new
2	Enhanced roles of seniors in communities (100 projects)	expansion
3	Development of guidelines for age-friendly mass media broadcasts	new
4	Generation Sympathy Talk Concert (twice a year)	new
5	Support for cohousing between seniors and college students	new
6	Support for cultural and artistic activities targeting intergenerational integration	expansion

1

Support for Double-cropping in Life

"We will fully support the baby boomer generation."

1-1. Support for baby boomers' design for their second acts in life

No.	Project	New/Expansion
1	Seoul Double-cropping in Life Support Centers (15 places)	New
2	Enhanced Lifelong Education for New Seniors (Small Enterprise Set-up Dept.)	Expansion/ Enhancement
3	Baby Boomer Expo (in collaboration with the private sector)	New

1-2. Expanded social participation by retired professionals

No.	Project	New/Expansion
1	Establishing a talent bank of retired professionals	New
2	Fostering new senior organizations and supporting their programs	New
3	Establishing a new senior policy advisory board	Expansion/ Enhancement

Establishment of 'Seoul Double-cropping in Life Support Centers'

Backgrounds

- Rapid population aging due to longer life expectancy and increasing baby boomer retirees
 - Seoul senior population: 840K(8.2%) in 2007 → 1.04M (10.2%) in 2011
 - Baby boomers (b.1955~1963) : 1.49M (14.3%) in 2011
- Seniors' interest in recreation and social participation keeps rising : Organizations supporting their social activities are in short supply.

Promotion Plans

- The first Seoul Double-cropping in Life Support Center that helps baby boomers design their second acts in life was launched in January 2013
 - Provision of support for seniors through education about the design of their 2nd acts in life and social contributions as well as providing them with customized job training
- Support for the establishment of 'Double-cropping in Life Support Centers' in districts (15 centers by 2015)
 - Location: New senior welfare centers in districts
 - ▷ 12 (1 center)→ '13 (4 centers)→ '14 (5centers)→ '15 (5 centers)
 - ※ Seoul City will encouraged private organizations to set up their own Double-cropping in Life Support Centers for their members.
 - Support Contents: KRW 1billion for set-up and KRW 83million for operation of each Double-cropping in Life Support Center

Annual Promotion Plan

Project	unit: number of centers			
	2012	2013	2014	2015
Setting up Double-cropping in Life Support Centers	1	5	10	15

Annual Investment Plan

Project	unit: KRW 1 million				
	Total	2012	2013	2014	2015
Total	20,906	226	4,708	7,558	8,414
Operation of Seoul Double-cropping in Life Support Centers	2,667	226	378	811	1,252
Establishment and operation of districts' Double-cropping in Life Support Centers	18,239		4,330	6,747	7,162

Backgrounds

- In line with the aging of baby boomers (b.1955~1963:1.49 million), demand of seniors for continued social participation is on the rise.
- Baby boomers are better educated; their proportion of professionals is higher; and they are economically better positioned. Therefore, they have stronger desire for self-realization and social participation in old age. (college graduates: 36.1%, professionals: 25.2%)

 Promotion Plan

- Offering courses for double-cropping in life among others to new seniors at Citizens' College for Cultural Studies
- Offering cyber lifelong education courses available on computers and mobile devices
- Running Hope Design Academy at the Senior Business Center (Economic Planning Office)
 - Qualifications: retired professionals willing to donate their talent (more than 300 people a year)
 - Minimum age: Retired professionals in their 40s or older
 - Training hours: 80 hours (8 weeks)
 - Introductory courses (20 hours): post-retirement life design, social contributions and consulting basics
 - Specialty courses - common: (15 hours): NGO activities and writing daily reports and the final report
 - Speciality courses - special (35 hours): case studies and consulting practice for those wanting to set up business
 - Support contents: Education of retired professionals about community services, 'business set-up doctors,' etc.

 Annual Promotion Plan

unit: person

Project	2012	2013	2014	2015
Operation of Hope Design Academy	200	300	400	500

 Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Operation of Hope Design Academy	1,429	229	300	400	500

Backgrounds

- Special measures are needed for the baby boomer generation that began to retire in 2010 to help them make a 'soft landing.'
- As of 2011, 1.49M baby boomers (49~57 years) and 1.21M pre-elderly (55~64 years)

 Promotion Plan

- Time: September 2013
- Place: Seoul Plaza & Cheonggye Plaza
- Promotion Details
 - Holding the expo together with Seoul Senior Jobs Expo and in collaboration with the private sector
 - ▷ Synergy effects are expected: Seoul Senior Jobs Expo has years of successful experiences and KBS is one of the most popular TV networks in the country
 - Raising awareness among the population of the significance of baby boomer retirement as a social issue
 - ▷ Seoul Plaza and Cheonggye Plaza will be used as the venues because they are easily accessible and they can accommodate a huge crowd.
 - The expo to present comprehensive solutions to baby boomers for their second acts in life which will place emphasis on activities for NGOs, co-ops or social enterprises

 Annual Promotion Plan

unit: number of events

Project	2012	2013	2014	2015
Seoul Senior Jobs Expo	1	1	1	1

 Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Seoul Senior Jobs Expo	673	146	127	200	200

Backgrounds

- Retired professionals' heightened interest in social participation including talent donation and their demand for a new type of senior culture

 Promotion Plan

- Opening an online talent bank at the website of Double-cropping in Life Support Center (by May 2013)
 - Building a talent pool of retired professionals in finance, economy and education (200 persons in 2013)
 - Support for their social contribution activities
 - ▷ Application areas: honorary heads of public agencies, public interest directors of welfare organizations and youth counselors
 - ▷ Discovery of major social contribution activities and creating an online directory for seniors to share information and build human connections
- Discovering senior meister technicians (shoes, metalwork, meat processing, etc.)
 - Building a cyber hall of fame at the Double-cropping in Life Support Center website
 - Discovering senior meister technicians through annual public contests
 - Lectures at technical education institutions and specialized high schools about craftsmanship and professionalism
- Discovering diverse areas of social contributions by professional senior volunteer groups for their enhanced self-esteem

* The current status of senior professional volunteers: 1,842 persons in 8 areas

- | | |
|---|---|
| ▶ Healthcare(47): medical counseling & health education | ▶ Care services(198): senior-to-senior care at senior welfare facilities |
| ▶ Culture and arts (954): cultural and artistic performances and exhibitions | ▶ Study guidance(311): seniors' after-school study guidance for students at school |
| ▶ Interpretation(49): interpretation at international events and counseling for multi cultural families | ▶ IT services (122): seniors' services to the public for increased use of computers and digital devices |
| ▶ Professional counseling(109): counseling on legal and other old age-related matters | ▶ Media coverage(52): seniors' services at retired journalist/photojournalist groups |

 Annual Promotion Plan

unit: person

Project	2012	2013	2014	2015
Retiree Talent Bank	-	200	300	500

 Annual Investment Plan

unit: KRW 1million

Project	Amount				
	Total	2012	2013	2014	2015
Professional Volunteer Service Groups	511	103	118	130	160

Fostering New Senior Organizations and Supporting their Programs

Backgrounds

- New senior organizations are needed so that retired seniors can continue their social activities and contributions with their wisdom and experiences through well organized programs.

Promotion Plan

- Qualifications: senior organizations or senior occupation associations aiming at promoting common good
 - Space requirement: an organization with an office space of more than 20m²
 - Membership: more than 20 members of more than 55 years old living in the same community
 - Bylaw: an organization with a bylaw stipulating its commitment to public interest
- Support Contents
 - Financial support for programs that will create Seoul-type jobs or promote intergenerational integration
 - Financial support (300,000 won per month) for the operation of organizations that propose and implement Seoul-type senior job programs or intergenerational integration projects more than once a year
- Support for network building and exchange of information between new senior organizations and the establishment of an association

Annual Promotion Plan

unit: number of organizations

Project	Total	2012	2013	2014	2015
Fostering and supporting new senior organizations	90	-	10	30	50

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Fostering new senior organizations and supporting operation costs	150	-	40	50	60

Backgrounds

- The need to collect the opinions of seniors - beneficiaries of senior welfare policies - to reflect them on senior policies
 - Required is constant supply of opinions from new seniors, who are active at social participation including volunteer services, representatives of senior organizations and experts.

 Promotion Plan

- Establishment of a permanent communication organization that helps the city develop policies and programs for seniors with the opinions of seniors, senior organizations and field experts
 - The board to be composed of 20 members and to meet quarterly
 - Request for recommendation of the members will be made to Korea Retiree Association, Hope Do-Re-Mi and Young Senior Academy (March 2013)
 - The board to be composed of such sections as jobs, care and recreation
- The board could be reorganized into 'Seoul Elderly Welfare Policy Council,' an organization regulated by city ordinances, by the end of 2013 depending on the results of the operation of the board.

 Annual Promotion Plan

unit: number of meetings

Project	2012	2013	2014	2015
Policy Advisory Board Meetings	2	4	6	8

 Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Policy Advisory Board Meetings	No budget allocation yet				

2 Customized Jobs

"We will provide jobs to seniors wanting to work."

2-1. Provision of jobs tailored to each senior

No.	Project	New/Expansion
1	Seoul-type public jobs (63,000)	Expansion/ Enhancement
2	Enhancement of the ability to discover jobs suitable to seniors	Expansion/ Enhancement
3	Operation of online senior job desks	New

2-2. Discovering new jobs for seniors

No.	Project	New/Expansion
1	Expansion of senior clubs and social enterprises	Expansion/ Enhancement
2	Support for city-village job exchange programs	New
3	Discovering new type of jobs for seniors	New

Backgrounds

- Increasing trends of working seniors due to ever-growing senior population

unit: 1,000 persons

Description	2010	2011	2012	2016	2018	2022	2032
Seniors of over 65 years old	1,007	1,049	1,083	1,236	1,344	1,642	2,462
Senior job seekers	116	121	125	142	154	189	283

* The above number of job seekers is based on the survey results of the Ministry of Health and Welfare about 'The Status of Seniors' Life and Welfare Demand across the Nation' in 2008 (the job seeker ratio:11.5%)

- The employment status of seniors of over 65 years old

unit: 1,000 persons

Description	2008	2009	2010	2011	2Q 2012
Number of the employed	196	221	233	233	265

- The proportion of employed seniors rose by 2.8% between 2001 and 2011 (6.6% → 9.4%). Yet there are still many more seniors who would like to work.

 Promotion Plan

- Expanded support for Seoul-type public jobs: 100,000 jobs to be supported until 2018
 - Until 2018, 100,000 jobs will be supported with an annual budget of KRW 16 billion
 - * Up to 65% of senior job seekers will find public jobs by 2018.
- Jobs programs targeting social contributions or market entry will be developed under local residents' initiatives
 - Social contribution type jobs (public interest, education & welfare): cultural heritage stewards, senior-to-senior care and traditional etiquette steward
 - Market entry type jobs (group work, manufacture and sales): manufacture of tofu, etc. and urban agriculture
- Extension of the program support period (7→9 months) starting from 2013 and promotion of pilot programs throughout the year
 - Fully supported jobs programs for about 1,000 jobs will be promoted throughout the year in diverse forms in wages, qualifications and working hours.

 Annual Promotion Plan

unit: number of jobs

Project	2012	2013	2014	2015
Public jobs for seniors	34,615	40,000	51,000	63,000

 Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Public jobs for seniors	202,438	34,653	42,886	54,154	70,745

Enhanced Discovery of Jobs Suitable to Seniors in the Private Sector

Backgrounds

- Seniors' interest in social participation including demand for employment is continually rising at Senior Job Placement Centers.
- Most previous jobs were simple tasks that failed to meet seniors' demand for a certain degree of job sophistication and diversity.

Promotion Plan

- Reorganization of Senior Job Placement Centers (two persons at each of 25 centers) to enhance their efficiency starting from 2013
 - To regroup 25 centers into five regional headquarters for improved efficiency in their job placement functions
 - Differentiation of job placement according to individual seniors' career and income level
 - ▷ High-income professionals: consulting and volunteer services in professional areas
 - ▷ Middle-class generalists: employment at hospitals, customer services and security services
 - ▷ Low-income disadvantaged: participation in public jobs
- Increased re-employment rate in collaboration with private organizations
 - Enhanced job placement functions through MOUs with Korea Parking Association and Korea Professional Security Association

Annual Promotion Plan

unit: number of people

Project	2012	2013	2014	2015
Reemployed seniors through the job placement services	10,000	11,500	13,000	22,000

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Operation of Senior Job Placement Centers	10,426	2,387	2,463	2,566	3,010

Backgrounds

- Shortage of online employment information for seniors ⇒ Website for seniors required
 - Previously, the Job Plus Center website was too complex for seniors resulting in a low job placement record

 Promotion Plan

- Building the 'Seoul Double-cropping in Life Support Center' website to provide seniors with comprehensive information one-stop
 - The previous Senior Job Placement Center website was replaced in January 2013 by the Seoul Double-cropping in Life Center website to provide comprehensive information on opportunities of social contributions, re-employment and business setups.
 - The new website will be upgraded to Senior Comprehensive Portal (Job Bank) by June 2013.
 - ▷ The information at Seoul Double-cropping in Life Support Center about courses on re-employment, business setups and talent sharing as well as job postings will be available at Senior Comprehensive Portal (Job Bank: www.seoulseior.or.kr) in far more sophisticated forms.
 - ▷ Matching services between job seekers and companies will be available for each trade and expected wage level.
 - ▷ Information on life, culture and health as well as online community activities will also be available.
 - ▷ Contents will be shared with professional websites in the areas of financial designs and future designs

 Annual Promotion Plan

Project	2012	2013	2014	2015
Senior Comprehensive Information Infra (Job Bank)	Phase 1 (Website building)	Phase 2 (Job Bank opening)	Phase 3 (stabilization & maintenance)	Launch

 Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Senior Comprehensive Information Infra (Job Bank)	879	40	439	200	200

Expansion of Senior Clubs and Social Enterprises (35 organizations)

Backgrounds

- The city has continued to increase public jobs for seniors and yet the supply falls short of demand.
 - Public jobs for seniors: 34K (2010) ⇔ 33K (2011) ⇔ 35K (2012)
- The private sector needs to get involved to ensure that seniors earn decent income through employment suitable to their qualifications

Promotion Plan

- Expansion of senior job placement organizations (one senior club per district)
 - Expansion of 'Senior Clubs': 15 places by 2015 (creation of 200~300 jobs per club)
 - By 2017, 25 districts will have a club each and create a total of 6,000 jobs.
 - * The number of senior clubs as of 2012: 7 (clubs) at seven districts (Jongno, Gwanak, Gangnam, Dobong, Eunpyeong, Mapo and Songpa)
 - ▶ As of September 2012, 70 employers for 1,654 jobs
- Continuous creation of jobs through market-entry employers
 - Expanding the operation of market-entry senior employers for stable high-income employment
 - The employers' business areas: silver cafe, rice cake manufacturing, dumpling shops, laundromats, cookies production, exam administration, interpretation & translation, forest ecology guides and hand-delivery of packages using seniors' free subway rides
- Senior employers to evolve into co-ops or social enterprises (20 employers by 2015)
 - Seoul Double-cropping in Life Support Centers and Senior Clubs will provide educational programs and consulting services to seniors so that they can establish co-ops and social enterprises on their own.
 - Financial support (KRW 2 million a year) to co-ops or social enterprises for their incidental expenses incurred in order to offer seniors market-type jobs suitable to them

Annual Promotion Plan

unit: number of jobs/cases

Project	2012	2013	2014	2015
Expansion of senior clubs	7	9	12	15
Market-entry type jobs	1,800	2,000	2,200	2,400
Co-ops & social enterprises	-	12	15	20

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Total	21,483	2,745	4,025	6,357	8,356
Expansion of senior clubs	7,587	1,224	1,137	2,232	2,994
Expansion of market-entry type employment business	11,946	1,521	2,498	3,475	4,452
Support for co-ops & social enterprises	1,950	-	390	650	910

* Expansion of market-entry type employment business and support for co-ops & social enterprises will be made with the budget allocated for senior employment programs.

Support for Exchange of Jobs between City and Village (10 groups)

Backgrounds

- Declining workforce in villages due to rapid rural population aging and rural hollowing
 - 62% (1.97 million) of 3.2 million rural population are more than 50 years old.
 - * 22% of the population are more than 70 years old(in North Gyeongsang Province in 2010)
 - ⇒ accelerated rural population aging

⇒ Employment of urban senior citizens for farm work in villages suffering from a labor shortage through urban-rural networking

Promotion Plan

- Supporting organizations involved in the promotion of urban-rural senior employment exchange
 - Supporting private organizations linking urban seniors to village farm work during busy farming seasons
 - ▷ Extending vehicle and insurance premium support for pilot projects
 - * Consultants in charge of urban-rural exchange programs will be assigned to Seoul Double-cropping in Life Support Centers
- Pilot programs to be implemented with farms in Gyeonggi Province (2013) followed by expansion to the entire nation
 - Provision of information in real time on harvests of various crops and job information through Farm Job Bank
 - ▷ Discovering simple jobs suitable to seniors with low injury risks including harvests of onions, garlic and Perilla leaves
 - ▷ Surveys of potential senior participants were conducted at Senior Job Placement Centers and Senior Welfare Centers.
 - ▷ Information on desired daily wages, accommodation and meals and transportation
 - a database built at Senior Job Bank → job placement through matching services
- Information on returning to farming or villages
 - Information on policies of cities and provinces about urban population's return to villages; unoccupied houses in rural areas; programs eligible for government support; and success cases

Annual Promotion Plan

unit: number of projects/people

Project	2012	2013	2014	2015
Private organizations involved in the programs	-	2	5	10
Participants in urban-village job exchange programs	-	500	1,000	1,500

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Support for incidental expenses incurred by organizations in urban-village job exchange programs	450	-	75	150	225

* Expenses paid from the budget for Senior Employment Programs

Backgrounds

- Retiring baby boomers' increasing demand for re-employment that suits their qualifications as part of their needs for social participation
- Meanwhile, satisfaction with welfare benefits needs to be enhanced through discovery of innovative services, for instance, accompanying seniors with less mobility due to dementia on outings
 - Seniors with dementia are expected to rise to 95,073 based on the prevalence rate of the disease (9.1%) in 2011

 Promotion Plan

- Idea contest for new type of jobs reflecting the characteristics of the local culture and future societal changes
 - Enhanced satisfaction of beneficiaries and service recipients through discovery of jobs characteristic of Seoul through the annual idea contest including the following:
 - * death bed guardians for single seniors, guardians for working moms' children's commute to preschools and elementary schools and financial counseling including debt management
- Support for companies offering innovative employment opportunities to seniors
 - About 5 companies a year: Incidental expenses for market-type jobs will be supported.
 - Starting in 2014, selected companies through evaluations by a professional institution will receive incentives.

 Annual Promotion Plan

Project	2012	2013	2014	2015
Contests of innovative employment ideas	-	contest & implementation	contest & implementation	contest & implementation
Support for innovative employment companies	-	planning	contest & implementation	contest & implementation

 Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Total	1,900	-	300	800	800
Idea contests for innovative jobs	900	-	300	300	300
Support for companies offering innovative employment chances	1,000	-	-	500	500

* Idea contests of innovative jobs will be supported from the budget for senior employment programs.

3 Healthy Old Age

"We will enhance senior care systems."

3-1. Enhanced care for single seniors

No.	Project	New/ Expansion
1	Expansion of beneficiaries through private sector resources (50,000 people)	Expansion/ Enhancement
2	Provision of tailored care services for single seniors	New
3	Functional appraisal and exercise prescription for single seniors	New

3-2. Support for seniors' physical and mental health

No.	Project	New/ Expansion
1	Support for long-term care of uninsured seniors (3,780 persons)	New
2	Enhancement of home care services for seniors (22,500 persons)	New
3	Enhanced prevention of seniors committing suicides	Expansion/ Enhancement

Expansion of Beneficiaries in Collaboration with Private Resources (50,000 persons)

Backgrounds

- Due to ever-increasing number of single seniors, expansion of care only by the public sector has faced a limit.
- Social interest in low-income single seniors is increasing in line with the spread of a community atmosphere in Seoul.
- Single seniors' basic demand for welfare indicated in the census(2010~2010) needs to be addressed urgently.

Promotion Plan

- Objective: Expanded care of low-income single seniors in collaboration with schools, religious institutions and companies
- Support Contents: Support for seniors' daily lives (keeping their company and offering basic necessities) for 22,000 seniors as of August 2012
- Beneficiaries: 12,500 (2013) → 25,000 (2014) → 50,000 (2015)
- Promotion Method: affiliation with schools, religious institutions, companies and hospitals and clinics within each community
- Detailed Plan (2013)
 - Directions: To develop the initiative into an incentive program to encourage districts to fully participate in the program
 - Goal: Offering services to 12,500 seniors
 - ▶ Affiliation between a class and a single senior: 2,500 seniors (100 x 25 districts)
 - ▶ One-on-one affiliation between a religious family and a single senior: 5,000 seniors (200 x 25 districts)
 - ▶ Affiliation between senior facilities and medical institutions or companies: 5,000 seniors
 - At the beginning of 2013, the integrated single senior management system was launched for efficient discovery, affiliation and support for single seniors.

Annual Promotion Plan

unit: person

Project	Total	2012	2013	2014	2015
Increased care beneficiaries through affiliation with private sector resources	50,000	-	12,500	12,500	25,000

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Increased care beneficiaries through affiliation with the private sector resources	No budget allocation yet	-	-	-	-

Backgrounds

- Increasing single seniors: 180K (2008) → 211K (2011) <17% up>
- Currently, double benefits for some and blind spots for others
- The current status of care
 - Qualifications: low-income (single) seniors of over 60 years old
 - Beneficiaries: 52,663 persons

unit: person

Home Instead Senior Care Center	Seoul Home Care Facility	Basic Senior Care Service	Comprehensive Senior Care Service	Love & Relief Phone	Free Meals
2,784	1,787	18,000	2,644	6,200	21,248

- Care Institutions: 361 places
(districts, Senior Welfare Centers, Home Care Support Centers, etc.)

unit: place

Home Instead Senior Care Center	Seoul Home Care Facility	Basic Senior Care Service	Comprehensive Senior Care Service	Love & Relief Phone	Free Meals
28	25	25	80	25 (Basic Senior Care Service)	203

- Single senior care services need to be expanded (housework & nursing support ⇒ prevention of depression and committing suicide, relief from heat & cold waves and free meals) while comprehensive management of the services is being sought.

 Promotion Plan

Establishment of Comprehensive Online Management System of Single Senior Care

- Period: Oct 2012 ~ Feb 2013 (the system launch: March 2013)
- Targets: 140,000 seniors (70% of single seniors: 30% exempted due to long-term absence, moving out or rejection of participation in surveys)
- Major Features
 - Real-time management of beneficiaries' living conditions and emergency relief
 - Real-time management of public services (basic senior pension, national basic living security, free meals and housing support) and private services (subsidy and food stamps) offered to single seniors
 - Prevention of double benefits and making necessary adjustments
 - Customized services for single seniors
 - Statistical management and performance monitoring of senior care institutions
 - Integrated management of welfare and health services offered by public and private sectors

○ System Users

: Relevant departments of district offices (senior related departments, community centers and public health clinics), Seoul Home Care Facilities and service providers (Integrated care centers, senior welfare centers, senior home care support centers, comprehensive social welfare centers and dementia support centers)

○ Expected Effects

- Increased satisfaction through customized services and faster response to emergencies
- Increased work efficiency of care providers and district offices through simplification of reporting procedures

○ Budget: KRW 990 million (100% from the city finances)

Total	System Development	Web Server	WAS	DB Server
99,000	33,000	33,000	33,000	DB server at Seoul Data Center

※ Maintenance Costs: Each district will begin to bear maintenance costs a year after the completion of the system installation.

Installation of a Comprehensive Care Support Center at Each District

○ Goal: Installation of a comprehensive care support center at each district

○ Period: 2013 ~ 2015

- In 2013, five comprehensive care support centers including one in Gangbuk District will be set up at the districts' public health clinics to be expanded during the year.
- The operation of the facilities will be thoroughly reviewed to use the results for better operation of future centers.

○ Major Features: integrated management of basic care services, customized services for single seniors, home care support centers (recipients of subsidies) and healthcare services

○ Expected Effects: Provision of proper services with precise real-time information on seniors

Annual Promotion Plan

unit: number of centers

Project	Total	Amount			
		2012	2013	2014	2015
Establishment of Comprehensive Management System of Senior Care Services	1	1			
Installation of Comprehensive Care Support Centers	47	2	5	15	25

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Total	858	99	99	330	330
Establishment of Comprehensive Management System of Senior Care Services	99	99			
Installation of Comprehensive Care Support Centers	759		99	330	330

Functional Appraisal and Exercise Prescription for Single Seniors

Backgrounds

- The medical costs incurred by seniors of over 65 years old account for 30% of the total medical insurance payments.
- Seniors are bound to experience functional degradation physically, mentally and psychologically. As their degraded functions can hardly get recovered, preventive measures are crucial.

Promotion Plan

- Beneficiaries: Single seniors wanting the services
(priority to be given to those eligible for basic senior care services)
- Service contents:
 - Following physical function tests, prescription and relevant services will be offered.
- Dispatch of physiotherapists
 - Physiotherapists trained through MOUs with sport universities and Yonsei University will be dispatched to seniors for post-management.
- The Plan for 2013
 - Feb ~ June: Negotiations with institutions about training of physiotherapist (volunteers)
 - July ~ Aug: Execution of MOUs about the professional training
 - Oct ~ Dec: Surveys of the demand for kinesiatrics and selection of service beneficiaries

Annual Promotion Plan

unit: person

Project	2012	2013	2014	2015
Training of physiotherapists	Planing	Professionals candidate training	500	1,000
Dispatch of physiotherapists to single seniors	-	-	2,000	4,000

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Training of physiotherapists for seniors	380	-	-	190	190

Support for Long-term Treatment of Uninsured Seniors (3,870 persons)

Backgrounds

- Out of 59,800 seniors left in welfare blind spots, 2,870 are estimated to need long-term medical treatment but have given up due to financial reasons
- 891 seniors are estimated to be excluded from proper care as they are classified as class A or B. They are left in welfare blind spots: Due to financial restraints, they are unable to receive necessary care.

Promotion Plan

- Support for those in welfare blind spots by paying their insurance premiums of Long-term Care Insurance for the Aged
 - The city will pay 20% of seniors' deductibles for facility treatment and 15% for home care (class 1 in 2013, class 1 & 2 in 2014 and class 1,2 & 3 in 2015)
- Support for those in welfare blind spots (class A & B) by paying their portions for comprehensive senior care services
 - For about 891 seniors, the city will pay their deductibles (KRW 24,000 a month / 36 hours) of comprehensive senior care services.

Annual Promotion Plan

unit: person

Project	Total	2013	2014	2015	2016	2017	2018
Total	18,899	1,358	2,061	3,870	3,870	3,870	3,870
Subsidy for deductibles of long-term senior care insurance	13,008	467	1,061	2,870	2,870	2,870	2,870
Subsidy for deductibles of comprehensive senior care	5,891	891	1,000	1,000	1,000	1,000	1,000

Annual Investment Plan

unit: KRW 1 million

Project	Total	2013	2014	2015	2016	2017	2018
Total	42,959	968	3,947	9,511	9,511	9,511	9,511
Subsidy for deductibles of long-term senior care insurance	41,393	842	3,659	9,223	9,223	9,223	9,223
Subsidy for deductibles of comprehensive senior care	1,566	126	288	288	288	288	288

Enhanced Home Care Senior Services (22,500 persons)

Backgrounds

- Those seniors lacking long-term senior care services or comprehensive senior care services badly need home care services after being discharged from hospital.
 - Seniors suffering post-discharge difficulties with mobility need home care to minimize their recovery period.

Promotion Plan

- Provision of enhanced senior home care services (Seoul Citizen Welfare Criteria Threshold services) to low-income seniors for a certain period of time
 - Beneficiaries: seniors earning less than 180% of the minimum cost of living
 - ▶ 4,500 persons (2013) → 10,000 persons (2014) → 22,500 persons (2015)
 - Service contents: provision of 20-hour services per senior
 - Implementation agency: Home senior support centers (28 places)

Annual Promotion Plan

unit: person

Project	Total	2013	2014	2015	2016	2017	2018
Home senior support service	154,500	4,500	10,000	22,500	30,000	37,500	45,000

Annual Investment Plan

unit: KRW 1 million

Project	Total	2013	2014	2015	2016	2017	2018
Home senior support service	14,760	360	1,440	2,160	2,880	3,600	4,320

Backgrounds

- The suicide rate of seniors
 - : 7% during 2008~2011 as opposed to the overall average of 5%
 - ※ Suicide rates: the number of suicides among 100,000 people.
- Systematic efforts are needed to prevent poor lonely seniors from committing suicide.

 Promotion Plan

- Discovery, treatment and management of seniors found prone to commit suicide through senior mental health assessments
 - Beneficiaries: 210,000 single seniors (gradual expansion of beneficiaries from those eligible for care support to common seniors)
 - Seniors found to be suffering from depression or other high-risk situations will be looked after by community mental health centers.
- Training and assignment of gate-keepers
 - Potential gate-keepers: elder helpers, home care providers, volunteers and administrative community leaders
 - ▶ 1,000 persons (2013) → 3,000 (2014) → 5,000 (2015)
 - Gate-keeper activity: in areas with high suicide rates (permanent rental housing complexes)
 - ▶ Permanent rental housing: 41 complexes in 9 districts (8,311 single seniors)

 Annual Promotion Plan

unit: person

Project	2012	2013	2014	2015
Single Senior Mental sssessment	-	19,787	37,000	48,000
Gate-keeper Training	-	1,000	3,000	5,000

 Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Senior suicide preventive measures (from the budget of Health Policy Dept.)	300	-	100	100	100

4

Comfortable Living Environment

"We will create a comfortable urban environment for seniors."

4-1. Building community-based welfare infrastructure

No.	Project	New/ Expansion
1	Functional Reforms of Senior Welfare Centers	new
2	Application of Universal Design Guidelines (Design Policy Dept.)	new
3	Continued Expansion of Senior Welfare Facilities (764 places)	expansion/ enhancement

4-2. Supply of Comfortable Housing for Seniors

No.	Project	new/ expansion
1	Enhanced supply of rental housing exclusive for seniors - 2,263 units (Housing Policy Dept.)	expansion/ enhancement
2	Supply of Supportive Housing for Single Seniors - 300 units in 20 buildings (Rental Housing Dept.)	new

Backgrounds

- Senior welfare centers focus on senior care. Relatively, they are not efficient in meeting demand for recreation, culture or community-based welfare services.
- They were designated as senior facilities in 1998. In line with increasing other types of senior facilities, their functions need to be reoriented.

 Promotion Plan

- Overall control of on-site welfare services

Present		New
Passive program provision to visitors	⇒	<ul style="list-style-type: none"> • Discovering potential beneficiaries and on-site service provision • Active participation in efforts to boost community spirit • Community-based improvements in recreational services

- Enhanced functions of recreation and social participation services

Present		New
Provision of welfare services like counseling, home care and social education	⇒	<ul style="list-style-type: none"> • Separation of the work involved in single senior care as an independent department (gradual promotion) • Enhancement of basic recreational functions and development into a lifelong educational institution

- Open space of communication and harmony between generations

Present		New
Closed space reserved for seniors only	⇒	<ul style="list-style-type: none"> • Open space for all residents • Promotion of intergenerational integration through connection with local resources like schools and youth centers

 Annual Promotion Plan

unit: number of cases/centers

Project	2012	2013	2014	2015
Networking with senior welfare & health institutions	2	5	8	10
Senior welfare centers participating in functional reforms	-	19	30	-

 Annual Investment Plan: no budget allocation yet

Backgrounds

- Facilities barely meet the minimum legal requirements for the disadvantaged.
 - A lack of universal design guidelines
 - : Users' characteristics are ignored due to a lack of detailed directions.
 - Facility-oriented design criteria : Community-based approaches are required.
- Development of Seoul Design Guidelines (2007~2008): Stipulation of design principles
 - Five areas (public space, public architecture, public facilities, public visual media and outdoor signboards)
- Development of welfare facility design guidelines and pilot application(2010~2011)
 - Development of guidelines for each of 12 areas including social welfare centers and pilot application for 7 facilities

 Promotion Plan

- Goal : Design improvement of social welfare facilities to reflect actual facility usage patterns
- Objects : 10,000 facilities in 6 areas (seniors, the disabled, children, women, etc.)
- Project contents : improvements in access roads, indoor space, finishing materials and color, lighting, furniture and guide signs
 - Development of welfare facility universal design: six manuals every year (eye-level design manuals for facility users)
 - ※ Senior welfare centers, senior centers, senior welfare houses, cohabitation households for senior recuperation, etc.
 - The universal design pilot project: small-scale senior welfare centers in Junrang-gu, Seoul
 - ※ Completion of consulting (planning and design) for universal design of small-scale senior welfare centers in Junrang-gu (2010)
 - The dissemination of guidelines and consulting for construction or expansion of senior facilities
- Promotion Methods
 - Connection of the project to welfare facility functional enhancement opportunities (formation of TF teams by social workers and related offices/departments)
 - Presentation of the draft for planing and design affiliated with the existing senior facility universal design guidelines

 Annual Promotion Plan

Project	unit: total number			
	2012	2013	2014	2015
Guideline development for welfare facilities and pilot project	guideline development (6) & pilot projects (6)	guideline development (6) & pilot projects (6)	guideline development (6)	guideline development (6)

 Annual Investment Plan

Project	unit: KRW 1 million				
	Total	2012	2013	2014	2015
Welfare facility guideline development and pilot projects	1,260	310	250	300	400

Continued Expansion of Senior Welfare Facilities (764 places)

Backgrounds

- Increasing demand for diverse high-quality welfare services in line with the emergence of baby boomers as seniors who are used to quality lifestyles
 - Keen interest in health services, recreational activities and social participation (talent donation)
- Decreasing functions of senior welfare centers due to changes in welfare systems and diversification of senior welfare facilities
 - Duplication of the functions of senior welfare centers is emerging as an issue due to installation or expansion of senior long-term care insurance, implementation of senior caretaker vouchers, small-scale senior welfare centers and senior home care support centers,
- Limits to the ability to cope with changes in situations and demand for new services due to limits to space and manpower
- Increasing demand for 24-hour care facilities due to growing population with geriatric illness like dementia
 - To reduce burdens on families by taking care of seniors at enhanced Seoul-type home-based daycare centers
 - To maximize the use of underused space in public agencies or religious facilities

Promotion Plan

❖ A feasibility study is being carried out on the comprehensive plan for the supply of recreation welfare to seniors. The results will be reflected in the Seoul-type senior welfare infrastructure.

- Certified 24-hour-protection daycare centers: 170 places (2012) → 200 places (2015)
 - To promote home-based services considering such factors as districts' expansion records, accessibility and demand
 - To use senior citizen centers, senior welfare centers, public facilities, religious facilities and rented private properties
 - Expansion of senior care facilities: 446 places (2012) → 494 places (2015)
 - The public sector; 8 places
 - Others: to recommend private housing complex developers to build senior care facilities
- ※ Self-sufficiency rate: 72.8%(2011) → 78%(2012) → 80%(2014) → 81%(2015)

- Expansion of small-scale community-based senior welfare centers
 - : 37 places (2012) → 70 (2015)
 - To grant KRW 1 billion to each district for the construction of one to three senior welfare centers (total floor area of over 500m²)
- Proposal to modify Article 55 of Regulations on Standards, etc. of Housing Construction (or addition of an article)
 - Present Regulation
 - : (1) A housing complex of more than 100 households
 - establishment of a senior citizen center
 - (2) A housing complex of more than 300 households
 - a residents' common facility and a child care center
 - New Regulation: A housing complex of over 500 households shall set up a senior welfare center of more than 500m² floor space that meet the requirements of Article 36-1 of Welfare of the Aged Act

Annual Promotion Plan

unit: accumulated total

Project	2012	2013	2014	2015
Total	653	686	721	764
Daycare center certification	170	180	190	200
Expansion of senior care facilities	446	458	474	494
Expansion of small-scale senior welfare centers	37	48	57	70

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Total	33,614	15,112	7,834	8,834	8,834
Daycare center certification	14,000	3,000	3,000	4,000	4,000
Expansion of senior care facilities	19,614	5,112	4,834	4,834	4,834
Expansion of small-scale senior welfare centers (The sum is included in the budget for Double-cropping in Life Support Center)	-	7,000	-	-	-

Expanded Supply of Rental Housing Exclusive to Seniors (2,263 households)

Backgrounds

- The proportion of the population of over 65 years : 11%
- Enhancement of housing support for the lowest- and the second-lowest-income population
 - Settlement of housing problems for seniors living in flophouses and dilapidated houses

Promotion Plan

- Goal: Creating a residential environment suitable to the physical characteristics of the elderly and affordable to low-income seniors
- Project Contents
 - Supplying the first and second floors of rental apartment buildings to senior households
 - Barrier-free design for seniors' residences
 - Removal of door sills, facility & apparatus height adjustment, sidewalk expansion and improvements in sidewalk concrete pavers
 - Location : 9 housing development projects including Segok, Sinjeong 3-dong, Cheonwang, Sinnae 3-dong, Naegok, Magok, Eunpyeong 3-dong, Hangdong (2,263 households by 2015)
 - Allocation of senior housing at the heart of the housing complexes in one or two apartment buildings
 - Pilot project at Magok 13th Housing Complex and Naegok 2nd Housing Complex
⇒ Expansion will be made when deemed necessary as a result of monitoring

❖ Supply record: 2,858 units

- Remodelled permanent rental housing: 620 units
- New supply: 2,238 units - 542 units(2009) → 713 units(2010) → 983 units(2011)

Annual Promotion Plan

Project	unit: household			
	2012	2013	2014	2015
Rental housing exclusive for seniors	-	596	638	1,029

Annual Investment Plan

Project	unit: KRW 1 million				
	Total	2012	2013	2014	2015
Rental housing exclusive for seniors		(Collaborated by Housing Policy Office and SH Corporation)			

Backgrounds

- Seniors in poor housing conditions need to live in decent environment for them to enjoy stable life in old age while getting rid of psychological nervousness and feelings of isolation.

 Promotion Plan

- Purchase of houses or collaboration with urban housing contractors
- Increased efficiency through the management of multi-unit dwellings by a corporation
- Operation method: offering diverse forms of housing free or at cost depending on the beneficiaries' economic standing and health status
 - Boarding house (3rd fl.): low-income single seniors of over 65 years old who are healthy and acquire more than a certain level of income
 - Group home (2nd fl.) for healthy seniors: single seniors eligible for national basic livelihood and healthy enough to manage a group living
 - Group Home (1st fl.) for feeble seniors: low-income single seniors of over 65 years old who need help with housework and nursing services
- Support Contents : Supply of independent residential and common recreational space and provision of meal and laundry services
- Promotion Schedule
 - 2013: Feasibility study on the ways to use residential space, supply of a proper level of services and eligibility (The University of Seoul or The Seoul Institute)
 - 2014: Purchase of houses, remodelling, residents' moving in and supply of tailored services

 Annual Promotion Plan

unit: building

Project	2012	2013	2014	2015
Residential buildings for single seniors	-	-	10	10

 Annual Investment Plan

unit: KRW 1million

Project	Amount				
	Total	2012	2013	2014	2015
Residential buildings for single seniors (with the budget of Housing Policy Dept.)	-	-	-	-	-

5**Vibrant Recreational Culture**

"We will support vibrant and decent recreational and cultural activities."

5-1. Enhanced support for seniors' recreational & cultural activities

No.	Project	new/ expansion
1	Support for invigoration of senior club activities	expansion/ enhancement
2	Expansion of new senior cultural programs	expansion/ enhancement
3	Cultural upgrades of Jongmyo and Tapgol Parks	new

5-2. Transformation of Senior Citizen Center into an open space for local community

No.	Project	New/ Expansion
1	Composition of local council to invigorate senior citizen centers	new
2	Fostering Coordinators to lead the invigoration of senior citizen council	new
3	Support for the operation of specialized programs of senior citizen council (100 places)	expansion/ enhancement

Backgrounds

- Creation of an environment where seniors can get involved in sports and cultural activities easily and continuously
- Although senior welfare centers offer various recreational programs such as calligraphy, painting, dancing, foreign language study and singing classes, senior clubs need to expand its membership and increase the members' participation.

 Promotion Plan

- Eligibility: Senior clubs composed of seniors of over 65 years old with the purposes of health promotion and recreational and cultural activities at senior welfare centers
(Clubs just for socialization purposes are not eligible.)
- Selection method : Review of plans for club activities submitted for a public contest
- Support contents
 - Grant of fees for leisure sport instructors and funds for various goods needed for club activities
 - Support for exhibitions of calligraphy and paintings
 - ※ Provision of permanent exhibition space: public facilities like Seoul Memorial Park
 - Talent donation by seniors who are good at Korean traditional folk music, harmonica and singing
 - Training of senior instructors and support for their activities
 - Location: Seoul Double-cropping in Life Support Center (40 hours during 4 weeks)
 - Instructors: sport instructors at senior welfare centers and program instructors at senior citizen centers

 Annual Promotion Plan

unit: number of clubs

Project	2012	2013	2014	2015
Support for senior club activities	-	20	40	60

 Annual Investment Plan

unit: KRW 1 million

Project	Total	2012	2013	2014	2015
Support for senior club activities	151		31	50	70

Backgrounds

- Seniors want chances to demonstrate their talents that they spent decades refining. They need programs that portray positive sides of active aging so that any negative image about the elderly will be eliminated.

 Promotion Plan

- Objects: Welfare related institutions and senior organizations in Seoul
- Promotion Contents
 - Selection and support of cultural and artistic programs favored by the new senior generation through public contests including K-pop performances, senior fashion shows and 'boy meets girl' program
 - Support for Seoul Senior Film Festival and Senior Theater Festival (starting in 2014)
- Promotion Method
 - : Planning for senior cultural & artistic program contests
 - Posting public contests → Evaluation and selection → Support
- Expected Results
 - Contributions to the improvement of seniors' quality of life through the development of diverse recreational programs for seniors
 - Helping citizens better understand the elderly, expand seniors' chances of social participation as producers and consumers of cultural programs and assist them in their creative cultural and artistic work

 Annual Promotion Plan

unit: case/person

Project	2012	2013	2014	2015
Public contests for new senior cultural programs	-	4	6	8
Senior Film Festival (cinema audiences)	3,100	3,200	3,300	3,400

 Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Total	412	35	87	130	160
Public contests for new senior cultural programs	230	-	50	80	100
Senior Film Festival	182	35	37	50	60

Backgrounds

- 2,000~3,000 low-income jobless seniors gather in the two parks every day due to the familiarity of the space and cheap meals available around the places
 - Soup kitchens, cheap eateries and street vendors selling a whole host of things are available in the area
 - Seoul Senior Welfare Center and Silver Theaters (at Nakwon Arcade) are also available in the area.
- However, seniors spend time playing baduk (an Oriental board game) or janggi (Korean chess) due to a lack of facilities and programs that reflect the demand of seniors.
 - Most seniors do nothing meaningful in the parks with some getting involved in prostitution.
- The widespread perception is that the two parks are for seniors who gather there just to kill time.
 - 'Environmental upgrades' are urgently required for the area so that seniors will be able to get involved in cultural activities instead.

 Promotion Plan

- Analysis of the current status and design improvements (in the first half of 2013 by Design Policy Department)
 - Promotion method: Joint promotion by senior organizations, experts, the city administration and Jongno District Office
 - Promotion contents: Surveys on seniors' demand, available (empty or rentable) space and outdoor performance space and planning for improvements
- Installation of facilities and operation of programs (starting in 2014)
 - Improvement of alleys crowded with seniors; Promotion of the designation of the area as a pilot project of Universal Design Zone
 - Creation of rest areas, beautification of the alleys and presentation of street programs
 - Performance Hall: Performances of popular songs in the 1970s and 1980s in addition to the performances of songs dating back to far earlier decades

- Silver dance halls (called 'colatek' in Korea)
: Healthy space for the elders' fun and courtship
- Silver generation goods store: support for senior organizations' store operation in collaboration with seniors' social enterprises
- Creation of Silver Salons
 - Creation of silver library and cafe: space for senior organizations and senior activities
 - The space will play the role of a base camp for the creation of a new senior culture that includes seniors's book reading and discussions, social contributions and senior-to-senior care.
- ※ Short-term project: Pilot operation of mobile libraries inside Jongmyo and Tapgol Parks in 2013 under the initiative of senior organizations

❖ Project overview

- Space creation: Converting a bus to a mobile library
- Operation method
: check-out on a daily basis and provision of an open book reading space serviced by senior volunteers
- Operation hours: 10:00~16:00 Tuesday through Sunday
- Citizen participation : the youth including college students, Seoul Welfare Center club members and companies
- Administrative support
: The city administration will publicize the project, make connections with local communities and encourage participations; The district office issue permits for the use of the park space.

Annual Promotion Plan

Project	2012	2013	2014	2015
Environmental improvements (Creation of multi-function senior culture complex and silver salons)	Contracting for planning and design (Culture and Tourism Design H/Q)	Establishment of the plan of the construction of cultural facility complex	Building and operating culture facility complex	Operation

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Environmental improvements of Jongmyo and Tapgol Parks	8,060	60	-	5,000	3,000

Organizing Regional Councils for the Invigoration of Senior Citizen Centers

Backgrounds

- An organization is needed on the level of each district to lead the invigoration of existing senior citizen centers, promote changes of perspectives on the facilities and lead the readjustment of the functions of the centers.

Promotion Plan

- Composition: Social welfare agencies and senior organizations at the district level
 - Participants: district offices, district chapter of Korea Senior Citizen's Association, senior welfare centers and experts
 - ※ including persons in charge of senior citizen center programs in Senior Welfare Centers and officials responsible for circulating programs at the association level
- Contents: Education designed to change the perception on senior citizen centers and discussion about the operation of specialized programs

❖ Details

- Surveys on the current status of the senior citizen center invigoration projects; pre-discussions about the invigoration project timing, location and program adjustment; role allocation for joint use of facilities and manpower
- Joint surveys designed to develop community-based customized health promotion programs and discussions about overall measures to invigorate the activities at senior citizen centers

Promotion Methods

- Jan 2013 : Working level discussions about the formation of regional councils and issuance of guidelines
- Feb 2013 : Establishment of operation rules suitable to the situations of each district
- Mar 2013 : Designation of five councils (one from each of five regions) as pilot organizations
 - ※ The 2013 district incentive projects shall include 'the establishment of regional council' and 'the senior citizen center invigoration' projects.

Annual Promotion Plan

Project	unit: accumulated total			
	2012	2013	2014	2015
Establishment of regional councils	-	5 (pilot projects)	10	25

Annual Investment Plan: no budget allocation yet

Fostering Senior Citizen Center Invigoration Coordinators (90)

The Current Status

- The current status of senior citizen center invigoration project

unit: number of places

Description	2008	2009	2010	2011	2012
Project implementation organization (Senior Welfare Centers)	26	26	26	26 (except supported district)	26
Project objects (senior citizen centers)	814	1,160	1,220	1,474	1,507

- ※ Project objects: 1,553 senior citizen centers with the floor area of more than 100^m each out of a total of 3,219 senior citizen centers

- Operation Status

- Senior citizen centers have different circumstances. Yet their programs do not differentiate. Most of the facilities serve just as seniors' meeting places. They lack programs to help seniors to manage an active lifestyle.

Issues

- There is no one who could provoke seniors to use the facilities with intriguing programs
 - Most facilities just depend on external help. They badly need to pour their own efforts to make improvements.
- The facilities lack ability to communicate with local welfare facilities and companies among others.
 - They are not capable of making connections with welfare and cultural facilities; between generations; or with potential senior employers.

Promotion Plan

1 Fostering coordinators (three persons per senior welfare center)

- Selection of coordinator candidates
 - With the budget for (educational) jobs program for fostering (new senior) professional talents
 - Training of professional coordinators according to the characteristics of each region ⇒ three per senior welfare center
- ※ The coordinator fostering program is being operated as an educational senior job program starting in 2012

- Educational support for new senior coordinator program (leader course)
 - Establishment of 'new senior coordinator' course at Seoul Double-cropping in Life Support Center
 - Relevant officials including those at senior welfare centers shall receive the training, too, for the development of a bond of sympathy.

2 Building databases of seniors at regional senior citizen centers

- DB program development and dissemination in collaboration with Informatization Planning Officer and other relevant organizations
- Gradual DB building starting with senior citizen centers in pilot areas
 - Collection of information on seniors' health, expertise and preferences
⇒ building databases

3 Support for Tailored Programs and New Senior Instructors

- Overall program design support for new senior instructors, tailored programs and operation of senior citizen centers ⇒ Improvements through quarterly monitoring
- Monitoring changes and accomplishments made through the support for coordinators of senior citizen centers and making necessary improvements ⇒ Development of standard models for each type
- Provoking changes in seniors' perspective and redefinition of senior citizen centers through new senior coordinators ⇒ changes of the role of senior citizen centers from meeting places to hubs of information sharing and community activities

Annual Promotion Plan

Project	2013	2014	2015	Remarks
New senior coordinators	15 (pilot facilities)	57 (municipal facilities)	90 (all facilities)	

unit: person

Annual Investment Plan

Project	2013	2014	2015	Remarks
Activities of new senior coordinators	29	110	174	KRW 1.93M per person

unit: KRW 1 million

※ The budget for senior employment programs shall be used.

5-6

Support for the Operation of Specialized Programs for Senior Citizen Centers (100 places)

'Support for intergenerational harmony space including open senior citizen centers'

Current Status

Senior Citizen Centers

As of June 30, 2012

unit: number of places

Total	Operator		Location			Area (m ²)					Members
	dist.	city	house	apt.	other	below 20m ²	20~49	50~99	100~299	Over 300m ²	
3,207	965	2,242	985	2,061	161	14	589	1,051	913	640	122,499

※ Senior citizen centers eligible for support: 1,553 with the floor area of over 100m² out of 3,207 senior citizen centers

Support Project

unit: place

Description	2008	2009	2010	2011	2012
Project operator (senior welfare centers)	26	26	26	26 (except supported district)	26
Senior citizen centers	814	1,160	1,220	1,474	1,507

Common Work Space

unit: place

Description	Total	Seongdong-gu	Dongdaemun-gu	Dobong-gu	Mapo-gu	Guro-gu	Yeongdeungpo-gu
Participating senior citizen centers	15	4	1	1	6	1	1

Operation Status

- Senior citizen centers are complacent with their function of a mere meeting place largely for octogenarians
- An organization is needed for discussions about the transformation of senior citizen centers into space for whole communities and intergenerational integration

Promotion Plan

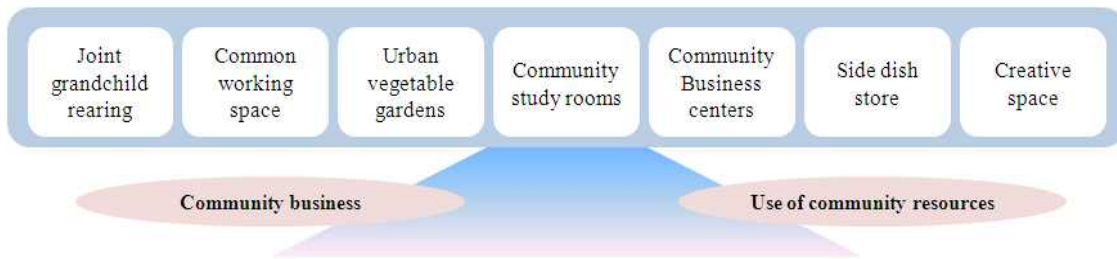
1

Development and Dissemination of Specialized Programs depending on Community & User Characteristics

Development of Specialized Programs

- Open senior citizen centers with specialized programs using regional resources and human infrastructure
- Using the centers as open working space and discovering community participation programs

- Discovering intergenerational harmony programs
 - Using senior citizen centers as open space for urban agriculture, silver salons and grandchild rearing



Led by senior citizen communities and senior citizen centers

- Opening senior citizen centers as youth study rooms and community space at night and during weekends
 - Promotion of 'open senior citizen centers' that share physical space with communities they belong to as community space

2 Dissemination of Specialized Regional Programs

- Creation of demand and supply through enhanced media publicity of success cases and the cause
- Reflection of the results on the evaluation of senior welfare centers to provoke active participation by relevant agencies as an incentive measure
 - ※ Excellent district offices and senior citizen centers shall be awarded.

3 Results Feedback and Horizontal Dissemination

- Making improvements about problems identified during the operation and reflecting the results of feasibility study
- Encouraging participation through evaluation and incentives
 - ※ Reflection of the results of the feasibility study (Feb ~ Nov 2012) on improvements in senior citizen center operation and programs

Annal Promotion Plan

Project	2012 (pilot project)	2013	2014	2015
Invigoration of Senior Citizen Centers	15	30	50	100

unit: place

Annual Investment Plan

Project		Amount				
		Total	2012	2013	2014	2015
Total		8,465	1,997	2,161	2,111	2,196
Invigoration of senior citizen centers	Ordinary budget	7,895	1,997	1,966	1,966	1,966
	Funds	570	-	195	145	230

unit: KRW 1 million

※ Open senior citizen center projects shall be financed by the ordinary budget for senior citizen center invigoration project and the funds allocated for intergenerational integration welfare community projects.

6

Respect and Intergenerational Integration

"We will support vibrant and decent recreational culture."

6-1. The dissemination of the respect for senior citizens

No.	Project	new/ expansion
1	Recognition of seniors and senior organizations for social contributions	new
2	Enhanced seniors' functions in communities (100 programs)	expansion/ enhancement
3	Development of guidelines for senior-friendly mass media broadcasts	new

6-2. Support for communication with grandchildren

No.	Project	new/ expansion
1	Generation Sympathy Talk Concert (Twice a Year)	new
2	Support for housing share between single seniors and college students	new
3	Support for cultural & artistic activities targeting intergenerational integration	expansion/ enhancement

Recognition of Seniors and Senior Organizations for their Social Contributions

Backgrounds

- Fixed negative images and social perceptions about the elderly are spreading.
 - Rather than respect for their wisdom and experiences, prejudice exists about senior citizens that they are conservative, rigid and boring. → Seniors' self-esteem needs to be boosted and positive perceptions about them must be spread widely through the dissemination efforts of positive examples like seniors' social contributions.
- Seniors' interest in social participation is increasing due to increasing baby boomers' retirement
 - The number of seniors who are making contributions to communities with their rich experiences and expertise for their second acts in life is increasing → Interest in social contribution needs to be provoked through the discovery and publicity of excellent seniors and senior organizations and their contributions

Promotion Plan

- Recognition of seniors and senior organizations for their social contributions
 - Annual awards on Senior Citizens Day (October 2) to individuals and organizations for their social contributions or contributions to seniors' welfare or improved image of the elderly
 - Excellent non-profit senior organizations for their social contributions or contributions to seniors' welfare (about five organizations)
 - Excellent seniors in social contributions and/or volunteer services through bold design for their second acts in life (about 10 persons)
 - Admirable parents awards and excellent senior program contributors (about 10 persons)
- Publication of storytelling books
 - Regular publication of storytelling books about the social contributions by exemplary senior organizations and individuals
 - Dissemination of positive cases of seniors' social contributions by stocking the books at public places

Annual Promotion plan

unit: person/publication

Project	2012	2013	2014	2015
Award of excellent organizations/individuals	50	65	65	65
Public of storytelling books	(planning)	1	1	1

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Total	182	47	45	45	45
Award of excellent organizations and individuals	167	47	40	40	40
Publication of storytelling books	15		5	5	5

Enhanced Seniors' Roles in Communities (100 programs)

Backgrounds

- Stereotyping the elderly is widespread.
 - Senior citizens are not respected despite their abundant experiences and wisdom. Rather, prejudice is widespread about them.
- Serious isolation of the elderly from society
 - In line with the increasing ratio of single seniors, seniors' isolation has become a critical issue resulting in their loneliness, prejudice, discrimination and suicides.
- A typical senior citizen in the city of Seoul is an old person wandering around in Jongmyo or Tapgol Park, playing Korean card games or watching TV all day long.

Promotion Plan

- Discovery and support, in a massive scale, for welfare community programs that help senior citizens to rediscover their roles and recover their self-esteem (support of 100 programs until 2015)
 - Seniors' services will include grandpa Chinese character study rooms, grandma fairy tale classes, senior sports talent donation and professional (cultural or artistic) volunteer services
 - Encouragement and support for relatively young retirees' contributions to community development activities
- Task Allocation for Project Promotion
 - City Hall: planning, counseling & supplementation, evaluation and selection and final assessment
 - Districts: promotion of participation by residents/organizations and community welfare facilities and payment and management of project costs
 - Residents & Organizations: project proposal, project implementation and preparation of statement of accounts

Annual Promotion Plan

Project	unit: number of projects			
	2012	2013	2014	2015
Projects to enhance seniors' roles	-	20	50	100

Annual Investment Plan

Project	unit: KRW 1 million				
	Amount				
	Total	2012	2013	2014	2015
Projects to enhance seniors' roles	750	-	250	200	300

Backgrounds

- Whereas watching TV is the most popular pastime for seniors, the proportion of TV programs for seniors is very low.
 - In case of network TV, the average time for senior TV programs is 50 minutes a week or 0.7%.
- The ratio of TV programs with negative descriptions of the elderly is on the rise.
 - Quite a significant proportion of TV programs portray the elders as an economic burden, victims of crimes or persons of obstinacy and ignorance.

Promotion Plan

Guidelines for Senior-friendly Broadcasts

- Promotion direction
 - : Development of guidelines targeting quantitative and qualitative improvements in broadcasting programs for seniors and the development of contents targeting intergenerational integration
- Promotion Contents
 - The purposes, related regulations and basic principles of senior-friendly broadcasts
 - Classification of broadcasters with the responsibility for senior-friendly broadcasts and their obligation rules
 - The ratio of senior programs, directions about positive senior image broadcasts, programs eligible for exemption and publicity and evaluation for each broadcaster
- Preparations for the development of the guidelines (2013) →
 Development and dissemination of the guidelines (2014) →
 Evaluation of intergenerational integration and senior-friendly broadcasting guidelines

Opening Senior Radio Broadcasting Station

- Securing a radio broadcasting channel (2013)
 - Promotion of pilot small output community radio broadcasting in Jongno; in the mid- to long-term, a public senior radio channel to be secured in collaboration with Korea Communications Commission

- Securing manpower for senior exclusive radio broadcasting (2014)
 - Composition of an exclusive team with retired PDs and announcers for the operation of a small output community radio station
 - Encouraging retired broadcasters to make social contributions through work on broadcasts of senior programs
- Launching a senior exclusive radio station (2015)
 - The start of broadcasts designed to offer diverse sound information on jobs, health, welfare, facility information and social contributions and programs targeting intergenerational integration in the mid- to long-term, TBS senior exclusive radio broadcasts will be available throughout the city.

Annual Promotion Plan

Project	2012	2013	2014	2015
Senior exclusive radio broadcasting		securing a channel for small output FM broadcasting	Composition of an exclusive team	Broadcasting station launch
Development and dissemination of guidelines for senior-friendly broadcasting	-	research	Development & dissemination	Development & dissemination

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Senior exclusive radio broadcasting	550	-	-	50	500
Development & dissemination of guidelines for senior-friendly broadcasting	no budget allocation	-	-	-	-

Backgrounds

- Generational rupture due to increasing trends of nuclear families and individualism
 - In Seoul, single-person households account for 36% and one- and two-person households have exceeded half of the total population at 54.8%. Individualism and generation gap disturb dialog and exchanges between family members and generations.
- Trends of confrontation between generations due to limitless competition
 - Generational confrontation including competition for jobs between the young and the old

 Promotion Plan

- Holding honest discussions about generational conflicts including youth unemployment and senior poverty and suicides (in collaboration with senior organizations)
 - Time: April and October every year
 - Method : Those who have actually experienced the pains characteristic of the young and old generations, respectively, will seek solutions through generational discussions with the participation of experts.
- Expected Effects
 - Offering a window of intergenerational communication ruptured by the spread of individualism and a serious generation gap typical of a country that has achieved rapid economic growth within a short period of time
 - Seeking compatible solutions for all generations through in-depth discussions about issues faced by different generations

 Annual Promotion Plan

unit: number of talk shows

Project	2012 (pilot project)	2013	2014	2015
Generation Sympathy Talk Show	-	2	2	2

 Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Generation Sympathy Talk Show	70	-	30	20	20

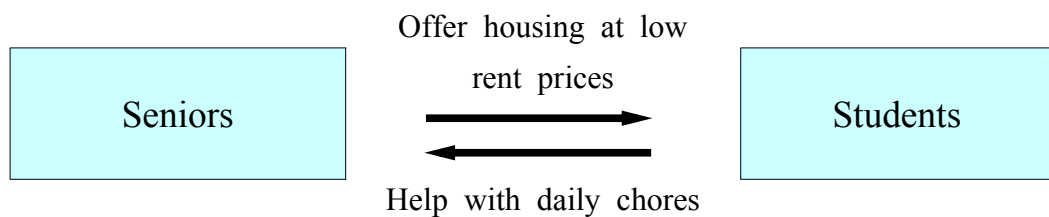
Support for Cohousing between Single Seniors and College Students

Backgrounds

- Some single seniors have extra space in their housing.
 - Single seniors using a whole house or an apartment unit can offer a room or two to others.
 - The number of single seniors with a house or an apartment unit: 125,000 households (2010)
- The young suffer from a shortage of affordable housing space
 - Increasing proportion of housing costs in their living expenses
 - Housing costs account for more than 50% of living expenses for college students

Promotion Plan

- Promotion method
 - Matching seniors with extra housing space and college students in need of housing space; Students help with seniors' daily chores such as shopping, cleaning and assistance with their going out



○ Qualifications

- Seniors: single seniors of over 65 years old who have houses or apartment units in their possession or on a jeonse (a lump-sum deposit rental) contract with extra space to rent. Those with serious health concerns shall not be eligible.
- Students: Healthy young students between the ages of 18~29, with no crime records or bad credit standing, who are able to help landlord seniors with chores (about 10 hours a week)

- Housing space and rent standards
 - Housing space: an independent room with a rest room, living room and kitchen that could be shared
 - Rent: less than 50% of the market rent price (adjustable through negotiations)
 - ※ The city could support up to KRW 1 million for replacement of wallpaper, etc.
- Operation goal: Following the pilot project in 2012 with five households, the arrangement will be spread largely to campus towns.
- Budget: KRW 5 million (from the budget for 2012 intergenerational integration welfare community support projects)

Annual Promotion Plan

unit: number of households

Project	2012 (pilot project)	2013	2014	2015
Cohousing project	5	15	20	30

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Total	75	10	15	20	30
Cohousing project	75	10	15	20	30

Support for Cultural & Artistic Activities targeting Intergenerational Integration

Backgrounds

- Growing intergenerational cultural gaps due to scientific and technological development
 - Increasing gap between the young and old due to the development of digital devices, the Internet and online games
- A lack of space of communication between the young and old
 - Public facilities are run largely on the basis of age groups like senior welfare centers, youth centers and comprehensive social welfare centers. Both programs and space allowing for intergenerational sharing of cultural assets are far from sufficient.

Promotion Plan

- Senior welfare centers → Intergenerational space
 - Offering classes of smartphones, SNS and cyber games so that seniors can share the youth culture
 - Opening program rooms of senior welfare centers on weekends as family space so that all family members can get engaged in calligraphy, fine arts, Korean chess games or Oriental board games
- Promotion of intergenerational cultural and artistic activities through connection of community resources like senior welfare centers, schools and youth centers
 - Exchange of cultural activities through sisterhood between a senior welfare center and a school or a youth center (ex. participation of each cultural/artistic performance group in the other's festivals and events)
 - Operation of cultural/artistic clubs joined by multi-generations at both sister institutions
 - Holding multi-generational club contests by Korea Association of Senior Welfare Centers
- Support Contents: Support of around KRW 5 million for each of cultural or artistic programs targeting intergenerational integration at senior welfare centers among others

Annual Promotion Plan

unit: case

Project	2012	2013	2014	2015
Cultural & artistic programs targeting generational Integration	-	20	60	80

Annual Investment Plan

unit: KRW 1 million

Project	Amount				
	Total	2012	2013	2014	2015
Cultural & artistic programs targeting intergenerational integration	800	-	100	300	400

VI

Budget

"It is an investment in all of us."

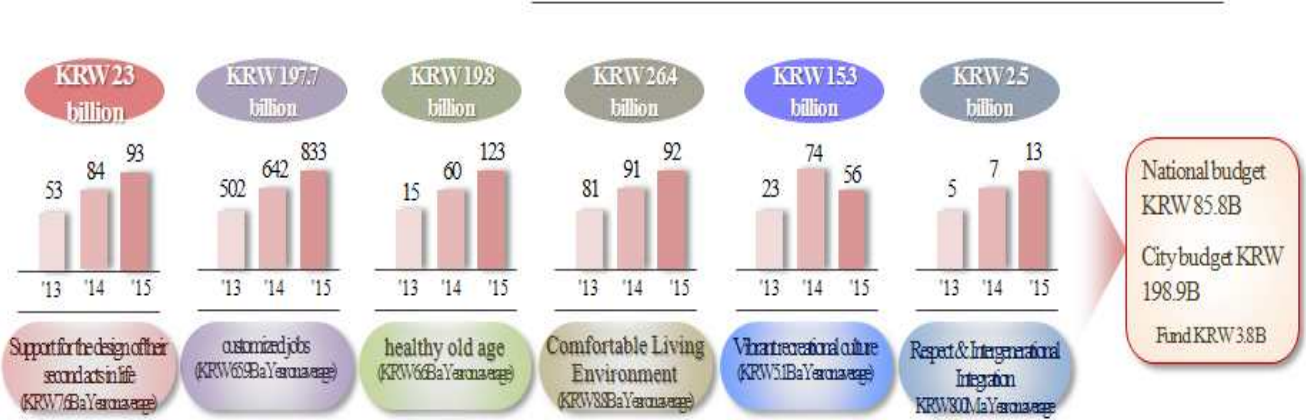
□ KRW 284.7 billion for three years

○ KRW 85.8B from national budget and KRW 198.9B from municipal budget (KRW 3.8 billion from a fund)

unit: KRW 1 million

Area	Total	2013	2014	2015
Total	284,762	67,850	95,772	121,140
Support for the design of the 2nd act in life (6)	22,965	5,293	8,338	9,334
Customized jobs (6)	197,751	50,188	64,227	83,336
Healthy old age (6)	19,825	1,527	6,007	12,291
Comfortable living environment (5)	26,452	8,084	9,134	9,234
Vibrant recreational culture (6)	15,309	2,308	7,401	5,600
Respect & intergenerational integration	2,460	450	665	1,345

○ Budget allocation: KRW 197.7 billion for customized jobs, etc.

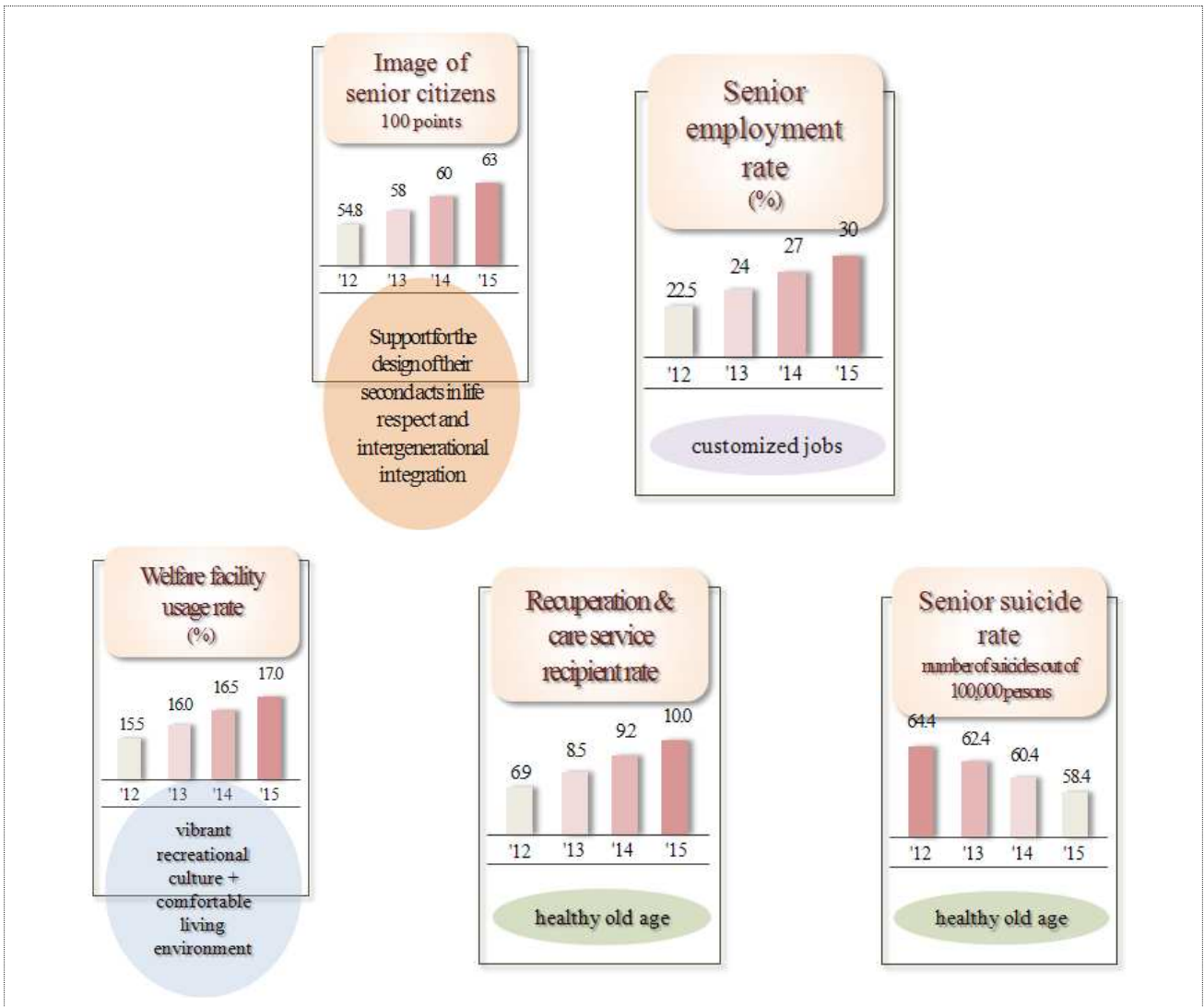


VII

Accomplishment Indicators

"The life of senior citizens in Seoul will improve as follows:"

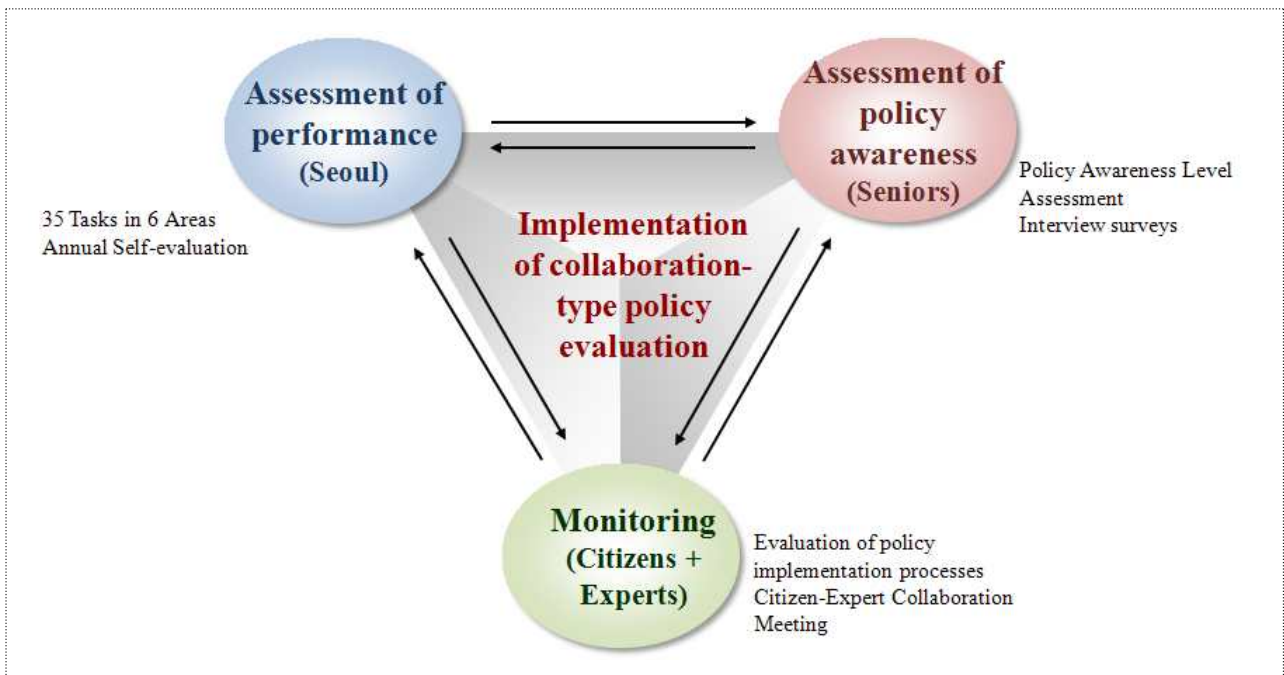
- ① "We will make Seoul a city where people respect the elderly with active intergenerational communication."
- ② "We will provide jobs to seniors wanting to work."
- ③ "We will support vibrant and decent recreational culture."
- ④ "We will create a comfortable living environment for senior citizens."
- ⑤ "We will enhance seniors' health and care systems."



VIII

Administrative Notice

- This is a three-year rolling plan and is subject to change due to policy environment.
- The establishment and operation of policy evaluation system participated by citizens
 - Establishment of a policy evaluation model through cooperation among the municipal government, citizens and experts
 - Securing transparency of senior welfare policies
 - Enhancement of citizens' understanding of the city's senior policies


 Operation of Policy Evaluation Monitoring Group

 Pilot Operation

- Composition: 20 persons from four senior welfare centers (Seoul senior welfare centers and three district senior welfare centers in Dongdaemun, Mapo and Gangnam districts)
- Contents: Survey of policy status and proposal of directions of improvements for each area
- ※ The monitoring group launch ceremony: Monday, November 26, 2012

 Regional expansion (starting in 2013)

- Expanded operation following the analysis of the results of the pilot operation