

Smart Engagement with Citizens Unbound

The 1st Sejong Smart City Forum

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UNE SMART CITY
POUR MIEUX VIVRE
NOTRE QUOTIDIEN URBAIN.



A smart city to better live
our daily urban life

by Camille Besse



Future Students

Current Students

Schools & Programs

Faculty & Staff

Alumni & Donors

Discover UW Bothell

Smart cities build community

A study abroad trip to South Korea led by urban geographer Jin-Kyu Jung allowed students to explore the impact of smart city technologies.

[Read the story »](#)



- Providing students with a critical reflection on the possibilities and challenges of the smart city (ideology, practice and development), in relation to urban regeneration and community building in Korea;
- Exploring the (re-)workings of (already-familiar) smart technologies and infrastructure;
- Drawing on empirical examples from Korea and the U.S. that epitomize the relationship between the smart city and community;
- Practicing digital mapping and story mapping.



Smart Technologies and Infrastructure

City of A.I. and Blockchain

Provide convergence services embracing
7 Innovation Factors by using Digital Twin and data

City integrated
data A.I. Center

Energy and
environment platform
Culture and
Shopping platform
Mobility platform
Education platform
Jobs platform
Healthcare platform

Governance platform :
Blockchain eco-
payment system

Data Hub
Data analysis,
process,
collection

Digital Twin

Provide
conver-
gence
services

Infrastructure
(Infra Structure :
5G, Network, IoT, CCTV,...)

Implementation Plan of Sejong Smart City

Google's Smart City Project



Google-Affiliate Alphabet's Sidewalk Labs Planned for its Internet-based Toronto Smart City

Microsoft's Smart City Project



Stories

Our Company ▾

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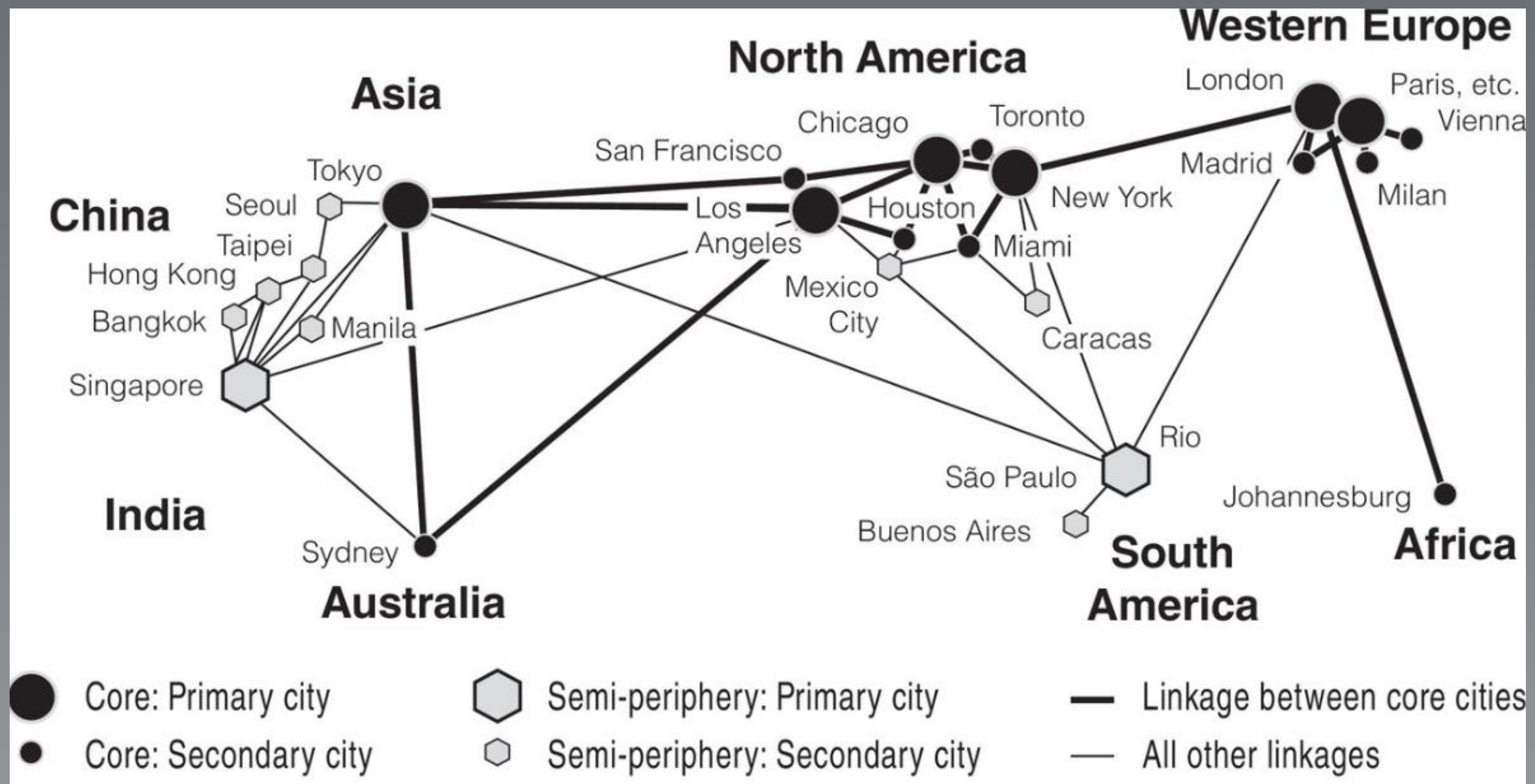
Microsoft's Digital Campus Plan, Redmond, WA, USA

<https://news.microsoft.com/modern-campus/phase/before/>

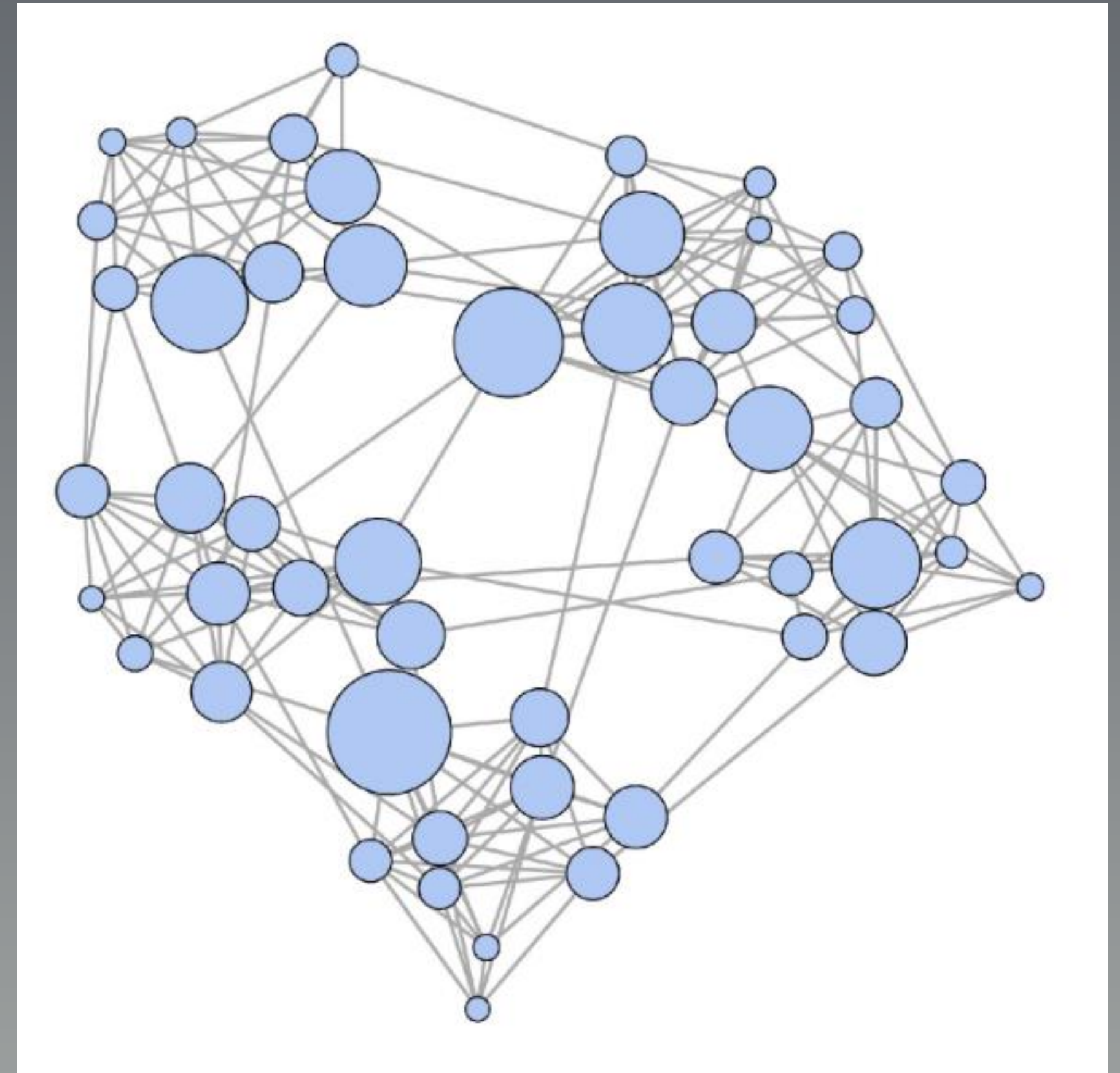
(More) Smart City Models

- Virtual Singapore
- Barcelona Smart Cit Project
- Amsterdam Smart City Project (ASC)
- Copenhagen a carbon-neutral city
- Hong Kong's Cyberport
- Dubai's Media and Internet Cities
- Kenya's Konza Techno City
- Singapore's One-North
- Tokyo's Ubiquitous Technology Project
- Hyderabad's HITEC City
- Dholera Smart City
- IFEZ Smart City, Korea
- Microsoft's Smart Campus, Redmond, WA
- Sassang, Centum City, and Young-Do Smart City Clusters, Busan, Korea
- **Sejong Smart City, Korea**

A New Global Urban Hierarchy



Friedmann (1986) The hierarchy of world cities



City as Assemblage (Jacobs 2012)

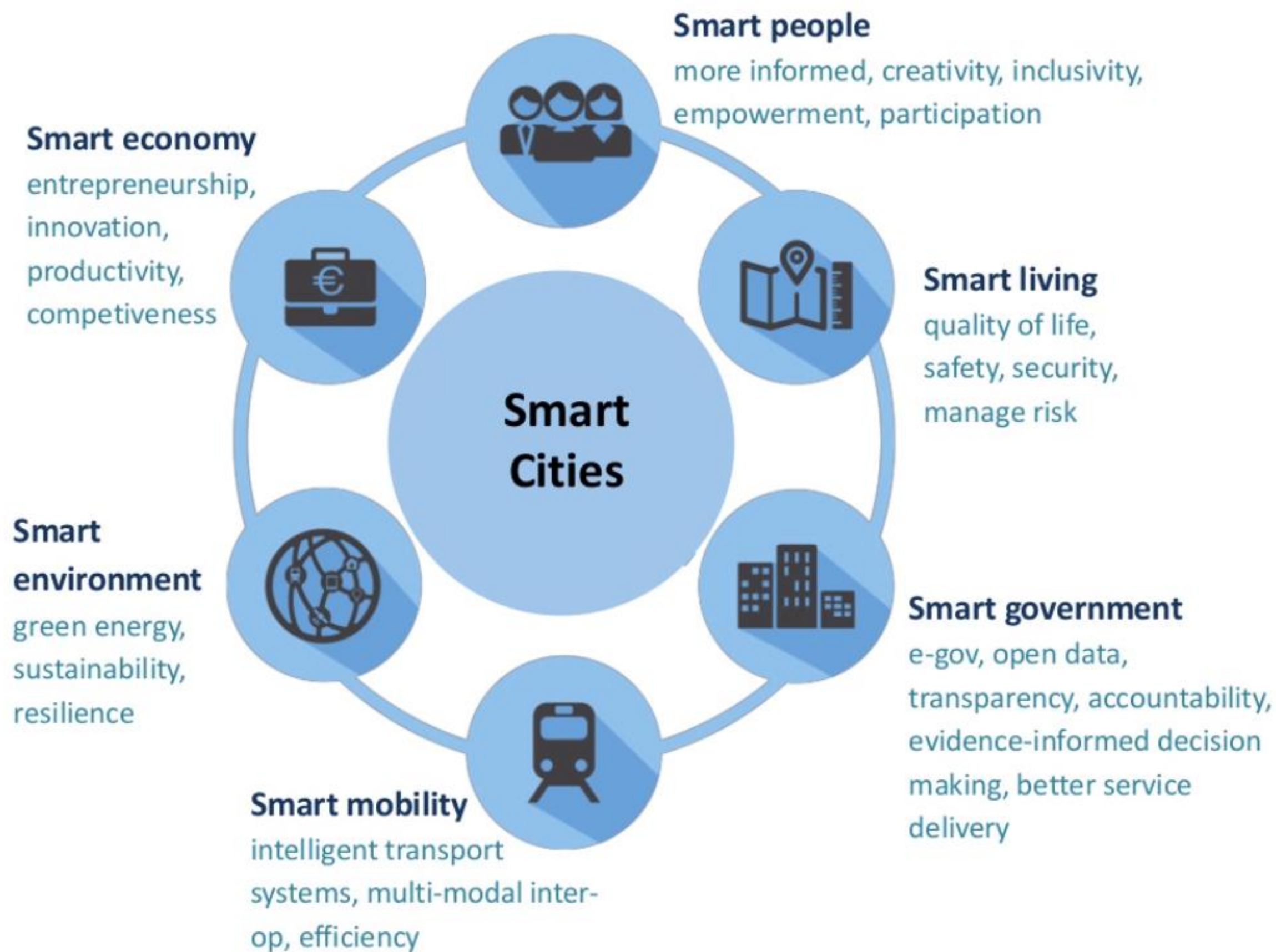
Smart City = “Smart” + “City”



Balancing the conversation between ‘smart’ and ‘city’

Smart Urbanism

Promise of smart urbanism/cities



- Sejong Smart City 7
Innovation Factors:
 - Mobility
 - Healthcare
 - Education
 - Governance
 - Culture and Shopping
 - Jobs
 - Energy & Environment

Smart Urbanism

- “Urbanism must be crowdsourced and hacked. It must be rethought from a palatial perspective by putting people and place in the heart of urban planning.” (Saskia Sassen. The Future of Smart City.
<http://videos.liftconference.com/video/2895375/saskia-sassen-the-future-of>)
- “[Smart] City and its citizens talks back (each other)” and creating an inter-connected place.
- Smart urbanism enhances the engagement with citizens and improves the way the smart city includes citizens on policy and planning process.

- **Hackathons and Public-Private Data Sharing** – Also last year, SDOT sponsored a Hack the Commute app contest that engaged over 150 volunteer participants in the use of city transportation and other data sets to build mobile apps. Similarly, the City’s bike share operator makes data publicly available and has supported data challenges.



Hackathons (Seattle, WA)

Sejong's Smart City Vision



A City of Design Oriented Toward People

We are designing a harmonious city,
based on a new paradigm by taking into consideration
the beauty and charms of the city and people's lives.



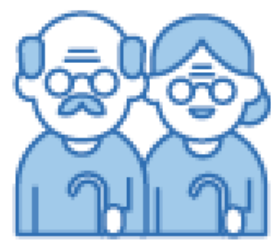
**Designated as Child-Friendly
City (CFC) by UNICEF**

(first among the metropolitan
cities, 2017)



**Designated as
Women-Friendly Child**

(Ministry of Gender Equality
and Family, 2016)



**Member of the WHO
Global Network for Age-friendly
Cities and Communities**

(membership certified
in March 2020)

Enjoyment of
a Life of Happiness by All



A city where people are the top priority

Sejong's Smart City Vision

Balanced development of urban and rural areas
and a city where the power is vested
in the people are being realized.

Balanced national development and decentralization are being pursued in Sejong.
We are promoting win-win relationships between urban and rural areas
and the old and new city centers within the region and with neighboring cities
and creating a unique citizen-led decentralization model.



Smart City Seattle



Amazon Headquarter, South Lake Union, Seattle



Smart City Seattle

- Seattle has the 3rd largest homeless population in the U.S., behind New York city and Los Angeles.



Latest Headlines



October 26, 2017 at 6:00 am

The bottleneck in Seattle's homeless shelters that leaves thousands on the streets [WATCH](#)

The Seattle Times is launching Project Homeless, a community-funded initiative to explore the causes of homelessness, explain what the region is doing about the crisis...

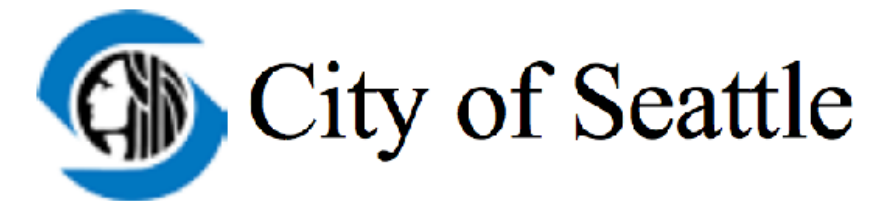
[LOCAL NEWS](#) | [SEATTLE'S HOMELESS CRISIS](#)

Seattle Times Sunday Edition, 10/29/17

Smart Seattle

Smart Seattle

A Prototype for the New Century's Digital City



City of Seattle



Microsoft






Seattle had chartered a different course from other cities in very fundamental ways. The city had the highest adoption rates for electric vehicles in the country, simply because most vehicles were being sold to companies that offered mobility as a service. There was no doubt that this city had become smart, but it hadn't happened by an engineering or computing breakthrough inside a government office. **Instead the city had simply enabled the collective power of millions of smart decisions – in real time – made by the same citizens, taxpayers, and companies who were depending on the outcomes for their everyday lives.**

Smart Seattle

Seattle.gov
Mayor Jenny A. Durkan

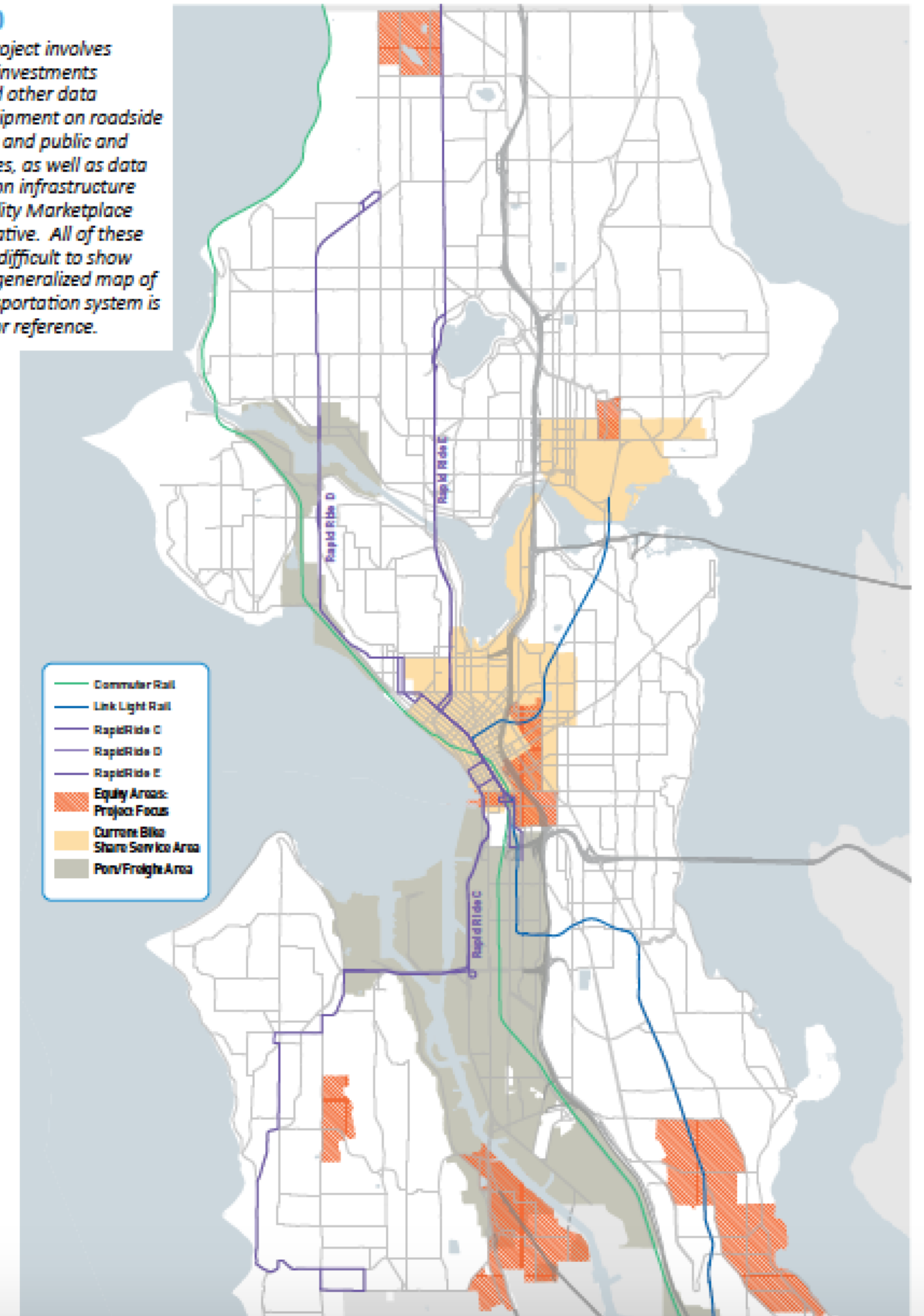
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Explore IAC's 2020 projects:

- **Food Rescue**
- **Racial Equity Lab**
- **Predictive Analytics for Parking**
- **Affordability Portal 2.0**
- **Creative Economy Collaboration**

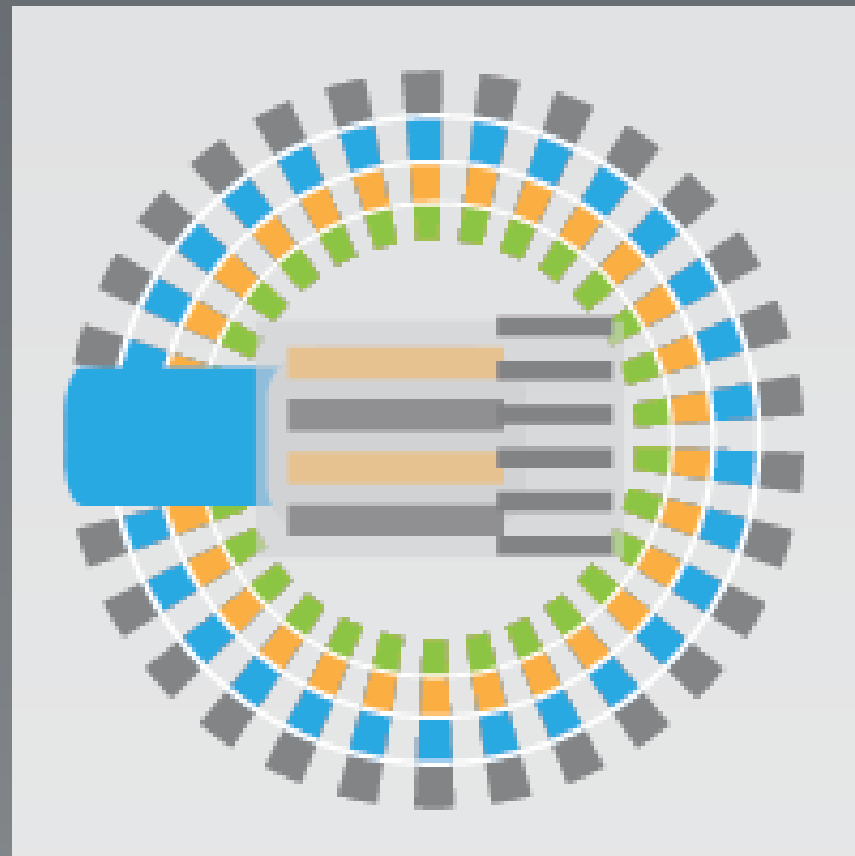
Q4: Map

The Seattle project involves myriad small investments in sensors and other data collection equipment on roadside infrastructure and public and private vehicles, as well as data communication infrastructure and the Mobility Marketplace data collaborative. All of these elements are difficult to show on a map. A generalized map of Seattle's transportation system is shown here for reference.



Detroit Community Technology Project (DCTP)

Technology Rooted in Community Needs



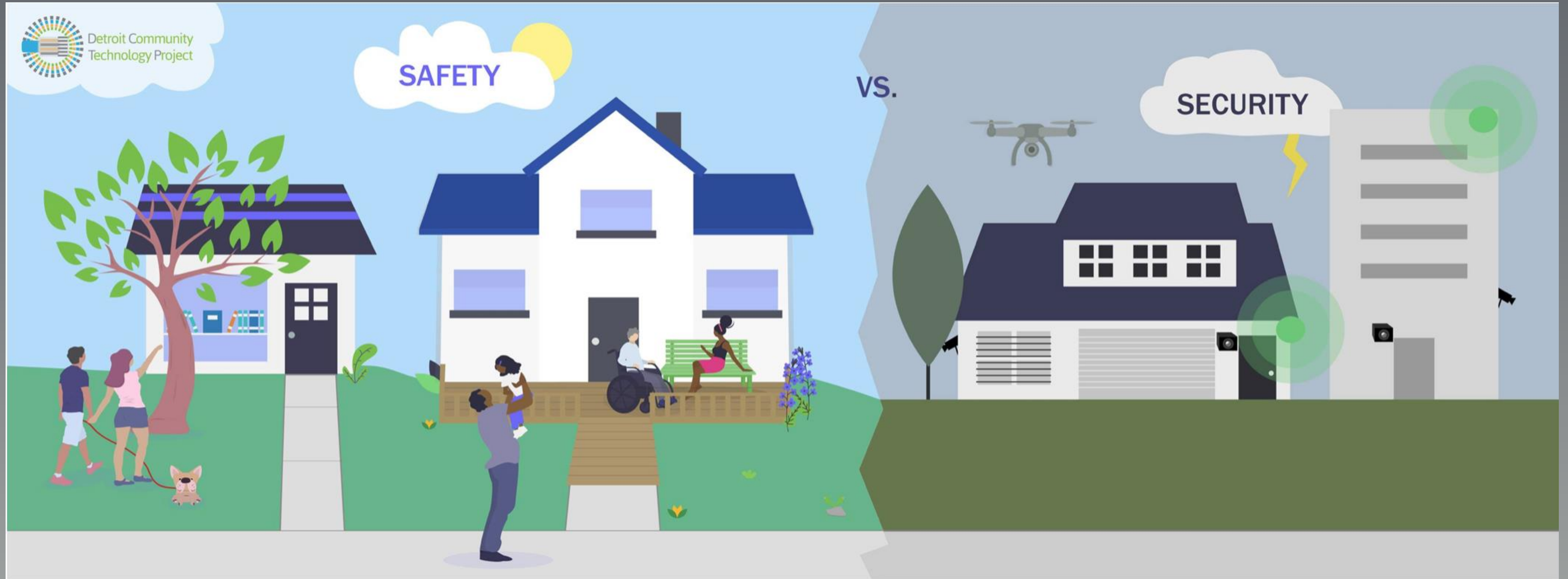
ACCESS | PARTICIPATION | COMMON OWNERSHIP | HEALTHY COMMUNITIES

Rooted in the [Detroit Digital Justice Principles](#), Detroit Community Technology Project's (DCTP) mission is to use and create technology rooted in community needs that strengthens neighbors' connection to each other, and to the planet.

We are community technologists - those with the desire to design, build and facilitate a healthy integration of technology into people's lives and communities, allowing them the fundamental human right to communicate. We work to demystify technology and expand digital literacy in our communities through two primary community technology programs: our Data Justice Program and our Equitable Internet Initiative.



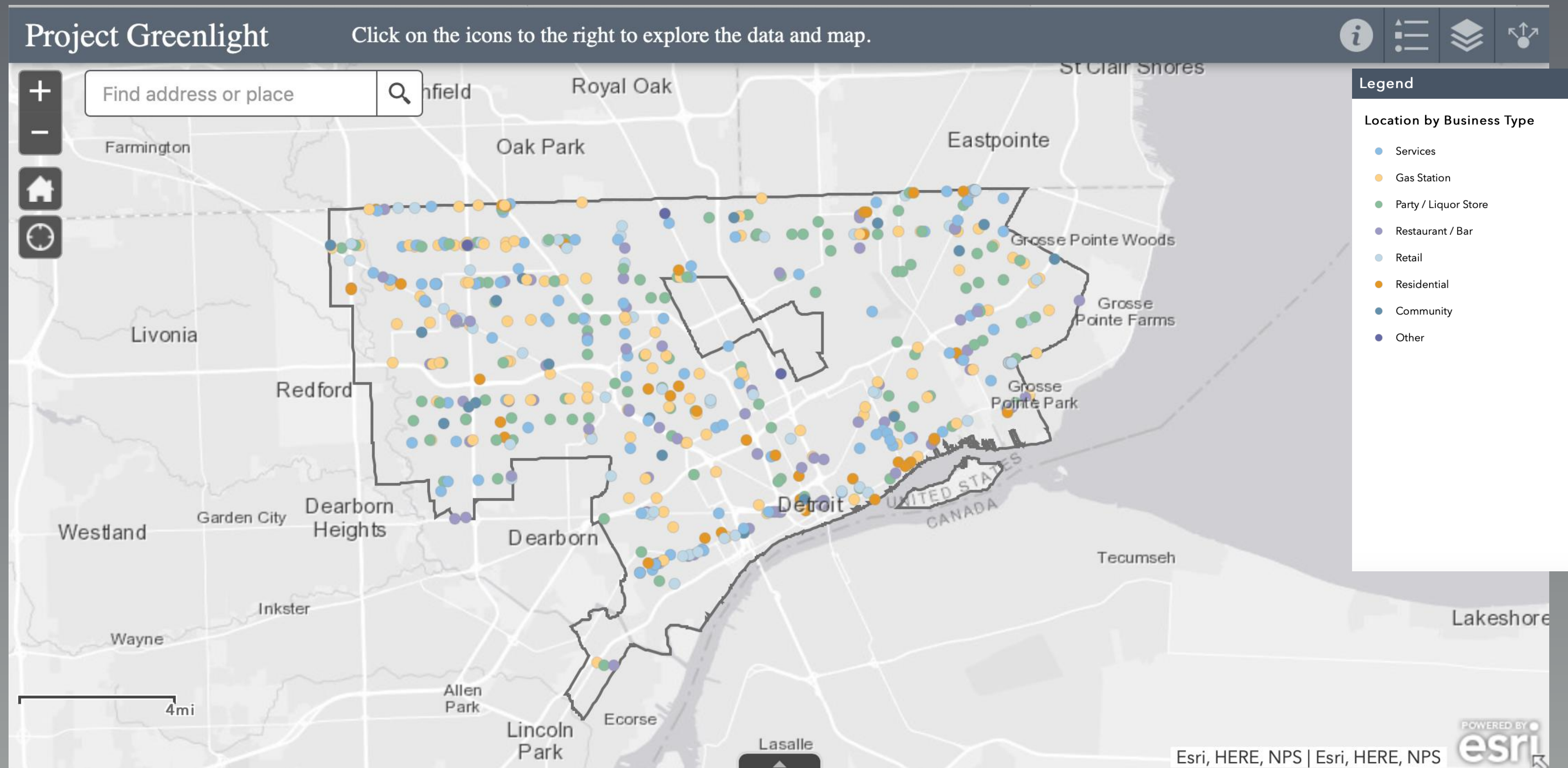
Detroit Community Technology Project (DCTP)



Data Justice Project

<https://detroitcommunitytech.org/?q=datajustice>

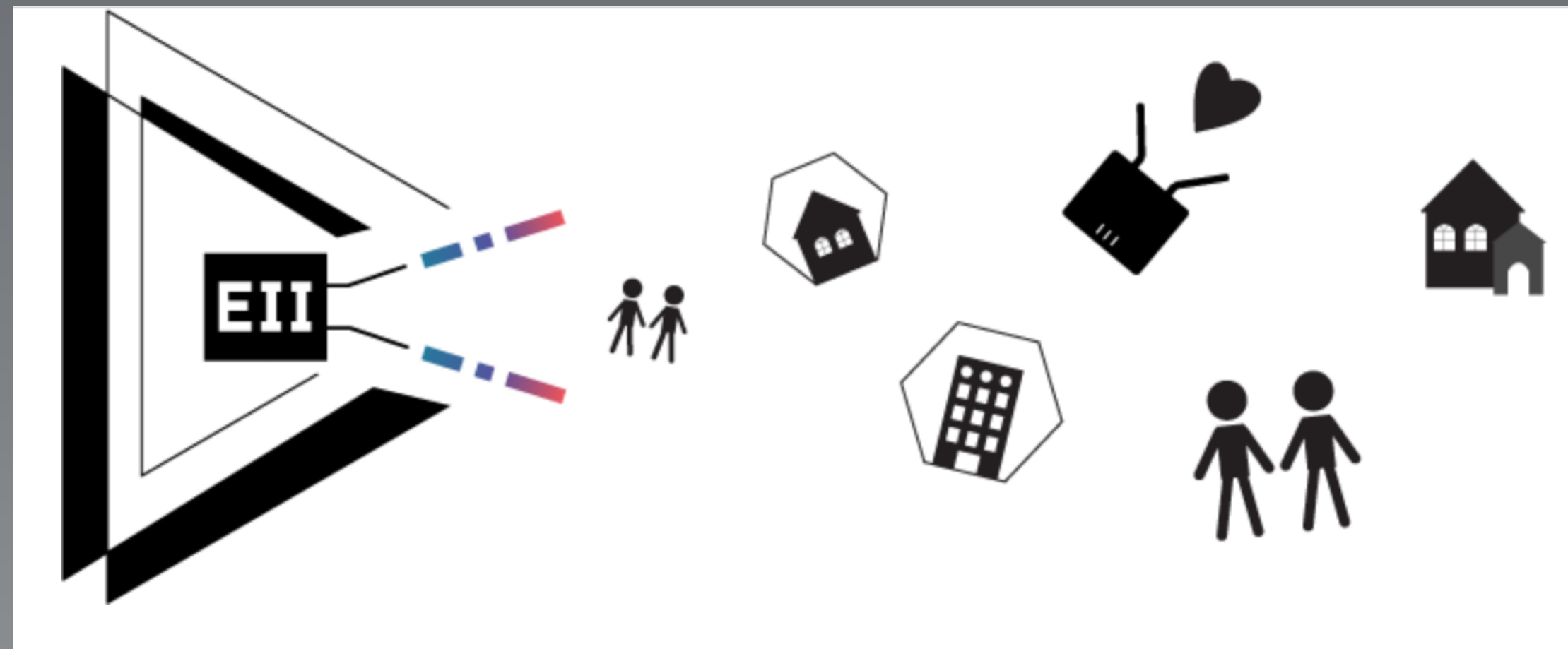
Detroit Community Technology Project (DCTP)



Project Greenlight Map, worked with Data Driven Detroit (D3)

<https://detroitcommunitytech.org/?q=datajustice>

Detroit Community Technology Project (DCTP)



The Equitable Internet Initiative (EII)

2021 Digital Stewards Training Program Application

The Digital Stewards program envisions a future where all people have equal access to the skills, tools and infrastructure they need to exercise their fundamental human right of communication.

This 8 week virtual training will be held Monday, February, 15 - Friday, April 9, 2021. Classes will be 3 days a week.

Students will learn the digital engineering and community organizing skills necessary to redistribute Gigabit Internet connections and bring their community online! Participants will graduate with skills in wireless engineering, network design, basic IT troubleshooting, community technology, network security and survey data analysis.

Once the program is complete, participants will be eligible to apply for part-time positions to facilitate the design, construction, and maintenance of a wireless network in their community.

<https://detroitcommunitytech.org/?q=eii>

Detroit Community Technology Project (DCTP)



Building Digital Stewardship

<https://www.alliedmedia.org/dctp/digitalstewards>

Sejong Smart City “Smart Governance” Scenario





Thank you!

Smart Engagement w/ Ordinary Citizens in Their Everyday Life