



HAECCHI
SEOUL

Seoul, Women-Friendly City



SEOUL METROPOLITAN
GOVERNMENT



Women Friendly Seoul





For him, he always walks this road facing straight ahead. For her, she never
is the time he worries about his health. For her, this is the time she worries
For him, this is a quick shortcut to his family. For her, this is a shady road

The Existing Women-Related Policies in Korea



Women Friendly Seoul



Gender equality

Improving the socio-economic status of women

Improvements were made in terms of the laws and institutions



There was little consideration of a woman's perspective and experiences

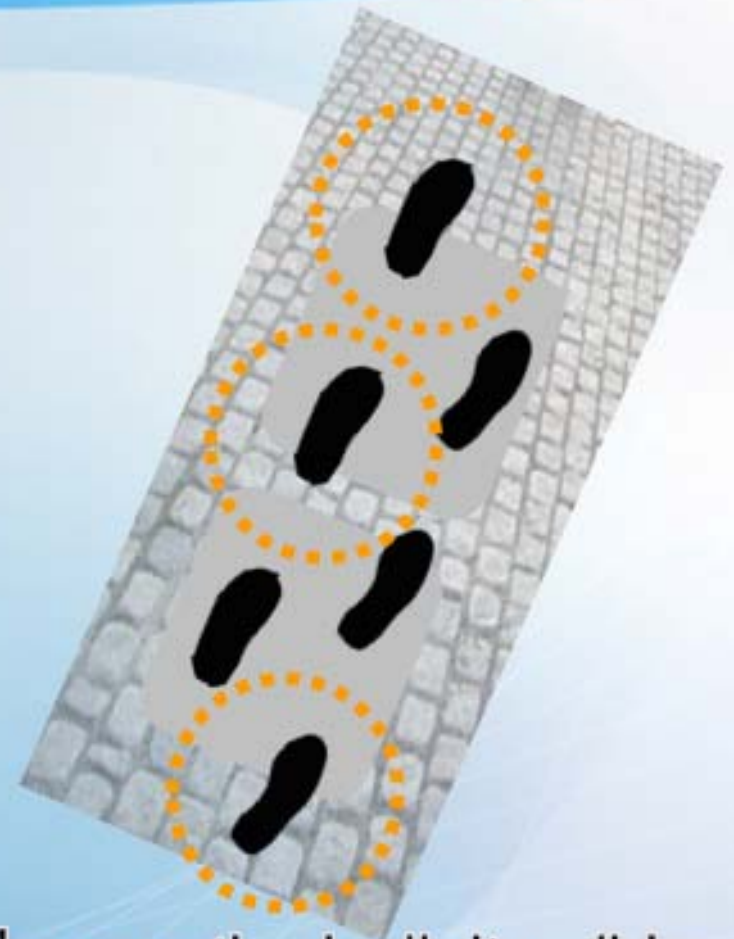
pertaining to the roads, transportation, and cultural aspects



New women-related policies are required to improve the life of the urban woman



Roundtable meeting between the Seoul city mayor and city female officials



Need to improve city spaces by reflecting women's perspectives in all city policies
in order to improve the day to day life of an urban woman

Significance of the Women-Friendly City Project



Women Friendly Seoul

Resolving the factors that cause inconvenience, uneasiness, and discomfort to women in their daily lives

Enhancing women's rights and helping women achieve their potential

Daily-life supporting woman-related policies

Expanding the scope of
Woman-related policies

Improving
the laws and institution



Addressing the inequality
in their daily lives



Women-friendly city, Seoul

Policy directions of the Seoul

City of
Economy

City of
Culture

City of
Welfare

City of
Environment

City of
Citizens

Reflecting women's perspectives in all city policies

All divisions
Participate
in the project

Women-friendly city
Project system

Female citizens
participate

All divisions of the SMG will carry out the Women-friendly City Project

Women Friendly Seoul



Seoul

Women & Family Policy Affairs

The ways of helping career-interrupted women regain employment
The provision of affordable but high quality daycare services

Seoul Metro

Our subway stations are stroller friendly?

Environmental Protection H/Q

What will be the easiest way to handle food waste?
The creation of crime-free apartments and living environments

Cultural Affairs Bureau

Are there culture and art performances at affordable prices that women can enjoy during the day?

Green Seoul Bureau

Building parks with woman friendly amenities
How to create parks which are safe enough for a woman to take a walk by herself

City Transportation H/Q

Are there parking lots where women can easily and safely park their cars?
Are there measures that help women safely use taxi services at night?

Best practices of gender mainstreaming by a local government unit

Citizen governance



Women Friendly Seoul

Female citizens participate from policy making to implementation

From experts to general women, from central city to autonomous districts

WFCP Partners



Consultations from 244 experts
and professors
during policy making

WFCP Prosumer



On-site monitoring
by 200 housewives
and female workers

WFCP Forum



Policy consultations
and on-site monitoring
by 3,250 people
in 25 autonomous districts

90 sub-projects in 5 areas



Women Friendly Seoul



Convenient Seoul

Public facilities
pedestrian environments
Parks
residential environments
public transportation

Safe Seoul

Safety in the city
women's health

Caring Seoul

Support for
daycare services
marginalized women

Work-conductive Seoul

Support for
business startups
female-owned
companies

Prosperous Seoul

Culture and art for women
women's informatization

A city where women enjoys convenience and safety



Women Friendly Seoul



A minimum 1:1 ratio of men's toilets to women's

Women-friendly Public bathrooms

Women friendly facilities, such as diaper changing tables, baby chairs, powder rooms, and nursing room

Setting up emergency bells and CCTVs at the bathroom entrance

Improving the brightness of the lighting



Women-friendly Parking lots

Creating 56,016 lots that give first priority to female drivers
(accounting for 7.9% of 705,754 slots from a total of 13,004 parking lots)

Improving lighting and installing CCTVs and emergency bells in underground parking lots



Women-friendly Roads

Improving the evenness (cracks less than 2mm)

Increasing lighting brightness to more than 30 lux, more CCTVS and security lights

Creating resting spots separate from pedestrian roads

Lowering road humps in consideration of strollers

Replacing manhole covers with ones that do not have holes





Women-friendly Parks

Building woman-friendly pedestrian roads, toilets and parking lots

Adding convenient amenities, such as nursery rooms and lost children protection rooms

Installing emergency phones and CCTVs

Improving the lighting, such as with the installation of security lights



Women-friendly Apartment building

CPTED adopted in housing redevelopment projects

Crime prevention systems, such as windowed (transparent) elevators, in consideration of safety

Introducing a garbage disposal system that separates food waste for housewives

Building childcare facilities and cultural facilities with female bathrooms on the 1st floor



Lowering the straps in intra-city buses and subway trains

2,237 intra-city buses

2,807 subway trains



Improving the pedestrian environment in subway stations

Non-crack trench drain system installed in 148 stations

Non-slippery stairs in 84 stations

Screens installed at stairs to prevent peeping Toms

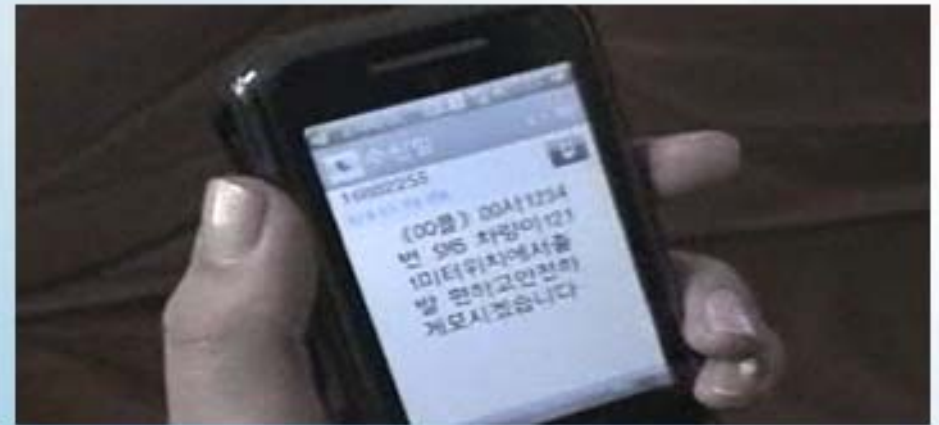


Ticket gates that strollers can go through

301 woman-friendly ticket gates in subway stations



Safe home-return service



Women-friendly Taxi call service

Text messaging service that sends a passenger's information to his or her family members or friends via cell phone upon the passenger's boarding

22,099 people had joined the taxi call service by 2009

Call taxi membership expanded to 50,000 in 2010

The number of brand-name call taxis will be increased to 50,000 in 2010

Childcare service that makes women happy



Women Friendly Seoul



Seoul-style Childcare center

- Improving private childcare facilities to the level of the national and public childcare facilities
- Providing support for childcare fees and caregiver wages
- Providing support for meal caterers and childcare helpers
- Introducing the chief doctor system and reliable childcare monitoring groups in childcare centers
- Targeting to certify 2,800 childcare facilities, or 50% of the total of 5,600 childcare facilities, as Seoul style childcare centers by 2010



Seoul caterer helpers

Employing elderly people aged 60 or over as school caterer helpers
Lifting the burden from working moms who have school meal time duty
6,500 caterer helpers in 3000 schools



Childcare helper

Childcare services for children who do not go to childcare centers
273,646 times of childcare services provided as of 2010

Job creation for housewives



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Happy Mom Project



Housewife internship program (being placed in a job after a six month internship)

"Old certificate reutilization" program (job placement for career-interrupted female certificate holders)

Vroom Vroom Job Consultation Service (on-site consultation service, such as visits to apartments)

Local labor force nurturing program

(providing vocational training in the specialized fields of each sector, such as fashion, IT, wedding services, etc.)

Cultural and art programs that make women happy



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Brunch concert (classical music concert for housewives)

Happiness for 1\$

Woman-friendly concerts (cultural and art performances for women and their families)

Seoul cultural and art tour program exclusively for women

Developing manuals for women-friendly facilities

Establishing the best model guidelines for bathrooms, parking lots, roads, parks, apartments, and companies

Certifying all facilities in compliance with the guidelines of the woman-friendly facility model and spreading such throughout society



Certifying 258 bathrooms, parking lots, roads and parks in 2009

Plan to certify an additional 300 facilities in 2010

Realization of citizen governance

through the formation of private-public-academia partnerships

Experts (developing manuals) and general female citizens (on-site inspections) participate in the process



Adoption of a women-friendly Matrix

classification		age group				
		below 20	20-29	30-49	50-69	70 or above
Marriage status	Married Single Divorce(or bereaved)					
# of children	1 ~ 2 3 or more none					
Job	Employed Employed part-time Unemployed					
Income level	Low Middle High					
Disability	Disabled Non-disabled					
Multi-culture	Marriage-based immigrant Migrant laborer Family immigrant					

Analyzing the needs of women from all walks of life
 and carrying out the necessary projects based on such an analysis
 Implementing woman-friendly policies customized to
 age, marital status, number of children, employment status, and income level

Spreading the Women-friendly City Project to the world



Women Friendly Seoul

The 2nd Metropolis Women Int' Network Forum (2009.10)

Proposing the WFCP as a policy case
that the cities of the world should benchmark




UN-HABITAT the 5th World Urban Forum (2010.3)

Signing an MOU with UN-HABITAT for cooperation
in spreading the Women Friendly City Project
and developing related policies



Winning the 2010 UN Public Service Award (2010.6)

Planning to develop and spread country-specific projects
and woman-friendly policy manuals in cooperation with the UN



A sustainable world of the future is only possible
When there is an urban civilization system
In which men and women can equally participate

Propose global cooperation on future women- friendly urban policies