



**PLATFORM WITH**  

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**C O N N E C T I N G**  

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**PEOPLE AND SOCIETY**  

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**FOR SUSTAINABLE JEJU**

**STRONG  
Social  
Connections**

**SOLID  
Social  
Relationships**



Our society is becoming more and more diverse and complex. There are various pathways and values of life that are pursued. Each region has its own problems to solve and the resources and assets to solve these problems are also very different for each regional community. We are all so different, but we all hope for the same tomorrow. A life happily lived in each of our own ways, an environment where humans and nature are in harmony, and a sustainable future.

Through rapid changes over the past few years, Jeju has seen amazing growth in addition to new problems. In order to realize the tomorrow for which we all hope, we need to communicate and cooperate more than ever before. This is because problems that need to be solved and possibilities to be developed cannot be solved with just one perspective or only one method.

There are various problems in Jeju, but there are equally as many possibilities. Above all, the value of community that is embedded in tradition and life will be the most important cornerstone in creating a sustainable Jeju. What we require now above all else are communication and cooperation. To this end, the Center for Social Connectivity of Jeju will support the active participation of its residents, will be a place to find new solutions for regional problems through cooperation of different fields, and will become a platform of communication and cooperation that connects people and society.

The Center for Social Connectivity of Jeju  
Center Director Min Bok-ki

# Everyone Participates and Cooperates

The Center for Social Connectivity of Jeju is a regional and social innovation ecosystem creation project promoted by Jeju as part of the “Communication and Cooperation Space Creation and Operation Project for Each Regional Base” by the Ministry of Public Administration and Security. The Center is a social innovation platform that enables residents to actively participate in the space to lead public-private cooperation in various fields, solve regional problems, and discover developable future values.

## PROJECT SUMMARY

- Creation of innovation space and establishment of innovative culture
- Support for residence-type innovation activities
- Support for life experiments for local problems
- Expansion of social innovation base
- Social innovation research and archives

# in Their Own Way

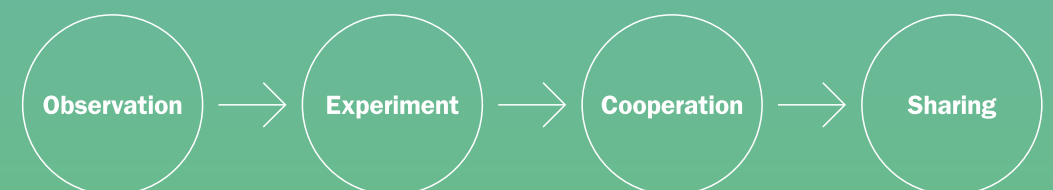
## Operation Direction

**OPENNESS** — The Center for Social Connectivity of Jeju aims for openness where various individuals’ experiences and ideas meet for exchange and cooperation.

**FLEXIBILITY** — We embrace a variety of perspectives on local problems and possibilities and support the flexibility to find reasonable solutions to handle new conflicts and changes.

**CONNECTIVITY** — We pursue sustainable connectivity that enables communication and cooperation by organically connecting local innovation sites, private and public sectors, as well as local and overseas work.

## COMMUNICATION AND COOPERATION PROCESS



# 1 | Observation

The first step for communication and cooperation is observation. Observation is a step toward discovering problems or unlocking potentials in the area, and any resident of the area can be an observer. Observations may be based on personal experiences or on a third party opinion. Observation is a necessary step for resident-centered social innovations because the residents themselves define problems and discover values for the daily lives of those in the region.



### Jeju Life Discussion Agora

Expansion of citizen participation by running a communication process to share incommunities or problems in daily life with various people and to seek feasible solutions, and by supporting for planning and executing public campaigns



### On-site 'Talk-talk Café'

To identify interests and issues of local communities through communication with their residents and to build consensus through broadcasting stories of different generations and classes



### Question Library

A project to reflect various contents created with experiences, of which collect Jeju peoples' stories in the form of questions and look for answers to the questions, to the place of a library



### Study on Jeju-style communication and collaboration platforms

Establishment of lifestyle experiment processes applicable for Jeju and study on management plans for communication and cooperation platforms through phased, systematic record and analysis regarding resident-centered problem-solving.



## COMMUNICATION AND COOPERATION PROCESS

# 2 | Experiment

Our modern society is connected via complex interests and myriad systems. This is why even if the cause of a problem or an important value is discovered, it cannot become an immediate solution or a target for development. A discovery from observations is not the final solution, but rather it needs to go through an experimentation step as a hypothesis before it can be implemented. Through this step, the regional community can respond to complex problems with more flexibility and demonstrate the possibility of the solution and its value realization.



### Jeju Life Exploration

A project to support residents to identify and explore daily life problems firsthand for a sustainable Jeju



### Jeju Lifestyle Experiment

A project to set up a hypothesis to resolve regional issues and to support experiments and hypothesis verification to seek solutions through running trial projects



### Living Lab, planned by public-private collaboration

To proceed with a pilot project with the cooperation of related organizations, specialized institutions, and interested parties to settle problems that residents can relate to support



### Space-based innovational activities support project

A project to invigorate a regional community base by establishing various relations with a communication and cooperation space as a platform and by identifying and supporting subjects of innovative activities to resolve regional problems

# 3 | Cooperation

In Jeju, there are private activists and organizations active in various fields such as culture and arts, ecological environment, community, multiculturalism, tourism, media, and IT technology. There are also various public and industry-academic cooperation organizations that can support these groups and have exchanges with them. Jeju is a place where the culture of mutual cooperation and assistance is alive and connecting places that need help to places that provide help and helping each other to achieve greater results are areas in which Jeju excels. Now, Jeju requires wider and more abundant cooperation beyond its region for the future.



**To operate cooperation projects by networking social resources**

Establishment of an ecosystem to create synergy among projects of the communication and cooperation center and partner organizations, and building the groundwork for social value creation by networking diverse human and material resources in the area



**Operation project of communication and cooperation platforms**

To operate platforms by function to allow interactions and communication to occur through exchanging interests of users of the communication and cooperation space



**Jeju's Sustainable Manufacturing Project (the *Jjeut jjeut jjeut*, or “스스스”, project)**

To experiment with sustainable manufacturing by connecting internal resources and infrastructure of Jeju and cooperating with local brands

# 4 | Sharing

Sharing is about communicating the results obtained through observation, experimentation, and cooperation to the community and using them together. It's a step that announces the achievements and gets more people involved, but it is also a step to publicize the limitations and necessary points of improvements learned through the results. This is because public opinion is not simply a matter of sharing and telling, but it also needs to lead to new observations and experiments. Through sharing, the community shares the process of social innovation and enables more people to communicate and collaborate to make a sustainable Jeju a reality.



**Online and offline newsletter 'Which Jeju'**

To extend interests and involvement of communities and their residents through the center's diverse projects and promotion of local innovative activities, and to deliver meaningful content to citizens using both online and offline channels



**Forums and Conferences**

To prepare forums for on-site experience and information exchange for local residents, related organizations, and experts based on the subjects and agenda of areas identified through projects



**Archive for innovation of communities**

To establish online and offline archives to systematically organize projects of the center and innovative activities within communities

Center Director

Cooperation Department

Finds and links human and material resources, expands regional household cooperation, and manages data operations

Planning & Cooperation Team

- Determines local activities/local base space topography, and supports community-based living experiments
- Discovers and links networks (local, public, corporate, domestic, overseas experts)

Research & PR Team

- Discovers local topics, processes data, and analyzes achievements
- Research of the problem-solving process and Jeju communication and cooperation index
- Open archive operation (builds online platform), public relations project (media) for forming relevance and base expansion

Operation Department

Stabilizes organization/system, oversees asset operation and management

Foundation Development Team

- Space based innovation activities and project management
- New method of space management
- Establishes and operates rules for shared assets (space and material rental)
- Selects public, resident, and cooperational space recruitment and manages them

Operation & Management Team

- Oversees operation management (builds system) and adjusts budget
- Personnel organization management, budget execution and settlement, contract work, management evaluation, etc.
- Staff training, council operation, and document and information security

Entrusted Corporation Steering Committee



We study Jeju, a good place for people to meet and live.

People and society collaborate to experiment toward sustainable Jeju.

The Jeju of a better tomorrow is created together with the Center for Social Connectivity of Jeju.





**The Center for Social Connectivity of Jeju**

Add 44, Gwandeok-ro, Jeju-si, Jeju-do 63168

Tel +82 64 759 8556

Fax +82 64 759 8557

Web [www.jejusotong.kr](http://www.jejusotong.kr)

SNS [instagram.com/sotong\\_jeju](https://www.instagram.com/sotong_jeju)

[facebook.com/sotong.jeju](https://www.facebook.com/sotong.jeju)