



**THE SECOND BASIC PLAN FOR ELDERLY
WELFARE FOR AN AGE-FRIENDLY
BUSAN METROPOLITAN CITY
(2019-2023)**

DECEMBER 2018

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THE SECOND BASIC PLAN FOR ELDERLY WELFARE FOR AN AGE-FRIENDLY BUSAN METROPOLITAN CITY

The purpose of this document is to provide a comprehensive plan for elderly welfare that covers such areas as safety, transportation, lifestyle, and health to ensure that Busan Metropolitan City is age-friendly and prepare the city for an increasingly aging population, so senior citizens may enjoy a high standard of living.

I. BASIS

Article 6, 『The Basic Ordinance for Elderly Welfare to Achieve Age-Friendly City Status for Busan Metropolitan City』

- The mayor will establish the Basic Plan for Elderly Welfare for an Age-Friendly City every five years (Paragraph 1).
- The Basic Plan will include the objectives, plan directions, development policies by topic area, tasks and methods, financing methods, systematic improvements and other items required for elderly welfare to achieve the Age-Friendly City status (Paragraph 2).

II. Background

Demands for comprehensive, future-oriented countermeasures in accordance with structural changes in the elderly population

- Rapidly aging Busan expected to be a super-aged society before any other society in Korea
 - In 2015, the proportion of the population aged 65 or more exceeded 14%, making Busan the first aged society among the seven special and other metropolitan cities in Korea.
 - By 2022, Busan is expected to be a super-aged society; the proportion will surpass 20% four years earlier than the national average.
- Continued increase in the number of senior citizens living alone
 - There are more people who face a lonely death due to the increasing number of senior citizens living alone.
 - It is necessary to build a safety net that prevents heavier social burdens of supporting the elderly while including protections for all who need them.

- Policies required for baby boomers, the future elderly generation
 - Comprising 16.2% of Busan's population, the baby boomers are the generation following the elderly. Preparations made for them will mark the starting point from which anticipated issues are resolved for the elderly in the future.
- Apprehension over life post-retirement after leaving the workforce
 - The generation is nearing their retirement but is not ready as of yet. It is crucial that they are systematically prepared for retirement as the process they follow will be a model for the increasingly aging society in the future.



Super-aged society by 2022	Increased proportion of senior citizens living alone	Retirement of the baby boomers (born between 1955 and 1963)
584,000 persons aged 65 or older (16.9%) National: 14.6%	109,000 senior citizens living alone (28.1%) National: 24.4%	550,000 baby boomers (16%) – highest in Korea National: 14%
2015, 2018, 2022	2018, 2020, 2029	A huge number will retire by 2022 *Population aged 50 or more as of 2018: 42.3%

Need for elderly welfare plans to support all citizens

- Continued shortfalls in welfare services compared to the welfare budgets currently in place
 - While the budget for elderly welfare continues to rise in Busan, aging related issues persist, such as poverty among the elderly, and a lack of care services and leisure spaces.
- Need for an age-friendly urban environment
 - It is necessary for the entire urban environment to be made age-friendly for the benefit of all citizens, not only that of the elderly.

III. DEVELOPMENTS

In preparation for this document, feedback was obtained from senior citizens and members of various facilities and organizations for the aged. The plan was also reviewed for its feasibility and suitability based on deliberations by the Elderly Welfare Policy Committee as well as advice from experts.

『The Basic Ordinance for Elderly Welfare to Achieve Age-Friendly City Status for Busan Metropolitan City』 enacted

- Provided the institutional framework for creating an age-friendly city
- Proposed directions for elderly welfare policies in different segments, provided a basis for the establishment of the Elderly Welfare Policy Committee, and prescribed the development of the Guidelines for an Age-Friendly City and the mandatory evaluation of the age-friendly city index

Elderly Welfare Policy Committee deliberations

- Four sessions held by the Committee (July 2 and November 16 in 2015; February 26 and June 8 in 2016)
- Busan's Guidelines for an Age-Friendly City and the Basic Plan for Elderly Welfare reviewed

Survey on the life conditions of senior citizens and policy impact

- Survey on 1,000 senior citizens aged 60 or more in Busan to determine the current conditions and needs
- Data to be used as the source of primary information in developing the Basic Plan for Elderly Welfare and welfare strategies specific to their needs

Expert advisory meetings

- Two sessions (March 22 and April 26, 2016) held in which experts provided advice related to eight domains
- The Basic Plan for Elderly Welfare reviewed and feedback obtained

Joint meeting of related departments

- Collaboration between 14 related departments

IV. PLAN DIRECTIONS

1 Preventative approach to a super-aged society

- As they enter their senior years, most elderly individuals begin to experience different changes, such as retirement from society, reduced roles, diminished physical capacity, development of chronic disease, weakened social relational network, and increased risks for safety related incidents.
- To prevent various issues and relevant risks following aging, it is important to take a preventative approach in creating the conditions for an age-friendly city.

2 Socially integrative, respect for diversity, and sensitive to changes experienced by the elderly

- It is necessary to develop a plan to ensure that senior citizens continue to live alongside other generations within their communities without being isolated from society. The plan also needs to minimize any lack of equity experienced by the elderly generation.
- With the baby boomers soon to join the elderly population, a super-aged society is more than a simple quantitative expansion of the elderly generation, revealing the increasingly diverse and individualistic needs of seniors.
- To enhance the quality of life for the elderly, it is necessary to divide the elderly population into sub-groups, identify distinctive characteristics of sub-cultures, and provide personalized services and content.

3 Plan based on citizens' approval and support

- It is necessary for the general public to share an awareness that an aged-friendly city is a livable city not only for seniors but also for all citizens in their daily lives.
- The plan is based on the bottom-up system of collecting opinions to better reflect inputs from all citizens, including those of the elderly.

4 Plan based on practicability

- To ensure practicability, it is significant to ensure that related departments understand the objectives and necessity of creating an age-friendly city as well as working cooperatively.
- Practicability is ensured by aligning the age-friendly city strategies with the direction of Busan's city governance.

V. ACTION PLANS BY TOPIC AREA

Domain (5 Topic Areas)	Sub-project Goal (19 Goals)	Project (63 Sub-projects)	Department	Remarks	
				Relevant Plan for Review	First Plan Review New/Existing
1. Physical Environment (10 Projects)	(1-1) Enhance urban safety and pleasant environment	1-1-1. Increase the number of barrier-free buildings	Disabled Welfare	Existing project	Existing
		1-1-2. Walk and live: create a walkable neighborhood	Municipal Administration	Mass Transit Innovation Plan by the 7th city administration	New
		1-1-3. Build neighborhood parks	Park Operations	Main plans by the 7th city administration	New
	(1-2) Improve access to public transport	1-2-1. Increase the number of low-floor bus	Bus Operations	Main plans by the 7th city administration	Existing
		1-2-2. Improve facility access to public transport	Rail Operations, Bus Operations	Mass Transit Innovation Plan by the 7th city administration	New
	(1-3) Create a safe transport environment	1-3-1. Improve the pedestrian environment for the mobility challenged	Public Transportation Policy	Mass Transit Innovation Plan by the 7th city administration	New
		1-3-2. Provide benefits to senior citizens who voluntarily surrender their driver's license	Public Transportation Policy	Mass Transit Innovation Plan by the 7th city administration	New
		1-3-3. Provide traffic safety training to the elderly	Public Transportation Policy	Mass Transit Innovation Plan by the 7th city administration	Existing
	(1-4) Ensure residential safety	1-4-1. Build care housing	Housing Policy, Senior Citizen Welfare	Senior community care (central)	Existing
		1-4-3. Implement the age-friendly housing safety support program	Senior Citizen Welfare	Existing senior community care (central) project	New

2. Economic Activity (10 Projects)	(2-1) Provide more opportunities for employment and re-employment to the elderly	2-1-1. Provide more public jobs for the elderly	Senior Citizen Welfare	Existing project	Existing
		2-1-2. Provide support for employment and relevant training to the elderly	Senior Citizen Welfare	Existing project	Existing
	(2-2) Expand more opportunities for employment and business start-up to the new middle-aged	2-2-1. Develop occupations suitable for the new middle-aged and provide relevant support	Senior Citizen Welfare	3-mojak support for the new middle-aged (central)	New
		2-2-2. Increase jobs in private sector businesses for individuals over fifty	Senior Citizen Welfare	3-mojak support for the new middle-aged (central)	Existing
		2-2-3. Establish and run the New Middle-Age Business Town of Pusan (NMBTP)	Senior Citizen Welfare	3-mojak support for the new middle-aged (central)	New
		2-2-4. Support activities of employment/business start-up clubs created by the new middle-aged	Senior Citizen Welfare	3-mojak support for the new middle-aged (central)	New
		2-2-5. Align job training tailored to the new middle-aged with employment	Senior Citizen Welfare	Existing project	New
	(2-3) Improve job training and counseling support	2-3-1. Operate job centers for individuals over fifty	Senior Citizen Welfare	Existing project	Existing
		2-3-2. Operate life re-design counseling centers	Senior Citizen Welfare	Existing project	New
		2-3-3. Run human book libraries	Senior Citizen Welfare	Existing project	New

Domain (5 Topic Areas)	Sub-project Goal (19 Goals)	Project (63 Sub-projects)	Department	Remarks	
				Relevant Plan for Review	First Plan Review New/Existing
3. Social Participation (11 Projects)	(3-1) Boost volunteer programs and infrastructure	3-1-1. Engage retired civil servants in social contribution jobs	Senior Citizen Welfare	Existing project	New
		3-1-2. Support baby boomers in their social contribution	Senior Citizen Welfare	Existing project	Existing
	(3-2) Boost lifelong education and infrastructure	3-2-1. Provide customized lifelong learning assistance to the marginalized	Education Support	Existing project	Existing
		3-2-2. Run the 50+ Life Re-design College	Senior Citizen Welfare	Existing project	Existing
		3-2-3. Offer lifelong learning programs at local libraries	Education Support	Existing project	New
		3-2-4. Operate a senior education specialist bank system	Senior Citizen Welfare	Existing project	New
	(3-3) Boost leisure and culture programs and infrastructure	3-3-1. Culture Nuri Card	Culture and the Arts	Existing project	Existing
		3-3-2. Provide support for cultural welfare customized to seniors	Culture and the Arts	Existing project	Existing
		3-3-3. Support cultural activities on the move	Culture and the Arts	Existing project	Existing
		3-3-4. Golden Arts School for the silver	Culture and the Arts	Campaign commitment made by the 7th city administration	New
		3-3-5. Silver Culture Festival	Senior Citizen Welfare	Existing project	Existing (expanded)

4. Social Integration (15 Projects)	(4-1) Create age-friendly communities	4-1-1. Launch an age-friendly town (Jeongdeun Maeul) project	Senior Citizen Welfare	New Deal urban rehabilitation project (central)	New
		4-1-2. Project to encourage alternative family	Senior Citizen Welfare	Campaign commitment made by the 7th city administration	New
		4-1-3. Senior Happy Life project	Senior Citizen Welfare	Existing project	New
		4-1-4. Modernize senior community centers and transform them into local hubs	Senior Citizen Welfare	Campaign commitment made by the 7th city administration	New
		4-1-5. Offer the peace-of-mind call service to parents who live alone	Senior Citizen Welfare	Existing project	New
		4-1-6. Lonely death prevention project	Welfare Policy	Existing project	New
		4-1-7. Offer intergenerational integration programs	Senior Citizen Welfare	Existing project	Existing
	(4-2) Protect human rights for the elderly and improve awareness	4-2-1. Provide education on the prevention of elderly abuse and promotion of their rights	Senior Citizen Welfare	Existing project	Existing
		4-2-2. Operate shelters for to abused elderly	Senior Citizen Welfare	Existing project	New
	(4-3) Engage the elderly in decision-making and offer opportunities to participate	4-3-1. Run the elderly policy monitoring group	Senior Citizen Welfare	Related to WHO Age-friendly Cities and Communities	Existing
		4-3-2. Foster exemplary models of senior citizens	Senior Citizen Welfare	Existing project	Existing
	(4-4) Improve access to information	4-4-1. Pursue information education tailored to senior citizens	Senior Citizen Welfare	Existing project	Existing
		4-4-2. Publish and distribute senior newspaper	Senior Citizen Welfare	Existing project	Existing
		4-4-3. Run a 50+ Busan portal site	Senior Citizen Welfare	Existing project	Existing
		4-4-4. Publish and distribute general guidebooks on information for senior citizens	Senior Citizen Welfare	Existing project	New

Domain (5 Topic Areas)	Sub-project Goal (19 Goals)	Project (63 Sub-projects)	Department	Remarks	
				Relevant Plan for Review	First Plan Review New/Existing
5. Health and Care (16 Projects)	(5-1) Ensure health management for a longer, healthy life	5-1-1. Operate local community health centers	Health Promotion	Campaign commitment made by the 7th city administration	New
		5-1-2. Expand the home visit care services for the elderly	Health Promotion	Campaign commitment made by the 7th city administration	New
		5-1-3. Offer the family dentist system to the elderly	Health Promotion	Campaign commitment made by the 7th city administration	New
		5-1-4. Operate end-of-life community care centers	Health Promotion	Campaign commitment made by the 7th city administration	New
		5-1-5. Run dementia centers	Health Promotion	National Responsibility for Dementia Care (central)	New
	(5-2) Improve assistance to the elderly who are vulnerable and ensure no one is left out	5-2-1. Open and run public dementia hospitals	Healthcare and Hygiene	National Responsibility for Dementia Care (central)	New
		5-2-2. Implement the public dementia guardianship	Health Promotion	National Responsibility for Dementia Care (central)	New
		5-2-3. Utilize smart technology to provide care to senior citizens living alone	Smart City Promotion, Senior Citizen Welfare	Busan smart city vision and strategies	New
		5-2-4. Provide funeral services support to senior citizens without family or friends	Senior Citizen Welfare	Existing project	New

5. Health and Care (16 Projects)	(5-3) Implement and stabilize community care	5-3-1. Ensure more public care facilities dedicated to dementia	Senior Citizen Welfare	National Responsibility for Dementia Care (central)	New
		5-3-2. Ensure community-oriented case management and integrated care	Senior Citizen Welfare	Senior community care (central)	New
		5-3-3. Open and run comprehensive domiciliary care centers	Senior Citizen Welfare	Senior community care (central)	New
		5-3-4. Expand the operation of senior welfare equipment centers	Senior Citizen Welfare	Existing project	Existing (expanded)
		5-3-5. Open more short-term care facilities for senior citizens	Senior Citizen Welfare	Senior community care (central)	New
	(5-4) Foster the age-friendly industry	5-4-1. Build a platform for the industrialization of age-friendly products	Senior Citizen Welfare	Existing project	Existing
		5-4-2. Open and run Small Happy Seniors	Senior Citizen Welfare	Existing project	New



PHYSICAL ENVIRONMENT

Project
1.1.1

Increase the number of barrier-free buildings

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Increase barrier-free environment certification	Number of certifications	Disabled Welfare
Implement an inspection program of access for disabled, elderly, and pregnant women	Number of inspections	Disabled Welfare

CURRENT STATE AND BACKGROUND

- Pursuant to Article 10.2 of the ACT ON GUARANTEE OF PROMOTION OF CONVENIENCE OF PERSONS WITH DISABILITIES, THE AGED, PREGNANT WOMEN, ETC., Article 17.2 of the ACT ON PROMOTION OF TRANSPORTATION CONVENIENCE FOR MOBILITY-DISADVANTAGED PERSONS as well as THE ORDINANCE ON BARRIER-FREE ENVIRONMENT CERTIFICATIONS, children, senior citizens, disabled, pregnant women, the temporarily disabled, or such persons must not experience discomfort in mobility when they access facilities or regions.
- In particular, public buildings, facilities for public use, and parks must ensure mobility and ease of access and use for the elderly and others who are vulnerable and provide amenities for access to information.
- While the number of amenities installed in public facilities continues to rise, private facilities have not experienced such an increase. Accordingly, surveys conducted with senior citizens indicate that they believe various buildings and facilities are generally structurally inconvenient for their use.
- It is therefore necessary to provide support and install more amenities at private facilities and also have them certified as “barrier-free environments.”

PROJECT OVERVIEW

(1) Increase the number of barrier-free environment certifications

• **Definition**

A system of evaluation and certification of the installation and maintenance of amenities by credible institutions

• **Eligibility**

- Certification of facility

- ▶ Parks, public buildings, facilities for public use, apartment buildings, communications facilities, etc. (Article 7, ACT ON GUARANTEE OF PROMOTION OF CONVENIENCE OF PERSONS WITH DISABILITIES, THE AGED, PREGNANT WOMEN, ETC.)

- ▶ Means of transport, passenger transport facilities, roads (Article 9, ACT ON PROMOTION OF TRANSPORTATION CONVENIENCE FOR MOBILITY-DISADVANTAGED PERSONS)
 - Certification of region
 - ▶ Cities, counties (gun), and districts (gu) with planned or improved roads, etc. for the mobility challenged, and regions pursuant to Article 15.2 of the Enforcement Decree of the ACT ON PROMOTION OF TRANSPORTATION CONVENIENCE FOR MOBILITY-DISADVANTAGED PERSONS
 - ▶ Certification registration: Owner, client, builder, or manager
- Certification type and registration period (expiry)
 - Pre-registration: To be completed before the actual registration based on project plan, design blueprint, etc. (before the certificate of the actual registration is issued)
 - Registration: Following the completion of construction (five years)
- Certifying organization
 - Korea Land and Housing Corporation (general), Korea Disabled People’s Development (buildings, and parks), Korea Employment Agency for the Disabled (work sites and facilities)

- (2) Implement an inspection program to evaluate access for disabled, elderly, and pregnant women
- Basis: ORDINANCE ON THE INSPECTION OF AMENITIES FOR DISABLED, ELDERLY, AND PREGNANT WOMEN IN BUSAN METROPOLITAN CITY
 - Project budget: 79,050,000 Korean won (city budget)
 - Contractor: Central Branch of Busan, Korea Association of Persons with Physical Disabilities (Corporation)
 - Details: Inspection of the installation of disabled facilities at target locations
 - Target: New, extended, and renovated buildings
 - Inspection process: Apply for inspection (cities, counties (gun), and districts (gu)) ⇒ Inspect and provide notification of the result (Central Branch of Busan)

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Increase the number of barrier-free environment certifications	Goal (Number of Goals)	10	11	12	13	14
	Budget required (KRW 1 million)	-	-	-	-	-
Implement an inspection program of access for the disabled, elderly, and pregnant women	Goal (Number of Goals)	3,100	3,300	3,300	3,300	3,300
	Budget required (KRW 1 million)	79	81	84	87	90

Project
1.1.2

Walk and live: create a walkable neighborhood

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Walk and live: create a walkable neighborhood (Masilgil Project)	Number of zones created	Urban Pedestrian Path Development Team, Department of Municipal Administration

CURRENT STATE AND BACKGROUND

- According to the Survey on the Life Conditions and Policy Impact on Senior Citizens in Busan (2018), most respondents answered 'not at all' regarding pedestrian safety in outdoor spaces. Key obstacles for pedestrians were in the order of (highest to lowest): 'frequent vertical movements via stairs, etc.' (213 respondents; 41.6%); 'short pedestrian clearance time' (111 respondents; 21.7%); and 'sign visibility' (91 respondents; 17.8%).
- It is therefore necessary to take appropriate measures to create a safe and pleasant pedestrian environment and ensure that senior citizens can live actively in later life.

PROJECT OVERVIEW

• **Basis and objectives**

- To create an infrastructure with walkable neighborhoods and to build channels through which the culture of Live and Walk is promoted and communicated locally (campaign commitment, 50 walkable streets).

• **Description**

- To develop walking trails for neighborhood residents ▶ 1 – 2 km (1 – 2 hours).
- To build a pedestrian infrastructure that allows senior citizens, housewives, children, etc. to enjoy walking safely.
 - ▶ To create good street environments (residential parking spaces removed – separate parking spaces to be established), paint murals in alleyways, and install streetlights.
- To take full advantage of neighborhood assets (senior community centers, community centers, old shops, playgrounds, etc.) and plant flowers in the streets.
- To encourage the voluntary formation of walking clubs in neighborhoods (to promote regular walking and manage walking trails).
- Project method: Recruit at the dong district (neighborhood) level (begin selection process at the old city center and extend to other neighborhoods)
- Project size: 50 locations in 4 years ▶ 2 in 2019; 14 in 2020; 16 in 2021; 18 in 2022
- Budget required: KRW 26,000 million

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Walk and live: create a walkable neighborhood (Masilgil Project)	Goal (Number of places)	2	14	16	18	18
	Budget required (KRW 1 million)	2,000	7,000	8,000	9,000	9,000

Project 1.1.3

Build neighborhood parks

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Build neighborhood parks	Number of parks built	Department of Park Operations

CURRENT STATE AND BACKGROUND

- According to the Survey on the Life Conditions and Policy Impact on Senior Citizens in Busan (2018), senior citizens believed that what they lacked in their living environment was ‘green space, parks, etc.’ (67.1%). When respondents were sorted by age, it was revealed that seniors aged ‘80 years or more’ (35.8%) wanted green space more than other groups.
- It was noted that people aged 65 years or more walked or hiked 20 minutes or more on average than adults below the age of 65. The time spent by senior citizens walking or hiking decreased slightly on weekdays for those over the age of 80 and on weekends for those in their late 70s (Statistics on Aged Persons, 2015)..

PROJECT OVERVIEW

• Project size

- To build neighborhood parks and hold eco-garden expositions in Myeongji District (KRW 5,000 million, 2017 – 2020).
- To transform the UN Memorial Park into a park that commemorates world peace and culture (KRW 350,000 million)..
- To build a culture park at Busan Library (KRW 13,000 million).
- To transform the connected section above Sujeong Tunnel into a park and build Daecheon Forest Culture Park.

• Project details

- To create trails (barrier-free walking trails) accessible by senior citizens, disabled individuals, etc.
- To secure disabled parking spaces and install guide/information facilities for the disabled.
- To build a public toilet.
- To install benches and rest areas preferred by the elderly.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Build neighborhood parks	Goal (Number of cases)	1	2	2	2	2
	Budget required (KRW 1 million)	5,000	8,100	13,000	29,900	193,000

Project 1.2.1

Increase the number of low-floor buses

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Increase the number of low-floor buses	Number of low-floor buses	Department of Bus Operations

CURRENT STATE AND BACKGROUND

- Pursuant to Article 14 of the ACT ON PROMOTION OF TRANSPORTATION CONVENIENCE FOR MOBILITY-DISADVANTAGED PERSONS and Article 12 of the ACT ON THE SUPPORT AND PROMOTION OF UTILIZATION OF MASS TRANSIT SYSTEMS ACT, it is necessary to support the introduction of low-floor buses for the benefit of elderly, disabled, and pregnant women, as well as others who are mobility challenged.
- Pursuant to Article 14 of the Enforcement Decree to the ACT ON PROMOTION OF TRANSPORTATION CONVENIENCE FOR MOBILITY-DISADVANTAGED PERSONS, the proportion of low-floor buses should be 50% of the buses in operation in special or metropolitan cities. However, the proportion of these buses is only 18.4% in Busan, thus requiring the introduction of more low-floor buses to meet the statutory requirement.

PROJECT OVERVIEW

• Basis

- Article 14 of the ACT ON PROMOTION OF TRANSPORTATION CONVENIENCE FOR MOBILITY-DISADVANTAGED PERSONS (Guarantee of Use of Regular Route Services), and
- Article 12 of the ACT ON THE SUPPORT AND PROMOTION OF UTILIZATION OF MASS TRANSIT SYSTEMS ACT allowing for the financial assistance needed to introduce the low-floor bus.

• Current status: Bus in operation (as of the end of October 2018): 536 buses (22.5%)

• Future plan

- To introduce more low-floor buses in light of campaign commitments made by the 7th city administration, which was elected by popular vote and includes improving

the public transport system with a focus on people as well as enhancing the mobility rights of the disabled.

- To release the low-floor bus smartphone app for the mobility challenged and link it with the bus information system.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Increase the number of low-floor buses	Goal (Number of buses)	94	96	127	134	-
	Budget required (KRW 1 million)	9,400	9,600	12,700	13,400	-

Project 1.2.2

Improve facility access to public transport

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Improve amenities at metro stations	Number of units installed	Department of Rail Operations
Improve air quality at metro and underground stations	Rate of improvement	Department of Rail Operations
Install air curtains and heated seats at bus stops	Number of units installed	Department of Bus Operations

CURRENT STATE AND BACKGROUND

- According to the Survey on the Life Conditions and Policy Impact on Senior Citizens in Busan (2018), most senior citizens said that 'stairs/slopes' were the most inconvenient obstacles when they go out. The higher a person's age, the more inconvenience they experienced with stairs and slopes. When senior citizens go out, buses (47.9%) are their primary mode of transport.
- Senior citizens aged 65 or more account for a high number of bus and metro users. Therefore, it is crucial to install elevators and escalators at metro stations and ensure that bus stops are safe and pleasant for use in helping senior citizens realize safe access to this mode of transport.

PROJECT OVERVIEW

• Project objectives

- To ensure that senior citizens have safe access to a pleasant public transport environment.

• Project details

(1) Metro: To install 212 elevators and 44 escalators

- To install 212 elevators and 44 escalators at metro stations (2008 – 2019)
 - ▶ Performance (as of the end of June 2018): 212 elevators and 14 escalators
- Project cost: KRW 191 billion (40% by the state, 60% by the city government)

(2) Improve air quality at metro and underground stations

- To build a full-time automatic network (display system) that measures indoor air quality (11 units in 8 locations).
- To expand the scope of the air quality inspection at metro stations (16 points once a year ⇒ 32 points twice a year).
- To wash the tunnel walls and rail ground with water (twice monthly – quarterly).
- To improve facilities (e.g., replace ventilation systems), and clean the floor in the ventilation chambers on the main line.
- To clean the ventilation ducts, air vents, and HVAC, and purchase environment-friendly motor cars.

(3) Install air curtains and heated seats at bus stops

- Install at: 588 bus passenger waiting locations
- Project cost: KRW 2.07 billion (4.7 for air curtains, 16 for heated seats)

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Improve amenities at metro stations	Goal (Number of units)	2 escalators	6 escalators	1 elevator	-	-
	Budget required (KRW 1 million)	2,500	12,400	1,500	-	-
Improve air quality at metro and underground stations	Goal	6 dilapidated ventilation systems replaced	11 dilapidated ventilation systems replaced	9 dilapidated ventilation systems replaced	10 dilapidated ventilation systems replaced	-
	Budget required (KRW 1 million)	1,080	1,980	1,620	1,800	-

Install air curtains and heated seats at bus stops	Goal (Number of units)	Air curtain: 225 Heated seat 120	Air curtain: 205 Heated seat 126	Air curtain: 205 Heated seat 126	Air curtain: 207 Heated seat 128	-
	Budget required (KRW 1 million)	450	494	494	494	-

**Project
1.3.1**

Improve the pedestrian environment for the mobility challenged

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Assign zones for the improvement of the pedestrian environment	Number of zones assigned	Department of Public Transportation Policy
Assign pedestrian-first roads	Number of improved facilities	Department of Public Transportation Policy
Appoint more pedestrian-first crossings	Number of crossings appointed	Department of Public Transportation Policy
Install traffic safety facilities in silver zones	Number of facilities installed	Department of Public Transportation Policy

CURRENT STATE AND BACKGROUND

- According to Busan’s age-friendly city index (2015), many responses to pedestrian safety in outdoor spaces were ‘not at all.’
- The fatalities in traffic accidents in the past five years have been declining, but the percentage of senior deaths in the total number of traffic accidents continues to rise (18% ↑).
 - Fatalities in traffic accidents: (2012) 223 deaths ⇒ (2017) 162 deaths, down by 27.3%
 - Senior deaths in traffic accidents: (2012) 66 deaths (29.6%) ⇒ (2017) 77 deaths (47.5%)
- In particular, the death of senior pedestrians accounts for 56.7% of all pedestrian deaths, indicating that it is necessary to improve traffic and relevant facilities to prevent traffic accidents.

PROJECT OVERVIEW

(1) Assign zones for the improvement of the pedestrian environment

• **Basis and Objectives**

- Article 9, Article 10 of the PEDESTRIAN SAFETY AND CONVENIENCE ENHANCEMENT ACT

(Designation of Zones subject to the Improvement of the Pedestrian Environment and the Implementation of Projects to Improve the Pedestrian Environment)

- The Act stipulates that those areas of high pedestrian traffic prone to pedestrian accidents should be designated as zones of improvement for pedestrians to improve the pedestrian environment as needed and develop walkable streets.

- **Background and directions**

- To develop a policy to ensure pedestrian safety tailored to local needs in accordance with the enactment of the PEDESTRIAN SAFETY ACT, which has boosted expectations of the public and demands for people-first pedestrian environment.
- To ensure that the pedestrian environment focuses more on people than on cars.

- **Project details**

- To implement such programs as the 'road diet' and improve the general pedestrian environment at the district level.
- To introduce facilities that ensure traffic calming, pedestrian safety, speed limit, one-way traffic, bus route re-design, etc.
- Project procedure: Recruit (city), demand survey (gu district and gun county), review (city), designation of district (city), and implementation (gu district and gun county)
- Budget required: KRW 7,400 million (3,700 by the state; 1,850 by the city; 1,850 by the gu districts)

(2) Assign pedestrian-first roads

- **Background**

- To improve widely used, narrow roads and poor pedestrian conditions in residential and commercial areas and ensure a pedestrian-friendly environment in which people come before cars.
- To align with comprehensive plans to reduce traffic accidents across government agencies and ensure that traffic systems place pedestrians first.

- ※Comprehensive Plan on Pedestrian Safety (Ministry of the Interior and Safety, September 2017) and Comprehensive Plan on Traffic Safety (Office for Government Policy Coordination, January 2018)

- **Project details**

- Project details: Roads that are less than 10 meters wide / local roads where pedestrian paths and roads are not marked separately
 - Paving technique to indicate roads as pedestrian-first (on roads shared by pedestrians and cars), areas in which the speed limit is 30 km/h, facilities designed to prevent traffic accidents, etc.
- Budget required: KRW 6,000 million (800 by the central government; 5,200 by the city)
- Project target and procedure
- Direction ▶ Recruited for and implemented as government and local projects
 - To expand the pedestrian scope so pedestrians may use the entire road surface

- without separating pedestrian pathways from the roads used by vehicles.
- Roads shared by pedestrians and cars should be designed to improve the road surfaces and relevant facilities to prioritize pedestrian safety and access.
- To start with those zones with high pedestrian traffic and traffic accidents to maximize the project efficiency.
- To finalize the project guideline in 2018; launch pilot projects in 2019; implement in other areas in 2020.
- (2019) 2 pilot project locations → (2020) 5 locations

(3) Appoint more pedestrian-first crossings

- **Project overview**
 - Project size: Expansion of pedestrian crossings in 1,259 locations; removal of 8 pedestrian overpasses; 1,207 locations in which pedestrian paths are disconnected; 44 locations in which pedestrian crossing is inconvenient
- **Project plan**
 - To remove pedestrian overpass for senior citizens and the mobility challenged, and to install pedestrian crossings.
 - To focus first on dilapidated pedestrian overpasses without elevators or facilities that assist the mobility challenged.
 - To create a pedestrian environment in which people come first, and to expand disconnected pedestrian paths.
 - To expand all disconnected pedestrian paths throughout the city by 2022.
 - To resolve pedestrian difficulties, prevent traffic accidents, and install customized pedestrian crossings.
 - To resolve pedestrian difficulties at intersections (L, C types → □, X types), and install more diagonal pedestrian crossings on local roads.
 - To devise measures to improve pedestrian crossings by working with relevant institutions to undertake joint inspections in areas prone to jaywalking accidents.

(4) Designate more pedestrian-first crossings

- **Project objectives**
 - To install traffic safety facilities and improve them in designated silver zones pursuant to the RULES ON THE DESIGNATION AND MANAGEMENT OF PROTECTED AREAS FOR CHILDREN, ELDERLY, AND DISABLED to ensure pedestrian safety of the mobility challenged and prevent traffic accidents.
- **Status and improvement: Designation of silver zones**
 - Designated zone: 70 silver zones
 - Performance (2009 – 2018): 68 locations, KRW 3,374 million

- Project details: Signs installed at the start/end of silver zones, road surface markings, safety fences, etc.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Assign zones for pedestrian environment improvement	Goal (Number of zones)	1	1	1	1	-
	Budget required (KRW 1 million)	1,600 (800)	1,600 (800)	1,600 (800)	1,600 (800)	-
Assign pedestrian-first roads	Goal (Number of facilities)	2	5	5	5	-
	Budget required (KRW 1 million)	400 (200)	1,500 (200)	2,000 (200)	2,100 (200)	-
Appoint more pedestrian-first crossings	Goal (Number of crossings)	312	312	312	323	-
	Budget required (KRW 1 million)	5	5	5	5	-
Install traffic safety facilities in silver zones	Goal (Number of facilities)	5	5	5	5	5
	Budget required (KRW 1 million)	300	300	300	300	300

Project
1.3.2

Provide benefits to senior citizens who voluntarily surrender their driver's license

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Provide benefits to senior citizens who voluntarily surrender their driver's license	Number of drivers who voluntarily surrender license	Traffic Operations Team, Department of Public Transportation Policy

CURRENT STATE AND BACKGROUND

- Traffic accidents caused by senior drivers rising due to their reduced cognitive functions.
- Need for the introduction of a system encouraging senior citizens to voluntarily surrender their driver's license before 2021, the point at which Korea will become a super-aged society.
- Comprehensive Plan on Traffic Safety released by the central government (January 23, 2018).
* With the goal of decreasing traffic fatalities by half by 2022
- Number of driver's license holders has rapidly increased due to the city's high population of persons aged 65 or older (highest among special and metropolitan cities).
 - Proportion of senior population: 13.3% in 2013 → 16.2% in 2017 → 18.8% (estimate) in 2020 → 28.8% (estimate) in 2030
 - Driver's license holders aged 65 or more: 128,037 in 2013 → 195,553 in 2017, up by 52.7%
- Traffic accidents in the last five years have decreased, but traffic accidents involving senior drivers have increased.
 - (Last 5 years) Traffic fatalities: (2013) 213 persons → (2017) 162 persons; decreased by 23.9%
 - (Last 5 years) Traffic fatalities due to senior drivers: (2013) 23 persons → (2017) 35 persons; increased by 52.1%

PROJECT OVERVIEW(2019)

(1) Assistance for public transport costs

- (Application) One public transport card issued and loaded with KRW 100,000 per person (one time only)
- (Eligibility) Busan residents born before December 31, 1954, who are validated as having voluntarily surrendered their driver's license to the police after February 1, 2018
- (Assistance to) 2,000 persons (2019) * To be drawn by lot if the number of applicants exceeds the quota
 - ※ Those who were not selected in the draw will be automatically rolled over to the next year's application period (All who surrender their driver's license must apply once).
- (Implementation period) January – November 2019: Application; December 2019:

Assistance provided

(2) “Senior Transport Card” for benefits at commercial facilities (July 2018 –)

- (Target) Busan residents aged 65 or more who have voluntarily surrendered their driver’s license
- (Function) Identification as seniors who have voluntarily surrendered their driver’s license
- (Benefits) 5 – 50% discount at affiliated stores, including medical institutions, restaurants, stores selling clothing or supplies for seniors, hair salons, eyewear stores, etc.

* Number of affiliated stores as of October 31, 2018: 2,047

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Provide benefits to senior citizens who voluntarily surrender their driver’s license	Goal (Number of persons)	2,000	2,000	2,000	2,000	2,000
	Budget required (KRW 1 million)	200	200	200	200	200 (annual)

Project
1.3.3

Provide traffic safety training to the elderly

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Provide traffic safety training to the elderly	Number of persons trained	Department of Public Transportation Policy

CURRENT STATE AND BACKGROUND

- Traffic accidents in the last five years have decreased, but traffic accidents involving senior drivers have increased.
 - (Last 5 years) Traffic fatalities: (2013) 213 persons → (2017) 162 persons
 - (Last 5 years) Senior fatalities in traffic accidents: (2013) 73 persons (34%) → (2017) 77 persons (47%)
- Must create a safe traffic environment for the elderly before Korea becomes a super-aged society.
 - Busan’s aging estimation ratio: (2017) 16.2% → (2020) 18.8% → (2022) 20.9%

PROJECT OVERVIEW

- (1) Offer more mobile classes on traffic safety to senior citizens
 - Number of targets: 200,000 persons a year
 - Training provided to: Senior citizens using senior leisure welfare centers (2,311 locations)
 - Training provided jointly by: the city, Police Agency, senior welfare associations, Korea Transportation Safety Authority, and K-Road
 - ※ Annual training schedule, target, regional allocation, learning materials, etc. to be finalized based on discussions among relevant institutions.
 - Training on: Pedestrian and driver safety (audiovisual)

- (2) Provide interactive traffic safety training reserved for the elderly
 - Number of people trained: 5,000 persons a year
 - Location: Choebub / Gupo Children's Traffic Park (To be used in non-operating hours)
 - Training on: Interactive experience for pedestrians to learn safety tips, receive audiovisual training, and attend classes on traffic safety signs, etc.
 - Choebub / Gupo Children's Traffic Park to be used (100 sessions, 5,000 persons to be trained)
 - ※ Traffic safety training center for seniors to be constructed in the future (2021)

- (3) Busan to hire personnel for senior traffic safety training
 - Personnel: Senior traffic safety consultants (10 persons), senior traffic safety training group (10 persons), etc.
 - ▶ Traffic safety consultants: Retirees from the Ministry of Personnel Management to serve and contribute to society
 - ▶ Senior traffic safety training group: Busan's baby boomer project
 - Roles: Implement traffic safety training to seniors, identify traffic safety risks, etc.
 - Budget required: KRW 180 million annually (Training staff and their activities)

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Provide traffic safety training to the elderly	Goal (Number of persons)	200,000	200,000	200,000	200,000	200,000
	Budget required (KRW 1 million)	180	180	180	180	180

Project
1.4.1

Build and run public silver housing

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Build and run public silver housing	Construction and operation	Department of Housing Policy

CURRENT STATE AND BACKGROUND

- Housing related needs of the elderly.
 - ‘Financial assistance and loans for housing repair and renovation’ and ‘more senior/ care facilities’ were two of the most desired housing policies for the elderly (Survey on the Life Conditions and Policy Impact on Senior Citizens in Busan, 2018).
 - Of senior citizens aged 65 or more, 77.6% said that they do not want to live with their children in the future, the percentage of which continues to rise (Statistics Korea, 2018).
 - Those senior citizens who did not want to live with their children said that they would like to live in their own home (85.1%) or a care facility (14.9%) (Statistics Korea, 2018).
- Must build silver housing tailored to the elderly generation
 - Convenient and safe housing and common area planning for the elderly.
 - Barrier-free spatial plans for households without access to housing privileges.
- Plan to build silver welfare centers customized for the silver generation.
 - Public silver welfare centers for healthcare, leisure, culture, and training for the silver generation.
 - Open welfare center plan to provide access to tenants and local residents alike.
- Need for elevation and landscape designs to convert them into local landmarks.
 - Emphasis on the symbol – the first public silver housing.
 - Dissipate negative perception of permanent public housing, and propose sophisticated elevation / landscape design to turn the housing into the local landmark.

PROJECT OVERVIEW

- Concept of public silver housing (Project selected in the Ministry of Land, Infrastructure and Transport’s call to submit ideas on public silver housing)
- A residential and welfare facility for seniors living alone, etc., combining residence with social welfare facilities. Financed by government and social contribution funds.
 - Residence: Thresholds removed, height-adjustable washbasin, lower kitchen sink, valve height adjusted, video doorbell phone height adjusted, acoustic signals, and other measures taken to assist senior citizens.
 - Silver welfare center: Healthcare, lifestyle and leisure assistance

- Overview
 - Location: Undecided
 - Silver housing: 24 – 33 m2 × 80 units (studio type), barrier-free facilities (emergency bell, etc.)
 - Silver welfare center: 500 m2 or bigger, equipped with office space, dining hall, kitchen, counseling/visiting rooms, assembly hall or auditorium, program rooms, restroom, physiotherapy rooms, disaster contingency facilities (pursuant to the standards stipulated in Schedule 7 in the Enforcement Rules of the WELFARE OF THE AGED ACT)
- Project cost: KRW 9,994 million (Fully financed by the state; 5,994 for construction and 4,000 for silver welfare center, etc.)
- Management and operation
 - Silver housing
 - ▶ Managed by: Busan City Corporation (BMC)
 - ▶ Eligibility: Senior citizens aged 65 or older; First priority given to veterans, etc. receiving livelihood / medical benefits; second priority to general livelihood / medical benefit recipients; and third priority to those earning 50% or less of the average income of urban workers). The same level of priority is given to senior citizens who live alone and have greater need for welfare services.
 - Silver welfare center
 - ▶ Managed by: Busan City Corporation (operation commissioned to social welfare corporation)
 - ▶ Facility registration: Review of status – registered as a senior welfare center pursuant to the WELFARE OF THE AGED ACT
 - ▶ Operation funding: State financed (Department of construction and housing); KRW 250 million annually for the first five years; shortfalls in operation to be funded by the local government (Department of Senior Citizen Welfare)

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Build and run public silver housing	Goal (Number of houses)	Site to be recruited	Construction to commence	Construction to complete	In operation	In operation
	Budget required (KRW 1 million)	-	5,199	5,199	-	-

**Project
1.4.2**

Implement the age-friendly housing safety support program

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Implement the age-friendly housing safety support program	Number of units assisted	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Each year, the number of safety incidents experienced by senior citizens rises, with most incidents occurring at home. Most were caused by falling (47.4%). Compared to other age groups, senior citizens are involved in more safety incidents that occur in their homes.
 - Number of safety incidents involving senior citizens: 4,453 cases in 2014; 5,111 in 2015; 5,795 in 2016
 - These safety incidents mainly occur in their homes (60.5%), primarily in living spaces such as the bedroom or another room (15.0%) > bathroom (11.0%) > living room (8.4%).
- The fact that the safety incidents primarily happen in their homes indicates the likelihood that their houses are either structurally or functionally inadequate in terms of ensuring their safety (Korea Consumer Agency, 2017).
- To provide the elderly with comfortable life in old age, it is essential that housing safety and conveniences are ensured on a daily basis.

PROJECT OVERVIEW

- **Project objectives:** To assist the elderly to age in place by improving housing to suit the needs of senior citizens whose physical capacity has been diminished and ensuring housing safety and conveniences to support the elderly's desire to live independently.

- **Project details**

(A) Safe Housing Project (Busan Metropolitan City Elderly Welfare Equipment and Supplies Center)

- Home safety support to prevent safety incidents, such as falling, experienced by senior citizens who reside in dilapidated housing.

- ▶ To prevent slipping and other accidents in the homes of senior citizens and to make their home environment safe and pleasant by taking measures such as replacing lights with LEDs or installing glow-in-the-dark safety hooks.

(B) Senior Home Safety 119 Project (Korea Exchange, Busan Association in Community Care for the Elderly)

- Improve risk factors in the home environment: Remove/improve risk factors that threaten safety in the home environment of senior citizens.
 - ▶ Fly screen repair, barrier-free room and bathroom, safety bar installation, and removal of sharp corners of walls, etc.
- Safety supplies: Supply safety devices or equipment.
 - ▶ Extra handles in the bathroom, slip-proof mats, automatic gas shutdown device, safety alarm, fire extinguisher for home use, etc.
- Assistance for fire safety training: Joint collaboration with Busan Safety & Experience Center to provide interactive general safety training to senior citizens at home.
 - ▶ Inspection of risk factors at home, how to use safety related facilities, how to evacuate in case of fire, etc.
- Creation of a safety consulting group: To create a safety consulting group comprised of experts on fire safety, gas safety, and everyday safety to conduct safety inspections and implement necessary installations, replacements, monitoring, and follow-up measures.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Implement the age-friendly housing safety support program	Goal (Number of households)	1,000	1,000	1,000	1,000	1,000
	Budget required (KRW 1 million)	90	90	90	90	90



ECONOMIC ACTIVITY

Project
2.1.1

Provide more public jobs for the elderly

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Provide more public jobs for the elderly	Number of jobs for the elderly	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- According to Statistics Korea, the relative poverty rate – the percentage of people earning less than 50% of the median income – of senior citizens was high, at 43.7% - the highest among OECD members. The Household Trend Survey for the first quarter of this year shows that senior citizens aged 70 or more account for 43.2% of those in the first income decile and 42% of all senior citizens are in the first decile.
- In the Senior Population Survey 2017 conducted by the Korea Labor Force Institute for the Aged, it was found that 16.2% of all senior citizens wished to participate in employment programs. A job demand analysis on those aged 65 or more indicates that 37.1% of all senior citizens who are capable of activity wish to work.
- According to the data on ‘Job Demand Satisfaction for Senior Citizens’ collected in a parliamentary inspection, 119,500 senior citizens wished to participate in senior employment programs this year, but only 510,000 jobs were available. Thus, the rate of job demand satisfaction for senior citizens was only 42.7%.
- As of 2017, the total employment rate in Busan was 56.3%; of this population, the employment rate of persons aged 65 or more was 24.5%, down by 0.7%p from the previous year (25.2%). The city’s employment rate of persons aged 65 or more is lower by 6.1%p than the national figure (30.6%), prompting the city to continue creating jobs and expanding the scope for seniors (Statistics Korea, 2018).

PROJECT OVERVIEW

- **Project objectives**
- To provide assistance with jobs and social activities to promote elderly welfare and encourage senior citizens to lead healthy and active lives.

• Project details

Category		Type	Description	Budget support	Nature of activity
Social activity by seniors	Social contribution		• Volunteer activities in which senior citizens voluntarily take part for their own satisfaction and achievement as well as for the public good of the local community	Current subsidy by local government	Volunteer
Jobs for seniors	Market (Employment or business start-up)	Market-type project group	• Senior jobs whose wages are partially subsidized and partially financed by profit from business	Current subsidy by local government	Work
		Staffing group	• Job placement of persons who have completed a certain training at the request of client or are capable of performing specific tasks for which they are paid a certain wage for the duration of work	Current subsidy by local government	

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Provide more public jobs for the elderly	Goal (Number of persons)	38,000	41,500	45,000	48,000	50,000
	Budget required (KRW 1 million)	110,000	132,000	158,000	189,000	226,000

Project 2.1.2

Provide support for employment and relevant training to the elderly

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Provide support for employment training to the elderly	Number of trainees	Department of Senior Citizen Welfare
Provide support for employment to the elderly	Number of persons who find a job	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- According to the Survey on the Life Conditions and Policy Impact on Senior Citizens in Busan (2018), 20.0% of all respondents said that they were willing to work if they could find an adequate job. The type of jobs that most respondents wanted was a 'public job' (27.0%), followed by one related to 'security' (20.5%).
- The respondents said that the greatest difficulty in finding a job was 'limited job opportunities and the range of jobs due to age' (58.2%); the percentage of respondents who indicated this difficulty was higher in men (64.3%) than women (21.6%). For seniors aged 80 or more, it was found that the level of difficulty in finding sufficient information on employment was lower than that experienced by other age groups.
- Those senior citizens who wish to work if a job is available said that their greatest vulnerability was being 'unskilled' (47%). The lower their age, the more they were likely to say that they did not have work skills, indicating that it is necessary to train senior citizens with job skills and help them find a job.

PROJECT OVERVIEW

(1) Provide employment training support to the elderly

- Project objectives

- Training support to help senior citizens find a job and participate in social activities (e.g., volunteer activity)

- Project details

- Occupational, general, and social adaptation training tailored to senior citizens
 - Training of work program participants by authorized education institution, financed by the state (assistance with social activities for the elderly)
 - Volunteer activity and training for the elderly
- Implemented by: Busan 50+ Career & Job Center

(2) Provide employment support to the elderly

- Project objectives

- To identify jobs and offer job placement for senior citizens in the private sector and improve elderly welfare.

- Project details

- To identify jobs for senior citizens, place senior citizens in appropriate jobs, offer counseling to both job seekers and employers, and take care of registration, management, etc.

- Implemented by: Busan 50+ Career & Job Center

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Provide employment training support to the elderly	Goal (Number of persons)	20,000	20,500	21,000	21,500	22,000
	Budget required (KRW 1 million)	70	71	73	75	77
Provide employment support to the elderly	Goal (Number of persons)	2,000	2,100	2,200	2,300	2,400
	Budget required (KRW 1 million)	-	-	-	-	-

Project 2.2.1

Develop occupations suitable for the new middle-aged and provide relevant support

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Develop occupations suitable for the new middle-aged and provide relevant support	Project performance	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Busan's new middle-aged (5060) generation is comprised of 1,058,000 persons, accounting for 31.0% of the city's population. It is the highest figure among the special and metropolitan cities (as of June 2018).
 - It accounts for 42.9% of the city's working age population (2.46 million persons); due to the baby boomers, the figure is expected to exceed 1.1 million by 2024.
- The age of those who wish to take part in the labor market has increased while there is a lack of preparation to find a job again after retiring early from their main job or to participate in social activities.
 - People retire from their main job at the age of 49.1, on average (Ministry of Employment and Labor, 2017) but wish to fully retire at 71 (Economically Active Population Survey, 2016).
 - Due to the double hardship of supporting their parents and children, the new middle-aged generation is experiencing both social and economic downturns, which lead to a reduction in the working age population and productivity, deteriorated health, poverty in old age, and ultimately, a heavier financial burden on Busan and the state.

- It is necessary to take proactive measures to create an ecosystem for the Three-phase Life Journey (*Insaeng 3 mojak*) for the new middle-aged class, in accordance with the central government's policy direction.
 - “Development Plan for the Three-phase Life Journey (Insaeng 3 mojak: Main Job → Re-employment → Social Contribution) Platform for the New Middle-aged Class” announced by the Presidential Committee on Jobs (Session 2) in joint collaboration with the central government agencies (August 2017).
 - The Three-phase Life Journey assistance service platform is required to ensure that vocational training and employment are tailored to the characteristics of Busan and are part of a virtuous cycle comprising the following: provide interdisciplinary vocational training that responds to the changes in technology; support business start-ups to embrace all generations; and contribute to the social economy and perform social outreach.

PROJECT OVERVIEW

• Project objectives

- To realize social and economic achievements by offering career designs to the new middle-aged (5060) generation.

• Project details

- To develop new jobs in the social/economic sector for the new middle-aged class in Busan.
- To analyze the characteristics and demands for jobs of the new middle-aged class in Busan.
- To develop policies to support and promote social participation by the new middle-aged class in Busan.
- To analyze demand and propose measures by which an environment can be created for the social participation of the new middle-aged class.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Develop occupations suitable for the new middle-aged and provide relevant support through the Three-phase Life Journey (Insaeng 3 mojak)	Goal (Number of cases)	Demand analysis	Discussion between relevant organizations and companies on research and development	Project underway	Project underway	Project underway
	Budget required (KRW 1 million)	-	50	200	200	200

**Project
2.2.2**

Increase jobs in private sector businesses for individuals over the age of fifty

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Increase jobs in private sector businesses for individuals over the age of fifty	Introduction and operation	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- It is necessary to go beyond the scope of existing assistance programs for senior employment and social participation that depend on external financing while also encouraging the private sector to voluntarily hire older jobseekers and create a boom.
- Private businesses in Busan must work together with relevant public corporations to establish a framework that generates creative, stable jobs for baby boomers and senior citizens without relying on external funding.
- Those who have found jobs account only for 30% of seniors who wish to work; the government-financed job programs are not able to supply enough jobs.
- It is important to take proactive actions before the retirement rush of the baby boomers begins.

PROJECT OVERVIEW

• **Project details**

- Treaty with private companies to create jobs for individuals over the age of fifty

Category	Company	Remarks
Private companies	CJ Daehan Express, Busan Bank, Nonghyup Bank, Shinsegae Department Store, Westin Chosun Hotel, Busan-Ulsan Regional Headquarters of the Korea Electric Power Corporation	
Public corporations	Busan Transportation Corporation, Busan City Corporation, Busan Infrastructure Corporation, SPO1, Busan Environmental Corporation, Busan Tourism Organization	

- Treaty with public corporations in Busan to create jobs

Corporation	Field	Total	2019	2020	2021
Korea Southern Power	Senior docent	30	10	10	10
	Solar energy, and other facility managers	75	20	25	30
Korea Housing Finance Corporation	Housing pension, retirement design counselors	180	50	60	70
Korea Housing & Urban Guarantee Corporation	Generation 1 – 3 soccer mentorship	150	50	50	50
	Home repair tradesmen	250	50	100	100
Korea Securities Depository	Facility managers	65	15	20	30
Busan Port Authority	Port facility managers	300	100	100	100
K-Road	Guardian onboard private school buses	600	150	200	250
Busan Infrastructure Corporation	Parking, facility managers	1,350	400	450	500
	Total	3,000	845	1,015	1,140

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Increase jobs in private sector businesses for individuals over the age of fifty	Goal (Number of persons)	2,000	2,100	2,200	2,300	2,400
	Budget required (KRW 1 million)	Non-budget	Non-budget	Non-budget	Non-budget	Non-budget

Project
2.2.3

Establish and run the New Middle-Age Business Town of Pusan (NMBTP)

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Establish and run the New Middle-Age Business Town of Pusan (NMBTP)	Establishment and operation	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Busan’s new middle-aged (5060) generation is comprised of 1,058,000 persons, accounting for 31.0% of the city’s population. It is the highest figure among the special and metropolitan cities (as of June 2018).
 - It accounts for 42.9% of the city’s working age population (2.46 million persons); due to the baby boomers, the figure is expected to exceed 1.1 million by 2024.
- It is necessary to take proactive measures to create a local ecosystem for Three-phase Life Journey (Insaeng 3 mojak) for the new middle-aged class, in accordance with the central government’s policy direction.
 - “Development Plan for the Three-phase Life Journey (Insaeng 3 mojak: Main Job → Re-employment → Social Contribution) Platform for the New Middle-aged Class” announced by the Presidential Committee on Jobs (Session 2) in joint collaboration with the central government agencies (August 2017).
 - The Three-phase Life Journey assistance service platform is required to ensure that vocational training and employment are tailored to the characteristics of Busan and are part of a virtuous cycle comprising the following: it provides interdisciplinary vocational training that responds to changes in technology; supports business start-ups to embrace all generations; and contributes to the social economy and performs social outreach.

PROJECT OVERVIEW

• **Project objectives**

- To ensure stability in old age by building the Three-phase Life Journey assistance service platform for the new middle-aged generation.

• **Project details**

- To develop measures to establish and run the New Middle-Age Business Town of Pusan (NMBTP).
 - ▶ To conduct basic studies on the main functions, operational directions, organizational structure, and such elements of NMBTP..
 - ▶ To propose an adequate site (building) based on accessibility, cost, etc.
 - ▶ To have administrative and financial discussions for the establishment of NMBTP.

- Method: To utilize a school building that has been closed (to be discussed with the City Office of Education) and commission the development of shared assets (to be discussed with KAMCO).
- Amenities: Education/seminar rooms, club rooms, employment/business start-up consulting room, book café, human book libraries, business center, etc.
- Main functions: To act as the central hub that connects and supports the platform and infrastructure for the new middle-aged in social participation (jobs, social contribution, cultural activities, etc.).
 - ▶ To provide one-stop services, including job analysis and research, vocational training, job placement, etc. for the new middle-aged.
 - ▶ To support employment, re-employment, and cultural activities.
 - ▶ To support communities in voluntarily growth by boosting the social economy and its contributions.
 - ▶ To provide training and counseling on the re-design of life through career development, etc.
 - ▶ To support the Three-phase Life Journey and foster professional experts.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Establish and run the New Middle-Age Business Town of Pusan (NMBTP)	Goal (Number of facility)	Establish plan	Design	Build	Run	Run
	Budget required (KRW 1 million)	-	3	12,000	30,000	30,000

Project 2.2.4

Support activities of employment/business start-up clubs created by the new middle-aged

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Support activities of employment/business start-up clubs created by the new middle-aged	Project performance	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Busan's new middle-aged (5060) generation is comprised of 1,058,000 persons, accounting for 31.0% of the city's population. It is the highest figure among the special and metropolitan cities (as of June 2018).
- It is necessary to take proactive measures to create a local ecosystem for the Three-phase Life Journey (Insaeng 3 mojak) for the new middle-aged class, in accordance with the central government's policy direction.

PROJECT OVERVIEW

• Project objectives

- To engage people as active participants, ensure their sense of belonging, and encourage social activities.

• Project details

- To support activities provided by employment/business start-up clubs.
- To provide financial assistance to clubs, help create cooperatives, etc.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Support activities of employment/business start-up clubs created by the new middle-aged	Goal (Number of teams)	20	20	20	20	20
	Budget required (KRW 1 million)	15	20	20	20	20

Project 2.2.5

Align job training tailored to the new middle-aged with employment

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Align job training tailored to the unskilled new middle-aged with employment	Project performance	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Busan's new middle-aged (5060) generation is comprised of 1,058,000 persons, accounting for 31.0% of the city's population. It is the highest figure among the special and metropolitan cities (as of June 2018).

- In those aged 50 or older, the job range is as follows: retail sales (9.8%); unskilled forms of labor such as cleaning and security guard (9.1%); driving and transportation (8.8%); food and beverage service (7.6%); unskilled labor related to household service and food sales (5.4%). Jobs held by senior citizens are mainly sales, service, and unskilled labor.

PROJECT OVERVIEW

• Project objectives

- To assist with re-employment and encourage seniors to lead an active, stable life in old age.

• Project details

- To provide training and job placement to the new middle-aged without specific skills.
- To provide vocational training such as Roommate, shoe-making, etc.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Align job training tailored to the unskilled new middle-aged with employment	Goal (Number of persons)	100	100	100	100	100
	Budget required (KRW 1 million)	100	100	100	100	100

Project 2.3.1

Operate job centers for individuals over the age of fifty

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Operate job centers for individuals over fifty	Number of centers	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- In those aged 50 or older, the job range is as follows: retail sales (9.8%); unskilled labor such as cleaning and security guard (9.1%); driving and transportation (8.8%); food and beverage service (7.6%); unskilled labor related to household service and food sales (5.4%). Jobs held by senior citizens are mainly sales, service, and unskilled labor.
- Of the Busan residents aged between 55 and 64, 23% were employers or self-employed (Korean Labor and Income Panel Study 2012).

- The percentage of professionals – management or accounting-related office workers (8.1%) and education expert or related (3.5%) – is relatively high, indicating that it is necessary to utilize the pool of professionals.
- In Busan, the employment rate of those in their fifties (71.6%) was lower than the national average (74.2%), suggesting the need to expand job opportunities for baby boomers.

PROJECT OVERVIEW

- To create more jobs for individuals over fifty and encourage business start-ups.
- To offer employment counseling and information to individuals over fifty, training for employment, and job placement.
- To provide training assistance (preparation for old age, financial design, etc.) and support people in social participation and contribution.
- To manage and run a portal designed to help individuals over fifty (comprehensive job information system).
- To help institutions that offer job programs to individuals over fifty to cooperate, coordinate, and offer joint programs.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Operate job centers for individuals over fifty	Goal (Number of centers)	1	1	1	1	1
	Budget required (KRW 1 million)	720	800	800	800	800

Project 2.3.2

Operate life re-design counseling centers

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Operate life re-design counseling centers	Operation	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- To encourage baby boomers to lead an active life at the critical age following retirement and as they enter old age, it is essential that they have access to various services and programs. Of such programs, the priority would be for their employers to offer training to

prepare them for life after retirement. Other programs include training to take advantage of the social education infrastructure to help them prepare for life after retirement. It is necessary to support these programs to help baby boomers prepare.

- Unlike senior citizens, baby boomers are generally more educated and have a strong desire to take part in activities of their own accord. It is essential that the assistance provided is tailored to their distinctive needs.
- It is necessary to provide counseling to baby boomers who would not yet benefit from the elderly welfare system after they retire.

PROJECT OVERVIEW

• Project objectives

- To provide counseling on life re-design to the new middle-aged and help them lead a stable life in old age.

• Project details

- To operate counseling call centers.
- To align and support services tailored to their needs.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Operate life re-design counseling centers	Goal (Number of centers)	1	1	1	1	1
	Budget required (KRW 1 million)	40	50	50	50	50

Project 2.3.3

Run human book libraries

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Run human book libraries	Number of libraries	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- This project is about sharing one's talent, knowledge, experience, wisdom, and know-hows in general and professional fields, such as travel, tips from housewives, travel, medicine, education, and art.

- Human book libraries are similar to a regular library of books. At human book libraries, people can access the experience and knowledge of people instead of books.
 - Just as we read books, users may ‘borrow’ people with expertise in different fields, meet them, and listen to their knowledge and experience. This new idea of a library helps all individuals to either become a human book or borrow a human book.
 - Through human books, participants meet new people, connect, communicate, and share knowledge. The entire process is therapeutic, helping everyone involved to gain a new understanding of others.

PROJECT OVERVIEW

- **Project objectives**

- To expand the scope of understanding, knowledge, and communication and to pass on experience and know-how.

- **Project details**

- To find human books who can be ‘loaned’ out anytime.
- To engage in its promotion to expand the program.
- To build a system that facilitates the concept of human book loan.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Run human book libraries	Goal (Number of centers)	1	1	1	1	1
	Budget required (KRW 1 million)	40	40	50	50	50



SOCIAL PARTICIPATION

Project
3.1.1

Engage retired civil servants in social contribution jobs

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Engage retired civil servants in social contribution jobs	Number of jobs	Department of Senior Citizen Welfare, Ministry of Personnel Management

CURRENT STATE AND BACKGROUND

- Compared to the older generation, baby boomers are more educated and have diverse experience, but they only have limited opportunities to make use of their experience after retirement.
- Considering that the baby boomer generation has a strong desire to engage in economic activities and that local communities need their experience, there is potential for a variety of jobs entail social contribution that are accompanied by adequate remuneration.
- Despite their skills and experience, many retired civil servants are not able to take advantage of their skills after leaving their main job. When social roles are given to them, their talent will be used, not to mention the fact that jobs entailing social contribution will help them lead an active life after retirement.

PROJECT OVERVIEW

• Project objectives

- While the focus is on social contribution, this job program will ensure a level of stability as it comes with a certain wage level and period of participation.
- To identify various projects in which individuals over fifty can use their experience.

• Project details

- Remuneration and period: Approximately KRW 1.75 million per month for a duration of three years
- Of those areas under the care of public corporations or the private sector that require the experience of civil servants, the fields that specifically relate to public interest will be the focus, through which social contribution-type jobs will be created and gradually increase in scope.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Engage retired civil servants in social contribution jobs	Goal (Number of persons)	10	10	10	10	10
	Budget required (KRW 1 million)	175	175	175	175	175

Project 3.1.2

Support baby boomers in their social contribution

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Support baby boomers in their social contribution	Number of participants	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- According to the Survey on the Life Conditions and Policy Impact on Senior Citizens in Busan (2018), 94.1% of senior citizens in Busan said that they have 'never' volunteered before; 3.7% said that they have 'before but not now' and 2.2% were currently volunteering. This shows that most senior citizens have never been and are still not involved in volunteer programs.
- The baby boomer generation is more educated and experienced than the older generation, but they have limited opportunities to utilize their experience. It is expected that they will become increasingly interested in social contribution.
- Considering that local communities can take advantage of their experience and knowledge, it would be useful to identify and develop jobs that make a social contribution and also come with adequate remunerations.
- It is extremely difficult for someone who has never been involved in volunteer activities in their lifecycle to participate in them in old age, which is why it is important to offer the opportunity to engage in activities entailing a social contribution to individuals over fifty.

PROJECT OVERVIEW

- Target: Busan citizens aged between 50 and 64 with professional expertise and work experience who are willing to participate in programs
 - ※Excluding persons who are in the labor market full-time and participants who are involved in other funded activity programs

• **Description**

- Implementing institution: Gu district / gun county (implements programs), non-profit organizations, welfare centers, senior clubs, etc. (by application)
- Field: Socially contributing jobs and volunteer projects
- ▶ To be selected as needed and based on local conditions and characteristics, plan feasibility (sufficient number of participants, client management, etc.), expectations, allocation by region, etc.
- Assistance provided: Remuneration for participants, project cost

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Support baby boomers in their social contribution	Goal (Number of persons)	270	270	270	270	270
	Budget required (KRW 1 million)	675	745	745	745	745

**Project
3.2.1**

Provide customized lifelong learning assistance to the marginalized

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Provide customized lifelong learning assistance to the marginalized	Number of persons who completed learning	Department of Education Support

CURRENT STATE AND BACKGROUND

- Having enacted the ORDINANCE ON ELDERLY EDUCATION ASSISTANCE IN BUSAN METROPOLITAN CITY, Busan is the first Korean city to have developed a systematic framework designed to support the elderly in their education and training.
- Based on the ordinance, it is necessary to build a platform that promotes relevant education projects, such as academic education at a mature age, adult literacy, vocational competency, general knowledge in the humanities, the arts and culture, civic participation, etc.

PROJECT OVERVIEW

(1) Literacy program

- Target: Senior citizens and the marginalized
- Detail: Reading, writing, sentence comprehension, etc.

- Provided by: 83 institutions, including Seongji Culture Center (Accredited: 16; non-accredited: 67)

(2) Literacy teaching staff training program

- Target: Literacy volunteers and university graduates
- Course: Elementary school course, middle school course
- Provided by: Busan Continuing Education Institute

(3) Busan Literacy Event

- Objective: To broaden the social scope for adult literacy education
- Time: Every September
- Detail: Poetry and painting exhibition by adult learners, award ceremony performance, etc.
- Provided by: Busan Continuing Education Institute

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Provide customized lifelong learning assistance to the marginalized	Goal (Number of persons)	2,500 students who complete a literacy course	3,000 students who complete a literacy course	3,000 students who complete a literacy course	3,000 students who complete a literacy course	3,000 students who complete a literacy course
	Budget required (KRW 1 million)	400	450	450	450	450

**Project
3.2.2**

Run the 50+ Life Re-design College

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Run the 50+ Life Re-design College	Number of college	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Currently, Busan has 4 colleges for the elderly (Pusan National University, Kyungsung University, Silla University, and Kosin University). Classes are offered to citizens at

university lifelong learning centers, but no programs exist that are specifically designed for baby boomers.

- Unlike the older generation, baby boomers place a high level of importance on their hobbies in life in old age. To respond to their needs, it is necessary to broaden the scope of programs preferred by baby boomers and to offer curriculum tailored to their needs.
- Even within the baby boomer generation, gaps exist in age, academic background, and income. Diversity should be considered in designing education content as baby boomers have diverse needs.

PROJECT OVERVIEW

• Project objectives

- To provide space for learning and leisure to baby boomers who are different from the older generation in various aspects.

• Project details

- Customized baby boomer programs at two community colleges in collaboration with the university → To be expanded to four locations.
- To introduce more life re-design colleges in collaboration with the university, offering customized baby boomer programs or special lectures that are also available to baby boomers, aligned with the specialties of the university.
 - ▶ Develop / run two classes tailored to baby boomers per university which number eight or more, in total
- To introduce the University of the Second Age and relevant courses in humanities, leisure, etc.
 - ▶ To gradually increase the percentage of humanities classes preferred by baby boomers.
 - ▶ To offer classes on culture, leisure, and life.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Run the 50+ Life Re-design College	Goal (Number of facilities)	2	4	4	4	4
	Budget required (KRW 1 million)	100	200	200	200	200

Project
3.2.3

Offer lifelong learning programs at local libraries

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Offer lifelong learning programs at local libraries	Number of institutions	Department of Education Support

CURRENT STATE AND BACKGROUND

- In Busan, 56.9% of senior citizens (aged 65 or more) wish to enjoy hobbies in their old age (Statistics Korea, 2018).
- Most responses from senior citizens indicated that they spend their day 'at home' (36.9%), followed by meeting 'friends or neighbors' (29.1%), going to 'parks or mountains' (17.0%), and going to 'welfare centers or senior community centers' (14.6%). The older they were, the less they met friends or neighbors. On the contrary, the number of those who went to welfare centers or senior community centers quickly rose in people aged 80 or more (47.5%).
- Compared to the older generation, baby boomers are more educated and healthier. Now that they are about to enter old age, it is crucial to develop and offer more lifelong learning programs that are distinct from those currently available at welfare or senior community centers. For the new elderly generation, local libraries may be used to create a new environment for hobbies and cultural activities.

PROJECT OVERVIEW

• **Project objectives**

- To create a new environment for hobby and cultural activities for the new elderly generation.

• **Project details**

- To promote the lifelong learning culture class portal run in 11 locations, including the Busan Metropolitan Simin Municipal Library.
- To distribute and promote relevant programs at the municipal library as well as local libraries.
- To offer programs that meet the needs of the new elderly generation.
- To create an age-friendly environment, such as a silver zone, to respond to the rising number of senior users.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Offer lifelong learning programs at local libraries	Goal (Number of locations)	11 locations	11 locations	11 locations	11 locations	11 locations
	Budget required (KRW 1 million)	969,795	969,795	969,795	969,795	969,795

Project 3.2.4

Operate a senior education specialist bank system

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Operate a senior education specialist bank system	Number of times of specialist dispatch	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- In Busan, 56.9% of senior citizens (aged 65 or more) wish to enjoy hobbies in their old age (Statistics Korea, 2018).
- It is necessary to create an environment in which senior citizens have easy access to and continue to take part in exercise, hobbies, and cultural activities.
- While local communities offer various leisure and recreational programs in calligraphy, painting, dance, language study, and singing, effort is lacking to broaden the scope and ground for senior club activities.

PROJECT OVERVIEW

• Project objectives

- To promote and boost senior classes by sending senior education specialists and instructors (funded) to elderly leisure and welfare facilities, such as senior welfare centers.

• Project details

- To dispatch senior education specialists and instructors pursuant to the ORDINANCE ON ELDERLY EDUCATION ASSISTANCE.
- To offer education and training opportunities for professional senior education specialists and instructors.
- To train senior education specialists and instructors.
- To publish and distribute materials on senior education.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Operate a senior education specialist bank system	Goal (Number of times dispatched)	290	290	290	290	300
	Budget required (KRW 1 million)	20	20	20	20	25

Project 3.3.1

Provide Culture Nuri Cards

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Provide Culture Nuri Cards	Issue rate and usage of Culture Nuri Card	Department of Culture and the Arts

CURRENT STATE AND BACKGROUND

- According to the city's senior population survey, most senior citizens watched TV for four hours a day while 30% were not engaged in any leisure or cultural activities. It was noted that their recreational activities were mostly limited to hwatu (local card games), card games, and a few programs.
- Only one-third of respondents said that they were satisfied with their recreational activities, suggesting a low level of satisfaction with their leisure and recreation overall.

PROJECT OVERVIEW

- Basis: Article 15.3 of the CULTURE AND THE ARTS PROMOTION ACT; Ordinance on Support for Culture Usage Coupons in Busan Metropolitan City
- **Project objectives**
 - To assist those without ready access to culture and the arts in enjoying cultural performance, films, tourism, and sports, thereby helping them to improve their quality of life and promote culture.
 - This is part of the national program (providing opportunities for cultural enjoyment to low-income earners) designed to ensure access to culture and the arts for those who are underprivileged.
- **Project details**
 - Eligibility: Recipients of basic livelihood assistance benefits, marginally poor → 221,237 persons (as of December 2017)

- * Provided to: 138,042 persons, first-come-first-served
- To provide Culture Nuri Cards to low-income earners to improve their access and enjoyment of culture and the arts → A card worth KRW 80,000 issued to an individual
- Implemented by: Busan Cultural Foundation

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Provide Culture Nuri Cards	Goal (Number of persons)	128,000	128,000	128,000	128,000	128,000
	Budget required (KRW 1 million)	11,295	11,295	11,295	11,295	11,295

Project 3.3.2

Provide support for cultural welfare customized to seniors

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Provide support for cultural welfare customized to seniors	Number of targets	Department of Culture and the Arts (Busan Cultural Foundation)

CURRENT STATE AND BACKGROUND

- In the age-friendly city index (2015) for Busan, it was found that 42.3% said that there are 'many social activities open to senior citizens' while 57.7% responded 'there are not many,' indicating that their options are limited in terms of the social activities and local community events open to seniors.
- According to the city's senior population survey, most senior citizens watched TV for four hours a day while 30% were not engaged in any leisure or cultural activities. It was noted that their recreational activities were mostly limited to hwatu (local card games), card games, and a few programs.

PROJECT OVERVIEW

- Project objective: To offer culture and arts experience programs to senior citizens who are culturally isolated, thereby enhancing their quality of life and offering opportunities to local artists.
- Target
 - Senior citizens: Senior citizens whose mobility is challenged and remain at home, senior citizens living alone, etc.

- Artists: Young / mature artists, etc. residing in Busan

• **Project details**

- To identify senior citizens living alone and other such persons who face the risk of lonely death in Busan.

- To engage participating artists in visiting target senior citizens in their home to offer them opportunities to participate in culture and arts experience programs, and to build rapport and relationships.

• Implemented by: Busan Cultural Foundation

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Provide support for cultural welfare customized to seniors	Goal (Number of persons)	700	700	700	700	700
	Budget required (KRW 1 million)	128	128	128	128	128

**Project
3.3.3**

Support cultural activities on the move

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Support cultural activities on the move	Number of targets	Department of Culture and the Arts

CURRENT STATE AND BACKGROUND

- According to the city's senior population survey, most senior citizens watched TV for four hours a day while 30% were not engaged in any leisure or cultural activities. It was noted that their recreational activities were mostly limited to hwatu (local card games), card games, and a few programs.
- According to Statistics Korea (2018), 56.9% of senior citizens (aged 65 or more) wish to enjoy hobbies in their old age. As the number of the new elderly generation who are active, healthy, and highly educated is increasing, it is important to modify existing programs primarily centered on leisure and recreation to expand the focus to culture, which can also be used to support the underprivileged at welfare facilities and other such people without access to cultural activities.

PROJECT OVERVIEW

• Project objectives

- To visit welfare facilities and engage people in cultural/arts activities, providing those who had been isolated with opportunities for cultural enjoyment and the arts.
- To engage local artists, welfare facilities, and cultural centers to play their roles in an organic system, thereby providing artists with opportunities to use their artistic skills and utilizing unused space in welfare centers.

• Project details

- To provide opportunities to share culture and the arts with those at target facilities.
- To fund portions of the expense required for culture/arts activities and engage target facilities in sharing unused space.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Support cultural activities on the move	Goal (Number of persons)	160	160	160	160	160
	Budget required (KRW 1 million)	195	195	195	195	195

Project 3.3.4

Golden Arts School for the silver

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Golden Arts School for the silver	Number of persons	Department of Culture and the Arts

CURRENT STATE AND BACKGROUND

- In the age-friendly city index (2015) for Busan, it was found that 42.3% said that there are 'many social activities open to senior citizens' while 57.7% responded 'there are not many,' indicating that the options are limited in terms of the social activities and local community events open to seniors.
- According to the city's senior population survey, most senior citizens watched TV for four hours a day while 30% were not engaged in any leisure or cultural activities. It was noted that their recreational activities were mostly limited to hwatu (local card games), card games, and a few programs.
- As the number of the new elderly generation who are active, healthy, and highly educated

is increasing, it is important to modify existing programs primarily centered on leisure and recreation to expand the focus to culture.

PROJECT OVERVIEW

- **Project objectives**

- To support senior citizens in their engagement in cultural activities via senior welfare centers, community culture centers, etc.

- **Project details**

- To solicit ideas related to culture programs specific to the silver and baby boomer generation and offer them as programs.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Golden Arts School for the silver	Goal (Number of persons)	30	30	50	50	50
	Budget required (KRW 1 million)	50	50	100	100	100

**Project
3.3.5**

Silver Culture Festival

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Silver Culture Festival	Number of times	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- According to Statistics Korea (2018), 56.9% of senior citizens (aged 65 or more) wish to enjoy hobbies in their old age.
 - Among both men and women, most respondents said that they wished to enjoy hobbies in old age, followed by those who chose 'income-earning activities' (24.4%) in men and 'religious activities' (21.6%) in women.
- Busan currently runs 30 senior welfare centers designed to promote welfare, engaging and supporting senior citizens in their cultural, hobbyist, and social activities. The city plans to increase and expand their number.
- There number of culture and arts activities and presentations led by senior citizens is growing, such as the Silver Movie Festival held at senior welfare centers. It is necessary

to broaden the scope of such activities and turn them into an extensive culture and arts festival to engage families and local communities as well.

PROJECT OVERVIEW

- **Project objectives**

- To promote leisure and culture to engage seniors to participate in society and enjoy a happy life.
- To encourage seniors to have a sense of belonging by engaging them as active participants.
- To offer opportunities for self-development and to sharing one's talents and gifts with others.

- **Project details**

- Silver Movie Festival, play, photography exhibition, choir festival, and other hobbies incorporated into a festival on or around Senior Day (October 2).
- Venue: Busan Cinema Center, Citizens Park, etc.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Silver Culture Festival	Goal (Number of times)	1	1	1	1	1
	Budget required (KRW 1 million)	70	70	70	70	70

4

SOCIAL INTEGRATION

Project 4.1.1

Launch an age-friendly town (Jeongdeun Maeul) project

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Launch an age-friendly town project	Location	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Among the special and metropolitan cities in Korean, Busan has been the fastest to age and has the highest rate of aging. By 2022, the population of Busan will be the first to become 'super-aged.'
- According to the Senior Population Survey (2018) conducted by the Ministry of Health and Welfare, more than half of senior citizens (57.6%) wished to "live out the rest of their days at home even if there are difficulties with mobility," showing that many seniors want to age in place (AiP).

PROJECT OVERVIEW

• Project objectives

- To create a lifelong community environment that embraces all generations of different walks of life, not only the elderly, so that they can continue to live in the neighborhood in which they made their homes.

• Project details

- To align with urban regeneration to create a physical environment required by the elderly to live.
- To support welfare programs needed locally to create an environment for a lifelong community, not only for the elderly but also for other residents of various walks of life.
- Target locations: 2 locations (selected for the New Deal 2019 program)
 - ▶ 338-4 Geumsa-dong, Geumjeong-gu (Cheongchun and Jeongdeun Maeul)
 - ▶ 142-7 Bansong-2-dong 51-gil, Haeundae-gu (Bansong blank project of creating neighborhoods including alleyways with character for all generations)
- Programs for age-friendly towns created as part of the New Deal
 - ▶ Health and leisure programs tailored to the characteristics and needs of local senior citizens
 - ▶ Support with living services (Anything about Living)
 - ▶ Promotion of senior community centers, and improvement of senior homecare services, etc.
 - ▶ Implementation of the age-friendly housing safety support program

- ▶ Pilot implementation – age-friendly store (street) project

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Launch an age-friendly town project	Goal (Number of locations)	Project review	1	2	3	4
	Budget required (KRW 1 million)	30	50	100	100	150

Project 4.1.2

Project to encourage alternative family

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Project to encourage alternative family	Number of participants	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- The senior job projects funded by the government have limited offerings available to seniors receiving basic livelihood assistance benefits. Senior citizens in advanced years with limited education find it difficult to participate in such projects.
- Recently, senior residents of Gaegeum-3-dong in Jin-gu, Busan have joined forces with the Social Welfare Solidarity to form a cooperative and have engaged in community activities (11 members; 82 years old on average; 9 seniors living alone). This is a good model of a self-supporting community comprised of senior citizens advanced in years with limited education, and is worth building on as an example (Kookje Daily News, July 23, 2017).
- Their hobbies and productive activities are led entirely by the senior citizens themselves. Existing jobs were assigned without any input from senior citizens, which included picking up cigarette butts, weeding, and doing dishes. In this self-supporting model, it is important to note that the members find and do the jobs that they enjoy.

PROJECT OVERVIEW

• Project objectives

- To support areas in which the population of senior citizens is high to create a small community characterized by economy, lifestyle, and leisure to encourage them to become self-sufficient.
- To encourage senior citizens of low-income households to participate, become involved socially, and earn income.

• **Project details**

- To encourage senior citizens to work together to address daily issues (e.g., meals) in areas in which the population of senior citizens is high.
- To encourage senior citizens to engage in hobbyist and productive activities so they can be socially involved and learn to become self-sufficient.
- It is difficult for senior citizens to establish a cooperative on their own. Human resources and budget should be allocated to support them for a certain period of time.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Project to encourage alternative family	Goal (Number of persons)	100	300	400	500	600
	Budget required (KRW 1 million)	100	300	350	400	450

**Project
4.1.3**

Senior Happy Life project

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Senior Happy Life project	Number of participants	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Among all one-person households in Busan, the elderly account for 30.6% (108,000 households). The number continues to grow each year and is expected to reach 50.8% by 2035¹⁾.
- As of 2018, 72.5% of senior citizens aged 65 or more in Busan do not live with their children; 27.5% live with their children.
- It is necessary to promote health and help create social networks for those senior citizens who do not use senior leisure facilities (welfare centers, senior community centers, etc.) and mostly stay home.

1) Statistics Korea press release, Busan Metropolitan City Statistics on Aged Persons 2015 (October 2015).

PROJECT OVERVIEW

- **Project objectives**

- To prevent the social isolation of senior citizens and help them to lead an active life.
- To promote health and help create social networks for those senior citizens without social relationships.

- **Project details**

- Target: 100 senior citizens (10 teams) who do not have good relationships with families and neighbors
- Main programs: Easy exercise (2 – 3 times a week)
 - ▶ Easy exercise: Exercise that requires no equipment, exercise with equipment, walking, meditation, recreation, etc. for no more than an hour at a time.
 - ▶ Social activities: Group meals and day trips
 - ▶ Joint activities with local social services: Welfare and health services, local social resources, etc. which are jointly offered
- Implemented by: Senior welfare centers, social welfare centers

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Senior Happy Life project	Goal (Number of persons)	200	200	300	300	400
	Budget required (KRW 1 million)	200	200	300	300	400

Project 4.1.4

Modernize senior community centers and transform them into local hubs

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Modernize senior community centers and transform them into local hubs	Number of facilities	Department of Senior Citizen Welfare
Support programs that promote senior community centers	Number of facilities	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- According to the Survey on the Life Conditions and Policy Impact on Senior Citizens in Busan (2018), most responses from senior citizens indicated that they spend their day 'at home' (36.9%), followed by meeting 'friends or neighbors' (29.1%), going to 'parks or

mountains' (17.0%), and going to 'welfare centers or senior community centers' (14.6%). The older they were, the less they met friends or neighbors. On the contrary, the number of those who went to welfare centers or senior community centers quickly rose in people aged 80 or more (47.5%).

- As the needs of the elderly and society change, new roles are expected of senior community centers. It is therefore necessary for the centers to go beyond their current scope, respond proactively to changes and fulfill their functions of offering space, information, and education to ensure local senior citizens lead a happy life.
- Existing programs designed to revitalize senior community centers should be improved to adopt more in-depth approaches. The major function of senior community centers was previously to simply provide a place of gathering. It is necessary to develop and distribute new programs for senior community centers, close to the homes of senior citizens and easy for them to access, and transform the centers into local hubs of communication among communities.

PROJECT OVERVIEW

• Project objectives

- To reinforce the role of the centers as senior welfare and leisure facilities that are close by and can be accessed easily by senior citizens in the area.

• Project details

- To support the renovation of senior community centers in confined / dilapidated residential areas.
- To offer support programs that promote senior community centers.
- To reinforce the mutual care services by assigning operation staff to participate in senior volunteer programs.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Modernize senior community centers and transform them into local hubs	Goal (Number of centers)	9	9	9	9	9
	Budget required (KRW 1 million)	900	900	900	900	900
Support programs that promote senior community centers	Goal (Number of centers)	550	640	720	800	800
	Budget required (KRW 1 million)	320	506	625	780	780

Project
4.1.5

Offer a peace-of-mind call service to parents who live alone

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Peace-of-mind call service	Number of counseling cases	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Among all one-person households in Busan, the elderly account for 30.6% (108,000 households). The number continues to grow each year and is expected to reach 50.8% by 2035²⁾.
- As of 2018, 72.5% of senior citizens aged 65 or more in Busan do not live with their children; 27.5% live with their children. (Statistics Korea, 2018)
- The main reason that senior citizens do not live with their children is that 'it is more comfortable to live separately' (38.3%), followed by 'no need to be a burden to children' (29.1%). This shows that senior citizens are not adequately taken care of by their family. The implementation of an appropriate measure to perform regular checks on senior citizens who live alone is urgently needed to ensure they are safe at home.

PROJECT OVERVIEW

• **Project objectives**

- To provide a call service to children who have left their parents in Busan to live elsewhere.
- To provide the 'peace-of-mind call' service when children cannot get in touch with their parents who live alone, to give peace of mind to the children and help them continue on.

• **Project details (Revised)**

- "Peace-of-mind call (1588-5998)" Operating hours: 07:00 – 22:00 (365 days a year)
- Registration by children of senior citizens who live alone; when they cannot get in touch with their parents, they can request the help of supporters to visit their parent's home to check on them and notify the children.
- ※Supporters: Community leaders, women's organization members, volunteers to help local senior citizens who live alone

- Implemented by: Comprehensive Support Center for the Elderly Living Alone

2) Statistics Korea press release, Busan Metropolitan City Statistics on Aged Persons 2015 (October 2015).

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Peace-of-mind call service	Goal (Number of persons)	30	30	50	50	60
	Budget required (KRW 1 million)	0.5	0.5	0.6	0.6	0.7

Project 4.1.6

Build a system to prevent lonely death

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Build a system to prevent lonely death	Number of support provided	Department of Welfare Policy

CURRENT STATE AND BACKGROUND

- Between June and October 2017, the age range of those who died alone in Busan (36 cases) was: 30 years or younger (1); 41 – 50 years (5); 51 – 64 years (17); and 65 years or older (13). This shows that the rate is very high among the age group of 51 – 64 years.
- It was found that most of them had health conditions. Thirty individuals suffered from disease when they were alive; six had special health conditions.
- Most of the conditions were alcoholism, diabetes, high blood pressure, and liver disease. Three of the victims had returned home following surgery and died due to a lack of care.
 - In many cases, people with schizophrenia, depression, epilepsy, a disability (facial, physical, visual), etc. had been isolated from the outside world due to their conditions.
- The number of those who die without known ties to other people or those who die alone is expected to rise.
 - The emergence and the rise of lonely death has become an aspect of the news that we see more frequently around us. It will inevitably become more frequent due to aging and the growing number of one-person households, and the issue will no longer be confined to the elderly.
- It is therefore important to build a system designed to prevent lonely death and implement it in association with Industry 4.0 and apply it to households in which lonely death is a possibility.

(1) Knock-Knock service in Dabok-dong

- Service description: When a mobile phone is 'not used' for a certain period of time,

the welfare officer at a local dong district office 'checks in on' the mobile phone holder.

- Service coverage and target: All of Busan (1,500 households)

(2) KT biz say

- Service description: When a local dong district office sends a message to a one-person household, the message is delivered as a text or converted into a voice message, with which the office identifies a crisis (e.g., lonely death)

- Service coverage: Dong-gu, Geumjeong-gu, Gijang-gun, etc.

(3) KT safety sensor LED light

- Service description: LEDs with motion detection sensors are installed in the homes of senior citizens living alone, which are connected to the IoT network to prevent lonely death, offer an emergency call service, and make natural disaster announcements via TTS.

- Service coverage: To be installed in Yeonje-gu (27 households) in the latter half of the year, as well as in Geumjeong-gu (20 households), etc.

(4) Dream Visions: "Peace-of-mind Senior Care Service" based on contactless, sensory unaware biosensors

- Service description: The device measures biosignals and sends the centrally analyzed data to the server to calculate the risk index and detect signs that are out of ordinary. In the case of an emergency, the data is sent to relevant institutions, local centers, and guardians in real time.

- Service coverage: Buk-gu (160 households)

PROJECT OVERVIEW

• Project objectives

- To offer Industry 4.0 services designed to prevent lonely death of senior citizens.
- To build the on/offline service structures with ICT to enable a framework of support for the service targets and entities.

• Project details

- To form a network with service entities (welfare policy departments and responsible teams in each gu district).
- To conduct surveys with senior citizen subjects regarding ICT assistance (Comprehensive Support Center for the Elderly Living Alone).
- To utilize ICT, not only to protect senior citizens but also to build an on/offline senior welfare service framework, so efforts are made at the local level to ensure that the services do not simply focus on how to respond to death but also emphasize preventing the isolation of senior citizens in their daily lives.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Build a system to prevent lonely death	Goal (Number of <i>dong</i> districts)	10	10	10	10	10
	Budget required (KRW 1 million)	200	200	200	200	200

Project 4.1.7

Offer intergenerational integration programs

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Support intergenerational integration programs	Number of implementing institutions	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Due to advancements in science and technology, the cultural gap between generations, especially for the elderly, has become wider than ever.
- Senior welfare centers, youth training centers, and others are dedicated to specific generations, resulting in a lack of programs or spaces in which people of different generations can come together and share their culture with other generations.

PROJECT OVERVIEW

• Project objectives

- To narrow the cultural gap between generations, and help younger generations to better understand and become familiar with the elderly, thereby improving intergenerational bonds.

• Project details

- To broaden the scope of senior welfare centers and use them to bring different generations together.
 - ▶ Offer classes on smartphones, social networking sites, cyber games, etc. and share the youth culture.
 - ▶ Open program spaces at welfare centers on weekends: Open to families to enjoy calligraphy, the game of goh, and other such activities.
- To work with local resources (senior welfare centers, schools, youth training centers, etc.) to support activities designed for intergenerational integration.
 - ▶ Intergenerational programs – clubs that embrace the grandfather generation with the grandchildren's.

- Implemented by: Senior welfare centers

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Support intergenerational integration programs	Goal (Number of institutions)	7	10	15	17	20
	Budget required (KRW 1 million)	14	20	30	35	40

Project 4.2.1

Provide education on the prevention of elderly abuse and promotion of their rights

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Provide education on the prevention of elderly abuse and promotion of their rights	Number of persons trained	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- While aging has accelerated the growth of the senior population, industrialization and urbanization have redefined the conventional family structure of a nuclear family, eroding the tradition of supporting parents in old age. As seniors have been left out of the conventional concept of family, their human rights have been increasingly threatened by various issues, such as elderly abuse.
- It is therefore necessary for institutions that protect the elderly to take the lead and offer education on the prevention of elderly abuse to local members of the community as well as to those who are obligated to report elderly abuse pursuant to the WELFARE OF THE AGED ACT, thereby protecting the rights of the elderly and preventing abuse.

PROJECT OVERVIEW

- To provide education on the prevention of elderly abuse to those who are obligated to report elderly abuse pursuant to the WELFARE OF THE AGED ACT as well as the general public, relevant institutions, and their staff, jikimidan (groups of guardians), and volunteer workers.
- To provide statutory education on elderly rights at senior welfare facilities pursuant to the revised WELFARE OF THE AGED ACT (April 25, 2018) to improve elderly rights.

• Description

Category		Description
Person obligated to report abuse		Classes provided for healthcare professionals through collaboration with geriatric hospitals, public health centers, and nurses associations
		Class information and classes provided for the 119 Fire & Safety Headquarters
		Class information and regular classes provided for long-term care insurance institutions
General public	Senior citizen	Classes given at senior community centers by working with regional branches of the Korean Senior Citizens Association
		Cooperation with local welfare centers to educate senior welfare center users
		Cooperation with senior facilities and care homes to provide classes to senior tenants
	Pre-school, students	Cooperation with childcare facilities and kindergartens to improve the understanding of the elderly
		Classes to summer youth volunteer members offered internally
	Adults, individuals over-fifty	Classes provided for resident leaders by working with persons of contact for the resident leader meetings at resident community centers
		Classes provided for students at caregiver training institutions
		Classes provided for students at lifelong learning and caregiver training institutions
		Classes provided for students at local welfare centers (winter/summer)
Relevant institutions / staff	Classes provided for staff at patrol units and police stations	
	Classes provided in group training / quarterly training sessions for government officials	
<i>Jikimidan</i> (group of guardians) and volunteer workers	Classes to train new jikimidan members and refresher training to existing members	
	Classes given to volunteer workers	

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Provide education on the prevention of elderly abuse and promotion of their rights	Goal (Number of persons)	20,000	21,000	22,000	23,000	24,000
	Budget required (KRW 1 million)	-	-	-	-	-

Project
4.2.2

Operate shelters for to abused elderly

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Operate shelters for abused elderly	Number of tenants / users	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- The shelters are designed to protect abused senior citizens for a certain period of time, provide therapy programs, and ensure that they benefit from reinforced protection.
- The shelters offer professional counseling to abusers and their families to prevent recurrence and help the families recover.

PROJECT OVERVIEW

• **Project objectives**

- To reinforce the protection of abused senior citizens.
- To prevent recurrence of the abuse and help the families recover.

• **Project details**

- Eligible targets: Senior citizens aged 65 or more who have been abused, validated by the head of an elderly protection institution
 - ▶ those who self-admit or agree to enter the shelter; or
 - ▶ those who do not have the capacity to convey their wishes upon the agreement of a guardian or relevant government official (other than the abuser) to admit them into the shelter
- Protection period: Up to 3 months; Up to a month extension in cases in which it is unavoidable
- Service description
 - ▶ Support for accommodations, meals, psychotherapy, and improvement in the environment of abuse (counseling, medical costs, legal services, culture/leisure activities, etc.) and program assistance for abused seniors who are not tenants as well as for the abusers

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Operate shelters for to abused elderly	Goal (Number of tenants / users)	50	50	60	60	60
	Budget required (KRW 1 million)	180	180	190	190	190

Project
4.3.1

Run the elderly policy monitoring group

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Run the elderly policy monitoring group	Number of persons	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- The WHO Global Network of Age-Friendly Cities & Communities strives for active aging and places a heavy emphasis on the social participation of senior citizens to ensure they are not isolated by the aging process and age itself.
- Busan has a policy advisory committee comprised of senior citizens who strive for social participation, reflecting their needs and feedback on senior-related policies in a bottom-up approach and incorporating them in the city policies.

PROJECT OVERVIEW

- **Objective**
 - To incorporate the feedback from senior citizens for which senior welfare policies are created, and to utilize the group as the hub of communication on Busan's senior policies.
- **Composition**
 - Senior citizens who are part of senior welfare centers, Korean Senior Citizens Associations, or other such institutions/organizations as well as other senior citizens who are actively involved in volunteer programs and other types of social activities.
 - Appointed to serve as a member for the period of one year by the mayor; May be re-appointed.
- **Main functions**
 - To participate in establishing the Basic Plan for Elderly Welfare and monitor its implementation.
 - To examine and review the reality of the city's senior welfare and propose policies to ensure elderly welfare.
- **Operation**
 - Comprised of seven sub-committees, each of which is comprised of up to ten persons.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Run the elderly policy monitoring group	Goal (Number of persons)	50	50	50	50	50
	Budget required (KRW 1 million)	20	30	30	30	30

Project 4.3.2

Foster exemplary models of senior citizens

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Foster exemplary models of senior citizens	Number of participants	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Today, the society is rampant with prejudice and discriminatory perception that senior citizens are conservative, rigid, and outmoded without respect for their wisdom and years of knowledge and experience.
- As there is a growing number of people without family or friends, the social isolation of senior citizens and those who live alone has become serious.
- By encouraging the older generation to take pride in themselves and live as the respected elders of society, the project strives to enhance the quality of their life and find ways to resolve intergenerational conflicts that are rampant in society.

PROJECT OVERVIEW

• Project objective

- To identify and support welfare community projects that redefine the roles of senior citizens and help them recover self-esteem, thereby painting a positive, ideal picture of senior citizens.

• Project details

- To open and run the Senior Citizen College to foster exemplary models of senior citizens.
- To support the graduates of the Senior Citizen College to actively engage in their activities of painting a positive picture.
- ▶ To launch campaigns and produce promotional videos to improve the general perception of senior citizens and engage in volunteer activities.

- ▶ To propose tasks for senior policies and monitor them in their implementation.
- Implemented by: Senior welfare centers

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Foster exemplary models of senior citizens	Goal (Number of persons)	200	300	400	500	600
	Budget required (KRW 1 million)	10	20	30	40	50

Project 4.4.1

Pursue information education tailored to senior citizens

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Pursue information education tailored to senior citizens	Number of students	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- It was found that nearly half of all senior citizens (48.8%) could not fully use personal computers or online media. The difference between age groups was dramatic. Of those who could not use computers or internet at all, most people aged 80 or more (98.3%) lacked knowledge of computers. However, the figure dropped with age: 74.5% for those in their seventies and 23.3% for those in their sixties. The younger they were, the more familiar they were with digital devices and the more frequently they used them widely in their daily lives.
- However, of all senior citizens, only 3.7% did not have a mobile phone. Most owned one for the purposes of communication and search. Now that there is a rapid increase in new smartphones designed to make searching easier and the number of smartphone users is on the rise, smartphone may be increasingly used to deliver local community information and newsletters to senior citizens. It is therefore necessary to train senior citizens in this regard.

PROJECT OVERVIEW

- **Project objective**
 - To provide information education tailored to senior citizens who do not have ready access to information, improve their access, help them use information as effectively

as the general public, and enhance their quality of life.

- **Project details**

- Computer education: Document processing, internet use, photo edit, video production, etc.
- Smartphone training

- Implemented by: Senior welfare centers, senior community centers

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Pursue information education tailored to senior citizens	Goal (Number of persons)	1,080	1,500	1,700	2,000	2,200
	Budget required (KRW 1 million)	264	375	400	430	450

Project 4.4.2

Publish and distribute senior newspaper

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Publish and distribute senior newspaper	Number of newspapers published	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- In Busan, resources that provide information on culture to senior citizens are rare. Today, we live in the era of knowledge and information. Naturally, an increasing number of senior citizens also wish to access culture and knowledge, and a newspaper dedicated to that purpose is necessary.
- Reporters – senior citizens aged 65 or older – investigate, write, and report on local culture, cultural heritage, public facilities, etc. and edit their works.
- The newspaper published by the generation that best understands the areas of interest and information needed by the readership ensures that the information provided meets readers' needs.

PROJECT OVERVIEW

- **Project objective**

- To encourage senior citizens to become reporters for the senior newspaper, give them an opportunity for social participation, engage them in productive, intellectual activities, foster self-esteem, and help them provide the information that other senior citizens in

the local community need.

• **Project details**

- Preparation for article writing and investigation: To ensure the diversity of information in articles
- Article writing: To ensure that articles satisfy both quantity / quality and meet professional standards
- 5,000 copies distributed for free (monthly): Metro stations, senior welfare centers, senior clubs, city hall, etc.
- Project size: 30 jobs created for senior reporters aged 65 or more

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Publish and distribute senior newspaper	Goal (Number of newspapers published)	60,000	60,000	60,000	60,000	60,000
	Budget required (KRW 1 million)	25	25	25	25	25

Project 4.4.3 Run a 50+ Busan portal site

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Run a 50+ Busan portal site	Number of visitors	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Recently, more individuals over fifty and senior citizens are able to use smartphones and the internet on their own. However, they do not have sufficient information or an adequate platform (portal site) for their use.
- Busan has built a comprehensive portal site for individuals over fifty to provide relevant information on jobs, social contribution, education, and city-related news.
- The city continues to update and improve the portal so it can function as a platform that allows individuals over fifty to perform searches and locate information in real time.
 - It is necessary to ensure ongoing management and updates so the site is up-to-date and reflects the advancements in Industry 4.0 and provides access to a wealth of information for individuals over fifty and allows for interactive communication.

PROJECT OVERVIEW

- Five fields of information: Job, education, social participation, information archive, and communication forum

Field	Description
Job	Job openings, customized job information, application by jobseekers / employers
Education	Information on various education and training courses, application
Social participation	Information on jobs in social contribution, volunteer programs, etc.
Information archive	Information on city news, job reporters, job journal for individuals over fifty, city welfare policies, etc.
Communication forum	Communication forum, club forum, policy suggestion, user feedback, etc.

- Linked to job-related homepage to provide access to diverse contents and services

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Run a 50+ Busan portal site	Goal (Number of visitors)	3,000	3,100	3,200	3,300	3,400
	Budget required (KRW 1 million)	-	-	-	-	-

Project 4.4.4

Publish / distribute general guidebooks on information for senior citizens

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Publish and distribute general guidebooks on information for senior citizens	Number of editions published	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- According to the Survey on the Life Conditions and Policy Impact on Senior Citizens in Busan (2018), 46.9% said that it was easy to access information from their surroundings while 10.9% said it was difficult, indicating that senior citizens did not have significant problems finding information. However, the information available to them is limited in scope. It is therefore necessary to ensure that the information provided is diverse.

- As for the information that senior citizens needed, they wanted 'health information' (34.2%) more than other types, followed by 'job information' (13.7%).

PROJECT OVERVIEW

• Project objective

- To help senior citizens better adapt to the era of information technology and quickly access comprehensive and accurate information on elderly welfare government policies, tourism in Busan, culture, and the arts, thereby ensuring that services are distributed equally across the population and quality of life is improved.

• Project details

- To ensure that foreign words and terminology that is difficult to understand are simplified in the information provided and that it is clearly communicated to senior citizens; and to publish and distribute newsletters, etc. on central and city government policies on elderly welfare.
- To provide comprehensive information on health, culture, tourism, the arts, etc.
- To distribute newsletters, etc. at senior welfare centers, senior community centers, the dong district office, and other facilities primarily used by senior citizens, and expand the scope further.
- To promote the guidebooks to those who require relevant information (e.g., 50+ portal site).

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Publish and distribute general guidebooks on information for senior citizens	Goal (Number of editions published)	Establish plan	10000	20000	30000	30000
	Budget required (KRW 1 million)	-	10	20	30	30



HEALTH AND CARE

Project
5.1.1

Operate local community health centers

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Operate local community health centers	Number of dong districts	Department of Health Promotion

CURRENT STATE AND BACKGROUND

- In Busan, the health gap is drastic between different areas (by gu district / gun county and by eub / myeon / dong administrative areas); as a result there is consensus on the need for intensive health promotion projects in vulnerable areas as one approach to improving the general level of health.
- There have been demands for an activity hub from citizen organizations that have engaged in continued health promotion and disease prevention activities as well as in health-centered neighborhood projects. In response, the local community health center project was proposed.
- To develop systems and a climate required to improve the health of the city, devise policies, and offer integrated medical-welfare-public health services, local community centers have opened in vulnerable areas ever year with the goal of 50 centers in operation by 2018.

PROJECT OVERVIEW

• Project objectives

- To promote the health of citizens living in areas in which their health is vulnerable.

- Target: Residents in areas in which both the average death rate and the senior population are high.

• Project details

- Provide information on public health center programs and make referrals.

- Offer chronic disease management (health check-up and counseling in cooperation with local medical institutions) and health programs.

- Engage local residents in healthy neighborhood activities (identify local residents willing to take part in the organization, help create and run health-related clubs, launch campaigns, study local people and their health, identify and resolve health issues, host resident meetings, offer venues to engage in health and cultural activities).

- Build a local network.

- Promote the social health of local residents (train *jikimidan* (group of guardians) to prevent suicide; train *jikimidan* leaders; offer dementia screening, smoking/drinking programs)

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Operate local community health centers	Goal (Number of centers)	Install and operate (53)	Install and operate (100)	Install and operate (150)	Install and operate (206)	Install and operate (206)
	Budget required (KRW 1 million)	2,550	7,883	9,686	12,026	6,387

Project 5.1.2

Expand the home visit care services for the elderly

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Expand the home visit care services for the elderly	Number of targets	Department of Health Promotion

CURRENT STATE AND BACKGROUND

- As of 2018, the number of elderly households (a household in which its head is of the age 65 years or older) was 338,000, accounting for 24.8% of all households. This number continues to grow and is expected to reach 51.5% by 2045 (Statistics Korea, 2018).
 - The compositions of elderly households were as follows: one-person household (33.5%, highest); married couple (32.5%); married couple + children (11.4%); father (mother) + children (6.7%).
- Households comprised of only senior citizens accounted for 145,236 persons (as of the end of 2017), 25.6% of the total senior population. This figure has increased by 0.5%p annually since 2014.
- Households comprised of senior couples or senior citizens living alone reveal difficulties with basic health management. It is therefore necessary to provide home visit services to better manage their health.

PROJECT OVERVIEW

• Project objectives

- To offer health management to senior couples or senior citizens living alone to help them lead healthy, active lives.

• Project details

- To offer intensive, professional health management services to senior couples or senior citizens living alone.

- To build a system that offers home health management services in collaboration with local community health centers and offer health management services to seniors.
- To offer universal home health management services to seniors by aligning them with the Ministry of the Interior and Safety's autonomous public service projects and the Ministry of Health and Welfare's community care projects.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Expand home visit care services for the elderly	Goal (Number of households/Running total)	67,000	100,000	200,000	300,000	400,000
	Budget required (KRW 1 million)	3,903	4,293	4,722	5,195	5,714

Project 5.1.3

Offer the family dentist system to the elderly

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Offer the family dentist system to the elderly	Number of <i>gu</i> districts	Department of Health Promotion

CURRENT STATE AND BACKGROUND

- Four dental diseases/conditions are on the list of the top ten diseases/conditions that cost the national health insurance plan the most, indicating that dental costs are highly burdensome.
- Oral care is a particularly important part of general health management for senior citizens.
- It is therefore necessary to visit senior facilities located in the low-income earning areas to educate them on oral care and hygiene and offer oral check-ups and preventive care at public health centers.

PROJECT OVERVIEW

• Project objectives

- To minimize gaps in access to dental care and oral health caused by the income gap and reduce inequality in terms of access to oral health.

• Project details

- To ensure that *gu/gun* districts and counties have access to oral and dental care professionals (6 → 16 *gu* districts).

- To provide oral check-ups, preventive care, education, etc.
- To identify oral diseases early and reduce prevalence.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Offer the family dentist system to the elderly	Goal (Number of <i>gu</i> districts/Running total)	9 <i>gu</i> districts	12 <i>gu</i> districts	14 <i>gu</i> districts	16 <i>gu</i> districts	16 <i>gu</i> districts
	Budget required (KRW 1 million)	545	1,090	1,260	1,260	1,260

Project 5.1.4

Operate end-of-life community care centers

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Operate end-of-life community care centers	Number of workforce	Department of Health Promotion

CURRENT STATE AND BACKGROUND

- End-of-life care refers to palliative and hospice care provided to patients in need of such services and their family.
- Palliative care identifies general problems experienced by patients with life-threatening diseases and their family and intervenes early to help them in their treatment and improve their quality of life.
- Hospice care is a model that provides care, which includes addressing emotional aspects, to patients with life-threatening diseases/injuries and their families. Doctors, nurses, social workers, and clergy members work together as a team to address the general needs of patients and their families and provide support.

PROJECT OVERVIEW

• Project objectives

- To provide comprehensive support to end-of-life care patients and their families to ease their pain.

• Project details

- To increase the number of visiting staff at the hospice centers (10 → 16 persons).
- To expand the scope of service for users and enhance the professional capacity.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Operate end-of-life community care centers	Goal (Number of persons)	10	16	16	16	16 <i>gu</i> districts
	Budget required (KRW 1 million)	700	1,000	1,000	1,000	1,000

Project 5.1.5

Run dementia centers

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Run dementia centers	Number of centers	Department of Health Promotion

CURRENT STATE AND BACKGROUND

- Structural changes in the senior population in Busan
 - The dementia prevalence is 9.26% in Busan, lower than the national figure (10.32%). This may be attributable to the relatively low percentage of people aged 80 or older (18.1%) – a high dementia risk group – than the national figure (21.3%).
 - According to Statistics Korea (2018) however, the city’s senior population is characterized by a reduction in the number of individuals aged between 65 and 69 and also by the continued increase in the number of those aged 80 or more. It is therefore necessary for the city to devise relevant countermeasures.
- Implementation of the National Responsibility for Dementia Care
 - There have been dementia policies covering the treatment and care of dementia patients as well as their families, but access to the service has been limited, thus increasing the burden of care on families.
 - The current administration released the National Responsibility for Dementia Care with the aim of sharing the burden solely imposed on patients and their families and to create a society free from the worries of dementia.
 - The new system seeks to remedy the shortcomings in existing policies and build a comprehensive dementia management system that covers prevention, early diagnosis, and care support.
 - The national system is comprised of 20 tasks in eight domains, including the opening of dementia centers within public health centers in 252 cities, *gu* districts and *gun* counties across the country to offer customized counseling, one-on-one case management, and

referrals to associated local community services.

■ Run dementia centers

- Dementia centers will be opened at public health centers to provide comprehensive dementia management services ranging from prevention, counseling, and early diagnosis to referrals for welfare/public healthcare resources and education/training, to improve the quality of life for dementia patients, their families, and citizens.

PROJECT OVERVIEW

• Project objectives

- To provide comprehensive dementia management services ranging from prevention, counseling, and early diagnosis, to referrals to welfare/public healthcare resources and education/training, to improve the quality of life for dementia patients, their families, and citizens.

• Project details

Major projects	Description
Counseling and registration management	Counseling Dementia support service management (ID, treatment and care costs, and supplies) Guide to dementia support services Customized case management for dementia patients
Early diagnosis and prevention	General early screening Intensive screening for high risk groups Prevention management
Dementia patient center	Patient centers provided to patients Cognitive stimulation programs
Dementia family support	Care burden analysis and family counseling Family class Support for self-help meetings of families Online community for families
Improvement in public awareness of dementia and education/PR	Projects to improve the public awareness of dementia Identify and train dementia partners Boost local community resources
Adult guardian for seniors suffering from dementia	Appointment of adult guardians
Analysis of the operational performance of dementia centers	Data lodged onto database for analysis and use

Source: Dementia policy projects for 2018, reconstructed (Ministry of Health and Welfare, 2018).

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Run dementia centers	Goal (Number of centers)	16	16	16	16	16
	Budget required (KRW 1 million)	14,886	14,886	14,886	14,886	14,886

Project 5.2.1

Open and run public dementia hospitals

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Open and run (public) dementia hospitals	Number of beds	Department of Health Promotion

CURRENT STATE AND BACKGROUND

- According to a survey on Busan citizens concerning 'the type of care that they would like if they were dementia patients,' 52.8% of respondents chose geriatric hospitals, and 88.0% chose medical institutions and facilities³⁾. However, public resources are vastly insufficient and limited, necessitating collaboration with private care institutions.
- Care facilities have long hesitated to admit advanced dementia patients under their care, which is why many families had to care for patients at home, increasingly imposing the burden of care on families.
- It is particularly important to identify public care hospitals run by local governments and ensure that they introduce dementia care programs offering intensive treatment for the short term (six months) to advanced dementia patients for whom homecare is challenging.

PROJECT OVERVIEW

- **Project objectives**

- To ease the symptoms of advanced dementia patients and reduce the burden of care on families.

- **Project details**

- To diversify the functions of existing geriatric hospitals and care facilities.
 - ▶ To diversify the functions of some or all of geriatric hospitals (Class 1 – 4) to provide care to dementia patients.

3) Dementia Awareness Survey conducted on 1,000 Busan citizens

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Open and run (public) dementia hospitals	Goal (Number of beds)	200	300	400	500	600
	Budget required (KRW 1 million)	3,349	1,500	1,500	1,500	1,500

Project 5.2.2

Implement the public dementia guardianship

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Implement the public dementia guardianship	Number of requests to guardianship trial	Department of Health Promotion, dementia centers

CURRENT STATE AND BACKGROUND

- The public dementia guardianship enables the heads of respective local governments to request a trial for guardianship to support guardians in their activities on behalf of dementia patients whose capacity to make a decision is severely compromised by dementia and cannot appoint a guardian.
- In line with the National Responsibility for Dementia Care, pilot projects are underway in 33 cities, *gu* districts and *gun* counties across the country (Busanjin-gu, Suyeong-gu in Busan).
- It is expected that the public dementia guardianship will be facilitated smoothly in the future when the National Institute of Dementia secures a pool of lawyers and guardian training courses are offered by the Korea Labor Force Institute for the Aged.
- Legal entities and corporations engaged in elderly welfare with expertise and human resources for serving in the role of guardian may also be appointed as such.
- In Busan, 24.8% are households with senior citizens aged 65 or more as of 2018; this number is expected to reach 51.5% by 2045. As the number of households comprised solely of senior citizens, as well as the number of dementia patients, is expected to rise in the future, it is imperative that relevant education and human resources development are implemented to uphold the system of public dementia guardianship.

PROJECT OVERVIEW

- **Project objectives**

- To improve the quality of life for senior dementia patients.

- **Project details**

(1) Target

- Target: Low-income senior citizens aged 65 or more with dementia
 - ▶ Including those cases in which guardianship services are required (due to abuse, neglect, etc.)
- How targets are identified: Dementia centers run by local governments identify eligible targets in cooperation with institutions, facilities, and hospitals that provide care services to the elderly.

(2) Guardian

- Senior employment groups comprised of senior professional retirees
 - ▶ Guardian groups comprised of senior professional retirees, such as former police officers.
- (Roles of guardian) Support their clients in making decisions and submit monthly reports.
 - ▶ Up to KRW 400,000 provided for their roles
- (Education) Education and training offered by the Korea Labor Force Institute for the Aged
 - ▶ To offer basic training to guardian candidates and provide continuing education.

(3) Project structure

- Cities, gu districts, and gun counties that have implemented pioneering projects (dementia centers) are responsible for target management, trial request, and follow-up (guardian guidance and review).
 - ▶ Relevant institutions provide working-level supports: Comprehensive Support Center for the Elderly Living Alone (Identifies targets); Korea Labor Force Institute for the Aged (Recruits and trains guardians); National Institute of Dementia (Requests trials).
- The National Institute of Dementia acts as the central hub of support, assisting local governments in requesting trials, offering legal advisory, etc.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Implement the public dementia guardianship	Goal (Number of requests)	50	50	50	50	50
	Budget required (KRW 1 million)	15	15	15	15	15

Project
5.2.3

Utilize smart technology to provide care to senior citizens living alone

CURRENT STATE AND BACKGROUND

- As of the end of 2017, the number of senior citizens living alone in Busan was 145,236, which is expected to see a continued growth.
- Care will be provided to local senior citizens who are in need, such as those living alone, in line with the smart city vision and strategic plans for Busan developed by the 7th city administration and elected by popular vote.
- Fire and gas detectors will be installed in the homes of senior citizens living alone as well as those of people with severe disabilities to immediately notify them of an emergency and help them quickly respond and call 119. This initiative will be implemented in line with other ICT projects carried out by different gu districts and counties.

PROJECT OVERVIEW

• **Project objectives**

- To provide Industry 4.0 safety and prevention services to senior citizens.
- To build the on/offline service system by utilizing ICT to support targets.

• **Project details**

- To conduct a survey on senior citizens subject to ICT support (Comprehensive Support Center for the Elderly Living Alone).
- To utilize ICT not only to protect senior citizens but also to build an on/offline senior welfare service framework, so efforts can be made at the local level to ensure that the services do not simply focus on how to respond to death but also on preventing the isolation of senior citizens in their daily lives.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Build a system linked to the prevention of lonely death	Goal (Number of <i>dong</i>)	10	10	10	10	10
	Budget required (KRW 1 million)	200	200	200	200	200

Project
5.2.4

Provide funeral services support to senior citizens without family or friends

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Provide funeral services support to senior citizens without family or friends	Number of persons	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- According to the statistical data submitted by the Ministry of Health and Welfare, the number of those who died without any identified ties to family or relatives was 1,245 persons, up by 23.5% from 1,008 in 2014.
 - This same number was 682 persons in 2011, and has been steadily growing to 719 in 2012, 878 in 2013, 1,008 in 2014, and 1,245 in 2015.
- The age range of those who died without any identified ties to family or relatives in Busan in 2016 was: 3 deaths of individuals aged 40 years or younger; 8 deaths of individuals aged 40 – 49 years; 30 deaths of individuals aged 50 – 59 years; 18 deaths of individuals aged 60 – 64 years; and 21 deaths of individuals aged 65 years or older. Deaths were more prevalent in individuals over fifty than in any other age group, followed by the groups in their sixties.
- Due to the growing number of one-person households, the number of such deaths is also expected to rise. Considering the number of senior citizens living alone, in particular, it is essential to support the prevention of lonely death and help them rest in peace.

PROJECT OVERVIEW

• **Project objectives**

- To preserve the dignity of senior citizens without known family ties and to ensure that they rest in peace.

• **Target**

- Senior citizens living alone in Busan who wish to benefit from the service.

• **Project details**

- To provide funeral services to the applicants (who complete *jangsu* (long life) note and funeral certificate).
- Wake location: Wake in the funeral home in the local community near the home of the deceased (1 day); Funeral procession the next day
- *Jangsu* note: News / information of death (acquaintances, etc.), storage of shroud, messages to deliver
- Funeral certificate (signed by the mayor) provided, portrait picture, religious procedures, etc.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Provide funeral services support to senior citizens without family or friends	Goal (Number of applicants)	200	250	300	350	400
	Budget required (KRW 1 million)	-	-	-	-	-

Project 5.3.1

Ensure more public care facilities dedicated to dementia

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Ensure more public care facilities dedicated to dementia	Number of facilities installed	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- In accordance with the National Responsibility for Dementia Care, mild dementia patients are also categorized into a classification of their own so that they may benefit from long-term care services. In addition, the scope of reduction in out-of-pocket payment for long-term care is expanded (50% of median income or lower – 100% of median income or lower), and a new system – facilities dedicated to dementia care – is built to accommodate the increased number of people to be cared for.
- Currently, long-term care institutions available in Korea include 26,300 in-home care facilities and 5,200 live-in facilities. Due to the lack of a comprehensive system, gaps exist between regions.
- In Busan, there are 1,832 in-home care facilities (191 facilities pursuant to the WELFARE OF THE AGED ACT and 1,641 pursuant to the Senior Long-term Care Insurance) and 111 live-in facilities.
- Excessive dependence of the private sector has resulted in the shortage of public facilities that offer quality services with which users are happy, not to mention the lack of facilities dedicated to dementia care.
- An institutional framework is necessary to ensure an adequate public infrastructure that can balance out the excessive reliance on the private sector and to develop systematic plans to secure sufficient facilities and human resources.

PROJECT OVERVIEW

• Project objectives

- To improve the quality of services provided to senior citizens with dementia and to reduce the burden of care on family.
- To build a public dementia service system for the approaching era of super-aged society.

• Project details

- To diversify the functions of existing senior care facilities and day/nighttime care services dedicated to dementia care and to open offices dedicated to dementia care.
- To secure more (public) senior care facilities and day/nighttime care services dedicated to dementia care in *gu* districts and *gun* counties.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Ensure more public care facilities dedicated to dementia	Goal (Number of facilities)	2	1	-	16	-
	Budget required (KRW 1 million)	547	4,840	-	1,590	-

Project 5.3.2

Ensure community-oriented case management and integrated care

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Ensure community-oriented case management and integrated care	Number of senior citizens subject to case management	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- There is a growing need for professional support due to changes in the characteristics of senior citizens and in the diverse range of senior care services.
 - Because there are various care services available according to the physical/psychological capacity of seniors, income level, and category of support (e.g., for seniors living alone), senior citizens need professionals to determine the services that are suitable.
- One fundamental problem of senior care is the deteriorating fragmentation of services due to the lack of connection between service providers. An institution that serves as a bridge

between service providers is therefore necessary.

PROJECT OVERVIEW

- **Project objectives**

- To build a case management system at the local level to prevent service redundancy and omissions.

- **Project details**

- To build on and expand the current case management system used by domiciliary senior citizen support centers.

- To engage in care plan-care coordination-care assessment and to manage care provided to local senior citizens subject to long-term care.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Ensure community-oriented case management and integrated care	Goal (Number of persons)	80 per facility	80 per facility	90 per facility	90 per facility	100 per facility
	Budget required (KRW 1 million)	5,664	5,760	6,000	6,240	6,720

Project 5.3.3

Open and run comprehensive domiciliary care centers

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Open and run comprehensive domiciliary care centers	Number of centers	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- As the number of senior citizens continues to grow, it is necessary to eliminate redundancy in services and reach out to those who have been left out, mainly caused by the redundancy in senior care facilities.
- It is necessary to broaden the scope of care services provided to local senior citizens (assistance with housework and medical care and checking in on senior citizens to prevent depression and suicide, provide emergency aid in extreme summer/winter weather, offer free meals, etc.) and ensure the systematic, integrated management of support. Against this backdrop, there is a growing need for professional support due

to changes in the characteristics of senior citizens and the diverse range of senior care services.

- Because there are various care services available according to the physical/psychological capacity of seniors, income level, and category of support (e.g., for seniors living alone), senior citizens need professionals to determine the services that are suitable.
- One of the fundamental problems of senior care is the deteriorating fragmentation of services due to the lack of connection between service providers. It is therefore necessary to have an institution that serves as a bridge between service providers.

PROJECT OVERVIEW

• Project details

- To provide integrated services by opening and running comprehensive domiciliary care centers.
 - To conduct surveys on seniors and their life, and ensure real-time management of emergency relief, etc.
 - To manage public services provided to seniors (age pension, basic livelihood benefits, free meals, housing support, etc.) and private services (donations, food support, etc.).
 - To prevent redundancy in services and coordinate them.
 - To provide services tailored to different needs of eligible senior citizens living alone.
 - Statistical management on care service provided by different institutions and performance monitoring.
 - Integrated management of welfare/public healthcare services provided by the public/private.
- To be implemented in collaboration with: Relevant departments at gu district/gun county governments (departments that handle the elderly agendas, dong offices, public health centers, etc.) and service providers (care hubs, comprehensive senior welfare centers, domiciliary senior citizen support centers, comprehensive social welfare centers, etc.)

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Ensure community-oriented case management and integrated care	Goal (Number of centers)	1	5	8	16	16
	Budget required (KRW 1 million)	10	50	80	160	160

Project
5.3.4

Expand the operation of senior welfare equipment centers

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Expand the operation of senior welfare equipment centers	Number of users	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- In Korea, welfare equipment is provided as part of 'Other Benefits' under the Senior Long-term Care Insurance scheme. The equipment is provided based on the individual characteristics of beneficiaries and the presence of caregivers who can assist beneficiaries in using such equipment, the housing environment, and the knowledge and skills required to use the equipment.
- There is a growing need for welfare equipment among those senior citizens who have been approved to use it as well as among those who have not been considered for services. It is therefore necessary to provide adequate information and guidance on welfare equipment. → Services tailored to senior citizens

PROJECT OVERVIEW

• **Project objectives**

- To provide welfare equipment and relevant services to those senior citizens who have been left out and to reduce social cost.
- To build a welfare equipment service project model specific to Busan to prepare for the era of super aging.

• **Project details**

- To promote centers and provide/rent out welfare equipment by working closely with local communities.
- To provide customized counseling and one-on-one monitoring to refer appropriate social welfare services, and disinfect/repair equipment.
- To provide mobile services for low-income earners (e.g., disinfection/repair of welfare equipment).
- To provide expert training to those working in the industry / family.
- To run full-time experience centers, provide mobile interactive experience to help users further their understanding of welfare equipment, and operate senior welfare equipment centers.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Expand the operation of senior welfare equipment centers	Goal (Number of persons)	16,000	16,300	16,600	16,900	17,200
	Budget required (KRW 1 million)	280	340	350	360	400

Project 5.3.5

Open more short-term care facilities for senior citizens

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Open more short-term care facilities for senior citizens	Number of facilities	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Short-term care facilities are an important medium that ensures domiciliary services and protects the local community. Busan, however, has only one short-term care facility, making it difficult for residents to access the much-needed service.
- Short-term care services are provided when family or guardians are prevented from providing care temporarily for a short duration. They are also available to senior citizens who feel hesitant about entering a live-in facility and care for them for a certain period of time.
- When used adequately, the services can temporarily ease the burden borne by unofficial caregivers (e.g., family), allowing them to continue giving care in the future.

PROJECT OVERVIEW

- **Project objectives**

- - To protect and care for those senior citizens who cannot be cared for by their family.

- **Project details**

- Senior citizens receiving basic livelihood benefits and requiring temporary protection and care due to inevitable circumstances that prevent the family from giving care (Care may be extended up to two times a year (up to 15 days at a time) in special circumstances such as a family trip or a medical treatment at a hospital)
- Temporary protection until guardians of senior citizens with dementia (or missing senior citizens) are contacted.

- Period of care: 24-hour care for up to 15 days
- Fee: Free
- Implemented by: Existing senior care facilities or day/nighttime care services for the elderly

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Open more short-term care facilities for senior citizens	Goal (Number of facilities)	1	1	2	2	4
	Budget required (KRW 1 million)	40	40	80	80	160

Project 5.4.1

Build a platform for the industrialization of age-friendly products

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Support the industrialization of age-friendly products	Number of support provided	Department of Senior Citizen Welfare
Hold the international senior welfare and rehabilitation exhibition	Number of booths	Department of Senior Citizen Welfare
Boost the next-generation industry of medical devices for rehabilitation	Operation	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- The number of self-supporting and independent senior citizens is expected to grow as families become increasingly nuclear, more women take part in social activities, the percentage of mature-age workers grows, and the burden of support for the elderly grows.
- By broadening the scope of beneficiaries according to the long-term care insurance scheme, expanding the extent of national health screening, and introducing systems to manage chronic diseases, Korea now has a platform on which it can boost its age-friendly industries.
- The Korean market for age-friendly industry is worth KRW 27.38 trillion and is expected to be worth KRW 125 trillion by 2020.
- In Korea, most in the industry are micro, small, and medium-sized companies, with limited production capacity and technology levels.
- To ensure a comfortable and pleasant living environment for new seniors who are now a

new class of consumers, it is necessary to boost the age-friendly industry and market (e.g., pioneering new sales channels for relevant products).

PROJECT OVERVIEW

(1) Support the industrialization of age-friendly products

- **Project objectives**

- To boost the age-friendly industry and market by building a joint research and assistance framework that encompasses academia, the industry, and research institutes, thereby ensuring industrial development and competitiveness.

- **Project details**

- To develop and propose national R&D plans and implement projects relevant to the industry.
- To participate in overseas exhibitions, file for patents, engage in marketing, etc. to aid the industry.
- To conduct product assessment, follow up, and assist in test certifications.
- To hold the international senior welfare and rehabilitation exhibition and export conferences, and assist outstanding businesses.

- Implemented by: Busan Techno Park, Senior Technology Center

(2) Hold the international senior welfare and rehabilitation exhibition

- **Project objectives**

- To stay up-to-date with new technology, trends, and information, and to pioneer markets in and out of Korea to boost the industry and improve the quality of life for the elderly.

- **Project details**

- Official events: Opening ceremony, award ceremony, export conference, domestic distribution conference
- Seminars: Forums and academic symposiums on age-friendly industry
- Ancillary events: Free health screening, free wheelchair repair, silver hanbok* fashion show (*Korean traditional dress)
- Concurrent events: Busan Health Care Week, 50+ Job Festival, etc.

- Implemented by: BEXCO, Busan Techno Park, Senior Technology Center

(3) Boost the next-generation industry of medical devices for rehabilitation

- **Project objectives**

- To advance the technology of medical devices and equipment for rehabilitation for the era of super aging and to promote a high quality of life.

• Project details

- Project size: 1,622.5 m² in land, 3,849 m² in total floor space (B1 – 3L)
- Project details: To build a next-generation rehabilitation medical device and equipment support center, produce pilot products, install joint research equipment, support technology development and testing in connection with clinical trials, and assist small but strong businesses.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Build a platform for the industrialization of age-friendly products	Goal (Number of cases)	298	300	302	304	306
	Budget required (KRW 1 million)	650	650	650	50	50
Hold the international senior welfare and rehabilitation exhibition	Goal (Number of booths)	400	405	410	415	420
	Budget required (KRW 1 million)	135	150	200	200	200
Boost the next-generation industry of medical devices for rehabilitation	Goal (Number of centers)	Construction commencement	Completion	1 center in operation	-	-
	Budget required (KRW 1 million)	9,107	3,943	1,446	1,446	1,446

**Project
5.4.2**

Open and run Small Happy Seniors

PROJECT DESCRIPTION

Sub-project	Performance Indicator	Implementing Department
Open and run Small Happy Seniors	Number of outlets	Department of Senior Citizen Welfare

CURRENT STATE AND BACKGROUND

- Busan has various projects underway, offering efficient one-stop senior care services and refining / expanding different care-related domains of the age-friendly industry (funeral, care, products, etc.).
- It is necessary to promote age-friendly products to senior citizens as well as younger generations – current consumers and future consumers respectively – to help them experience the products and better understand the elderly and products required by them.
- By renting out such products either free-of-charge or for a fee to those willing to use them in the environment in which other senior citizens live and frequent, the safety and convenience of using such products may be promoted. With more opportunities to use age-friendly products, senior citizens are encouraged to understand how the products are used, thereby boosting the industry at the local level.

PROJECT OVERVIEW

• Project objectives

- Age-friendly products are better appreciated after use. By providing a venue in which such products can be seen, touched, and experienced, it is possible to more effectively promote age-friendly products, encourage their use, and pioneer the market for businesses.

• Project details

- To support and build promotional centers in areas in which there are needs.
- To work with relevant businesses to age-friendly products and train people on how to use the products.
- To produce leaflets, souvenirs, etc. to promote Busan's relevant policies.
- To support relevant activities (training on product use, workshop, etc.) carried out by administrators and staff at relevant companies.
- Implemented by: Busan Techno Park, social welfare centers to which public access is high, customer centers at government offices, hospitals, etc.

YEARLY ACTION PLAN

Category		2019	2020	2021	2022	2023
Open and run Small Happy Seniors	Goal (Number of outlets)	4	5	6	7	8
	Budget required (KRW 1 million)	70,000	80,000	90,000	100,000	110,000

VI. ADMINISTRATIVE ITEMS

Budget required

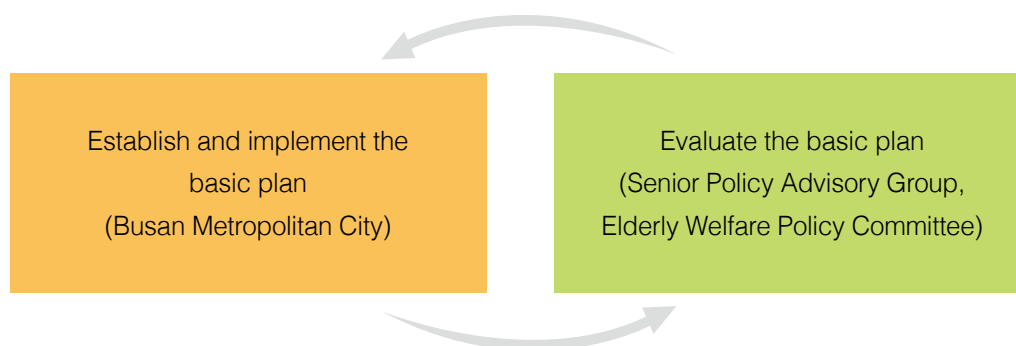
- Budget required for five domains → KRW 2.027 trillion

(Unit: KRW 1 million)

Type	Total	2019	2020	2021	2022	2023
Total	2,027,009	262,982	325,368	367,609	443,108	627,944
Physical Environment	381,001	23,284	48,729	46,972	59,156	202,860
Economic Activity	893,004	110,985	133,134	171,293	220,295	257,297
Social Participation	71,425	14,078	14,298	14,348	14,348	14,353
Social Integration	15,437	2,264	2,817	3,201	3,461	3,696
Health and Care	666,142	112,371	126,390	131,795	145,848	149,738

Implementation structure

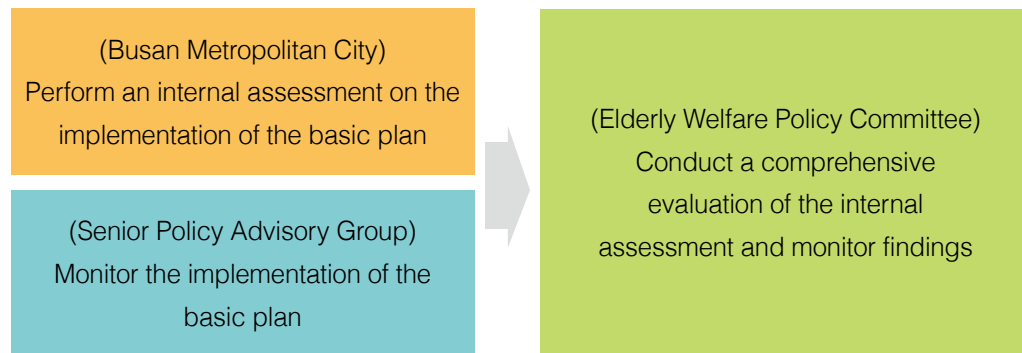
- Establish an organically structured framework of policy planning, implementation, and evaluation



- Establish and implement the basic plan → Build a framework of collaboration between relevant departments

Domain	Relevant departments
Physical Environment	Disabled Welfare, Municipal Administration, Park Operations, Bus Operations, Rail Operations, Public Transportation Policy, Housing Policy, Senior Citizen Welfare
Economic Activity	Senior Citizen Welfare
Social Participation	Senior Citizen Welfare, Education Support, Culture and Arts
Social Integration	Senior Citizen Welfare, Welfare Policy
Health and Care	Health Promotion, Healthcare and Hygiene, Department of Smart City Promotion, Senior Citizen Welfare

Evaluation structure



▶ Senior Policy Advisory Group

- To act as a channel of communication to incorporate the feedback from senior citizens who would benefit from the policies.
- To evaluate policies and provide feedback by monitoring.

▶ Elderly Welfare Policy Committee

- To serve its role as the evaluator of elderly welfare policies pursuant to Subparagraph 4 of Article 31 of THE BASIC ORDINANCE FOR ELDERLY WELFARE TO ACHIEVE AGE-FRIENDLY CITY STATUS FOR BUSAN METROPOLITAN CITY.

