

Dongdaemun-gu, Seoul : 2nd Action Plan for Age -Friendly City

To: WHO Global Network for Age-friendly Cities and Communities (GNAFCC)
Submitted by: Senior Welfare Division, Dongdaemun-gu District Office

1. Background: Insights from Data-Driven Results

Dongdaemun-gu established its physical and institutional foundation during the 1st Cycle. The 2nd Cycle is established based on specific evidence from the field:

Quantitative Expansion of Meal Support: Expanded 5-day meal service to 70 centers (160% increase), directly responding to the **46% meal-related demand** identified in Focus Group Interviews (FGIs).

Evidence for Digital Inclusion: Survey results showed **56.7% of seniors** are eager for digital literacy training; thus, Smart Senior Centers will expand to 73 locations.

Addressing Mobility Barriers: **54.3% of non-users** of welfare services cited accessibility as a primary barrier. Specific shuttle demands in Imun 1-dong and Yongsin-dong led to the inclusion of bus fare subsidies and autonomous

shuttle routes.

Operational Improvements: Addressing on-site demands for supplementing the operational structure, including meal assistants and support staff.

2. Strategic Vision & Objectives

Vision: "Comfortable Long Life City, Dongdaemun" The 2nd Cycle aims for a structural shift focused on quality of life through three goals:

Integrated Community Care: Maintaining daily life safety regardless of changes in physical ability.

Digital Inclusion: Ensuring connectivity for seniors amidst rapid technological shifts.

Intergenerational Coexistence: An environment where generations grow together through mutual learning and care.

Target-Specific Strategies:

-New-Seniors (65-74): Expanding participation that utilizes expertise and experience.

-Old-Old (75+): Strengthening stable support systems centered on care and safety (Ageing in Place).

3. Policy Foundation & Reorganization of Domains (Strategic Focus)

3.1 Legal and Institutional Strengthening

• **Digital Inclusion:** Enacted the *Dongdaemun-gu Ordinance on Digital Literacy Support for Seniors* (2024).

• **Welfare Reform:** Amended ordinances on *Senior Welfare Promotion* and *Senior Center Operation Activation*.

• **Integrated Care:** Amending the *Ordinance on Integrated Community Care*

(Late 2025) to launch a sustainable community care system linked with administration, health, and welfare by March 2026.

3.2 Strategic Reorganization of 6 Domains

The WHO's 8 domains were integrated into 6 localized domains to **resolve inefficiency and overlap** and to establish a **field-oriented management system**.

Pillar 1: Activity (Expanding Expertise and Participation)

- **Social Participation & Jobs:** (WHO Social Participation + Civic Participation & Employment)
- **Information Access & Digital:** (WHO Communication & Information)
- **Respect & Social Inclusion:** (WHO Respect & Social Inclusion)

Pillar 2: Care (Ensuring Health and Safety)

- **Community Support & Health Services:** (WHO Community Support & Health Services)
- **Mobility & Transportation:** (WHO Transportation)
- **Housing & Environment:** (WHO Outdoor Spaces & Housing)

4. Detailed Action Plan by Domain

Pillar 1: Activity (Expanding Expertise and Participation)

4.1 Social Participation & Jobs

Action: Transition from simple public jobs to social service/expertise-based roles; re-socialization support via the 50 Plus Center; leadership training for senior center executives.

Expected Effects: Increased contribution to the local community; realization of senior life with clear social roles; enhanced life satisfaction.

4.2 Information Access & Digital

Action: Practical digital training (kiosks, financial safety); expand Smart Senior Centers (7 → 73); Digital Health Management Center at Dongbaekkkot Welfare Center.

Expected Effects: Resolving digital inequality; improved accessibility to administrative/medical/financial services; technology-connected age-friendly environment.

4.3 Respect & Social Inclusion

Action: Intergenerational arts programs; senior-school linkage; restoration of neighborhood community activities (festivals, learning centers).

Expected Effects: Strengthened social integration; spread of respect-based culture; restoration of senior identity and pride.

Pillar 2: Care (Ensuring Health and Safety)

4.4 Community Support & Health Services

Action: Expand meal support to 120 senior centers; improve meal assistant working conditions; expand AI/IoT-based emergency monitoring.

Expected Effects: Minimizing care gaps; extending healthy life expectancy; stable support even in crisis (climate/infectious diseases).

4.5 Mobility & Transportation

Action: Autonomous bus operation for medical/welfare access; bus fare subsidies (starting 2026 for 30,000+ residents); improving pedestrian environments.

Expected Effects: Enhanced mobility convenience; expanded access to health and social activities; creation of a city friendly to the mobility-impaired.

4.6 Housing & Environment

Action: Home improvements (safety bars, pest control); renovate senior centers; expand community spaces for non-members of senior centers.

Expected Effects: Enhanced housing safety; reduced environmental gaps within the district; continuity of daily life for seniors.

5. Key Performance Indicators (KPIs) and Expected Strategic Impacts

5.1 [Social Participation] Expansion of Elderly Job Participants

Economic Independence & Enhanced Self-Esteem: Beyond simple income support, this provides seniors with a sense of pride as active contributors to the local community.

Leveraging New-Senior Expertise: The 26% increase in job opportunities satisfies the needs of "New-Seniors" who wish to utilize their professional skills after retirement, establishing a productive image of aging.

5.2 [Digital] Expansion of Smart Senior Center Operations

Zero Digital Exclusion: Senior centers will transform into high-tech IT hubs. An 11-fold increase in infrastructure will make kiosk and smartphone usage a daily routine, resolving technological isolation.

Real-time Health & Communication Platform: Through video platforms and IoT devices, seniors can enjoy programs from distant welfare centers and access constant health monitoring within their own neighborhood.

5.3 [Culture/Leisure] Increase in Welfare Facility Users

Restoring Social Networks: By bringing the 54.3% of current non-users into the institutional system, the city will prevent social isolation, loneliness, and depression.

Vibrant Late Life: A 41% increase in users will allow more seniors to enjoy

professional cultural and leisure benefits at the Dongbaekkkot Welfare Center and 50 Plus Center, drastically improving quality of life.

5.4 [Care/Nutrition] Expansion of Meal Support

Securing Basic Living Rights & Nutrition: Directly addresses the highest demand (46%) identified in FGIs. Providing high-quality meals five days a week maintains the physical health of seniors.

Community Care Hubs: Meals serve as a medium for seniors to gather daily, fostering natural safety checks and community-based mutual care.

5.5 [Life Safety] Expansion of Customized Care Service Users

Robust Safety Net without Blind Spots: A 15% increase in service scale allows for real-time detection and response to emergencies for elderly households living alone or in vulnerable conditions.

Realizing Ageing in Place (AIP): We create an environment where seniors can age safely in their familiar homes rather than being relocated to hospitals or facilities.

5.6 [Mobility] Bus Fare Subsidy

Removing Economic Barriers to Mobility: Seniors who previously hesitated to go out due to transportation costs will gain free access to hospitals, welfare centers, and local markets.

Strengthening Social Connectivity: "Freedom of Mobility" leads to "Freedom of Activity," serving as a powerful driver to increase social participation and revitalize the local economy.

[Summary Table: Quantitative Targets]

Key Indicator	2025 (Base)	2029 (Target)	Growth	Strategic Goal
Elderly Job Participants	3,378	4,256	+26%	Productive Ageing

Smart Senior Centers	7	73	11x	Digital Empowerment
Welfare Facility Users	25,219	35,423	+41%	Social Restoration
Meal Support Centers	70	120	+72%	Nutrition Security
Customized Care Users	494,121	567,000	+15%	AIP Safety Net
Bus Fare Subsidies	-	30,000	New	Mobility Rights

6. Conclusion and Future Outlook

6.1 A Strategic Leap Proven by Data

The 2nd Action Plan of Dongdaemun-gu is not merely a list of projects; it is a meticulously designed strategy built upon objective data, including a **survey of 335 elderly residents and a total inspection of 137 senior centers.**

- While the **1st Cycle** focused on **"Expanding Physical Infrastructure,"** such as opening new welfare centers and initiating meal support,

- the **2nd Cycle** represents a stage of **"Qualitative Innovation."** It is designed to precisely resolve the most pressing grievances identified by the elderly: **Nutrition/Meals (46%), Digital Exclusion (56.7%), and Mobility Barriers (54.3% of non-users).**

6.2 Setting a New Standard for Response to the Super-Aged Society

Dongdaemun-gu aims to transform its unique regional characteristic—having the **highest elderly population density** among Seoul's autonomous districts—from a challenge into an opportunity.

- **Hyper-local Integrated Care:** By evolving neighborhood senior centers into "**Community Integrated Care Hubs**," we will complete a model where meals, health services, and digital learning are all accessible within one's immediate living area.

- **Intra-generational Tailored Response:** We will maximize policy relevance through a dual strategy: providing professional jobs for the active "**Young-Old**" and strengthening the safety net for the "**Old-Old**" who require intensive care.

- **Zero Mobility Barriers:** The **Bus Fare Subsidy** to be implemented in 2026 will not only reduce the economic burden on seniors but also serve as a core engine for re-engaging them in social activities.

6.3 A Future of Sustainable "Intergenerational Coexistence"

The ultimate destination of this plan is not just a city for the elderly, but a community where **all generations are connected and respected**.

- **ICT-based Care:** The use of **AI and IoT** technology will enhance administrative efficiency while providing proactive care.

- **Intergenerational Programs:** We will establish a structure where the wisdom of the elderly is returned as a valuable asset to the local community through integrated programs.

- **Resilience:** We will build a constant care safety net that remains unshaken even in the face of rapid external changes, such as climate crises or infectious diseases.

6.4 Walking Together with the WHO Global Network

As a proud member of the **WHO Global Network for Age-Friendly Cities and Communities (GNAFCC)**, Dongdaemun-gu will share the "**High-Density Urban Age-Friendly Model**" derived from this 2nd Action Plan with the global community.

"**Comfortable Long Life City, Dongdaemun**" will now be proven not through slogans, but through tangible figures and real-life changes. Dongdaemun-gu will become a global standard for a sustainable future city—a city where aging is not a path to social isolation but a new opportunity, and where every citizen can **Age in Place (AIP)** with dignity.