

## Hadong, Korea

Population 52,000

With ecologically affluent forest resources, clean rivers, sea and lakes as well as with cultural events and festivals all year round, Hadong, located in the center of Korea's southern coastal area and bordering with two national parks, is one of Korea's best tourism destinations. Hadong received lots of national awards including the best award of Korea Tourism Management Contest. Hadong is Korea's top municipality for dynamic eco-friendly policies with well-mixed history and tradition contents. Hadong is also a recipient of the 'Korea Local Government Fair Award' and was selected in the evaluation of Rural Area Vitality Performance as the best local government.

### Management of Natural and Built Landscape

Hadong is Korea's renowned flower festival city which has cherry flower trees on the riverside road and roadside flower trail. The cherry tree trail was selected as the best among 100 beautiful trails in Korea. To preserve natural landscape, Hadong is practicing eco-sabbatical of the Songrim Park and has been restoring the Dongjeongho Lake which has historic and cultural value as an eco-friendly space.

### Preservation of Arts, Culture and Heritage

Hadong is officially the original place of Korean green tea and the Green Tea Festival was designated as Korea's best festival. The Dawon 8 tourist attractions are natural works of arts as well as being historical sites. For Hadong, green tea is one of cultural events and the yearly green tea festival was selected as Korea's best local festival. The old Samsung Palace and temples are valuable traditional and cultural assets. Hadong is one of Korea's best tourist destinations with cultural, historical, tourist resources including wild green tea fields and literature city programs. Restoration of an old castle is a recent case of Hadong's heritage preservation..



The first green tea planting place in Korea

### Environmental Practices

Hadong is Korea's leading eco-friendly municipality and received the best eco-friendly city award in Korea. Citizen environmental education is active to preserve and research the characteristics and inhabitation environment of endangered species. Hadong has Seomjin River Ecology School and is also building a multi-purpose center that accommodates eco-parks, eco-ponds, and eco-trails. Maintaining first-class water quality of the Seomjin River and the preservation of the eco-system is in the center Hadong's environmental policies. In a response to global climate change, Hadong has green energy project and green house gas reduction programs as well as household carbon point incentive program.



### Community Participation and Empowerment

Hadong is responsive to the opinions of local committees including the evaluation committee and Hadong Development Citizen Association. The mayor visits every 13 local counties in person in order to improve the trust and transparency of public administration and listen to the difficulties and demands of people. Mobile complaint centers are run in order to listen to the needs of low income and disadvantaged groups. A survey shows a high level of citizen satisfaction of public service. Hadong established the 'Hadong Foundation' to improve the education infrastructure of rural areas and educate local talents. Hadong is planning to raise 10 billion won for five social welfare sectors including the fund for the elderly. The community volunteer activities includes seasonal cleaning up the environment, helping low income families, supporting events and helping multi-cultural families.

### Healthy Life

To become Korea's leading slow city, Hadong joined the 'Citta Slow', the international network of slow cities and held the Global Forum for International Slow Cities Conference in 2010. Hadong also joined the health cities network of WHO and made local ordinance to become health city. Hadong has improved 30 local medical centers to provide high quality medical service to the local residents. Hadong has programs for healthy citizens include citizen health classes, eco-trails and foot acupressure trails as well as various programs for the elderly to support their social activities and healthy life. The programs include senior cultural activities and senior emergency service. Welfare programs include 'Hope Call Service,' 'Food Bank,' 'Financial Support for the Disabled,' and 'Volunteer Bank for the Seriously Handicapped.' Hadong has continued increases in incoming students and local students entering local high schools and also was designated as a life-long learning city.

### Strategic Plans

Hadong has the long-term development plan toward 2020 to create sustainable local environment and economy and this master plan is supplemented by mid-term rolling plan of every five year. City plans such as landscape, land-use and welfare plans are linked to the long-term development plan for the systemic linkage and coordination of relevant plans. Eco-friendly industrial strategies include eco-farming strategy and enhancement of wild green tea competitiveness.



Autumn at Samseong Palace



Participants from 19 countries at the Cittaslow Global Forum in Hadong(2010)