

**2012**

**The International Awards  
for Livable Communities**

Whole City  
Category E

**Cheongju, Korea**

## **1 Introduction to Cheongju City**

Cheongju City is an inland city in the central region, located 128 km away from South Korea's capital, Seoul. As you enter Cheongju Inter-Change, a 6.3-km long Sycamore Tree Tunnel Boulevard welcomes you. When you enter the city, the first is Cheongju City, a historic city of education and culture with the Uam Mountain gently towering over the city and Musimcheon River winding around and flowing through the city; all placed in perfect harmony.

For a long time, Cheongju City was the center of local administration, as a city where the spirit of education and culture dwelt. In King Gojong 23<sup>rd</sup> year (year 940), the city was named Cheongju, and in 1377, Jikji (Anthology of Great Buddhist Priests' Zen Teachings) was published in the Heungdeok Temple. In 1905, an era of new innovation arrived with the opening of the Seoul–Busan railroad.

However, the Cheongju City that boasted of its rich history began to lose its greenery with industrial development, which brought in vehicle exhaust and high-rise buildings. Not only did it ruin the city's appearance but also 1000 years of history and green environment were lost in the economic minds and hearts of Cheongju citizens. However, the habitat of toads found in the apartment developmental area, brought hope, and Cheongju City that was turning grey began to see hope as the citizens' movement to protect the toads' habitat continued to gather steam.

Reflecting upon the citizens' desire, Cheongju City selected "Green Capital Cheongju" as its slogan. The concept of Green Capital is to make a sustainable city for present and future citizens, for them to live comfortably and harmoniously by changing political, social, and environmental sectors in accordance with the principles of circulation, coexistence, and balance in response to the destruction of nature and community caused by climate change and human activities. This concept can provide citizens with comfortable environment, abundant life, and harmonious community, contributing to improved quality of future generations' life.

## 2 Improvement of Urban Landscape

### **Musimcheon River: The Source of Ecosystem**

Musimcheon River of Cheongju City is a treasure house inhabited by rare living creatures. Otter is the natural monument number 330 of Korea, which is listed as threatened species on the IUCN Red List and marked as CITES Annex I (Endangered). In addition, there is a portion around the downstream area of the Musimcheon River that meets with the Mihocheon River inhabited by Korea's natural monument number 454, *Iksookimia choii*. *I. choii* are only found in the Mihocheon River and their habitats are extremely limited. They are endangered species as their habitat, and its surrounding areas are damaged by sand excavation and polluted water.

Cheongju City is protecting endangered plants and animals. Additionally, it is converting the downstream area to one that has history and culture by building a Jikji-themed rest area, where the waterfront and completed ecosystem are full of cultural and construction factors, placed in harmony. This is the River Restoration Project centered on "Maintenance of the home river, Musimcheon River" project.

The Musimcheon River is not only the center for ecology restoration but also a center for citizen's prosperous leisure activities.



**Figure 1 The Musimcheon River Getting Restored to a Natural River State.**



**Figure 2 Leisure Activities for Citizens at the Musimcheon River**

### **Cheongju Forest Made from a Single Tree**

There is a 6.3-km long Sycamore tree tunnel boulevard (approximately 1,500 trees) located in Cheongju City. The Cheongju Boulevard located at the entrance of the city is the best known landmark of Cheongju, providing an ecologically healthy city filled with abundant trees to the visitors to the city. Planting trees means a lot for preservation of the ecology as it creates beautiful scenery and constructs a linear network. Furthermore, Cheongju City actively runs Planting of 10,040,000 Life-saving Trees for Carbon Reduction Campaign, deploys All Citizen



**Figure 3 Cheongju Sycamore Tree Tunnel Boulevard**

Movement, and conducts Making of 100 Little Parks Project, thus, doing its best in systematic response with climate change. Planting of 10,040,000 Life-saving Trees for Carbon Reduction Campaign is an All Citizen Movement operated together with the citizens, institutions, communities,



**Figure 4 Volunteer for Planting**

and corporations as an implementation of low-carbon green growth and as a part of the carbon reduction method. The city initiated the Citizen Volunteer Organization for volunteers to plant and take care of trees by providing lands and trees received from sponsor corporations.

## **.Cultural Heritage Management**

### **The Spirit of Jikji is the Spirit of Cheongju**



**Figure 4 Initiation Hall for metalloid type casting**

The leading cultural heritage of Cheongju is the world's first metalloid type Jikji, which is included in the UNESCO Memory of the World Programme. Although Jikji is currently kept at the National Library of France, Cheongju City is still making efforts to follow the spirit of Jikji, and Cheongju City's cultural and social sectors are being developed based on the spirit of Jikji without a doubt. In 2003, Cheongju City held the Jikji Festival and reminded the value of Jikji to all citizens, which deepened the regional pride for Jikji. This allowed Cheongju to promote itself internationally as many people from both home and abroad participated in the festival. This magnificent festival is still

held every September and involves active participations of Cheongju's citizens.

In order to internationally promote Jikji's home city Cheongju, the city revived and developed cultural districts of Jikji centering the Early Printing Museum that was established to improve the understanding of Jikji and Korea's old print culture. In future, a metalloid type casting initiation hall will be established in the Early Printing Museum and the whole area will be transformed into a unique traditional cultural arts area.

### **Return to Cheongju, the Millennial Capital**

In the original downtown area of Cheongju, there exists a defensive city wall that was built before the Goryeo Dynasty. Currently only the site remains, but on the basis of records that indicate that at the time this site protected the citizens of the local Gun and Hyeon territory units and served both military and administrative purposes, it can be deduced that the Cheongju city wall area is of central importance. Therefore, to revitalize the deteriorating conditions



of this original downtown area and recover the identity of Cheongju, Cheongju administration established an important goal to recreate the image of Cheongju as the Millennial Capital. This year,

Cheongju has started an archeological study to determine the location and size of the west and south sides of the defensive city wall and to elicit social consciousness about restoring the defensive walls. In addition to the experts, Cheongju is planning to solicit help from the public by forming a citizen excavation team and opening up a limited excavation site, thereby allowing citizens to participate in excavation. Parallel to the Cheongju defensive city wall excavation, Cheongju is also forming a District Units Plan for the Cheongju defensive city wall area for efficient management and systematic maintenance of the urban environment.

### 3 Environment-Friendly and Sensitive Practice

#### Coexistence of Development and Conservation

The Toad Ecological Park, built around a toad breeding ground in Wonheungyi bank in Sannam-dong, was completed in 2007 and has since served as the lung of the city by helping preserve biodiversity, including that of amphibians. Recently, the *Libellula angelina* dragonfly, another second-grade endangered species has been observed in the Toad Ecological Park, proving that the biosphere around the park has begun to



**Figure 5 Toad Ecological Park**

recover and the park is becoming an important ecosystem for various organisms.

The Sannam-3 district, where the park is located, was chosen as a model project site for the Making Livable Community Program by the Korean Ministry of Construction and Transportation. Cheongju city built the Toad Ecological Park to set an example of amphibian conservation and to reach deeper into the lives of the citizens; further, it also encouraged the ecological library to provide more books on nature, environment, and ecology.

## Reducing and Regenerating Energy



**Figure 6 A Green Home (Solar panel)**

Cheongju is actively responding to climate change by targeting a 40% decrease in greenhouse gasses from the current level of 4,942,226 t CO<sub>2</sub> to 1,976,890 tCO<sub>2</sub> by 2020. Cheongju is providing alternative energies to residential, commercial, and public sectors. The Green Home project is an example of providing residential homes with alternative energy. The project supported 35–75% of installation costs of solar panels or geothermal energy equipment in 658 households between

2008 and 2011. The Green Village project, supporting 200 households in five

villages for alternative energy equipment installation, helps socially disadvantaged classes install and use alternative energy sources in their homes. In addition, in 2011, 356 kWh of solar energy was generated in public offices, including the Naedeok Senior Home, Hongdeok-gu Office, and 2 Environmental Project Offices.

Cheongju city has been regarding the increased food waste as another resource rather than as waste. The daily food waste production of Cheongju is 177 t, and food related wastewater is 138 t. Cheongju currently runs a food waste resource facility to decrease food related wastewater, and it has been converting organic waste to energy. This facility can daily process 200 t of wastewater, and the biogas produced from this process can create 720 kWh of electricity a day, which ensures an annual savings of KRW 4,000,000; this has become the nation-wide benchmarking target.

Cheongju considers lifestyle changes of the citizen as a key for drastic decrease of fossil fuel usage. Participatory programs to lower greenhouse gasses have been in effect. To reduce greenhouse gas emissions and to create a local participatory model, the CO<sub>2</sub> Reducing Green Village offers some kind of rewards to the residents of the top 15 apartments that showed reduction in greenhouse gases. In addition, carbon point systems, where citizens can accumulate points for saving energy have been initiated, and the Green Cards Program, which is a link between the accumulated points and credit

card points, has also been implemented. The number of enrolled households went from 232 households in 2009 to about 8000 households in 2011, showing a 34-fold increase in 2 years.

### **Recycling that Kids Can Do**

Cheongju has run a resource recycling center since 2009, where recyclable wastes are separated and reused. From this center, 21 t out of 35 t of daily waste is reused, and this leads to reduction of burned waste or landfills. These efforts not only have been provided by the city but also have been spreading as grassroots movement. Starting 2011, model apartment communities have been selected to immediately sort waste from apartment complexes into reusable resources. If the resource recycling centers and apartment complex waste sorting projects can be considered as policy efforts, then aluminum can collection and bicycle exchange is an example of recycling promotion projects that anyone can easily participate in. When 4,000 aluminum cans or 8,000 steel cans are collected, they can be exchanged for 1 bicycle. Last year, 3,671 t (195,000 cans) of metal cans have been collected, and 44 bicycles have been given.



**Figure 7 A recyclables market that local citizens participated**

## A City Where Clean Air Shines



**Figure 8 Free Bicycle Rental in Cheongju**

To decrease air pollution and carbon emission, the Cheongju City is implementing a public transportation vitalization and bicycle utilization improvement program. Restructuring of intra-city bus systems, increase of public transportation infrastructure, management of traffic demands such as one-way roads and advanced traffic management systems, and establishment of the Cheongju

Public Transportation Plan are representative projects of the public transportation vitalization program. In addition, Cheongju is providing 5 transfer facilities (total area, 10,800 m<sup>2</sup>) for intra-city, inter-city, and long-distance buses to prevent congestion caused by traffic entering the city and to increase carpooling. Furthermore, a priority project of Cheongju is targeting the development of a public transportation only district. Automobile traffic will be excluded from a portion of downtown Cheongju (1,000 m long and 25 m wide), and pedestrian friendly projects like a road diet, sidewalk expansion, and landscaping will be implemented to provide easy access for pedestrians and public transportation patrons. Further, to increase accessibility for the disabled, 25 special transportation vehicles and 54 non-step buses, nationwide transportation card compatibility, expansion and improvement of transportation geographic information system for transportation (GIS-T) have been implemented to promote the use of public transportation instead of driving personal vehicles. A total of 720 bicycle racks and free bicycle rentals and practice areas have been introduced and are in operation. The efforts of Cheongju were recognized in 2010, when it was rated as an excellent in the Bicycle Facility Repair Program.

Cheongju had the Munam Landfill site that is no longer in use. This space has been converted into an eco-friendly park, thereby turning an area with malodor into an ecological space that promotes healthy living and which brings numerous family visitors. The Munam Ecological Park is being expanded into a 210,500 m<sup>2</sup> eco-complex to be used as an international Mecca for ecological education and experience.

### **Ecofriendly Food that I Make**

Of the total area of 153.45 km<sup>2</sup> of Cheongju, agricultural land makes up 40.5 km<sup>2</sup>, and as of 2009, the number of agricultural households is 6,670. Of these, as of 2009, 93 households are using environment-friendly agricultural techniques, and this is an increase of about 50 households from 44 households in 2004. To meet the demands of the population of Cheongju for safe food, the city is teaching ecofriendly no-pesticide rice cultivation technique, improving the infrastructure for automated ecofriendly agriculture, and conducting soil management/improvement projects by implementing small but strong agriculture model projects and training pioneer farmers.

Further, with the increase of urban citizen's leisure time and the demand to experience rural life, Cheongju City has opened "Green Experience Garden Farms" in 6 regions in 28,148 m<sup>2</sup> area, where participating households received 24 m<sup>2</sup> to provide local produce and to promote ecological experiences to the families. At the garden farms, facilities such as shelters, rest areas, and parking areas have been built to help elicit participation.

## **4 Sustainability in the Local Society**

### **Region of Craft and Culture**

Since 1999, Cheongju has been hosting the Cheongju International Craft Biennale. The Cheongju International Craft Biennale is the only international comprehensive craft festival that presents a comprehensive exhibition of materials and techniques, including metal, ceramic, wood and lacquer, textile, glass, paper, and traditional handicraft. This biennale festival celebrates craft as a productive industry, as opposed to a mere festival of consumption, and serves as a medium to cultivate craft culture and local economic development. Seven biennale festivals have been hosted, and the biennale festival in 2011 was the largest ever, with participation from 6,500 artists from 65 countries and a total of 420,000 people who visited during the 30 days.



**Figure 9 International Craft Biennale**

### **Activities of Various Participatory Organizations**

There are various organizations in Cheongju. The Council of Green Cheongju leads citizen–public collaboration for Cheongju’s green policy development, including policy development and oversight for the Green Capital Policy, a motto of Cheongju, symbolization and citizen action projects, Green Cheongju forum, and city and village community revitalization. CSPAC (Citizens’ Solidarity for Participation & Autonomy of Chungbuk) is a model grassroots voluntary participatory organization that aims to build a society where citizens’ rights are preserved, environment and development is balanced, and local cultural identity is maintained. Cheongju Chungbuk Federation of Environmental Movement was established in March 2007, whose activities focus on the Geum River area. They are working to help the Geum River area to support a sustainable green society, where humans can maintain a balanced life.

### **Enjoyable and Efficient Administration**

Cheongju City is implementing policies to provide a meaningful, hopeful, and caring work environment by improving labor-management relations and increasing employee welfare and benefits. More specifically, activity clubs in the workplace, which boost employee morale and camaraderie, have been organized with 1,492 employees participating in 51 clubs. Further, the customizable benefits plan includes group disability insurance and a comprehensive health exam, which is continuously provided; the welfare point system allows individuals to tailor their awarded point usage. In addition, to create a green capital suitable for the Fifth Popularly Elected Government, the organization is being restructured based on administrative environment and functionality. Further, the civil affairs services is providing services that can impress citizens by efficiently and correctly processing various complex civil petitions. A call center (phone number 120) was established to quickly receive civil petitions, and 28,079 petitions have been processed in 10 months, starting July 2010. For complex processes such as licenses and permits, a pre-review system is established, where a simplified petition is filed and reviewed before the complete petition is filed, to quickly determine the possibility of licensing and permits.

### **Building Cheongju Together with Citizens**

Cheongju City gathers public opinion in conceiving and implementing policies through the following projects. First, the Site Visit Dialog program was implemented for the mayor to go out and visit the public, to listen to the citizens' opinions, and reflect them while policy making. This is a much more informal form of discourse than the traditional seminar format; in this informal discourse, important governmental issues during every cycle are selected and discussed, and organizations, businesses, and citizens are



**Figure 10 Site Visit Dialogue**

involved who want to speak to the mayor about the topic, thereby providing a new participatory forum for anyone. Secondly, in order to invoke and develop creative opinions and input for regional policy, suggestions from city employees and citizens have been encouraged. A total of 970 suggestions have been obtained from citizens and city employees, 26 of which have been incorporated into the policy.

## **5 Healthy Lifestyle**

### **Making a Wealthy Society for Everyone**

To expand general welfare for the retired and elderly citizens with difficulties, financial support for the elderly has been increased. Further, identification of and emergency support for low-income households, where the main breadwinner has faced difficulties such as disease or death, has helped to stabilize their lives. Cheongju strives for the entire society to work diligently and for the low-income classes to be self-sufficient, and therefore, various job creation projects for the low-income class have been implemented. Continuous job creation for the low-income class and collaboration with public organizations are underway to discover and develop social enterprises to create a city of sharing and care. Through these projects, new jobs have been created for 4,100 underprivileged individuals and 157 social enterprises, and the projects are planned to be expanded.

### Forming a Happy Society Together

To protect the low-income marginal classes and to build a foundation of general welfare, Cheongju City has established a preparatory committee of experts from various sectors and a welfare foundation through citizen-public collaborations. General welfare programs of Cheongju are being operated through these measures, including medium- and long-term plans for social welfare programs of Cheongju, building the social welfare network and exchange, collaboration



**Figure 11 Establishment of Welfare Foundation**

and joint enterprise creation, accreditation and consulting of social welfare organization and administration organization, call center management, and integrated case management. Additionally, to re-establish the social contribution awareness of industry and university leadership and to spread social contribution projects, citizen welfare service collaboration projects are underway. From these projects, low-income citizens, welfare facility users, and low-income students have received KRW 2,000,000 worth of cultural activity support, scholarships, school meal support, and living expense support.

For senior citizens over 65 years of age that have difficulties in everyday life, the Happy Care Service program, which includes basic and comprehensive senior citizen care, has helped around 900 senior citizens as of April 2011. Additionally, programs for people with limited mobility, including Happy Call Taxi (25 cars) and Disabled Call Taxi, has been expanded, and special transportation and non-step buses (54 buses) have been implemented.

### Establishing a Sustainable Educational Environment



**Figure 125 Cheongju Academy**

To provide a universal education environment, the city provides free meals for mandatory education recipients in elementary and middle school, and through this, provides quality nutrition for students and help increase local income by using local agricultural products. Further, to help

personal growth and career development, high-quality lifetime learning programs are being developed and operated. The Cheongju Academy holds lectures by various experts who teach the public about their specialty or other useful general cultural subject matter. Additionally, to build strong networks for easy access to learning, human and material networks between lifetime learning institutions have been built to vitalize learning in the community.

### A City where Women, Children, and Minorities are Happy



**Figure 13 Vision Declaration for a Women-Friendly City**

Cheongju works to provide opportunities and benefits equally to women and men and to build a society free of sexism. For this, Cheongju established Basic Ordinance and Regulation Enforcement for the Development of Women, and in 2010, a policy advisory board to declare the vision for a women-friendly city was formed by 29 members. In 2011, a business agreement was established with the 10 cities selected as being women-friendly cities and a forum with leaders of women's groups was held.

Fifty women-friendly projects are being implemented under 5 general goals, including building a Cheongju, friendly for female employment, safety, protection, convenience, and wealth. More specifically, to solve the problems of childcare, for which women spend most of their time, visiting childcare service vouchers and expansion of childcare support are being implemented; thus, the first 24-hour childcare facility in Chungbuk has been opened, to overcome the hurdles of women's economic participation.

To protect women and children from violence and to protect the human rights of marginal women, 11 domestic and sexual violence relief centers and 1 rehabilitation work center for disabled women are in operation. To prevent sexual harassment and violence in the welfare facilities, a regional alliance to protect women and children have been established, and education and management of workers and systems of regular oversight of facilities are in effect.

As a response to increasing international marriages, multicultural family support centers have been open to support multicultural families that are facing social and cultural adaptation issues. These centers provide services such as linguistic development, translation and interpretation services for immigration, bilingual instruction, and facilities for immigrant women to support the safety and social adaptation of multicultural families.

### **Creating Healthy Society for All**

The management of appointing exemplary businesses and grading of food sanitary levels have been practiced to improve food sanitation. There are 176 exemplary businesses (as of 2011) in Cheongju City, and grading of food sanitation level for 114 food service businesses was conducted twice in a year.

Circulation of cheap junk food products and poorly sanitized foods sold at stationary stores near schools, corner stores and snack bars is banned and safe food practice environment for children is fostered by assigning Green Food Zone and banning the sale of food products that are high in calories but low in nutrition.



**Figure 14 Green Food Zone for children**

Various life sports policies are enforced to promote physical activities. Not only the citizen-participation Green Life events such as walking contest (6 times, year 2011), cycling (3 times, year 2011), and aerobics (4 times, year 2011) are provided but also with various target-specific programs such as life sports classes, classes for overcoming adult obesity, and jumping classes for obese children, improvement of citizen's health and healthy leisure activities are promoted.

### **Recognition of Life Culture**

Cheongju City created community for youths to improve and share their cultural sensitivity, established foundation for weekend Culture & Arts play and is operating Youth Culture Zone to foster youths to participate in extra-curricular activities voluntarily. A number of participants reached over 40,000 per year and 25 clubs within 6 categories are active. In addition, various youth art works involving categories such as photography, fine arts, and collective art and design are exhibited by running a Performance Exhibition Zone.

National Library Week and events for the Month of Reading are held to improve citizen's interest in reading and libraries. Reading culture programs such as Book Lovers' Poetry Reciting event, Distribution of Recommended Books List, and Special Guest lectures are conducted, and approximately 9,600 people participated in 51 programs conducted between 2010 and 2011.

## 6 Plans for the Future

### Center for Sustainable Green City

Green Capital Policy Planning Office (5 categories), where experts, NGOs, and government employees participate was created and policies for Cheongju to become the Green Capital were founded in 2010. In July 2011, the Green City National Conference 2011 was held and various events such as Green City Forum, Making Green Sake Contest, and Green Cheongju Plan Exhibition were held. Green Capital Creation master plan has been completed to establish a more detailed and systematic plan and the Council of Green Cheongju, a consolidated governance organization has been formed by combining Commission on Sustainable Development and the existing governance organization, Creating Livable City Council in order to create improved governance-centered policies. The vision of Cheongju City is to create a Green City with improved quality of life and space. In order to achieve this vision, six core projects were elicited from such sectors as welfare, environment, transportation, industry, and history/culture, and 23 sub-projects were found.



Figure 15 Launching Ceremony of the Council of Green Cheongju



Figure 16 2011 Green City National Conference

### Creation of Green City Landmark

Cheongju City has been selected as Green Model City by the Ministry of Environment in 2011, and with the establishment of the Development Plan in 2012, full-fledged action will be taken in order to

create a Green Model City starting from 2013. Under a vision of creating Cheongju Green Model City through green transition network construction, the basic direction employed is to create a Green City through 3 different networks. These networks consists of a natural transition network operating through water and green belt, a space transition network generating improved air quality and renewable energy through innovations in transportation, and people transition network for transiting to Green Lifestyle involving Green Governance and Green Education. Through this, a foundation for Green Capital will be established and become a leading Green Capital domestically and internationally.

### **Consolidated City of Cheongju and Cheongwon (Unification of the Central Region)**



**Figure 17 Cheongju-Cheongwon Joint Promotion MOU Convention**

Cheongju City is planning to become a center of the Central Region by consolidation with Cheongwon District, which has similar lifestyle, cultural history, and administrative districts. Accordingly, the basic principles of consolidation were agreed upon between Chungcheong Province, Cheongju City, and Cheongwon

District in August 2010; in August and November of that same year, 58 practically possible businesses were founded and

accordingly MOUs for the joint promotion of 18 practically possible businesses have been signed. In the future, faithful fulfillment of the jointly promoted MOU projects and continuous development and implementation of practical businesses will be exercised. Furthermore, a joint committee for Cheongju–Cheongwon Consolidation is formed by the participants of both areas for planning of establishment policies for Cheongju–Cheongwon Consolidated City in preparation for consolidation. In addition, by 2030 the city’s master planning as well as its transportation planning for all Cheongju and Cheongwon areas will be made, jointly implemented, and reviewed every 5 years.