

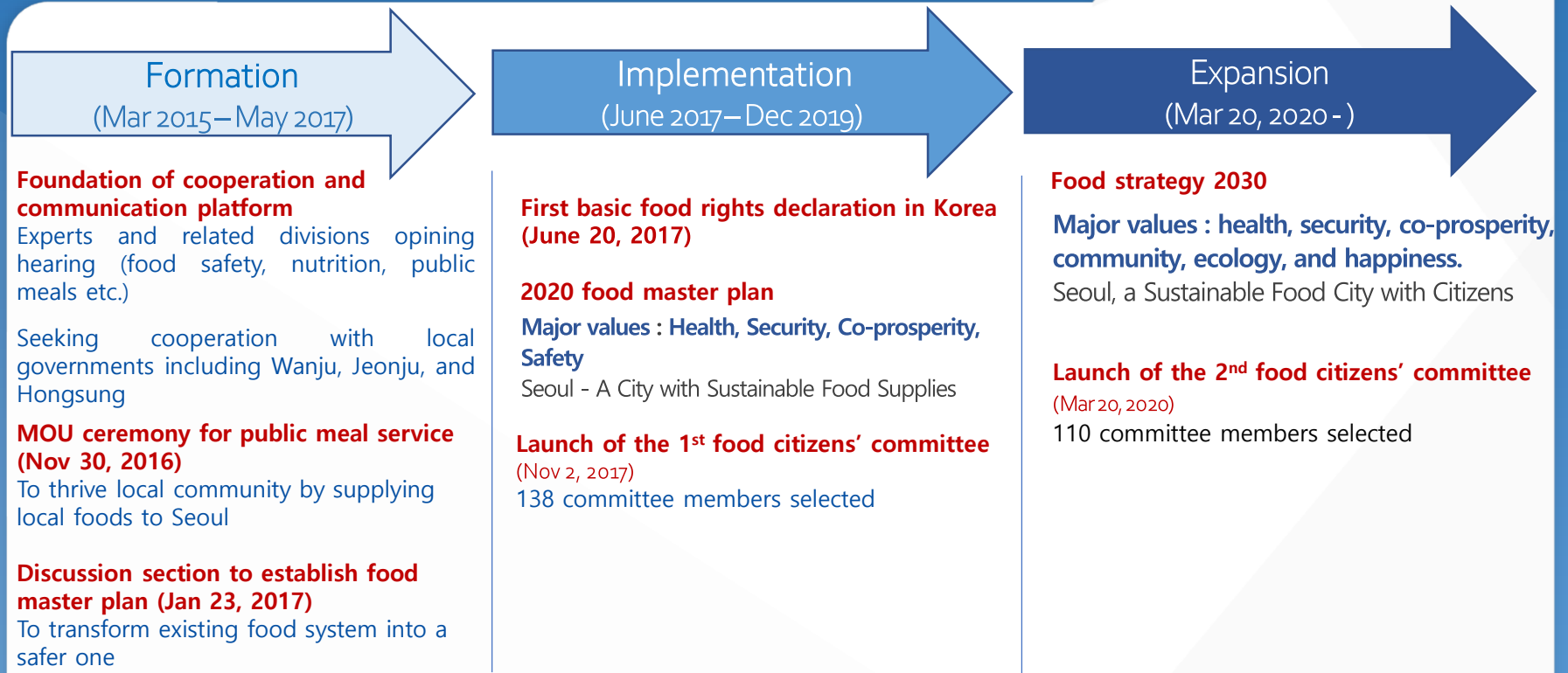


Innovative and inclusive governance of Seoul food strategy

Jeong, Jin-sook

Team Leader of the Food Policy Division
Seoul Metropolitan Government

Development and implementation of food governance



And Representing International Cooperation :

The Milan Urban Food Policy Pact



The Milan Urban Food Policy Pact



October 15, 2015

Joined The Milan Urban Food Policy Pact

September 5, 2018

Won the Special Award for the Milan Agreement

April 2, 2021(third term), February 28, 2019(second term),
Selected as a member city of the Milan Operating Committee

2017 –Present

Attended the annual meeting and summit of the Milan Agreement

2018 –Present

Hosting of annual international conference since 2018



2020 SEOUL FOOD MASTERPLAN

Seoul - A City with Sustainable Food Supplies

To create an environment with better access to healthy food and to strengthen citizens' ability to discern healthy food

To promote eco-friendly food based on the co-prosperity of cities and agricultural districts



To secure an ample supply of quality food for every citizen

To strengthen the safety management system to relieve anxiety of food

Vision	Seoul - A City with Sustainable Food Supplies
Core Values	Health, Security, Co-prosperity, Safety
Policy Objectives	<ul style="list-style-type: none"> - To create an environment with better access to healthy food and to strengthen citizens' ability to discern healthy food - To secure an ample supply of quality food for every citizen - To facilitate public procurement of domestic agricultural products to protect the food environment - To strengthen safety management that relieves anxiety of food - To establish a governance that can strengthen cooperation and participation by those who partake food activity
Policy Issues 26 Issues in 5 Areas	<p>Healthy Food</p> <ol style="list-style-type: none"> 1. To create healthier food environments 2. To conduct desirable dietary life experiencing programs for each stage of the life cycle and food classes 3. To continue the practice making healthy domestic food and promote the culture of enjoying Seoul's tastes 4. To establish standards for healthy food supply in Seoul 5. To operate 'Seoul Food Portal' that collects all the information at one place <p>Food Security</p> <ol style="list-style-type: none"> 1. To find food-related vulnerable groups and provide them with food 2. To provide socially disadvantaged seniors with nutritional management service 3. To provide poorly-fed children with meal service 4. To promote food communities for socially disadvantaged classes and multi-cultural families 5. To expand the functions of the Center for Children's Foodservice Management to include small-scale welfare centers, etc. <p>Food for Co-prosperity</p> <ol style="list-style-type: none"> 1. To promote 'Public Meal Service for Co-prosperity of Cities and Agricultural Districts, by establishing a direct transaction and distribution system for public procurement 2. To establish a public meal service system for education, promotion, and governance in pursuit of co-prosperity of cities and agricultural districts 3. To promote kitchen gardens in the city and produce safe food 4. To facilitate exchange between cities and agricultural districts for co-prosperity and food procurement 5. To reduce and recycle food waste <p>Safe Food</p> <ol style="list-style-type: none"> 1. To strengthen safety inspection on pesticide residue in agricultural/marine/livestock products, etc. 2. To prevent food poisoning at every meal providing center for safety management 3. To strengthen inspection on four main areas of adulterated food for food safety 4. To secure the right to know and choose GMOs (genetically modified organism) 5. To improve citizens' trust by strengthening the place-of-origin indication system 6. To secure food safety by promoting citizens' right to claim for inspection 7. To train 10,000 'Civic Food Guards'
Establishment of a System to Push Forward with Seoul Food Master Plan Establishing the foundation	<p>Domestic</p> <ol style="list-style-type: none"> 1. Formation and Operation of a Food Governance 2. Establishment of Execution Strategies for Milan City Food Policy <p>Internal</p> <ol style="list-style-type: none"> 1. Enactment of Basic Food Ordinance for Seoul City 2. Food Statistics in Seoul

Seoul's Good Food

Create a healthy and safe food environment regardless of area.
Coexist with rural areas and promote sustainable consumption.

1. Fresh and nutritious food
2. Accessible food for everyone
3. Food that pays a fair price for the labor body involved in the production process
4. Safe food from production to consumption
5. Food produced in environmentally sustainable ways
6. Food grown by small- and medium-sized farmers, small business owners, and socioeconomic organizations

Food that
Seoul
citizens
pursue in
their
individual
lives

Ecological environment



ECO LIFE

Household



Public food services



Food service industry



Safety



Coprosperity with farmers



Seoul's
Good
Food

< Source : Gil Chung Soon, In the COVID-19 era, dream of a sustainable city by transforming the food system >

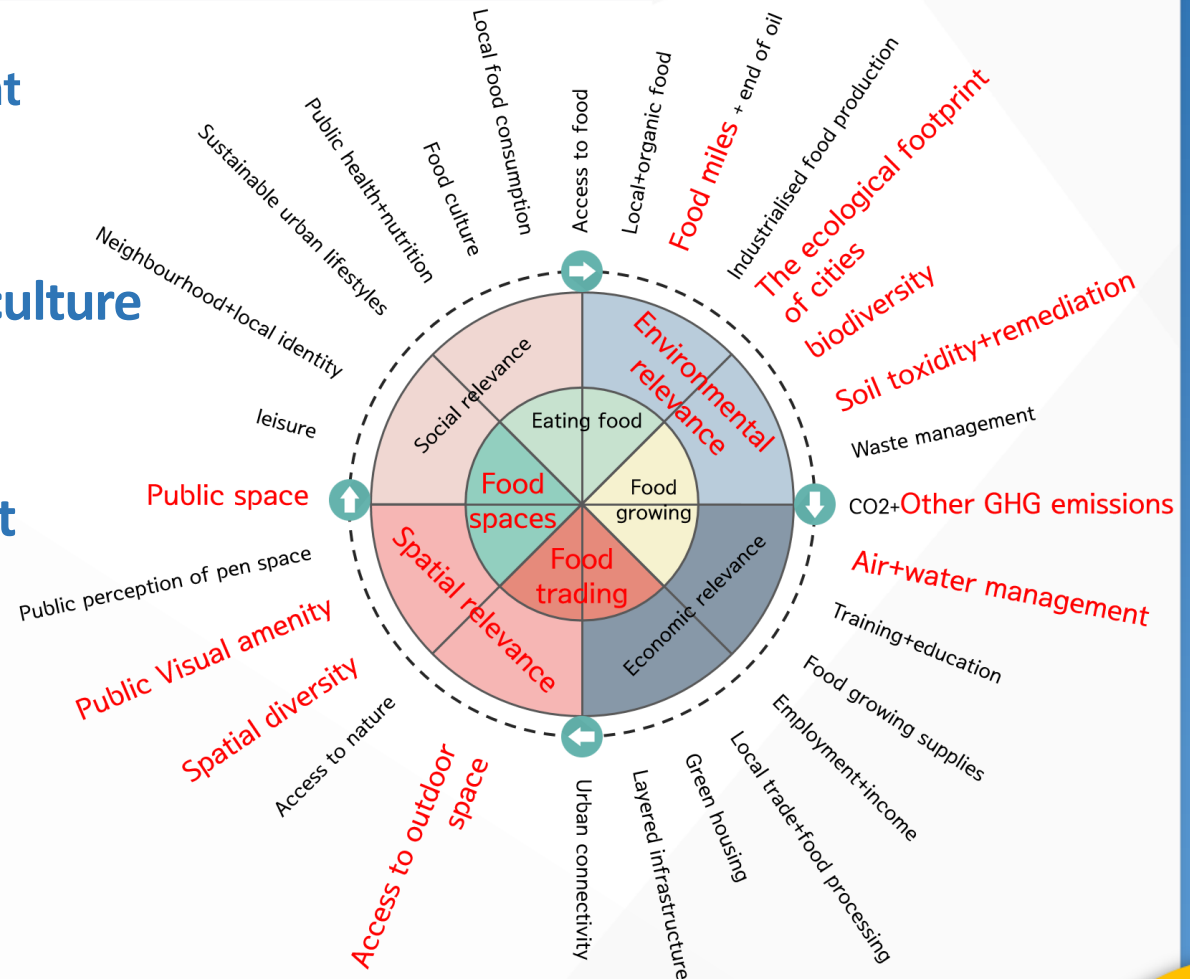
Directions of 2030 Food Master Plan

❖ Areas of improvement

Issues: Climate change
industrialization of agriculture

COVID-19

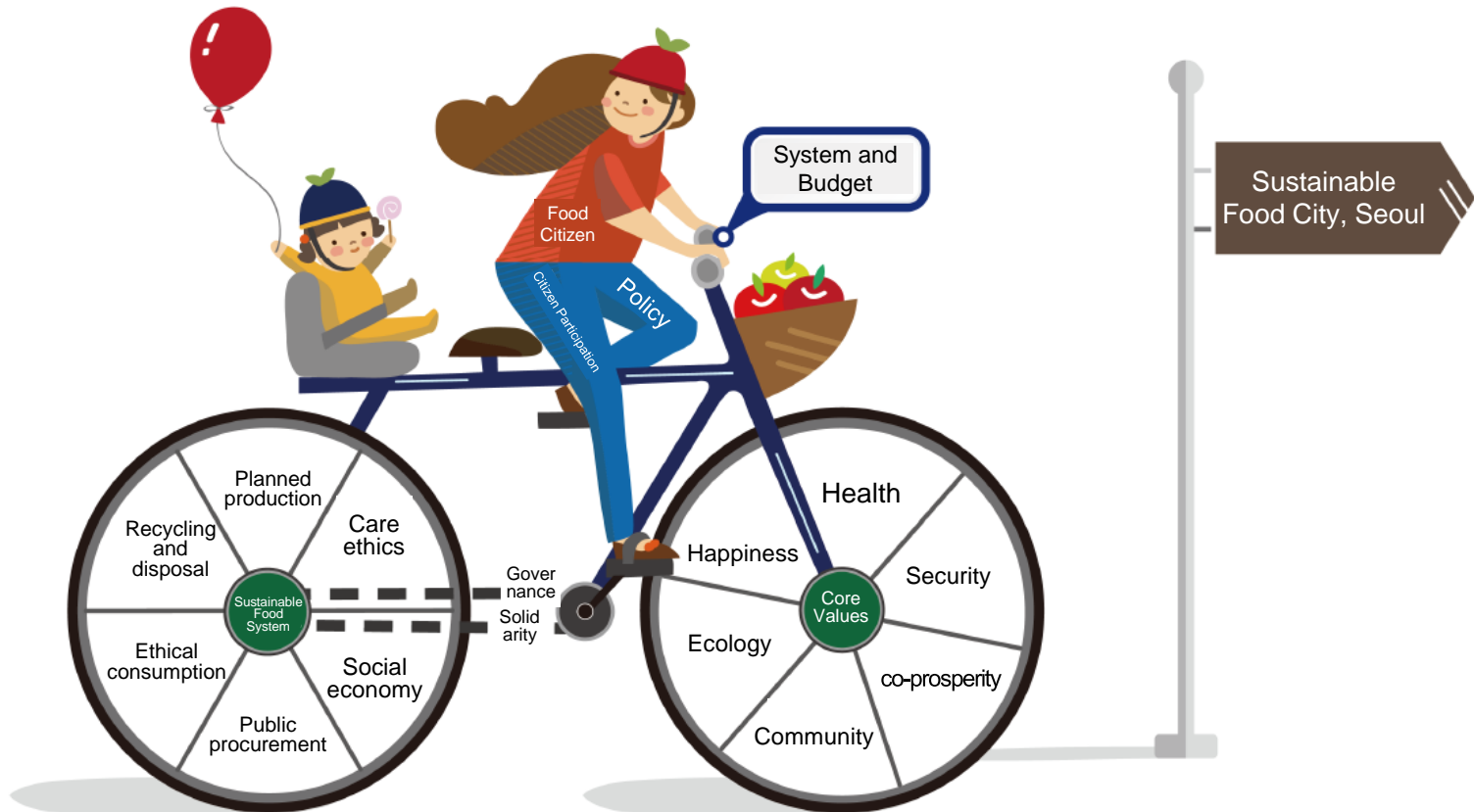
- Environmental aspect
- Spatial aspect
- Social aspect
- Economical aspect



< Source : Andre Viljoen and Johannes S.C. Wiskerke, Sustainable food planing >

2030 Strategic Framework















Apply the circular frame with a bicycle structure.



● 2030 Strategic Framework Planning Process

Vision		Seoul, a Sustainable Food City with Citizens				
Core Value	Health	Security	co-prosperity	Community	Ecology	Happiness
Policy Direction	1. Create a safe and healthy food environment. 2. Establish a food guarantee system to cope with climate change and disaster situations. 3. Promote coprosperity of various subjects related to food. 4. Create a community of communities that communicate and unite food through various media. 5. Support ethical and ecological food production–consumption activities. 6. Guarantee basic food rights, and pursue the citizens’ happiness.					
Policy Agenda	Health	1. Promotion of citizens’ health through food policies 2. Customized food education by life cycles 3. Strengthening of food safety system from production to consumption				
	Security	4. Policy establishment securing 100% food provision to citizens 5. Revamping food distribution system to provide quality food to the marginalized 6. Strengthening comprehensive food security system reflecting demographical changes 7. Establishment of food support system proactively responding to disasters				
	co-prosperity	8. Establishment of food system for urban and rural area co-prosperity 9. Support for economy revitalization and community incubation				
	Community	10. Creating eco-system for food community 11. Expansion of comprehensive care for local community based on food				
	Ecology	12. Promotion of eco-friendly urban agriculture 13. Establishment of food system designed to deal with climate change 14. Expansion of food education valuing environment and life				
	Happiness	15. Fostering citizens to lead advanced food culture and support community culture 16. Promotion of pleasant food culture				
Policy Base	17. Strengthening food governance 18. Establishment of comprehensive experiment system for food policies and strategies 19. Expansion of food cooperation with international partners 20. Establishment of comprehensive management system for food information					

2030 Food strategy comparison

	Food strategy 2030	SDGs	MUFPP 37 recommended actions
health	1. Promotion of citizens' health through food policies		15 9 10
	2. Customized food education by life cycles		7 12
	3. Strengthening of food safety system from production to consumption		12 28
security	4. Policy establishment securing 100% food provision to citizens		14 27
	5. Revamping food distribution system to provide quality food to the marginalized		14 27
	6. Strengthening comprehensive food security system reflecting demographical changes		27
	7. Establishment of food support system proactively responding to disasters		6
co-prosperity	8. Establishment of food system for urban and rural area co-prosperity	  	17 30 31
	9. Support for economy revitalization and community incubation		16 17
community	10. Creating eco-system for food community		17 18
	11. Expansion of comprehensive care for local community based on food		14 27 30
ecology	12. Promotion of eco-friendly urban agriculture	   	20 21 24
	13. Establishment of food system designed to deal with climate change		22 26
	14. Expansion of food education valuing environment and life		7
happiness	15. Fostering citizens to lead advanced food culture and support community culture	 	7
	16. Promotion of pleasant food culture		7
Policy Base	17. Strengthening food governance	 	1 18
	18. Establishment of comprehensive experiment system for food policies and strategies		2 3 4
	19. Expansion of food cooperation with international partners		
	20. Establishment of comprehensive management system for food information		5

Seoul citizens' committee

Building a strong governance with citizens by reflecting their opinions on food policies



The 2nd Seoul food citizens' committee

Administrative organizations



Citizens

Ex-officio members | Mayor, Vice-mayor 1 for administrative affairs, Policy Planning Officer,
Head of women and family policy division, Head of welfare policy division
Head of lifelong education division, Head of citizens' health division

Committee of
planning and
coordination
(20 members)

Subcommittee of public meal
service

Urban agriculture
subcommittee

Food safety subcommittee

Food ecology & co-prosperity subcommittee

Food health & security subcommittee

Food community subcommittee

Food culture, education, and promotion subcommittee

Seoul food citizens' committee (110 members, 7 subcommittees)



Term: March 20, 2020 – March 19, 2022

Achievements #1

- **Citizens' committee leading food policies - First enactment of food ordinance and declaration of basic food rights in Korea**
 - Pronouncement of basic food rights declaration for Seoul citizens (June 20, 2017)
 - Enactment of basic food ordinance of Seoul (Sept 21, 2017)
 - Seoul food master plan 2020 serves as food policy benchmark for the central government and local governments including 15 major cities and 52 municipalities.
 - 1st food citizens' committee in operation (Nov 2, 2017 – Dec 31, 2019)
 - 2nd food citizens' committee in operation (Mar 20, 2020 – Mar 19, 2022)
- **Governance building among participating parties between public and private.**
 - Opinion reflection through 11 related food departments of Seoul and local governments, citizens' committee, civil groups, discussion sessions, and town hall meetings
 - > **Support and advice provision for food policies by participating and cooperating with related parties (total 219 times)**

Achievements #2

○ Promotion of leading practices to international partners by wining the MUFFP award

- Special award of MILAN Pact (Sept 5, 2018)
- Seoul voted as a steering committee member of MUFPP and hosted international conference (Oct 26, 2020)
- Submitted a video of "policy support for healthy food during COVID-19 era" for MILAN Pact Award

○ Establishment of food strategy 2030

- Establishment of 6 major values **of health, security, co-prosperity, community, ecology, and happiness**
- 6 policy directions and 20 tasks



- # Future plan and commitment

How sustainable is our food system?



The diagram illustrates a process flow. It begins with a large blue arrow pointing downwards from the question 'How sustainable is our food system?' to a circular icon. This icon contains white silhouettes of four people (two adults and two children) standing under a canopy of five white dots, representing a family or community. From this icon, a yellow arrow points to a white box containing the text 'Devising advanced policies to prepare for global issues such as climate change and the post COVID-19 era.' A blue arrow then points from this box to another white box below it, which contains the text 'Ramping up responsive efforts by strengthening international cooperation'.

Devising advanced policies to prepare for global issues such as climate change and the post COVID-19 era.

Ramping up responsive efforts by strengthening international cooperation

