# Seoul Smart City Prize 2024 Guidelines

*Applying to the Prize implies full acceptance of its guidelines*

# Table of Contents

# 1. Introduction to the Seoul Smart City Prize 2024

**The Urban Transformation Needed in the Post-Pandemic Era**

As cities around the world are striving to adopt advancing technologies in their city management, there are many factors to consider to make it a successful implementation, such as the flexibility in managing complex regulatory systems, effectiveness, fairness, and inclusiveness.

The current global pandemic has accelerated the digital transformation, it has caused numerous people, especially vulnerable groups, to be excluded from the benefits of a digital society and has widened the digital divide even further. For such a time as this, it is more important than ever to shape the future of cities to become "people-centered" in encompassing the vulnerable and in providing more accessible services for all citizens.

**The Seoul Smart City Prize 2024**

Established in 2010 by 50 founding cities, the World Smart Sustainable Cities Organization (WeGO) was established to promote e-government and to foster the smart city knowledge exchange between cities around the world. WeGO continues to serve as a leader in accelerating digital transformation and over the past decade, WeGO has facilitated world-wide transformation of cities into smart and sustainable cities.

Responding to the evolving landscape of global smart city trends and WeGO's focus on bringing people centered smart city development to achieve inclusive growth, in partnership with the President City of WeGO, Seoul, WeGO presented the **Seoul Smart City Prize**; the transformation of the existing WeGO Smart Sustainable City Awards. WeGO Smart Sustainable City Awards was established in 2011 to recognize outstanding e-government practices of local governments around the world.

The Seoul Smart City Prize is designed to promote an innovative yet inclusive smart city model that looks after underprivileged groups in the era of the Fourth Industrial Revolution that is driven by information and communication technology. This core mission serves as the basis of the two categories of the Prize, **Tech-InnovaCity** and **Human-CentriCity**, as WeGO and Seoul envisions that smart cities should be defined and measured in terms of being both human-centric and technology-centric.

WeGO's President City, Seoul, has been continuously advancing digitization in the context of inclusion and accessibility for its citizens. These efforts have led Seoul to be recognized worldwide as one of the leading cities that has successfully implemented digital transformation in public services. It has ranked top for seven consecutive years in municipal e-governance on the Rutgers SPAA Global E-Governance Survey since 2003. The public metaverse platform 'Metaverse Seoul,' which provides administrative services in all sectors of city governance across space and time, has been selected as one of the 200 Best Inventions of 2022 by TIME magazine.

Sharing the vision of the people-centered smart city, WeGO and Seoul deliver our commitment to create an agenda that promotes the global efforts in building inclusive and human-centric cities. Being cognizant of the importance of an innovative yet inclusive smart city model that looks after underprivileged groups, WeGO and Seoul Metropolitan Government pursue cooperation with cities, companies, and institutions around the world to find exemplary cases and commend them through the Seoul Smart City Prize. We are committed to promoting and ensuring an inclusive digitalization of public services that benefit all people in sectors ranging from mobility, safety, welfare, environment, energy, culture, and governance.

**Together with the global community, the Seoul Smart City Prize will lead the Transformation**

- **We will champion** the people-centered digital transformation that is geared towards providing more accessible services for all citizens by recognizing cities, companies, institutions, and individuals for their efforts of digitalization that benefit even the vulnerable populations with tech-driven solutions;
- **We will promote** the inclusive development agenda for key processes and frameworks surrounding digitalization in public services;
- **We will engage** the global community in shaping the future direction of digitalization by offering a space for discussion; and
- **We will foster** interaction and networking opportunities among relevant stakeholders through participation in the Seoul Prize.

## 2. Structure of the Prize Organizing Committee

| Organizers of the Seoul Smart City Prize |
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| **Consultation Bodies** |

**The Seoul Smart City Prize Steering Committee**
The Steering Committee will serve as an important conduit for promoting people-centered smart city and digital transformation across the global community. The Steering Committee provides insights and clarity to make progress in advancing the mission of the Prize; holds accountability as WeGO strives to reflect the vision and objective of the Prize; and serves as the voice of the Prize to elevate its outreach to the world.

**The Chairmen of the Seoul Smart City Prize Organizing Committee**
The two chairmen of the Organizing Committee are experts from the public and private that will lead the operation of the Seoul Smart City Prize and oversee the consultation bodies to work in successful

partnership. Recognizing that WeGO's priority is the public-private partnership, the Seoul Smart City Prize values the contributions from the experts in both the public and private sector to support the expansion of the values and mission of the Prize.

**The Seoul Smart City Prize Organizing Committee**
The members of the Organizing Committee consist of experts from all fields in smart city development ranging from AI, data management, e-government, civic participation, mobility, SDG, international development cooperation, urban planning, and urban development. They provide insights into determining the thematic details of the Seoul Smart City Prize. The Organizing Committee will be the central body for the public-private partnership and for establishing effective collaboration structures across diverse sectors in the global smart city community.

| Evaluation Bodies | |
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| **Evaluation Committee**<br>The Evaluation Committee will evaluate the submitted applications and select the semi-finalists.<br><br>The Evaluation Committee consists of fourteen (14) relevant experts recommended by the WeGO Secretariat considering the needed expertise for each category and the geographical balance. | **Prize Council**<br>The Prize Council is to discuss the application materials of the semi-finalists and select the final winners of the Seoul Smart City Prize.<br><br>The Prize Council consists of seven (7) members from the Evaluation Committee, the Secretary General of WeGO, and the Mayor of Seoul Metropolitan Government. |

## 3. Theme & Prize Categories

**Theme:** *Fostering digital transformation through innovative and inclusive approaches for sustainable smart cities*

• **The Seoul Smart City Prize** is given in the following three categories:

- **Tech-InnovaCity:** Projects that focus on integration of innovative policies and technologies in all sectors of society and domains ranging from mobility, safety, welfare, environment, energy, culture, and governance.

- **Human-CentriCity:** Projects that are designed to prioritize digital inclusion in smart city development, thereby overcoming or mitigating the digital divide, and that aim to serve specific target groups among the citizen population, such as the elderly, youth, and the disabled.

- **Leadership:** Individuals that have demonstrated leadership in developing or promoting the  innovative use of technology and data to impact the lives of global citizens.

In addition to the above categories, **Special Mentions** can be given to projects selected by the Seoul Prize Organizing Committee based on the theme and criteria of the Prize.

## 4. Eligibility

*Tech-InnovaCity Prize & Human-CentriCity Prize*

Cities, smart tech solution providers and institutions working towards smart city development around the world are eligible to apply for the Seoul Smart City Prize.

Projects or initiatives that are currently being implemented or are completed will be given higher priority. However, projects or initiatives that have not yet been implemented but are at prior stages, including strategic planning, feasibility studies, legal assessment, will also be considered.

Projects or initiatives that are most relevant to the theme and criteria of each category, and their benefits to today's society will be given priority.

Following is a detailed list of eligible applicants:

- **Cities**: Local and regional governments from all divisions and departments that have developed and/or implemented policies that align with one of the Prize categories
  *\* Governments of all levels, including national, can be considered if the project or initiative targets a select number of cities and/or is deemed in line with the Prize objective by the evaluation bodies.*

- **Corporations:** For-profit businesses in the private sector ranging from multinational corporation (MNC), small and medium-sized enterprises(SMEs) to start-ups, that have actively engaged and invested in one of the Prize categories

- **Institutions:** Governmental and non-governmental institutions, associations and alliances, national and subnational public agencies, international organizations, as well as academic institutions, think tanks and universities, non-profit organizations that have designed and carried out projects that match one of the Prize categories

*\* The number of submissions per applicant is not limited. However, the same applicant must use a separate account to submit another project. Also, the same project cannot be submitted to both Tech-InnovaCity and Human-CentriCity categories. The applicant is required to select one category which is most relevant to the project based on the evaluation criteria.*

*\* Multiple offices or divisions within the same local government can submit applications. The same rule applies to corporations and institutions.*

*\* Entities represented in the organizers or evaluators will not be permitted to apply for the Prize.*

*Leadership Prize*

The Leadership Prize is open to individuals who contributed to bringing innovation and/or innovative application of technology and data, excellent use of technology and data that increased the quality of life of city residents, achieved significant impact (concepts, values, agendas, projects, products) on the smart cities industry or urban community, and has demonstrated collaborative effort and leadership to tackle urban problems through innovative approaches.

Nomination of individual candidates for the Leadership Prize can be made upon the candidate's permission, by submitting the Leadership Application Form to explain how the individual's achievements align with the Leadership Prize.

Nomination can strictly be made by individuals in any of the following categories:

- Individuals who have worked for local governments, corporations, public or non-governmental organizations in the smart cities field over the past 10 years
- Mayor or head of city offices and departments within the municipal government
- President or CEOs of businesses, industry associations, consortiums, and cooperatives
- Head of international organizations, non-governmental organizations, and civil society
- Head of universities, academic institutions, and research centers

While self-nomination is also permitted, individual candidates should approach potential nominator(s) in the following categories for a letter of recommendation, which is included in the Leadership Application Form:

- Mayor or head of city offices and departments within the municipal government
- President or CEOs of businesses, industry associations, consortiums, and cooperatives
- Head of international organizations, non-governmental organizations, and civil society
- Head of universities, academic institutions, and research centers
- Signature from more than 30 citizens can replace the letter of recommendation

* The number of applications that can be submitted per nominator is not limited. When self-nominating, only (1) application can be submitted per applicant.

* Those listed in the above list of nominators can also apply (i.e. Head of organizations), given that the applicant submit the Leadership Application Form with a letter of recommendation from any among the same list of nominators but at a different organization than one's own.

## 5. Timeline

- Application Opens: **April 1, 2024**

- Deadline for application: **June 28, 2024**

- 1st evaluation: **July 15 - 19, 2024**

- 2nd evaluation: **July 22  - August 16, 2024**

- Announcement of Semi-Finalists: **August 23, 2024**

- 3rd evaluation: **August 26 - September 30, 2024**

- Announcement of Winners: **October 7-10, 2024**

- The 2nd Seoul Smart City Prize Ceremony: **October 10, 2024**

## 6. Registration & Application Process

**Step 1: Fill out the Registration Form**

Eligible entities can apply for the Seoul Smart City Prize by first registering on the Prize website (Menu: Application).

In order to register, click on the application page and choose the correct entity type (City, Company, Institution, Individual) among the categories you plan to apply (Tech-InnovaCity, Human-CentriCity, Leadership). For both categories, there will be two different applications, one for City applicants and the other for Company or Institution applicants.

In the registration form, the applicant will create the ID and password, which will be used to access and edit the application and check the evaluation status. In addition, the registration form collects information such as the name of the applicant, organization, email, phone number, city, country, and agreement to the Terms & Conditions for collecting the listed information.

*\* Please note that only cities, companies, and institutions can apply for Tech-InnovaCity and Human-CentriCity Prize categories and only individual candidates can apply for the Leadership Prize category.*

**Step 2: Fill out the Application Form**

Upon completion of the registration, an application form will appear for the applicant to fill out. The application includes both qualitative and quantitative questionnaires in the format of text box, dropdown list, and multiple choice.

Applications, including all supporting documents, must be in **English**.

The application consists of the following:

- A completed online application form of the Prize that includes both qualitative and quantitative questionnaires. This may include a summary of the project, information on who was responsible for the project, how funding was secured, how it applied technology, and what were the key project results
- A list of requested quantitative data to measure the contribution of the project
- Optional materials that can demonstrate the project's effectiveness

All required documents shall be submitted in electronic format on the official website of the Seoul Smart City Prize. In addition to the online application form, applicants may upload supporting documents in pdf., doc(x)., xlsx., jpg., pdf., video links, and other relevant formats.

The applications and the supporting documents will be stored in an online resource and best practice repository, and thus may be disclosed by WeGO to the public as a whole, in part, or in summary.

The Prize Organizing Committee reserves the right to use relevant information from all application materials for the Prize promotion and ceremony purposes.

The WeGO Secretariat may also nominate or recommend eligible applicants if their projects seem highly relevant to the Prize categories and objectives.

## 7. Evaluation

The Prize evaluation criteria were established to reflect the value of the Seoul Smart City Prize. WeGO, in partnership with Seoul National University, developed the evaluation criteria coupled with the specific indicators backed by extensive literature review and research on the theory of change to evaluate the process of policy design and implementation. The specific criteria and indicators are based on the theory of change that encompasses the entire cycle of a smart city project and all the detailed considerations that go into it. They are also carefully selected to capture both the current trends in smart city development as well as the respective stages of development, capabilities, and resources of each case.

Under each category, the main criteria will be the **Problem-Centered Innovation (Appropriate identification of policy problems)**, **Rational Process of Project Development**, **Feasible Budgeting & Planning**, **Meticulous Project Implementation**, **Effort to Learn & Improve (M&E Feedback),** and **Value Creation (Project outcome and effect)**.

The assessment criterion, 'Problem-centered innovation,' scrutinizes the manner in which each project appropriately identifies the targeted problem. The evaluation considers the significance of the targeted policy problem, the problem's alignment with the national agenda (or the Human-Centered agenda for Human-CentriCity), the undertaking of research or studies to identify causes of the problem, and the involvement of citizens or customers in the policy identification and selection process. These sub-criteria are uniformly applied to both Tech-Innovacity and Human-CentriCity applications.

Moving on to the next criterion, 'Rational Process of Project Development', the focus is on the specificities of the project design process. In the context of Tech-InnovaCity, the evaluation explores the investigation of appropriate and innovative technology to address the identified policy problem, and the application or securing of the innovative technology. For Human-CentriCity, it assesses how the solution offered is apt in resolving human problems. In both applications, the evaluation deliberates on the rational process of the project design, determining how the project's solution stands out as the most effective compared to alternatives, as well as the reliance on concrete evidence in project design.

The criterion of 'Feasible Budgeting and Planning' evaluates the organization for the project, encompassing whether the project has feasible resource mobilization plan, organization and staffing plans, and the preparation of necessary contingency plans. For Human-CentriCity, it additionally examines whether values of equity are integrated into organizing and staffing considerations.

In the 'Meticulous Project Implementation' criterion, projects are assessed based on the participatory mechanisms embedded within the project implementation process, and how they anticipated and overcame potential barriers during implementation.

The 'Effort to Learn and Improve' criterion focuses on the M&E Feedback process of the project, especially whether projects have institutionalized and working monitoring and evaluation activities throughout the project, and the feedback of M&E results for project improvement.

Lastly, the 'Value Creation' criteria aim to address issues related to project outcomes and effect. The projects are assessed on achieving the direct/main effect of the project, the efficiency of the projects in accomplishing the outcome, other potential spill-over effects resulting from the project, and the sustainability of the project. For Human-CentriCity, the evaluation scope extends to identifying potential human-centered effects and other Diversity, Equity, and Inclusion (DE&I) contributions made by the project.

The evaluation methodology aims to include the data collection and analysis process to input the indicators or variables that measure each city's circumstances or potential for growth into a theory-based statistical formula. The evaluation process involves the analysis and visualization of data collected from the applicants. Once completed, the outcome of the analysis and visualization will be shared with the Evaluation Committee and Prize Council to assist their evaluation.

| | Tech-InnovaCity | Human-CentriCity |
|---|---|---|
| **Problem-Centered Innovation: Appropriate identification of policy problems** | <ul><li>Policy problem identification</li><li>National agenda relevance</li><li>Evidence inquiry about the causes of targeted problems</li><li>Citizen engagement in problem identification</li></ul> | <ul><li>Policy problem identification</li><li>National agenda relevance</li><li>Evidence inquiry about the causes of targeted problems</li><li>Citizen engagement in problem identification</li><li></li></ul> |
| **Rational Process of Project Development** | <ul><li>Efficient technology application</li><li>Innovative technology application</li><li>Securing technology application</li><li>Rational process of project design</li><li>Evidence-based project design</li></ul> | <ul><li>Applying human-friendly solution/technology</li><li>Rational process of project design</li><li>Evidence-based project design</li></ul> |
| **Feasible Budgeting & Planning** | <ul><li>Feasible resource mobilization plan</li><li>Organization & staffing plan</li><li>Contingency plan</li></ul> | <ul><li>Feasible resource mobilization plan</li><li>Organization & staffing plan</li><li>Equity & diversity in organization & staffing</li><li>Contingency plan</li></ul> |
| **Meticulous Project Implementation** | <ul><li>Participatory mechanism</li><li>Overcoming barriers to innovation</li></ul> | <ul><li>Participatory mechanism</li><li>Overcoming barriers to innovation</li></ul> |
| **Effort to Learn & Improve: M&E Feedback** | <ul><li>Monitoring and evaluation</li><li>M&E feedback for project improvement</li></ul> | <ul><li>Monitoring and evaluation</li><li>M&E feedback for project improvement</li></ul> |
| **Value Creation: Project outcome and effect** | <ul><li>Effects of the project</li><li>Efficiency</li><li>Spillover effect</li></ul> | <ul><li>Effects of the project</li><li>Human-centeredness of the main effect</li></ul> |

| | | |
|---|---|---|
| | • Sustainability | • Efficiency<br>• Spillover effect<br>• Sustainability<br>• DE&I Contribution |

| Leadership |
|---|
| A candidate who contributed to bringing innovation and/or innovative application of technology and data, excellent use of technology and data that increased the quality of life of city residents, achieved significant impact (concepts, values, agendas, projects, products) on the smart cities industry or urban community, and has demonstrated collaborative effort and leadership to tackle urban problems through innovative approaches. |

| | |
|---|---|
| Relevance to the Theme | • Technological Novelty<br>• Creative and Innovative Application of Technology and Data |
| Impact | • Impact on the quality of life of citizens<br>• Impact on the smart city field and community |
| Collaborative Effort | • Cross-sector Partnerships (PPP & PPPP - Public Private People Partnership)<br>• Incorporation of citizens' voices |
| Communication and Engagement | • Campaigns, conferences, or other engagement efforts for knowledge-sharing and promotion of values<br>• Effective use of social media to disseminate new ideas |

## 8. Evaluation Process

*The evaluation process is divided into 3 phases:*

- **1st Evaluation:** First review by WeGO Secretariat **July 15 - 19, 2024**

The WeGO Secretariat will conduct the first round of the evaluation which involves a process of screening the received applications. The WeGO Secretariat has the right to ask for any clarification or additional information from applicants, if necessary. Based on the evaluation methodology, when deemed necessary, additional public data at both the city- and country-levels for analysis will be added.
- **2nd Evaluation:** Second review by the Evaluation Committee using a scoring system to determine semi-finalists during **July 22 - August 16, 2024**

The Evaluation Committee will rate each application in accordance with the evaluation criteria and the 32 highest-scoring applications of each category (Tech-InnovaCity, Human-CentriCity) will move on to the second evaluation round.

- **3rd Evaluation:** Third review by the Prize Council to finalize semi-finalists during **August 26 - September 30, 2024**

*\* Semi-Finalists will be individually contacted on **August 23, 2024**. Final announcement of winners will be made on the day of the ceremony on **October 10, 2024**.*

The Prize council will conduct the third round of evaluation to discuss the application materials of the semi-finalists, review the applications of the leadership category, and finalize the semi-finalists..

*\* The Evaluation Committee and the Prize Council may also invalidate prizes in case that the applications do not meet the qualification requirements or in case that the applications have brought disgrace or have potential to bring disgrace to the Prize Organizing Committee.*

*\* The first place winners of each category must be present at the ceremony with the highest level of representative available. In case the first place winners of each category cannot attend the ceremony, the Prize will be awarded to the candidates with the next highest score that can be present at the ceremony. Other prize recipients are highly encouraged to be present at the ceremony with the highest level of representative available.*

*\* If the Prize Organizers regard (a) the competition to be especially competitive than the norm due to a high number of submissions or (b) special factors not reflected in the regular judging criteria to be especially noteworthy, the Organizers may decide to select additional applications, in consultation with the Evaluation Committee and/or the Prize Council.*

## 9. Prizes

The Seoul Smart City Prize is given in the following three categories, in addition to the two Special Mention categories:

- **Tech-InnovaCity:** Total of 8 projects that focus on the integration of innovative policies and technologies in all sectors of society and domains ranging from mobility, safety, welfare, environment, energy, culture, and governance.

- **Human-CentriCity:** Total of 8 Projects that are designed to prioritize digital inclusion in smart city development, thereby overcoming or mitigating the digital divide, and that aim to serve specific target groups among the citizen population, such as the elderly, youth, and the disabled.

- **Leadership:** Two individuals will be selected on the basis of demonstrating leadership in bringing innovation and/or innovative application of technology and data, excellent use of technology and data that increased the quality of life of city residents, achieved significant impact (concepts, values, agendas, projects, products) on the smart cities industry or urban community, and has demonstrated collaborative effort and leadership to tackle urban problems through innovative approaches.

- **Special Mention - International Organization:** One project will be selected together with a partner international organization of WeGO in the field of urban development, sustainability, and other relevant fields to smart city development on the basis of the project's alignment with the values and missions of the international organization.

- **Special Mention - Smart Cities Index:** Two cities will be selected on the basis of the WeGO Smart City Index Research, in consultation with a research partner.

**Winners from the above Prize categories will be:**
- Awarded at the Seoul Smart City Prize Ceremony 2024
- Appointed winners will be invited to Seoul Smart City Prize Ceremony 2025 as one of the Award presenters
- Appointed winners will be given an opportunity to share and promote the winning project in various global stages including a capacity-building training program, a dedicated exhibition booth and speakerships at international events
- Among the winners, selected projects will be given an opportunity to collaborate on a smart city project implementation on various models such as feasibility study with funding secured for assistance
- Gain global publicity via official website, publication, press releases, and media channels

## 10. Prize Ceremony

The Seoul Smart City Prize 2024 Ceremony will be held on **October 10, 2024** in **Seoul**.

The first place winners of each category are required to attend the Seoul Smart City Prize Ceremony held in Seoul. Other prize winners are highly encouraged to attend the Seoul Smart City Prize Ceremony held in Seoul.

The ceremony will consist of the following components, such as, but not limited to:
- Presentation on the key messages from the Seoul Smart City Prize Committee
- Prize Ceremony that highlights the Winners of the Prize
- Sessions for winners to present their projects and/or initiatives
- Formation of the Seoul Smart City Prize winners platform

The President of WeGO and the Steering Committee members will present each Prize to the winners during the ceremony.

## 11. Regulations on Property Rights & Use of Data

The applicant is fully responsible for authoring and submitting the information on the application and all supporting materials. The applicant is solely accountable for any violation of intellectual property rights, industrial property rights, copyright and/or image rights and must assume complete responsibility with regard to any third party issues. The organizers of the Seoul Smart City Prize are not liable for any violation or misinformation provided by the applicants.

Full texts or summaries of all applications and supporting materials submitted to the Seoul Smart City Prize may be posted on the Seoul Smart City Prize official website, the official website of WeGO,

WeGO's any other online resources, and/or any publications. Application to the Seoul Smart City Prize implies consent to these terms and conditions.

The winners will be requested to submit a video that presents the winners' submitted project(s) for the Seoul Smart City Prize Ceremony. In case the winners cannot create the video themselves, the winners should consult with the Seoul Smart City Prize Organizing Committee. The same rules stated above apply to the requested videos.

Any information that is deemed sensitive or confidential by the applicant and thus, for which the applicant does not want the organizers of the Seoul Smart City Prize to make public should be notified in advance in writing to info@seoulsmartcityprize.com upon submitting the application.

## 12. Questions

If you have any inquiries, please email to: info@seoulsmartcityprize.com