

SEOUL WOMEN'S FOUNDATION



Happy women make a happy home,
and happy homes make a happy society.

Seoul Women's Foundation will strive to build a better
society where both men and women will be happy.

All human beings are born with the basic right to dream.

Now a new era is dawning, of which we have long dreamed. Feminine values such as creativity, cultural sensitivity, and “soft” leadership, as well as caring and nurturing are playing a key role in creating a new paradigm for the future society.

Fully sponsored by the Seoul Metropolitan Government, the Seoul Women’s Foundation was established as a non-profit incorporated entity in January 2002 in order to promote women’s participation in society and a culture of gender-equality.

We are now poised to leap into a new era for the advancement and happiness of Seoul women. The Seoul Metropolitan Government will develop a set of concrete and feasible women’s policies so that their benefits may be felt across all spheres of women’s lives in Seoul.

We will also encourage Seoul’s autonomous districts to participate in good faith in implementing better policies for women, while providing the city’s women-related agencies with the support necessary to ensure that they perform their assigned missions effectively and efficiently.

We hope that Seoul City’s policies for women will become a benchmark model around the world, just as officials from many cities around the globe have visited Seoul to benchmark the restored Cheonggyecheon and the city’s mass transportation reform. Furthermore, we will foster national and international exchanges among women in order to help them grow and become more competitive personally and professionally through solid networking.

**Seoul Women’s Foundation will continue to do its best to
build a society in which women can realize their full potential
and have their values respected and honored.**

**I hope that you will continue to show your interest in the
Foundation’s activities and support our efforts.**

**EXECUTIVE DIRECTOR
SEOUL WOMEN’S FOUNDATION**

KUM LAE, KIM



SEOUL WOMEN'S FOUNDATION

Vision and Strategy

Board of Directors



Executive Director of the Seoul Women's Foundation



Secretary-General



Seoul Women's Plaza



Dongbu Women's Plaza



Planning and Coordination Dept.
Policy Development Dept.
Business Support Dept.

General Affairs Dept.
Administrative and Planning Dept.
Exchanges and Cooperation Dept.

Management and Administration Dept.
Education Management Dept.
Exchange Support Dept.

1996

Establishment of Seoul Women's Plaza is proposed at the first meeting of the Seoul Women's Committee.

1997

January

Establishment of Seoul Women's Plaza is approved.

1999

November

Construction of Seoul Women's Plaza begins.

2001

September

Ordinance establishing the Seoul Women's Foundation is enacted and proclaimed.

November

First general meeting of promoters of the Seoul Women's Foundation is held.

2002

January

Seoul Women's Foundation established.

2002

May

Ms. Do-Yoon Byun takes office as President (Executive Director) of the Seoul Women's Foundation.

Is entrusted with the operation of the Dongbu Center for Women's Development by the Seoul Metropolitan Government.

June

Seoul Women's Plaza is completed.

September

Seoul Women's Plaza opens.

To establish ourselves as the Seoul Metropolitan Government's highest policy-implementing body for women's affairs and the city's hub of women-related facilities.

- The focal point of Seoul City's R&D activities for women's policies
- Seoul City's hub of women-related facilities.
- Promotion of gender sensitivity and women's empowerment
- The focal point of local and international exchange networks for women
- Emphasis on the value of customer satisfaction

To achieve true gender equality and enhance national competitiveness in the 21st century



As the Seoul Metropolitan Government's highest policy-implementing body for women's affairs, our mission is to improve the quality of women's lives through R&D of women's policies and by building partnerships between women-related hub facilities and women's organizations at home and abroad, as well as to provide value to customers and boost customer satisfaction through continuous evolution and innovation.

2003

January

Seoul Women's Foundation website opens at www.seoulwomen.or.kr

May

First issue of SWF newsletter "Seoul Women" is published.

2004

November

A notification as a lifelong education facility related to the industries of knowledge and human resources development is filed.

December

Seoul Women's Edu Portal site opens
www.swedu.or.kr
www.swedu.org

2005

June

Conducts a research project on Seoul Metropolitan Government's policies on women's affairs.

2006

January

Redefines its role and function as an agency specializing in women's policy.

Is entrusted with the operation of Seoul Women's Plaza and Dongbu Women's Plaza by the Seoul Metropolitan Government

September

Ms Kum-Lae Kim takes office as the second President (Executive Director) of Seoul Women's Foundation

In its commitment to building a city where women are happy to live and work, the Seoul Women's Foundation envisions Seoul as a city where all men and women can balance their work and family responsibilities.

To this end, we are moving forward together, with all citizens having equal opportunities and rights and sharing responsibilities.





R&D activities for Seoul City's policies for women

Equal Opportunities and Rights, and Shared Responsibilities

The Seoul Women's Foundation focuses on formulating basic plans for the Seoul Metropolitan Government's policies for women and families, and also on preparing a master plan for the development of female human resources.

We will continue our pursuit and efforts to make Seoul a more equal city by helping the city government expand women's participation in society and enhance the quality of women's lives. This will be accomplished through surveys on issues for women in Seoul, and gender impact assessment, as well as research and policy formulation.

There is also a growing community awareness of care work in the home, which has been done predominantly by women, as a common family responsibility to be shared equally between men and women and as a community responsibility. This view is shared by not only the Seoul Metropolitan Government but the 25 autonomous districts across the entire city.

The Foundation evaluates the women's policies of these autonomous districts to ensure that they are women-friendly and to help encourage them to join in making Seoul a more equal city.

The hub of women-related facilities

The Focal Point of Women-related Facilities for Advancement and Communication

There are a wide range of spaces and facilities for women in Seoul

The Seoul Women's Plaza is the largest complex in Korea dedicated exclusively for the use of women. The Dongbu Women's Plaza serves as a central point for education, cultural activities, and information exchanges for women living in the eastern Seoul area. Four regional centers for women's development also offer life-long education and other services to help women in Seoul actively develop their abilities and to facilitate their social participation.

Jungbu Women's
Development Center

Seobu Women's
Development Center

Nambu Women's
Development Center

In addition, 14 women's resources development centers scattered throughout Seoul provide local female residents with specialized vocational training and support for economic self-reliance.

The Foundation conducts evaluations of women-related facilities in Seoul to encourage the development of those facilities and to make sure that those facilities have a solid system in place.

The Foundation also provides support for the women-related facilities to deliver high-quality professional training for women's development.

In addition, the Foundation supports the women-related facilities by developing and providing models intended to help instructors develop their competencies for instruction as well as a well-structured instructor management system.

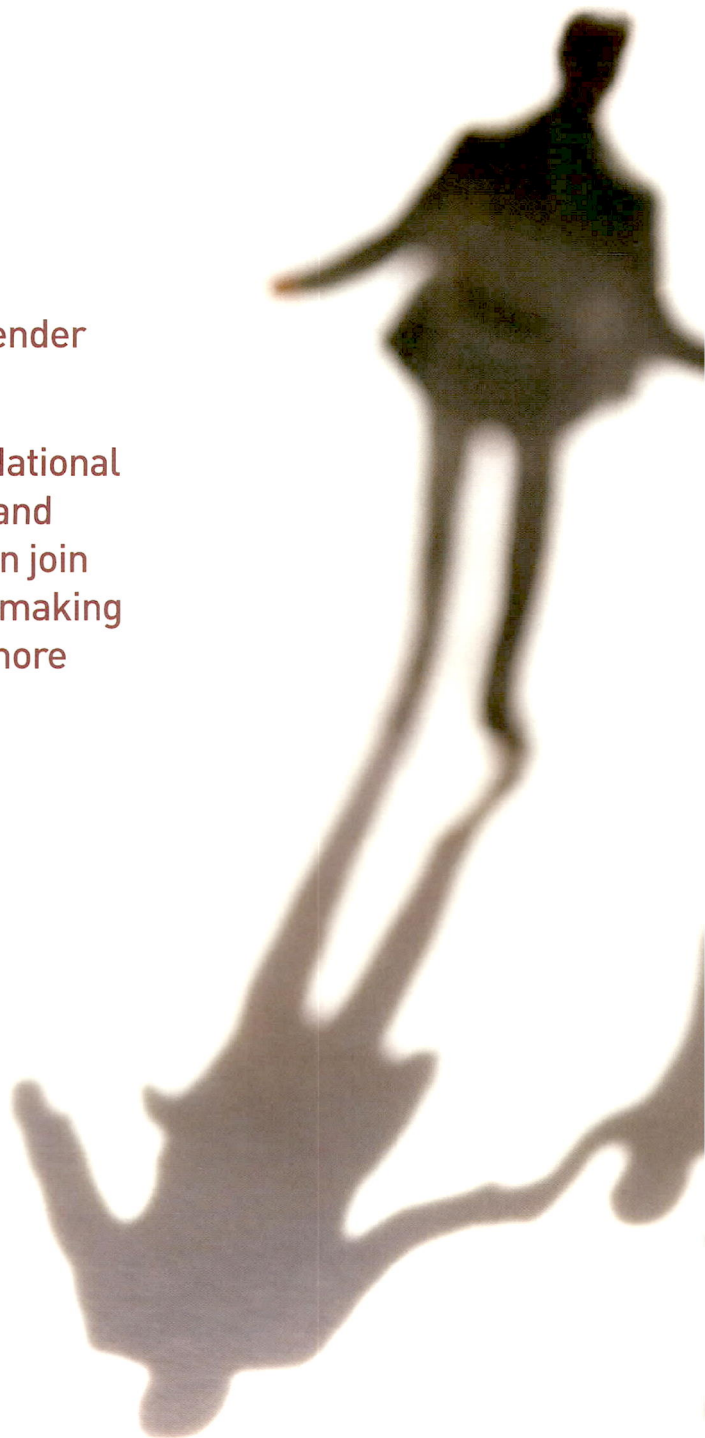
Despite Korea's reputation as an IT powerhouse, the country still has a long way to go in narrowing the gender gap in the usage of IT.

The Foundation provides women with the opportunity to have easy access to IT through an integrated information system among the women-related facilities.



How does Seoul stand in terms of gender equality?

As more women are elected to the National Assembly as well as city, provincial and district councils, and as more women join the public service, their influence is making the culture of Korean bureaucracy more flexible and considerate.



**Enhancement of gender sensitivity and
women's empowerment**

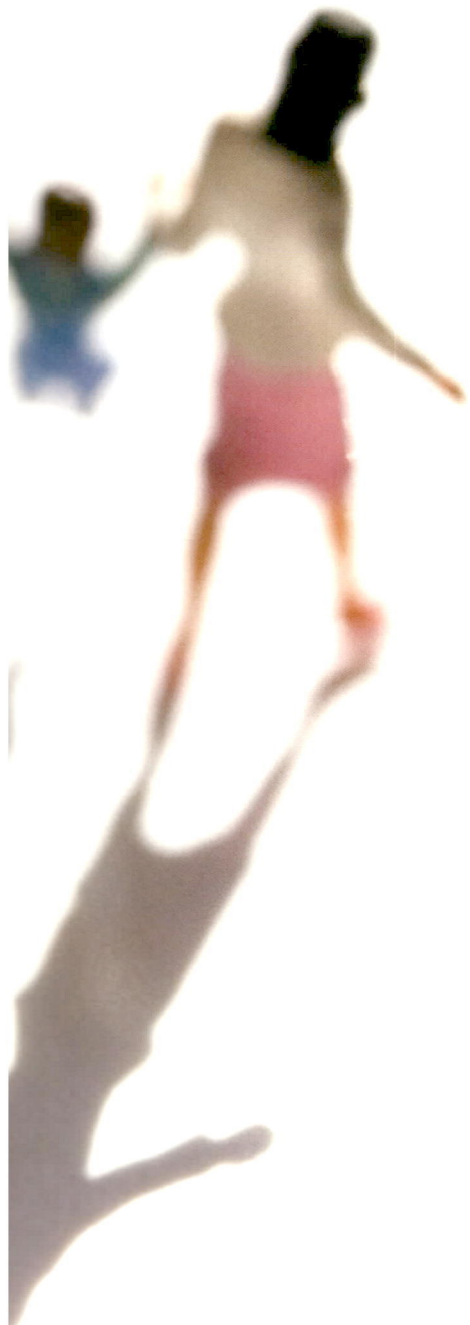
Seoul Strives To Become a Gender-Equal City

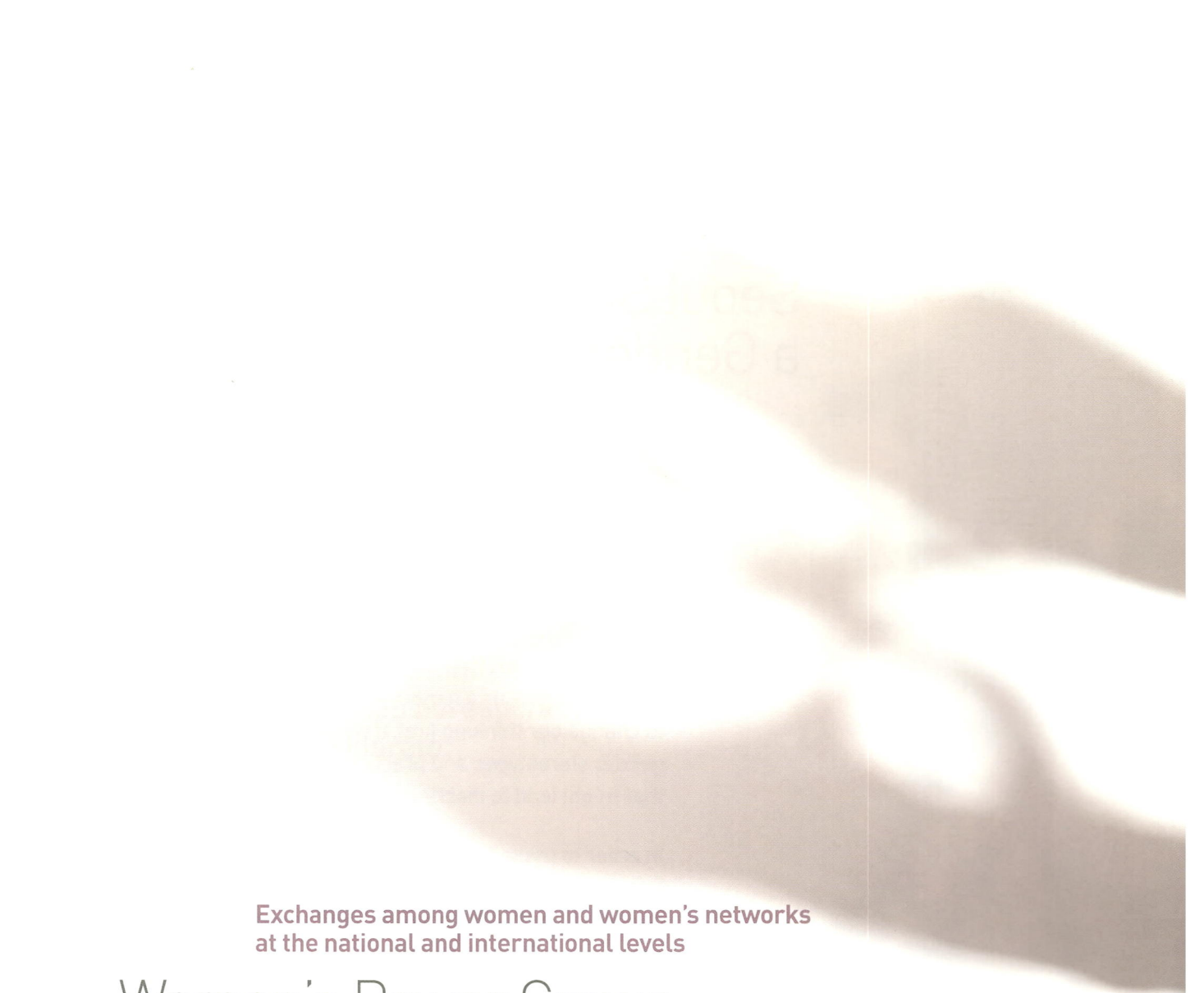
There are, however, still many discriminatory elements against women in our society. We hope to build a society where citizens are seen as individuals advancing on the basis of their own merits and abilities, and where men and women are considerate of each other and work in partnership with each other.

In striving towards a gender-equal city, we have to change our thinking first, if we want to reduce gender stereotypes and practices in our society that might lead to discrimination against women.

In order to make Seoul a more equal and harmonious city, the Foundation provides gender-equality education directed towards employees of the Seoul Metropolitan Government and its affiliated agencies, who are directly involved in formulating and implementing the local government's policies.

Additionally, the Foundation offers women's studies programs for citizens in order to sensitize and empower them to implement gender equality in their daily lives and at the same time rediscover their own selves.





**Exchanges among women and women's networks
at the national and international levels**

Women's Power Grows Through Joining Hands

The Seoul Women's Foundation provides forums for women in various fields to network, discuss, and address women's issues and concerns on a broad range of topics, while at the same time gaining a better understanding of each other and building women's collective power.

With globalization making the world smaller every day, we are expanding our international collaborative networks in order to share diverse views from within and beyond our national borders. We also hold international conferences and symposiums in order to provide an impetus for women to clearly understand the problems and circumstances faced by women from different countries, and to work together, regardless of race or nationality, towards an equal future.

Women still face tremendous gender-specific challenges in many areas.

They have diverse stories to tell about women's issues, including some small actions for gender equality, efforts to improve women's socio-economic status, and emancipation of women from violence, as well as gender mainstreaming.



Seoul Women's Foundation in Partnership with Seoul Women's Plaza and Dongbu Women's Plaza

Seoul Women's Plaza **a place for confident women**

The Seoul Women's Plaza, which is the largest cultural complex for women in Korea, was established in 2002 by the Seoul Metropolitan Government. The Women's Plaza features a wide range of sophisticated facilities including an international conference hall, meeting rooms, a performance hall, rooms for club activities, and NGO centers to cater for all kinds of events from small meetings, cultural performances and art exhibitions, to large-scale international events. Using these facilities, the Plaza is dedicated to making a contribution towards realizing a society where all men and women are equal.

Specifically, the Plaza focuses on promoting women's empowerment by providing diverse programs and facilities for personal and social growth and interaction for individual women and social groups, while disseminating the culture of gender equality by planning and implementing women- or family-friendly cultural activities for citizens.

The Plaza also operates ancillary facilities and amenities to position itself as Seoul's leading women-friendly premises. The Seoul Women's Plaza is committed to making gender equality a part of our daily lives through well-planned implementation of diverse women-related projects and effective operation of its facilities.



Dongbu Women's Plaza **an open space for women's development**

As the central point for education, cultural activities, and information exchange for women living in eastern Seoul, the Dongbu Women's Plaza dedicates itself to helping women fulfill their potential and achieve economic independence, thereby contributing to realizing true equality between the sexes.

The Plaza supports women's economic and social participation by developing and offering specialized vocational training programs responsive to women's needs and the changes of the times, and by providing women with practical advice and career guidance on finding employment or starting up a private business.

In addition, it strives to improve the quality of women's lives by offering a wide range of cultural, hobby, and educational programs and helps create a healthy and affluent society by organizing and implementing diverse community welfare projects.





www.seoulwomen.or.kr



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