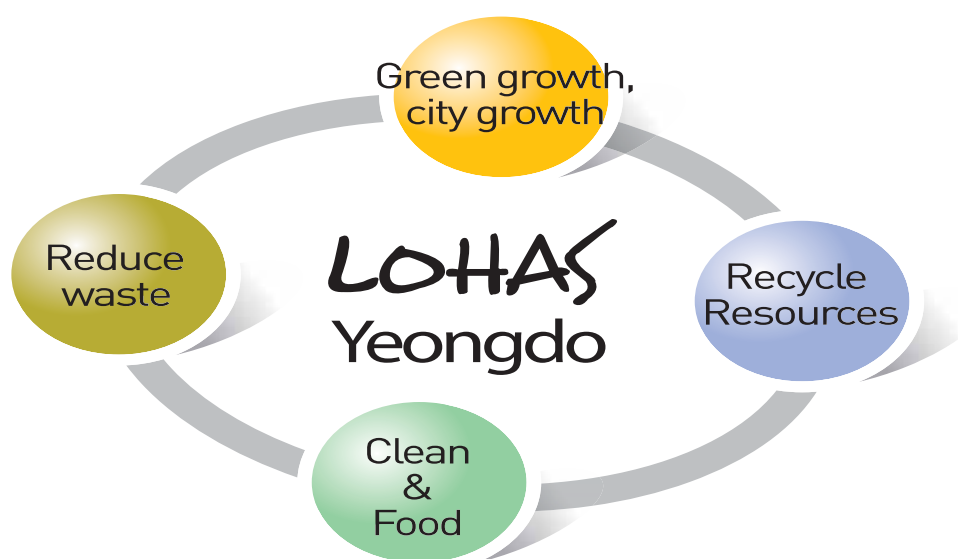


Green First Ave ‘LOHAS Yeongdo’

Obtained the ‘LOHAS certification’ as the first in Busan, Ulsan, Kyongnam region
Held ‘Green Exercise’ such as Carbon point system and Green Walking

Form low-carbon green growth
eco-friendly based Yeongdo



Yeongdo is selected as the first ‘LOHAS certified city’ from Busan, Ulsan, Kyongnam region and is developing as eco-friendly green city by cooperation of the people and nature by conducting carbon point system.

Due to the increased level of awareness of residents and the increase of LOHAS consumers that thinks about health, environment and society, Yeongdo office have been focusing on these valuable things as the priority issues for our life and showed consistent effort for creative product development (rice water EM fermented liquid), administrative service activity, environmental management and social contribution and as a result, Yeongdo received the Korea LOHAS certification and certificate plate from the eco-friendly administrative service division of Korea Standards Association on November 12 at the auditorium of the office.

LOHAS (Lifestyles of Health and Sustainability) means the new lifestyle of people who put high value on physical and mental health and also environment, social justice and sustainable consumption. Beyond well-being, health and happiness of individuals, LOHAS aims eco-friendly and reasonable consumption pattern which thinks about consumption for well-being and in addition to pass it down to the future generation.

Korea Standards Association have given high score for the environmental cleanup activity, which utilized EM, such as creating a EM fermented liquid by rice water and give to the residents for free or

spraying the EM on Dongsam Sea where bad odor brings environmental problem.

Especially, they have remodeled the closed Bongnae 4 dong community center as EM production factory and this draw a great attention from the association.

The Korea Standards Association (K.S.A) have started LOHAS certification system since 2006 for products from organization or company, administrative service and space, which showed efforts to follow the definition of LOHAS to make green, healthy and happy community where People live in happiness in 21st century. So far, only 10% of the local governments in the country have received the LOHAS certification.

The association official said, “When selecting a local government, we checked out whether it had have notable results for eco-friendly administrative service and Yeongdo’s EM fermented liquid production and distribution attracted attention.” And added, “In order to extend the LOHAS certification assessment each year, Yeongdo has to develop wide range of eco-friendly service.”

Yeongdo is planning to put more active efforts to create other EM products rather than EM soap, but is also planning to distribute EM fermented liquid to other municipal organizations.

In addition, they have started sustainable eco-friendly project such as Carbon point system at 30 apartments and 11 residents centers within the town which converts the energy saved amount into carbon points and pay back in cash.

Practicing LOHAS city project

Promoting eco-friendly green city Yeongdo by utilizing EM

- Develop Eco-friendly project and research by utilizing EM
- Water quality improvement project for water wharf for Daepyeong-dong and Bongnae-dong
- Sustainably promote residents promotion and education project

Reduce food waste

- The pilot project of the volume-rate garbage disposal system for co-housing
- Food waste disposal fee redemption
- Food waste disposal emission alarm system

Observed the fireflies, the magic of light-emitting cell

- Danubi train experience
- Pre-event: e-violin and nanta performance
- Watching Fireflies: around Taejongdae, relics, and etc

Promote carbon point system to reduce the greenhouse gas

- Select the participants for carbon point system
- Provide incentive for calculated carbon point
- Select the best apartment from the pilot project

Do not reuse the leftover food

- Demonstrate not using the leftover food
- Promote residents promotion business
- Check the restaurant industry

The willingness of the residents to promote unique low carbon green growth and to create high-quality green city is very popular. The ‘Green walking’ represents their strong will, where many people come to the golden course within our town, such as Jeolyeong seashore walk and Taejongdae, on the weekend.

On November 15, 500 residents have participated ‘Happy Yeongdong Green Walking’ events, which was 6km long; Harmony Cultural Park-Bando Bora Apt-Yonsei University Arboretum-Yeongseon dong forest road-Bokcheonsa-Yurim Apt-behind the Maritime High School-Cheonghak Water Reservoir-Mireugam-forest road next to Kosin University-Mokjangwon-Harmony Cultural Park.

In addition, on November 14, 500 residents have voluntarily participated the 2009 Busan Walking Festival from Central pier-Junggu-Yeongdogu-Seogu Hyeolcheongso and showed a will toward low carbon green city. Especially, the Jeolyeong seashore walk have received the prize from the Busan road & walking contest, which were held during this walking festival.

In addition, the Yeongdo Health Center is operating a ‘health walking classes’ for 100 residents whom wishes to walk the trail of Dongsamdong and 11 resident centers within the town started ‘walking club’ so the way to the eco-friendly green city is getting closer.



Green-walking boom



Throwing EM-soil balls into the seacoast in Namhangdong



Research for habitat of lightning bug

City Assembly hosted the 186th extraordinary session

Reviewed and decided the Administrative affair audit plan and etc Kim, Pan-gyu, the Assembly Chamber, is selected as Governemnt Planning Committee



The Yeongdo City Assembly has hosted the 186th extraordinary session from October 13 until 20 and has reviewed and decided an ordinance proposal and an administrative affair audit plan

Yeongdo City Assembly (Chairman Yun Ho-gil) had the 186th extraordinary session for 8 days from October 13 to 20 and reviewed and decided the “ordinance proposal to develop the old public market and the shopping streets in Yeongdo Busan” and the “ 2009 Administrative affair audit plan”.

Due to resignation of Kim, Mi-ae, the proportional representative chamber, Kim, Pan-gyu was selected as the Government Planning Committee as of

October 6 at this assembly.

As establishing “the special law to develop public markets and shopping streets” as a temporary special law to activate the market, they have also reviewed and decided “the ordinance proposal to develop them in Yeongdo, Busan” to regulate the entrusted items, which were to decide the details of some implementations item as local government organization regulation.

The main contents of the ordinance proposal are the

standards of recognized market, standards of setting market area, items to develop and register the temporary market, items for designating and operating the market manager, and items for operating and managing the facility.

In addition, during the 7 days from November 20 to 26, the City Assembly has agreed to conduct an audit on all administrative affairs according to the 2009 administrative affair audit plan.

Yeongdo Women University is opened

400 participants including the members of the Women Association from the apartment

The ‘2009 Yeongdo Women University’ was opened on November 10 at the civil defense training hall to promote women’s welfare in the town and to foster healthy family protection through wisdom in a life according to the constantly changing era.

Approximately 400 people attended this event, including parents, members from individual organizations associated with Yeongdo Council of Women, 200

members of Women Association from the apartment, and professionals from social welfare facility and education facility.

Under a subject of ‘the future image of women leading happy Yeongdo’ , this Women University had variety of lectures, which could be used daily and for life; starting with a speech from the Mayor, then ‘ health management for women and family’ by Shin, Dong-Hoon, the

director from Haeundae Sintong Korean Medical Clinic, ‘financial technology to prepare happy future’ by Seong, Yeong-gi, the AM manager from Mirae Asset Securities from Busan Central branch, and ‘How to make a corsage, which means stylish women’ by professor Kwon, Yun-ok, from Catholic University.

※Welfare Department
☎419-4363



Supported the typhoon victims in Marikina, Philippines

“The residents of Yeongdo have worked together”

Supported 13,156 pieces of clothes, shoes and medicines

Recently, the Philippines had two typhoons called KETSANA and PARMA, 150,000 Yeongdo residents have collected the love to help the victims in their sister city, Marikina in Philippines, who have lost many people and properties through these natural disasters.

On November 6 at 4 p.m. Yeongdo had ‘the shipping ceremony of the emergency kits for the typhoon victims in Marikina, their sister city at the city hall with 50 attendees, including the members of variety of organization within the district, the mayor and Lee Jong-Ha, the chairman of the Yeongdo International Exchange Conference.

The items to be shipped are 13,156 pieces (worth of 76 million Korean won) in 12 kinds, such as clothes, shoes, medicine, school supplies, emergency food, bottled water, and etc., which were collected from October 13 until November 3 from individuals, companies and 14 organizations within the town to support Marikina city, which were damaged through typhoon, and these items arrived Marikina on November 16.

Prior to this, the Yeongdo Mayor have wrote a letter to Fernando, the mayor of the Marikina city, on October 15 which prayed for a fast recovery and a comfort for the citizens of Marikina who have lost precious lives and property through two typhoons.

Yeongdo and Marikina have shared various exchange activity to develop as global city through mutual friendship delegation visits, study English program for youth to Philippine, and friendship penpal project.

Light of Hope Festival

Decorated Christmas trees on Bongnae traffic circle and etc.

The ‘ Light of Hope ’ is brightening all over the Yeongdo with encouraging the residents and praying for the hopeful new year for those who went through a difficult time in this year.

Yeongdo is hosting the 3rd Happy Yeongdo Light of Hope Festival from December 7 until January 3 which is to decorate gorgeous Christmas trees around the town such as Busan Bridge,

Bongnae traffic circle, 75 square, Harmony Cultural Park and etc.

From December 1 to January 3, Kosin University will install 40 zones within the campus as ‘The light of love all over the world’ and will prepare ‘2009 Kosin University Christmas Tree Festival’, which is to decorate all over the campus by hundreds of trees which are decorated as ‘Santa and Rudolph’ by 10

million small lights. Kosin University is planning to host various cultural events such as charity bazaar, Christmas concert, outdoor food festival and others to support single elders, orphans and foreign students.

The city official said, “This festival is to help needy neighbors and to give energy to the local economy, which are going through a long recession.”

The 10th Anniversary Concert by Youth Orchestra



The Yeongdo Youth Orchestra had the ‘10th Anniversary Concert’ on November 11 at the grand performance hall of the Harmony Cultural Park with the conductor Oh, Chung-geun and performed sentimental and beautiful classical melodies such as ‘Minuetto by Bizet-Larlesienne’ and ‘Waltz by Shostakovish’.

The Newtown construction have started

The first phase of the center road construction will be finished by 2010



The Yeongdo's the Newtown first reconstruction project, which will lead Yeongdo's future housing culture, will begin with starting of construction of center road, which is the major base facility.

Lately, Yeongdo have received 1.5 billion Korean won as fee to begin the major infrastructure facility for Yeongdo's local area promotion project from the Land and Maritime Affairs so they have secured 13.1 billion Korean won for installation support cost for infrastructure facility.

Accordingly, Yeongdo is actively promoting the first phase of center road construction, the major base facility of Newtown project, from the three way junction at Isongdo to the Busan Visual Arts

High School (length = 540m, width = 25m).

The Land & Housing Corporation, the overall project manager have signed an agreement in last August as the first phase of center road construction and will wrap up the basic and implementation design service by March 2010 and is planning to finish the construction by April 2011 after going through the project compensation process in May 2010. The full opening will be promoted according to the redevelopment project.

The center road, which will be the core part of the Newtown will be overall 3,298 m long, 25~30m width and will have 4 roads, which are currently just 2

mountainside road, and will have one bike-only road.

The center road, which will be in π shape facing the Mt. Bongnae, will go through Sinseon-dong and Bongnae-dong from Yeongseon Apt in Yeongseon-dong to the area of Cheonghak 1 public peace center in Cheonghak-dong and in addition, a road from Yeongseon lower traffic circle to Busan Visual Arts High School in Sinseon-dong and a road from Sinhan Bank in Bongnae-dong to Community Credit Cooperative in Sinseong-dong will be joined.

According to the official, "once the center road for the Newtown is fully developed, the traffic difficulties due to the slopes and geographic condition, which were the biggest barrier, will be solved and will be the major role to develop a Newtown."

The Yeongdo's first city reconstruction promotion project, which Busan have announced in last June, will divide Sinseon-dong, Yeongseon-dong, Bongnae-dong, area Cheonghak-dong area into 5 redevelopment areas and one city development and will fully complete the construction by 2020.

A total of 14,785 homes, Bonghak Elementary School and Sinseon Middle

School will be moved to the Newtown and 12 schools will be established, such as 2 kindergartens, 4 elementary schools, 3 middle schools, 3 high schools and 1 specialized high school and 2 public welfare facilities will be built for the convenience of the residents.

The T-town area, which will be located around Isongdo waterfront as a part of city development project, will be equipped with complex accomodations including performance and exhibition facilities and this could be the key to lead the cultural life of Yeongdo and as tourist hotels, which utilizes the beautiful view, are established, it'll be highly helpful to improve the level of tourism in Yeongdo.

Now, it's time for collecting all wisdom from 150,000 residents to successfully promote the Newtown project, which will be a dream home for education, culture and tourism by connecting the natural beauty of the south port, the development of Busan Lotte World and the redevelopment of north port.

*Department of Construction 419-4611-3
<http://newtown.yeongdo.go.kr>



Hyeon, In's Lyric Stone Monument



To remember the famous Korean singer "Hyeon, In"(real name: Hyeon, Dong-ju), who was born at 1862 street, Yeongseon-dong, Yeongdo and passed away on April 13, 2002, we have installed Hyeon, In's statue and 3.5m tall lyric stone monument for his masterpiece, 'Saving My Hubby', at the entrance of the Yeongdo Bridge, which is the major stage of the song. The lyric stone monument in a shape of a boat

combining the ocean and harbor. It symbolizes a note, flying birds, and moon. There is a sitting figure of Hyeon, In on a stone chair, so it can be a good place for photo shoot and to rest. If the visitors foot their light foot on the same foot of the statue, then Hyeon, In's masterpiece is played. It would be fun for people to hear the old Korean folk song at this place.

Kim, Ho-jun received the 'honor' of 2009 Korea Young Talent Award

Won various competitions including the International Environmental Project Olympiad



Kim, Ho-Jun (20), the resident of Dongsam-dong, has received the honor of '2009 Korea Young Talent Award'.

The Korea Foundation for the Advancement of Science & Creativity finds the best talent, who will lead the future of Korea, and for this year, they have selected Kim, Ho-Jun as the prizewinner of 2009 Korea Young Talent Award, who's currently junior at the School of Biological Science at Busan National University.

The award ceremony will be held at the Cheongwadae in December and the winner will receive a President's Award, medal and scholarship of 3 million Korean won.

Kim, Ho-Jun graduated Haedong Middle School as the top in his class and early graduated Jang Young Sil Science High School and got an admission for KAIST but went to the Busan National University instead.

Kim, Ho-Jun, who's currently majoring in biology, received the silver medal at the International Environmental Project Olympiad and also has participated various international environmental organization and international conferences. Especially, he also won the Best Practical Busan Youth Award and the Community Service Award from Red Cross Youth for the spirit of sharing and community work through 369 hours of volunteer service in 5 years.

Strengthening the International Competence

The 1st Yeongdo-Luwan Administration Exchange Seminar

Yeongdo and its sister city, Luwan from Shanghai, hosted 'the First Administration Seminar' on November 25 at 4 PM at the seminar room of the Yeongdo Harmony Cultural Park to enhance international capacity and to promote both countries' administration development.

At this seminar, which had 24 officials from both cities including the vice director of Yeongdo, Ryu, Jae-yong, and the vice director of Luwan, Chu Chin Hao, and each city had presentation; 'the case of developing educational city, happy Yeongdo' by Lee, Myeong-Hwan, the Chief of Education and Culture, and 'the successful welfare system' by Lee, Jun, the Chief of Civil Administration.

The representatives from Luwan planted a holly (H=3m,

R=0.2m) at the flowerbed of Yeongdo Health Center to celebrate the first exchange seminar prior to the seminar at 3:40 PM.

And on the next day, November 26, they visited the Parangsae Senior Health Center in Cheonghak 2 dong and the local community center in Dongsam 1 dong and check the current operation status and looked around the facilities.

On the other hand, Yeongdo and Luwan have had variety of exchange activities for friendship cooperation such as 145 people (145 from Yeongdo and 58 from Luwan) in a total of 18 times have visited each other, 274 youth in a total of 14 teams have had home stay in each other's country, and 13 officials (6 from Yeongdo and 7 from Luwan) had cross-training.

Sinseon-dong's Korean Food Making Event



Sinseon-dong's Saemaul Women's Club hosted a

'Korean Food Making Event', which was to make Galbi jjim and Doenjang soup, for 32 Korean language class students at the Multipurpose room of the community center to inform Korean traditional culture and to help them to adjust into the local community.

Sister Cities Unison Festival

Invited 4 districts and counties and hosted a Friendship Sports Competition

Yeongdo has invited its sister districts and counties and hosted a Friendship Sports Competition in commemoration of the opening the 'Yeongdo Harmony Cultural Park' for 2 days on November 7 and 8 at 4 locations, including the Yeongdo Marine Soccer field, to promote the harmony and friendship between the sister districts and counties.

Approximately 250 athletics have participated from 4 sister districts and counties, which are Gangnam Seoul, Geochang Kyongnam, Goseong Gangwondo, and Jangheung Jeonnam, and played soccer, tennis, badminton and football.

The 5 cities and districts, Yeongdo, Jangheung, Geochang, Gangnam, and Goseong, have signed a Sports Exchange Agreement to plan cooperation development and mutual understanding and to promote healthy recreational activity through friendly sports exchange between the sister cities.

"We learn the nature with mom"

Hosted "experiencing the forest with family" event



Cheonghak 2 dong's local community committee hosted 'experiencing the forest with family' event on October 24 at the Natural Ecology Learning Center with 30 elementary students, parents and volunteers.

This event started since 2005 to promote children's learning abilities and emotions through experiencing nature activities and it

has variety of programs such as wildflower observation, sweet potato harvesting, making a leave bookmark and wood necklaces and nature observation through loupe.

The Cheonghak 2 dong's official said, "This experience event was hosted to remind the importance of the nature to the young people by using the Natural

Ecology Learning Center" and added "we will continue to work to develop variety of programs to utilize the Natural Ecology Learning Center, which was formed by an effort of the residents."

This 'experiencing the forest with family' event, which utilize the Natural Ecology Learning Center in Cheonghak 2 dong, was recognized for its outstanding point for environmental preservation activity and youth development so it obtained Youth Development Activity Certification from Youth Development Center of Ministry of Health, Welfare and Family Affairs. In addition, once the Natural Ecology Learning Center finishes with the remodeling construction, then it will present much more changes to get natural experience.



Dongsam 3 dong is creating a neighborhood place

The neighborhood place project, which will be placed on the area of 225-17 Dongsam 3-dong, is going to be started. This project, which is budgeted for 1 billion Korean won, will begin at the end of December and will be finished by March of next year. The total area for this neighborhood place is

going to be 149.82m² (the construction area is 128.85m²) and this will be a two story building with community facilities such as book cafe, and sarang room, and convenience facilities, such as exercise yard, pavilion yard, parking space and observatory.

In Dongsam 1 dong's direct-sale agricultural market

Dongsam 1 dong's Saemaul Women's Club hosted a direct-sale agricultural market for 2 days on November 4 and 5 in front of Dongsam-dong's Nonghyup, which sold anchovy sauce, salted

anchovy, salted shrimp, jujube, sesame oil and soup, to fundraise to make kimchi for single elders. Among the total income of this event, 300,000 Korean won was donated to Chamsarang coupon

bank and the rest is planning to be used to make kimchi for single elders and the low income families in the town.