

# Policy Roadmap for Development Process and Re-establishing Women Friendly City Policy in Korea- Focusing on the Case of Dangjin City

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## Abstract

**Background/Objectives:** The purpose of this study is to suggest the policy task and direction so that the projects for women-friendly city can level by analyzing Dangjin City's women-friendly city building process, by suggesting the Dangjin City's vision and road map for the women-friendly city.

**Method/Statistical Analysis:** The research conducted trend analysis, questionnaire survey and FGI. For this purpose, we surveyed , 800 citizens (about 0.5% of Dangjin 166,000) were taken as sampling frame and through the quota sampling frame by gender, age and area, total 782 questionnaires (final effective ratio 97.8%) were collected and utilized for analysis. FGI was conducted through 22 people from three groups of citizens, experts and officials.

**Findings:** As a result, we set up our vision of 'Because woman is happy, your family is happy, your Dangjin', For this vision, 4 major goals of 'Diffusion of citizen's feeling on the women-friendly city', 'Building safety city to live comfortably', 'Building the human-oriented employment environment', 'Inter-regional shared growth without alienation' were established.

**Improvements/Applications:** The women-friendly city in Korea, it requires the policy direction to establish the policy reflected with regional characteristics and step-by-step and feasible policy sharing with the local resident.

**Keywords:** Women friendly city, gender equality, gender equality policy, policy road map, women's policy.

## Introduction

Woman-friendly city is the administration unit that operates the policy for women so that the men and the

women participate in 'local policy and development process' equally, its benefits are distributed evenly to all the residents, and the growth and safety of women are realized<sup>[1]</sup>. The concept was started from 'Rights on the city' started from 1960s across the world, and as the policy making for the gender equality in the country and local government was arisen as an issue, it is focusing currently on building the institutional foundation for gender mainstreaming that leads the sustainable city development <sup>[2-3]</sup>. In our country, the local governments and Ministry of Gender Equality

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and Family are promoting the project to build the local community where the genders are equal. Started from Iksan City in 2009, it has been expanded to 86 cities as of 2018 showing quantitative achievement<sup>[4]</sup> of course, there was qualitative achievement in the aspect of policy together with quantitative growth. According to the Excellent Women-friendly City Casebook published by Korean Women's Development Institute, the accomplishments such as establishment of gender equal administrative system, expansion of women's job, improvement of social care welfare service, welfare service improvement and cultural life space preparation, etc. are being introduced<sup>[5]</sup>.

However, it is doubtful if the policy for the women-friendly city promoted by the government has been promoted in a way of settling down the gender mainstreaming of local community in every place like the cases shown in the excellent casebook. In this situation, this study focused on the women-friendly city building process in Dangjin City. In case of Dangjin City, it was designated as a women-friendly city for the first time as a county unit, but after being elevated to a city, it was dropped out in the re-designation process because its driving force or the policy achievements were not sufficient but was succeeded in second re-designation as a women-friendly city thanks to the strong driving force of the local government and the citizen's participation and efforts. Since such failure and the success are deemed to have great implications in the development of the women-friendly city policy in Korea, this case study was attempted.

Specifically, the purpose of this study is to suggest the policy task and direction so that the projects for women-friendly city can level by analyzing Dangjin City's women-friendly city building process, second, by investigating the demands of the citizens of Dangjin for the women-friendly city building policy, and finally, by suggesting the Dangjin City's vision and road map for the women-friendly city.

**Women Friendly City Building Process in Dangjin City:** Dangjin City was designated as a women-friendly city for the first time in Chungcheongnam-do in 2010 when it was Dangjin County, and built the foundation for the first stage of women-friendly city from 2010 to 2014. However, Dangjin City was dropped out in the re-designation' because of the incomplete performance of projects compared with the plan due to the lack of securing the women's representation, lack of

cognition on the women-friendly city in overall public sectors and the lack of promotion will in the assessment of the first stage of women-friendly city project<sup>[6-7]</sup>. After that, aiming at re-designation as a women-friendly city, Dangjin City prepared the road map to obtain the driving force and carried out the major projects of 7 areas such as the diffusion of gender equality education for entire citizen, gender-impact analysis and evaluation, preparation of public facilities guidelines, representative city project discovery by the operation of (provisional name) Business Promotion Group, the composition and operation of citizen participation group, expansion of women' representation in the public office, promotion of department index for the control tower role of the women policy department in the preparation stage, and was re-designated as women-friendly city in 2018 recognized its performance.

**Survey:** To investigate the demand for the policy to build Dangjin City as women-friendly city, the questionnaire survey and FGI were performed at the same time.

### 1. Questionnaire Survey of Citizen of Dangjin city:

**Design of Questionnaire Survey:** Out of the 166,000 citizens of Dangjin, Chungnam, 800 citizens (about 0.5%) were taken as sampling frame and through the quota sampling frame by gender, age and area, total 782 questionnaires (final effective ratio 97.8%) were collected and utilized for analysis. The questionnaire survey period was from November 12, 2018 to November 20, 2018, and the method that the questionnaires are given to the persons in charge of local communities after explaining enough on the questionnaire and the allotment table and collected 3 ~ 7 days later was used. For the analysis of the demand of the citizen of Dangjin for the women-friendly policy, the frequency analysis, cross analysis, t-test, F-test, etc. were performed.

**2. Results of Questionnaire Survey:** The case that the citizen knows that Dangjin City is the women-friendly city was 50%, the half, and the satisfaction of the women-friendly city perceived by citizen of Dangjin was 2.83 points out of 6 points, lower than the median value.

In addition, in the results of analyzing the settlement satisfaction according to cognition if Dangjin City is the women-friendly city, in case of recognizing the women-

friendly city, the settlement satisfaction was high [Table 1]. Therefore, the fact that the cognition on the women-friendly city increases the settlement satisfaction of Dangjin City is the aspect showing how important leaping to women-friendly city again is. The fact that although Dangjin City was designated as women-friendly city in 2010 and currently re-designated as the 2nd stage city as of 2018, that the cognition level was 50% revealed the problem in promoting the policy. Therefore, it implies that to leap as a women-friendly city, the active publicity on the related city policy is required [Table 1].

**Table 1. Difference in residence satisfaction according to whether they are affinity for Women Friendly City policies in Dangjin**

Whether or not		Frequency	Means	S/D	t
Residence satisfaction	Know	392	3.30	.794	3.200**
	Don't know	390	3.10	.899	

\*\*\*p<.001

However, in the results of analyzing the importance and the satisfaction on the 5 major areas of the women-friendly city, it was shown that the problem in the local community safety improvement area was distinguished. That is, it showed the clear difference as the importance was ranked as first priority but the satisfaction was ranked as priority No. 5 [Table 2]. Therefore, for Dangjin City to leap as women-friendly city, it needs to concentrate the city policy on the local community safety area.

**Table 2. Importance and Satisfaction of Women's Friendly City Policy**

All fields	Importance		Satisfaction	
	Means	S/D	Means	S/D
Gender equality policies and institutions	3.86	1.024	2.91	.867
Women's Economic and Social Participation	3.97	.971	2.95	.880
Community Safety for Women	4.10	.982	2.86	.897
Creating a family-friendly environment	4.06	1.103	2.92	.909
Women-friendly local culture and conditions	3.90	.976	2.90	.899

In addition, for the obstructive factor for Dangjin city to leap to the women-friendly city again, the lack of cognition on 'women-friendly city' was the priority No. 1 and 'Lack of women-friendly city policy and the system' was the priority No. 2, and 'insufficient women-

friendly city environment' was priority No. 3 [Table 3]. Therefore, the intensive effort is required for these 3 factors.

**Table 3. Obstacles to re-establishing of Women Friendly City in Dangjin**

All fields	Frequency	%
Lack of awareness of Women Friendly City	361	18.5
Lack of collaboration among departments	191	9.8
Lack of Women Friendly City policies and institutions	278	14.3
Lack of women friendly urban environment	245	12.6
Lack of facilities related to women	219	11.2
Lack of publicity	197	10.1
Lack of citizen participation	205	10.5
Lack of programs	137	7.0
Women's lack of municipal participation	117	6.0

**FGI:**

- 1. FGI Design:** To draw the current task and improvement plan for Dangjin City to leap to women-friendly city again, FGI was performed. FGI was performed with 22 experts from 3 groups composed of the women-friendly citizen participation group, the expert group of the academic circle, the civil servant group. Focus Group Interview was carried out approximately 2 hours by 1 interviewer and 1 assistant per group for 2 days, November 8 and 15, 2018. They were asked about the current tasks and the solutions for Dangjin City to leap to the women-friendly city again, and 1 hour and 30 minutes to 2 hours were taken per team.
- 2. FGI Result:** In the results of extracting the meaningful sentences related to the cognition of the citizen of Dangjin and the obstructive factors on the women-friendly city and contemplating repeatedly through the semantic conditioning of them and the topic bundling, 19 sub-topics and 5 essential topic were extracted. The essential topics were analyzed as 5 topics of the lack of women-friendly infrastructures, lack of safety environment, unstability of job for women and lack of socialization conditions of childbirth and care, provider-centered education program, lack of women-friendly cognition improvement project, and their specific contents are as shown in Table 4.

**Table 4. FGI results for re-establishing into women friendly city**

Essential theme	Sub-theme	Derived Improvement
Lack of woman friendly infrastructure	Lack of establishment of private governance	Women-Friendly City Ordinance Amended
	Weakness of administrative organization in charge of women friendly affairs	Reorganization of female family administrative organization
	Lack of cultural facilities for women	Securing cultural space for women and families
	Lack of publicity	Dangjin City Hall homepage upgraded
	Inadequate bus routes for women	Reflected in Dangjin City bus line reorganization project
	Lack of opportunity for women and minority policy participation	Women’s policy group including women and minority groups, strengthening the role of civic participation groups, etc.
Lack of safety environment	Lack of inadequate local safety system	Establish systematic public facility guidelines
	Designing road traffic centered on cars and administrative administration centered on civil servants	
Instability of women’s job and lack of socialization for birth and care	Lack of adequate job training and job training for women	Development of Dangjin-type Female Jobs and Personalized Business Start-up Education
	Lack of competence of female entrepreneurship lecturer	Strengthening the capacity of women educators - Connecting with Saemaul Lifelong Education Department
	Care for child cuts off career and limits participation in education	Institutional linkage to solve education and caring problems Introduction of Dangjin-type women-friendly certification system
Provider-centered education program	Lack of customized programs for women’s needs and situations	Gain diversity of programs using gender equality fund
	Lack of training programs to tackle minority classes	
	Lack of educational program considering time and space	Space-based Delivery Course
	Lack of information and sharing of programs offered by private institutions	Dangjin homepage upgrading
Lack of Women Friendly City recognition improvement projects’	Lack of solidarity among women	Expansion of education on civic consciousness that considers rights and responsibilities together
	Duality and personality of women	
	Lack of awareness of woman-friendliness of decision-maker male officials	Including women-friendly education in gender equality awareness education, expanding female senior officials
	Lack of gender equality education in private institutions and businesses	Gender Equality Education in Lifelong Education Instructor Education Introduced Dangjin-type female-family-family certification system

**Conclusion**

**Dangjin City’s Vision and Road Map for Women-friendly City for New Leap:** This study, which has a purpose of reestablishing the direction of the women-friendly city in Korea through the case analysis of Dangjin City’s women-friendly city, established the vision and goal for its leap based on the implications of Dangjin City’s women-friendly city building policy demand investigation drawn from the analysis of Dangjin City’s women-friendly city building process,

the questionnaire survey with the citizen of Dangjin, FGI with the women-friendly citizen participation group, the expert group of academic circle and civil servant group.

Dangjin City’s vision to leap to the women-friendly city was established as ‘Because woman is happy, your family is happy, your Dangjin’. For this vision, 4 major goals of ‘Diffusion of citizen’s feeling on the women-friendly city’, ‘Building safety city to live comfortably’, ‘Building the human-oriented employment environment’, ‘Inter-regional shared growth without alienation’ were

established. The establishment of such policy direction reflected the regional characteristics based on the policy of Ministry of Gender Equality and Family, and made the Dangjin City and the national policy linked organically.

The tasks to achieve the goals were proposed as a road map to be implemented more stably and feasibly. Year of 2019, which is the first stage, is the period of 'forming foundation'. This stage is the period of forming the foundation to leap to the women-friendly city again and builds the cognition and prepares the backbone of the women friendliness in Dangjin City through 14 tasks such as 'Revision of ordinance of women-friendly city', 'Reorganization of women-friendly administrative system', 'Development of public facilities guideline', 'Development of Dangjin type women and family-friendly certification system', 'Building and operation of the care governance', etc. The year 2020, which is the 2nd stage, is the period of 'settlement'. The 2nd stage stabilizes the Dangjin City's promotion of women-friendly policy through 8 tasks of Expansion of female civil servant proportion, 'Activation of Dangjin type employment project', 'Issuance of Dangjin female job training card', 'Building women-friendly traffic environment system', 'Dangjin type substitute worker support project', 'Installation and operation of care class', etc. based on the foundation built in the 1st stage. From 2021 to 2022, which is the 3rd stage, is the completion period. In the 3rd period, Dangjin is leaped to the women-friendly city without blind spot through the tasks of 'Building the women and family town', 'Expansion and operation of children's play facilities within family park' and 'Village academy for women' and 'Building female community space in 14 villages'.

The women-friendly city in Korea is provided by law as realizing the equal participation by female and male, women's competence reinforcement and the care and safety, and the most women-friendly cities are promoting same types of policies. However, the assessment if such policies reflect the operational status, rapidly changing regional characteristics and the changes of cognition in the citizen is passive

The case of Dangjin's building the women-friendly city will be the good example showing the difficulties in managing the policy started in the state that the regional characteristics were not reflected, the cognition of citizen were insufficient and the effort of overcoming them for the first time in the county. Currently, most of

the local governments are making efforts to be selected in the many projects designated and supported by central government. However, most of local governments are focusing on the proclamatory designation rather than on the improvement of regional characteristics and the cognition of local residents. It would be observed through the case of Dangjin City that the unilateral promotion by public sector is hard to achieve the policy promotion effect for the local resident. Therefore, for the women-friendly city in Korea, it requires the policy direction to establish the policy reflected with regional characteristics and step-by-step and feasible policy sharing with the local resident.

**Ethical Clearance:** Not required

**Source of Funding:** This paper was completed by revised report of the mid- to long-term development plan for women-friendly cities in Dangjin City, Korea.

**Conflict of Interest:** Nil

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