



Seoul50Plus
Foundation

50, the age you can still do many things

experiences in life + today's passion

We support the 50+generation of Seoul.

50,
I have worked relentlessly towards retirement.
Now, it is time to plan my life after the retirement.

I am turning 50 soon.

I discover myself still active
and searching for the right job.

50 is the age with full of potential.



The Seoul50Plus Foundation joins you

21.9%

Approximately 2.19 million people, comprising 21.9% of Seoul's population (50~64 age group)

53 years of age

Average age of retirement in Seoul

10 months

Length of time between retirement and re-employment

Sources: 2015 Seoul Statistics, Factual Survey

better

50+
Seoul50Plus
Foundation

Why 50+?

The 50+ is the largest group of "young adults" with their new generational traits and needs.

to search for new roads of the 50+generation

- + The 50+generation (50~64 age group) is the largest group of "young adults" facing new generational traits and needs. Although they have entered the transition phase to new life, they lie around the blind spot without receiving much support.
- + European countries and the United States entered the aging society before Korea, defining 50 and over middle-aged group as the "New Life Cycle," and they provided various supports for the community. Now, "50+" is the potential where the world is paying close attention.

The Seoul50Plus
Foundation
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better



future

to search
for new roads of the
50+generation

The 100-Year-Old Era, which has now become a reality, poses new challenges to our society. The journey to our increased life expectancy asks everyone for new perceptions and changes in perspective. The Seoul50Plus Foundation joins on finding new roads and facing challenges for Seoul's 50+generation, and the trajectory of life that has been newly designed. The foundation hopes to cause a small wave of change that promises on bringing a better future for the people of Seoul.

Mission and vision to support successful life planning

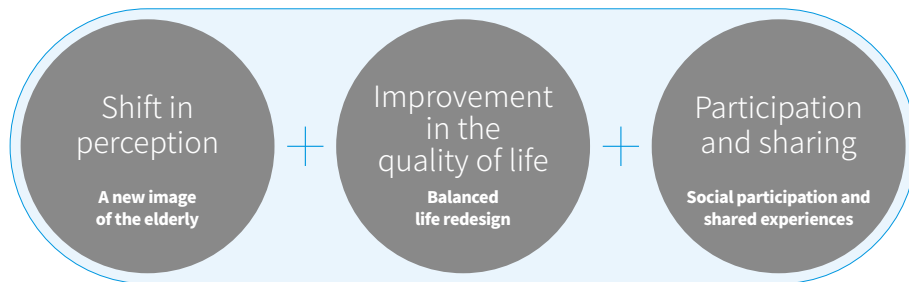
- + The current 50+generation is only a halfway mark to life. The Seoul50Plus Foundation is established as the first Korean foundation that supports the systematic future plan for 50+generation.

Mission

Creating a new life vision for Seoul's 50+generation

Vision

We believe 50+generation to be the new opportunities and resources, and not issues or problems. The 50+generation is the new driving power that solves the complex problems of our society. It starts from the problems in an aging society, but it dreams on embracing new hopes for all generations by taking in new images of elders.



100-Year-Old Era, the task to promote the remaining 40-50 years

- + Life after 50 is redesigned by taking account life experiences and through the passions of today. Hopeful future is made by changing the perceptions and the way of life, pursuing a desirable work-life balance, and through new networks and experiences.

What We Do

Learning and Exploration

Many training courses are provided for 50+generation in order to reflect on the life up until today, and it transforms on the perceptions and actions of the future.



Culture and Infrastructure

Acting Spaces are provided to plan daily lives for 50+generation who are separated from home and work and who have interacted with peers.



Work and Participation

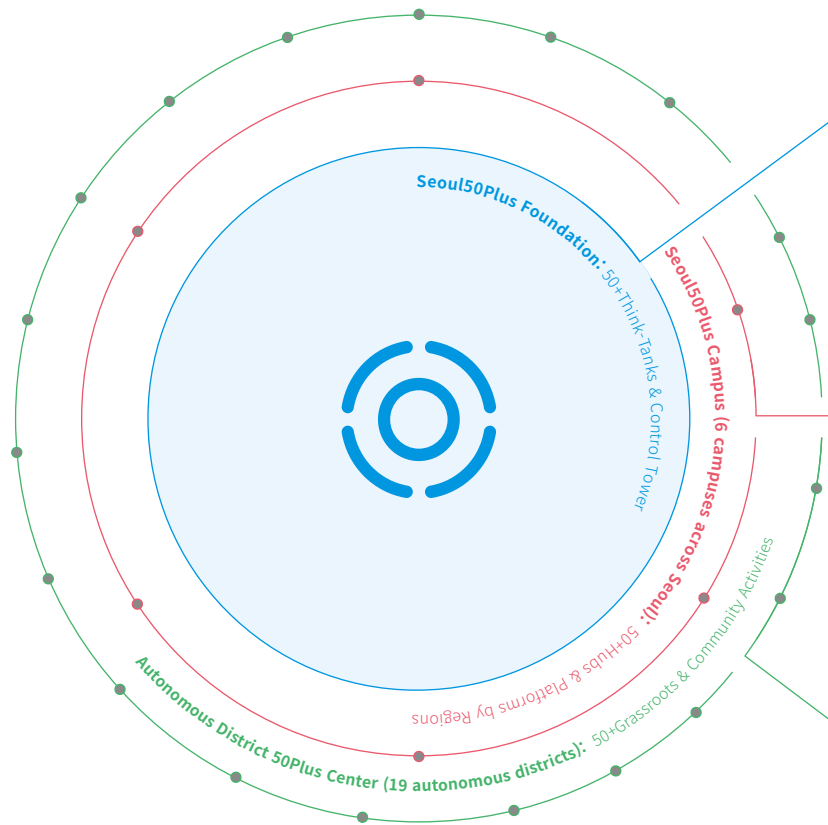
Jobs are created for the 50+generation who want to continue working. Encore Careers are promoted to allow 50+ generation to continue with their experience and expertise in order to contribute to society.



Promoting the system of 50+ policies to create new life vision

+

The 50+Foundation-50+Campus-50+Center is a three-tier system that assists Seoul citizens to systematically prepare for life after 50. Through this promotion system, a vivid 50+policy is created, disseminated, and implemented to meet the real-life needs of the citizens.



A think-tank
created for a new life vision
of 100-Year-Old Era and
50+generation

Seoul50Plus Foundation

Control Tower
of the 50+Policies



Seoul50Plus Foundation is the main force behind the 50+policy initiatives to manage 50+projects and to support 50+campuses and 50+centers.

The Foundation develops and disseminates policies and information related to the 50+, expands infrastructure, mobilizes resources, and develops customized job models.

Seoul50Plus Campus

50+Platform
for Life Transitions



Seoul50Plus Campus is a “second” school that must be taken by 50+generation to prepare for new life transitions.

The campus is both a comprehensive support center that supports necessary education and job opportunities for 50+generation and a complex cultural space that makes new adult culture.

50Plus Center

The 50Plus Center
provides space
and guidance for
the local 50+generation



50Plus Center is an autonomous district-operated facility that is slightly smaller than Seoul50Plus Campus, and it provides a space for communication amongst the 50+generation.

The 50Plus Center supports the elderly who is actively involved in local communities by operating social contribution academy and providing various life planning educations, counseling, social participation activities, and community support.

What Seoul50Plus Foundation does for the community

1

50+Policies are Developed

Customized policies are developed for 50+generation, and information and knowledge are collected and researched for development. Practical policies are developed to apply the most up-to-date information gathered in the field. A system is built to disseminate and implement policies effectively.



Develop 50+Policy Agendas



Research International Case Studies



Publish 50+ Policy Reports



Establish Knowledge Archive



Develop Consultation, Education, and Job Programs

3

New 50+Culture is Made

Through various campaigns, the Foundation supports in spreading positive social awareness for the 50+generation. Balanced life for 50+ are supported by pioneering new careers, contributing actively to society, and enjoying active leisure activities.



Contribute to Active Social Practices



Pioneer in New Careers



Discover New 50+ Role Models



Generate Social Consensus



Spread 50+Culture

2

The Exchanges between Korea and International Community are Opened

Opportunities are created for the 50+generation to meet, cooperate, and serve in the community. Additionally, various opportunities are provided through sharing experiences and information both nationally and internationally.



Support 50+Community



Share Network and Resources



Organize International Conferences



Share Field Experiences

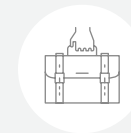
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Point-of-Contact with Citizens is Established

The Foundation is expecting six 50+Campuses, including the current West and Central Campuses, to be operated by 2019. Additionally, it will support the activities of 50+Center operated by autonomous districts, where Seoul citizens can enjoy 50+ policy services in any area.



Social Participation



Jobs



Counselling



Business Start-ups



Education



Community Service

Achievements of the Seoul50Plus Foundation

- + A variety of possibilities, while it may be short, are tested, and promising achievements are made. Many 50+ are met and global ideas were shared. The foundation will remain closely to the 50+.



April

Seoul50Plus Foundation is established

Seoul50Plus Foundation was established to systematically promote the "50+ Comprehensive Support Plan" presented in Seoul.

May

Seoul50Plus Western Campus is opened and first semester of class begins

On May 2, 2016, the first Seoul50Plus Campus (Western Campus) was opened, beginning its first semester.

"The Search for Hidden 50+Contest" is held

The contest was consisted of four fields, including 50+Group Support, 50+Research, 50+Program Development, and Community+ Support. It was designed to support in making new 50+culture by 50+generation themselves.

June

The 1st Encore 50+Forum is held

The 1st Encore 50+Forum, designed to share advanced case studies of 50+ across the world, was held under the theme, "The Purpose Age."

Opportunities are made, knowledge are shared, and culture are spread for the 50+generation.

The efforts for today's 50+generation

are also for the future 50+generations.



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July

Full operation of Seoul city-driven paid volunteer jobs "Boram Jobs" begins

The Boram Jobs, sponsored by Seoul city, has provided opportunity for 50+generation to explore new careers and to contribute to society by using their own experiences and skills. A total of 719 50+generation members participated in 2016.

Seoul50Plus Western Campus begins second semester

Seoul50Plus Western Campus began its second semester programs. Seoul50Plus Campus has three departments: Department of Redesigning Life, Department of Career Search, and Department of Daily Techniques and Skills. The departments were designed to provide customized counseling and information-sharing services.

September

The 2nd Encore 50+Forum is held

"Home Sharing: 50+ Share Houses and Lives" was the theme for Second Encore 50+Forum, introducing home sharing programs in New York Foundation for Senior Citizens.

"Guidebook for a Journey for Life after 50" is published

The booklet was published to contain various 50+policies and programs for the public and private in order to provide comprehensive information for 50+generation.

October

The 3rd Encore 50+Forum is held

"Encore Talent, Social Capital 50+" was the theme for Third Encore 50+Forum, looking into the activities made by Encore.org.



November

"50+Story Contest" is held

Storytelling contest was held to discover various stories about daily life, activities, and culture of 50+generation.

The Seoul 50+International Forum takes place

International forum was held to share 50+policies and projects among 50+members, stakeholders, and experts.

"Now, 50+Communities in Seoul" booklet is published

Information booklet was published to showcase various activities by 118 communities that were established by 50+community.

December

"50+Sympathy Film Festival" is held

"50+Sympathy Film Festival," which pursues the value of comfort and sharing through film, was held at Seoul50Plus Western Campus on December 1-3.

The 50+Policy Workshop, "Chung (聽)" is held

After a year of 50+Policy implementation, public officials and private parties gathered to share results and to brainstorm new projects in the policy workshop.



March 2017

Seoul50Plus Central Campus is opened

The Second 50Plus Campus, Central Campus, was opened in Mapo-gu on March 2017.

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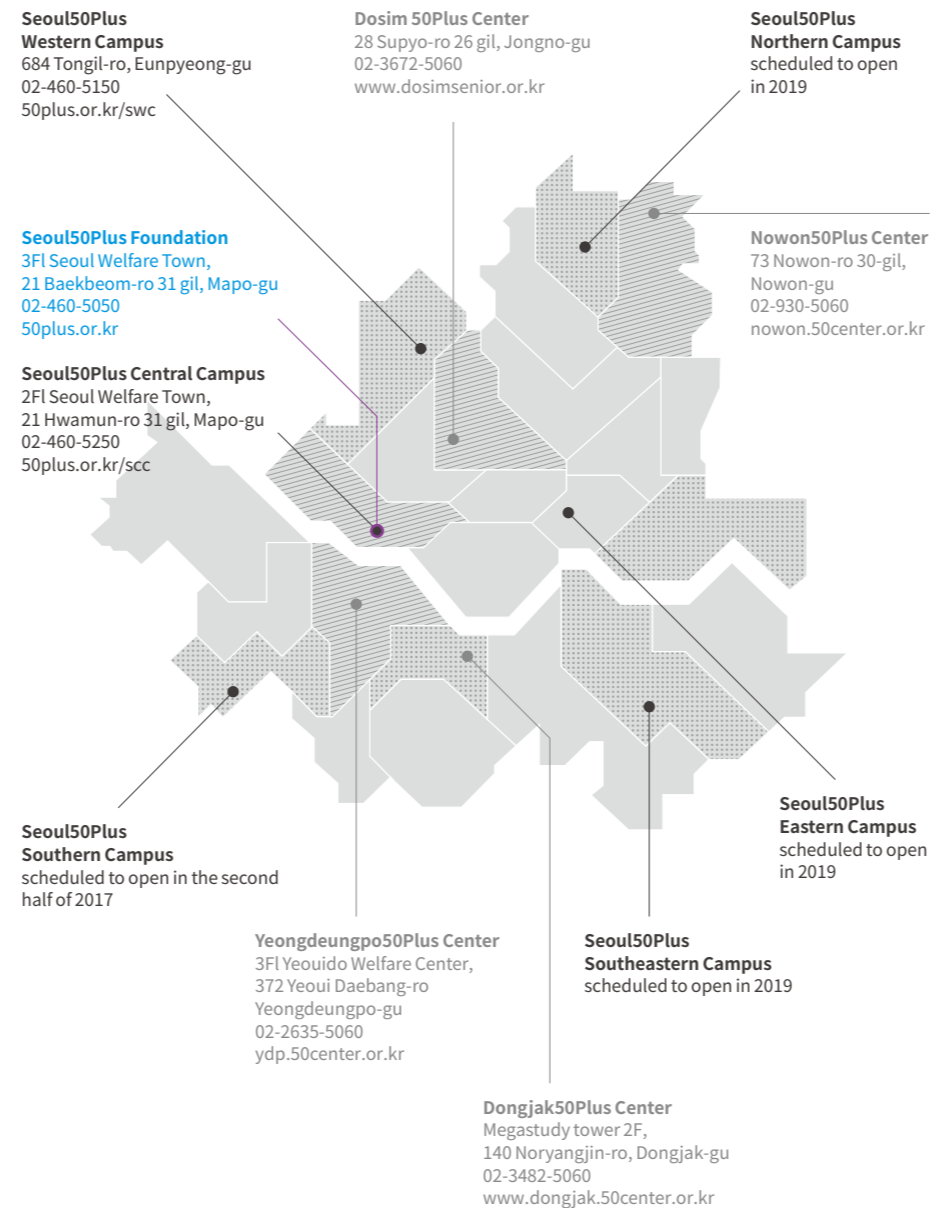


Seoul50Plus Foundation / Seoul50Plus Campus / 50Plus Center

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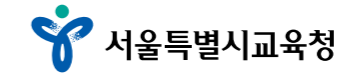
By 2020, six Seoul50Plus Campuses and nineteen 50Plus Centers will be constructed across the city. Seoul50Plus Foundation will be easily accessible near you.

- Seoul50Plus Foundation
- Seoul50Plus Campus (6 campuses across Seoul)
- Autonomous District 50Plus Center (19 locations by autonomous district)



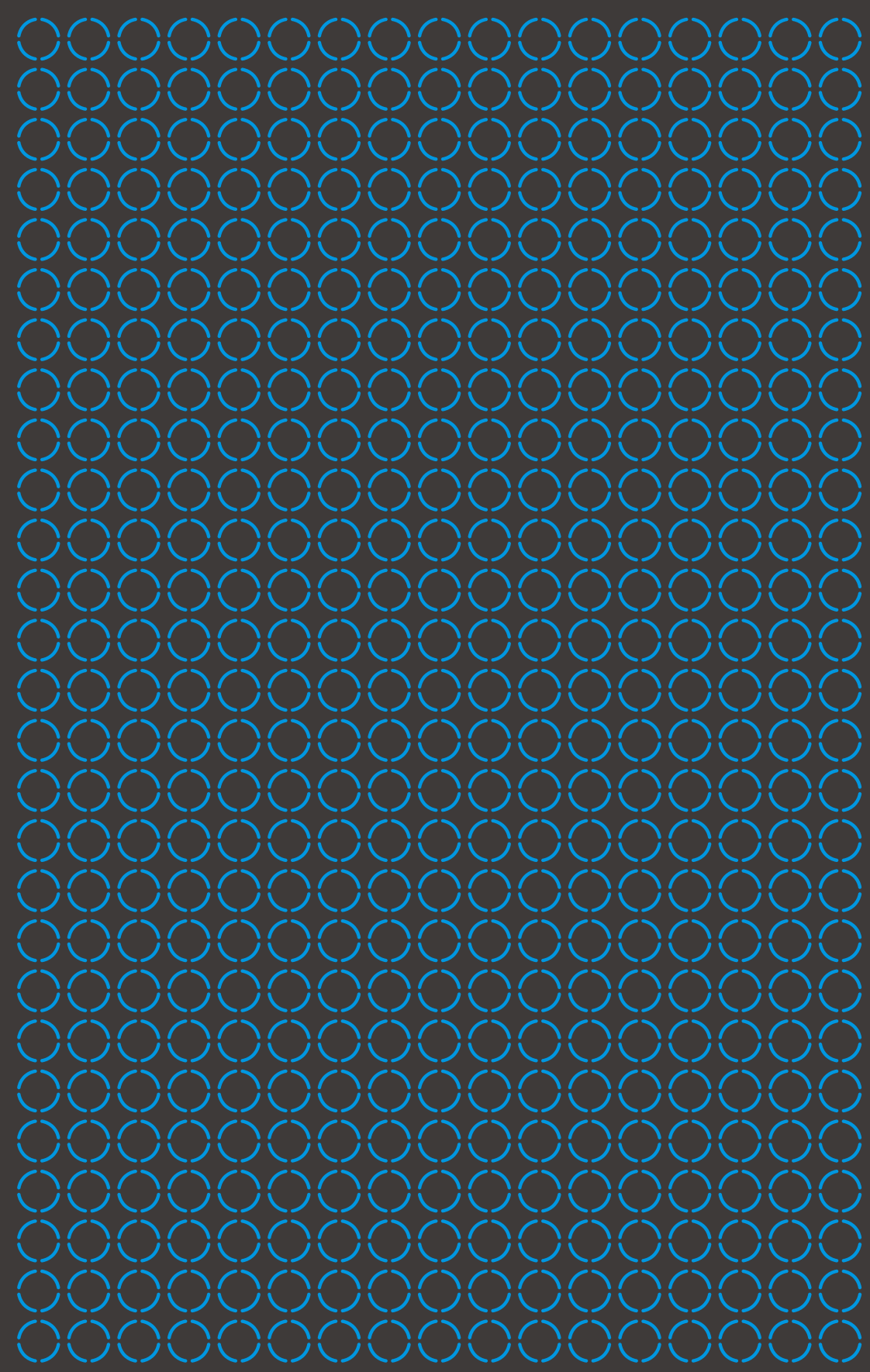
50+Partners collaborating with the Seoul50Plus Foundation

The Seoul Metropolitan Government, the local autonomous districts,
and partner organizations work together to provide
education for new life vision to 50+generation and to lay
a basis for sharing knowledge and experiences.



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