

Rural Revitalization Using Digital Nomad in the post COVID-19

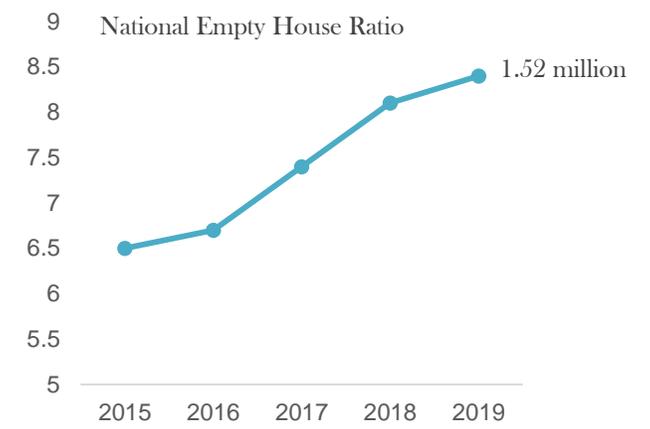
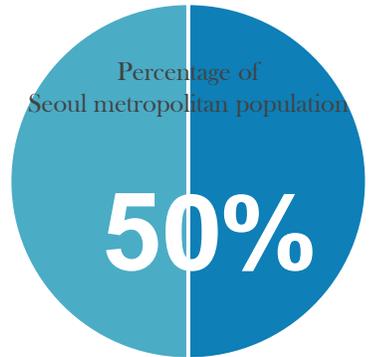
Slowtech: School of Life Skills(Hansan-myeon, Seocheon-gun)

2021.07.21.
Sim Jae Hun

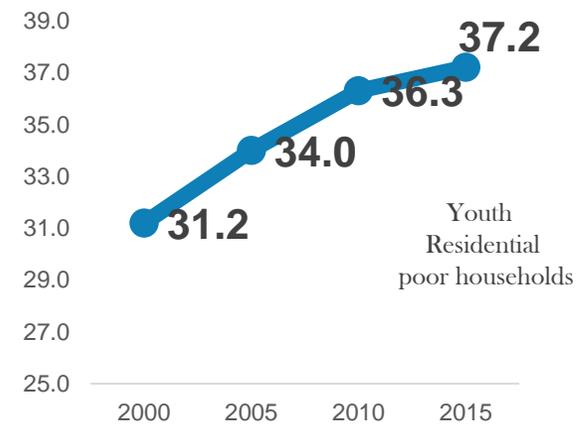
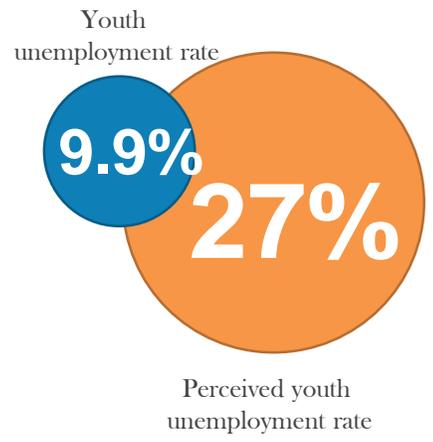


01. Background

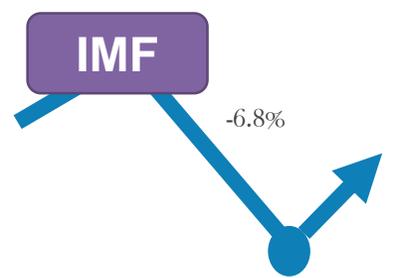
Local extinction



Youth problem



Covid-19 pandemic & Low growth trend



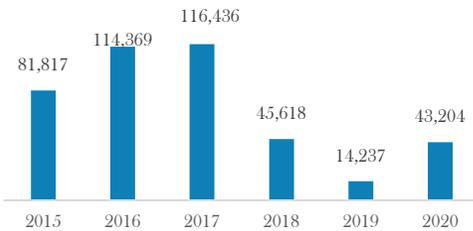
Increasing the seriousness of youth problems in South Korea, such as youth unemployment and poor housing.

01. Background

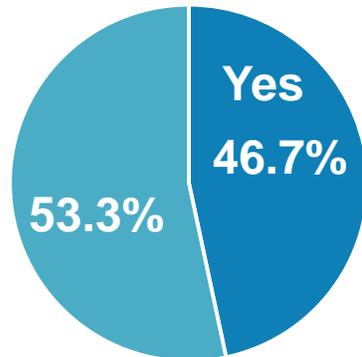
Increased demand and expectations for rural areas

Pandemic → Economic Crisis → Community Crisis →

<Increased net migration toward rural areas>



<Urban residents who want to realize their bucketlist in rural areas >



Various needs expressed on the micro side

Human-Centered

Quality of life

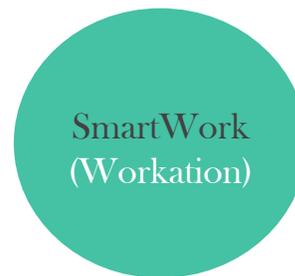
<Changing Travel Trends>



More than 4 nights&5 days
70.0% increase

Increased long-term travel combining work and vacation due to corona effects

<Change in the way of Work>



Degraded work efficiency

16.4%

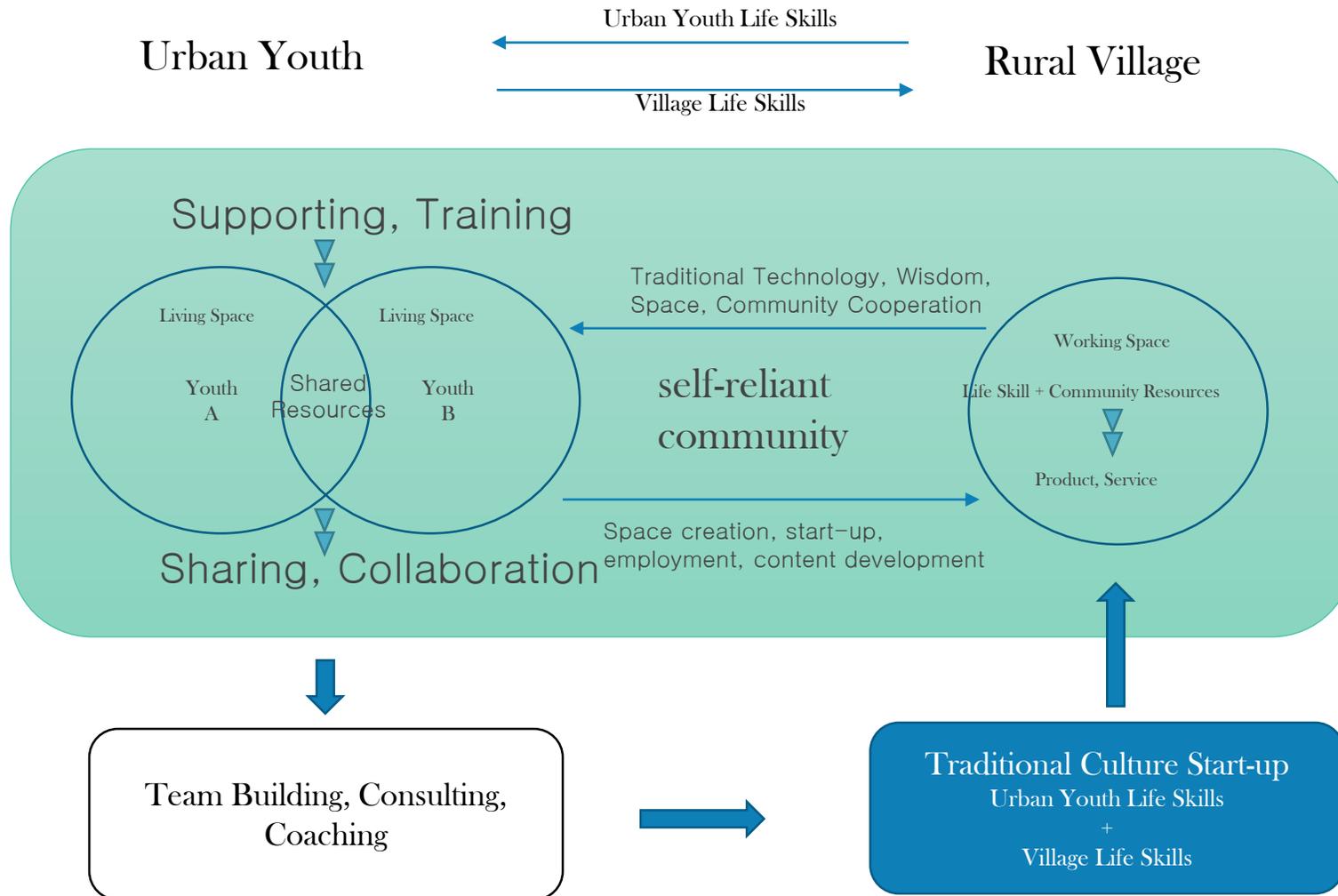
Similar work efficiency

56.1%

Increase work efficiency

27.5%

02. Slowtech: School of Life Skills

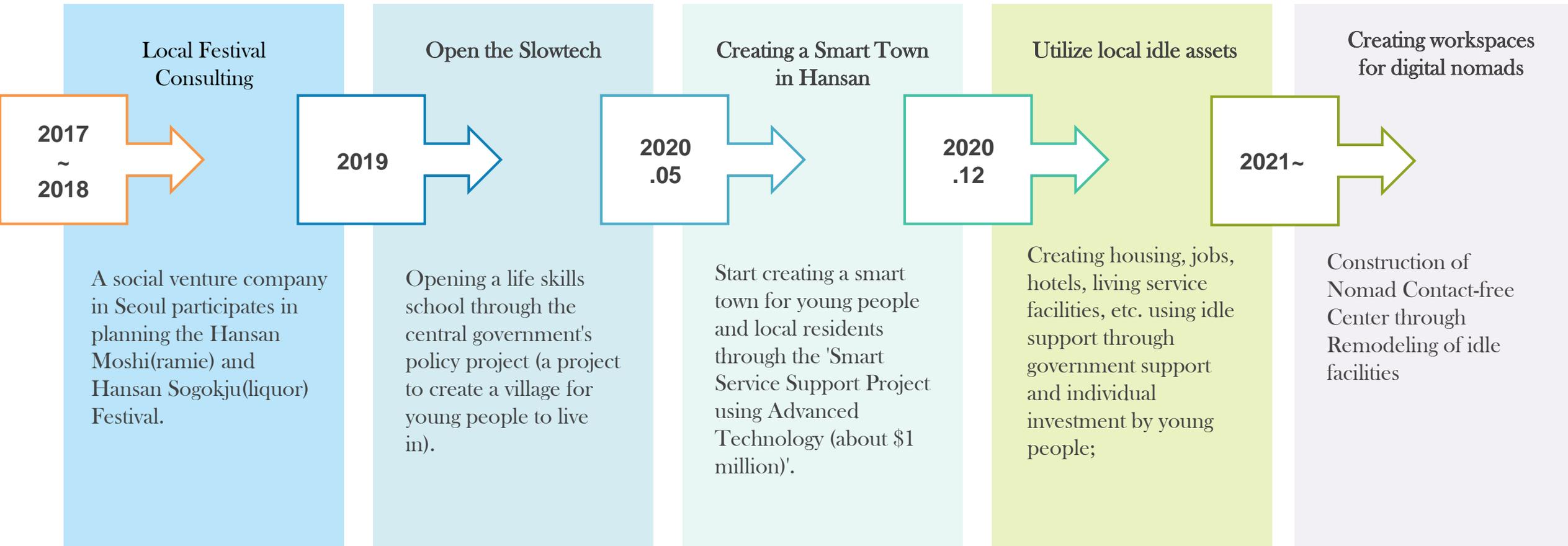


Slowtech@hansan-campus



- Urban youths start looking for alternative lives in small rural villages with 1500 years of tradition;
- Supporting youth growth and coaching by exchanging urban and rural life skills;
- Slowtech is social innovation communities that discover local human resources, solve local problems, and overcome local extinction;

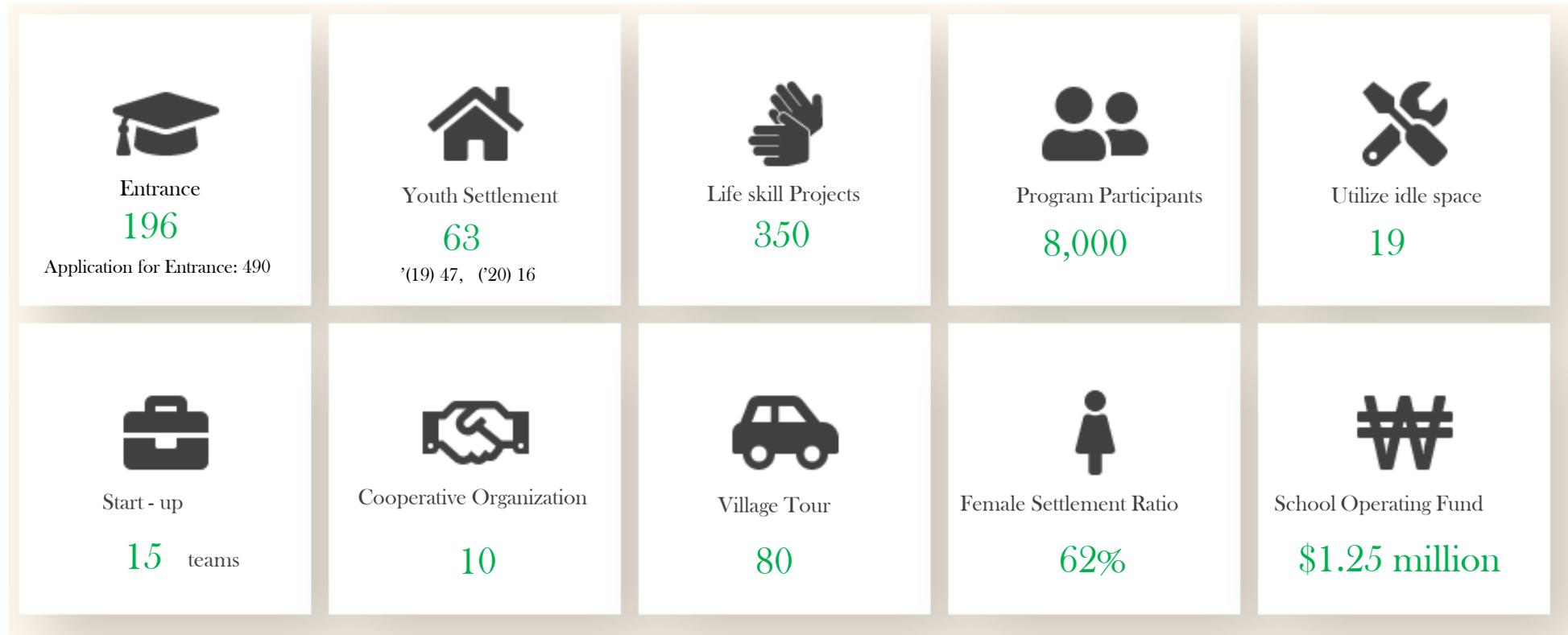
02. History: Slowtech



03. Performance of Slowtech

The school of Life skills has made;

A healthier life, a more stable job...



Cumulative Data from 2019.6. to 2021.4

04. Program

Work and live for a month;

2021 슬로우테크 학교
상반기 입학생 모집

모집기간 • 2/10(수) - 2/24(수)

살아있는 한 달 살기

사 아 파
20, 20, 20

입학날짜
6기 • 3/15(월) - 4/11(일)
7기 • 4/19(월) - 5/16(일)
8기 • 5/24(월) - 6/20(일)

모집요강
2/10(수) 18:00 공식 홈페이지 공개

www.slowtech.ac

OBJECTIVE: Create and activate local + telework services

Schedule: 21.03.15 to 21.12.31

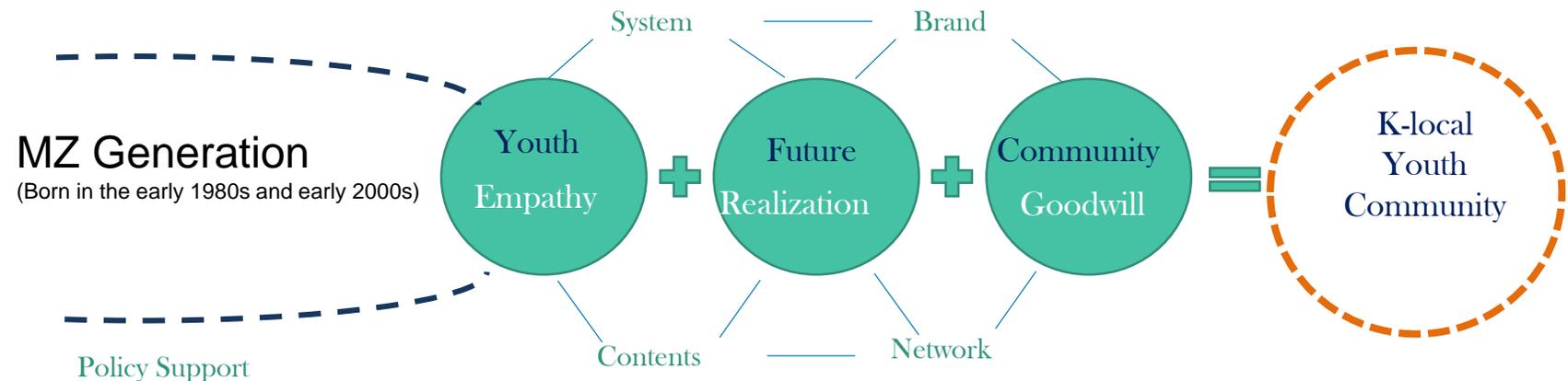
Performance Objectives

Youth Job	Satellite offices	Slowtech membership	Regeneration of idle places	Community Cooperation Project
60 jobs	3 teams	500 people	2 sites	3

How to operate

Live a month (3 teams in the first half, 3 teams in the second half) - 10 people per team (60 people in total)

Regular course (3 months) - 10 people (team)



A sustainable youth village based on community business that coexists with the local

05. Projects

Play house



Yellow Snail

Welcome Center, one-day accommodation

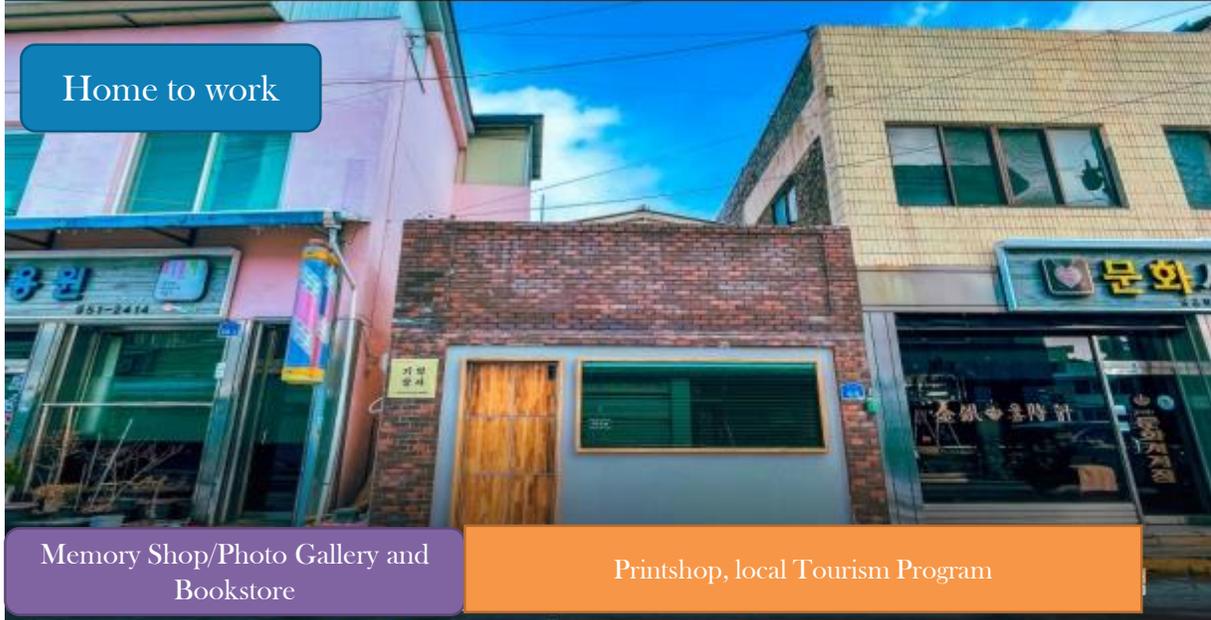
Home to work



Contact-free Center

Office space, head of education

Home to work



Memory Shop/Photo Gallery and Bookstore

Printshop, local Tourism Program

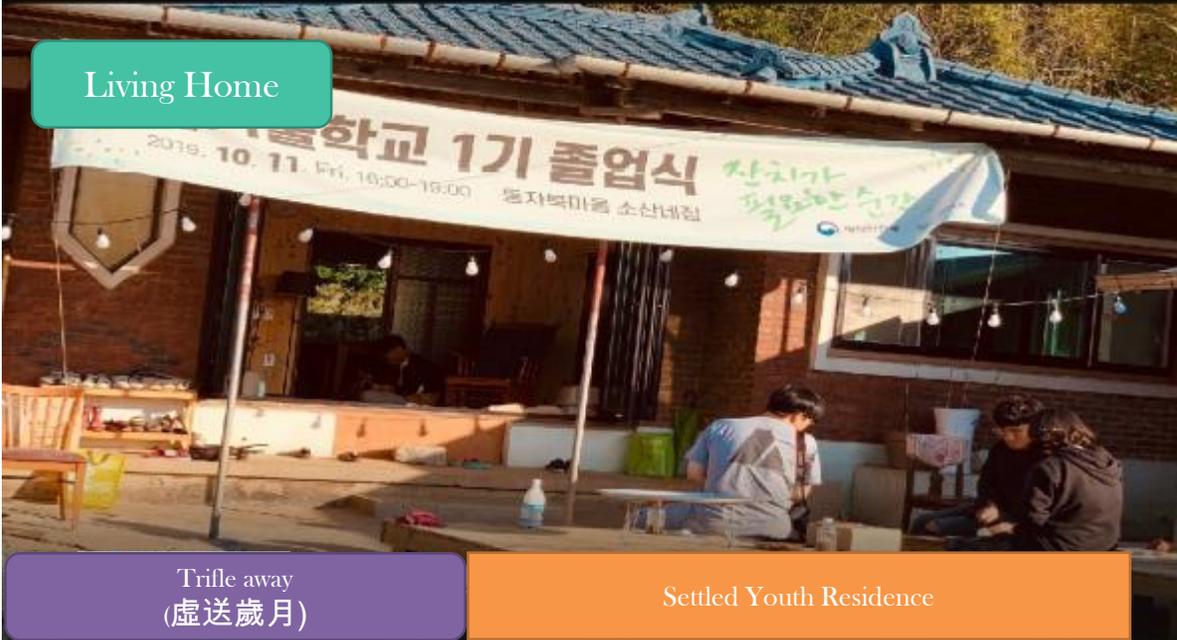
Home to work



blacksmith's shop

Co-working space, experience center

05. Projects



05. Projects

Community Hotel H (supporting projects to support localization: about \$4,4000)

Open: 2020.12.23



Local residents, experts and young settlers regenerate the space together during 6 months

05. Projects



A co-owned hotel invested
by local residents and young people

05. Projects



A BITTER SWEET LIFE

1500년의 전통이 담긴 한산소곡주 '일오백'



Profits from sales are distributed to breweries in poor conditions through the contract brewing method with 300 family-owned wineries.

One-Five Hundred Project

Rebranding Hansan Sogokju with a 1,500-year history to fit the modern sensibility.



Construction of alcohol storage warehouses at 300 breweries in Hansan-myeon and linkage with sightseeing tours.

05. Projects

Data Crowd Sourcing

Accumulation of data on the taste of various sogokjus from the licensed brewery in Hansan-myeon



데이터 작업하기

스마트폰으로 간단히 참여가 가능한 데이터 크라우드 소싱 (예)

출 정보

술을 선택해주세요.

태이스팅

평점

코멘트

예) 매우 단 느낌을 보여줌. 씹시러운 느낌이 잘 올라오며, 전체적으로 달콤한 풀 계열의 타치가 잘 전해짐.

산도

당도

피니시

바디감

질감

Local Job Agency

Linking jobs from local government jobs to village small jobs



Recruitment of village resource investigators



Slowtech Developer Recruitment



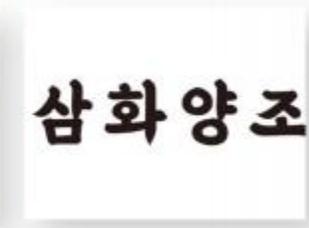
Construction Camp Participants



Recruitment of after-school instructors



business team members Recruit



Brewery box Cleaning part-time job

06. Now & Future

— 일상은 여행, 여행은 삶

도시문화예술청년들의 판교 한 달 살기 2기를 시작합니다!

뉴스레터
구독하기

스토리북
열람

공지사항

판교캠퍼스 웹드라마 프로젝트 - 상...
서천군 판교면, 청년예술가들과 주...
조영웅 피아노 독주회 "판교달빛"에 ...
살기술학교 판교캠퍼스 청년극단...

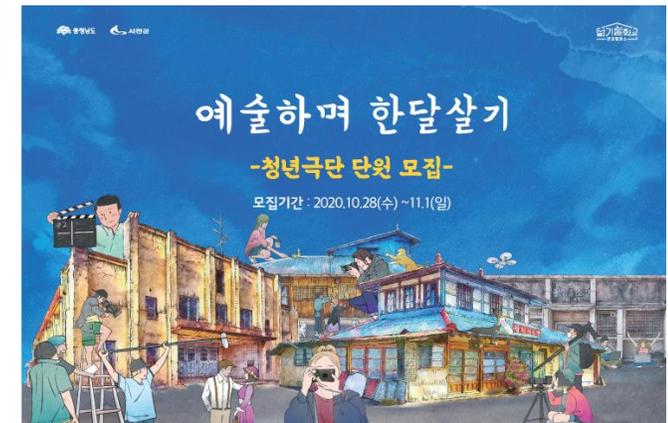
미디어

서천군 살기술학교, 한산면에 발걸 ...
서천 살기술학교, 대통령상 수상
포천 일미화 청년상단, 서천 살기술...
대한민국 국무조정실 청년정책추진...

<1st entrance ceremony>



<Web-Drama Project>



<Recruitment of youth troupe members>

Slow-tech@pangyo in progress in Pangyo-myeon, near Hansan-myeon

07. Implications

01

Local revitalization is possible when the problems of urban youth and the needs of the local meet

02

It is necessary to transform the crisis of the non-face-to-face era into opportunities in rural areas.

03

It's better to teach you how to fish than to give you a fish
: Government support only as needed

04

Local development through the discovery of role models and replicators(EX: EU's RURITAGE Rural regeneration through systemic heritage-led strategies)



Thank you!

<reference& Source>

[삶기술학교 한산캠퍼스 \(slowtech.ac\)](http://slowtech.ac)

[디지털노마드의 커뮤니티호텔 H \(hotelh1500.com\)](http://hotelh1500.com)

[지역문화자원개발회사 \(주\)자이엔트 \(giantcorp.co.kr\)](http://giantcorp.co.kr)

Slowtech@Hansan, 2021. “삶앎팍 ppt”

KLID, 2020. “Local Informatization Magazine, 2020.11+12.” vol. 125