Sujeong-dong
Hope Village
Vertical Farm
Improvement Project

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PROMOTER.
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AKNOWLEDGEMENTS.
For the resident-relegated facility revitalization and resident-led job
creation of Hope Village in Busan’s Dong-gu Sujeong-dong, a coalition
of residents, the government, and the university created guidelines for
the development of an operating model. Nine students and a professor
from the Service Design Team, Dongseo University College of Design,
participated in and executed the project.
Hope Village Vertical Farm was established in 2011 as part of the local community revitalization project, but it was going through difficulties due to the aging of the community members and the lack of creative business ideas. Thus, the project attempted to combine Smart Farm technology, which is emerging as a key future industry, and to lead the voluntary participation of residents to implement a creative business model, and establish a successful case of urban farming.
THE PROJECTS.

- Create a foundation for sustainable self-reliance by contracting vertical farms to residents
- Revitalization of the Sujeong-dong local community and the development of a differentiated operational model

Government-led business

[Hope Village Creation]
Living space improvement business

- Living space improvement type
- Social welfare expansion type
- Profitable business pursuit type

Start-up and business space
Local specialized profit business promotion
Exhibition & Experience Space

Residents’ Leading Living Environment Creation

2011.04 Business selection
2012.09 Hope Village Vertical Farm established (Social cooperative)
Community recovery and communication space
Welfare service support for the underprivileged
Job placement for low income families
THE DESIGN PROCESS.
Perform the project based on the design thinking method:

1. [Discover]
Service overview; current state research and analysis

2. [Define]
Environmental analysis and strategy formulation; final idea development

3. [Develop]
Branding and visual design; interior space improvement; program suggestion

4. [Deliver]
Cooperation structure and business model canvas construction
Governance and Policy Making

Governance development and decision-making system formulation driven by the coalition of residents, the government, and the university:

In formulating the issues, we received administrative help from the Dong-gu Office and active cooperation from the district residents. The university shared the project’s results with students, companies, residents, and officials to gather various additional opinions. Eventually, they decided to implement an operational model that incorporated revenue generation and job creation based on the use of preexisting facilities and civic participation.

How the project relates to governance and policymaking: the interplay between top-down and bottom up actions and its implications on governance and planning; the way diverse stakeholders participate in decision making.
Activism and Civic Participation

- Create a foundation for sustainable self-reliance by contracting vertical farms to residents:

  The previous operational model was driven by the local government, and various regulations limited creative decision-making. After discussions, we decided to execute a resident-centered pilot project for two years.

- The Sujeong-dong local community revitalization, and discussions about a differentiated operational model:

  The resident-government vertical farm governance organization decided on two specific objectives prior to executing the two-year resident-centered pilot project:

  1. Revenue generation and job creation based on preexisting facilities
  2. An operational model involving Sujeong-dong resident’s participation

- Role of the Service Design Team, Dongseo University College of Design

  To propose a detailed operational model and strategies for civic participation, the Service Design Team of Dongseo University College of Design analyzed the previous operational model’s limitations and problems, and presented directions for the future, discussing the findings with residents to share and refine the model.
Service Modeling and Strategy

Food product development and branding through vegetable cultivation:

The Busan National University of Education oversaw Smart Farm technologies and taught cultivation techniques appropriate for urban vertical farms, and Service Design Team of Dongseo University College of Design oversaw its brand marketing. The branding and package design process was carried out as a high-quality goods strategy, presenting the image of freshness, small quantity production, and vertical farming.

Brand strategy of the vertical farm
Service Modeling and Strategy

The delivery of fresh and affordable produce by eliminating unnecessary distribution steps:

We opted for a model where a certain portion of the revenue is ploughed back into the community by immediately harvesting produce and quickly delivering it to residents in the neighborhood, and providing to senior citizens living alone at no charge. In addition, we agreed to share quarterly profits with the operational organization consisting of residents, officials, and educators to enhance transparency and search for ways to contribute to the community.
Design thinking methods, with facilitation centered on residents, the government, and the university, and the refinement of ideas:

Experts and professors provided worksheets for idea development and design thinking methods for Busan Dong-gu residents and officials, helping from their perspective to present and provide various ideas in terms of Need, Want, Stereotype, and Impression. And through the continuous sharing of contents, stakeholders went through the process of making agreements and coordinating opinions, and incorporated the final ideas into a business model canvas.
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