

# Rural Revitalization Using Digital Nomad in the post COVID-19

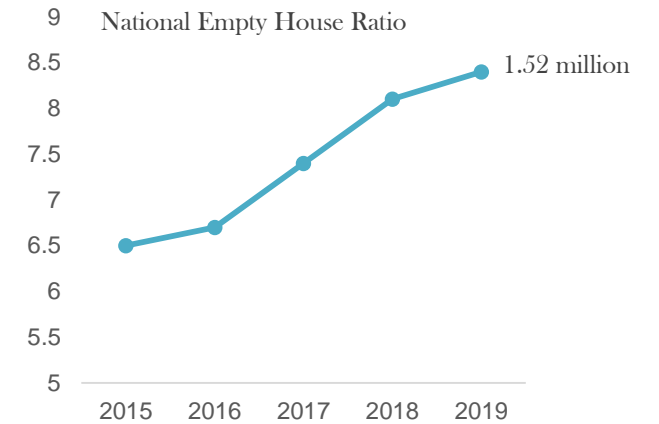
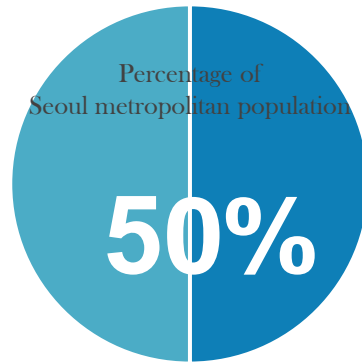
Slowtech: School of Life Skills(Hansan-myeon, Seocheon-gun)

2021.07.21.  
Sim Jae Hun

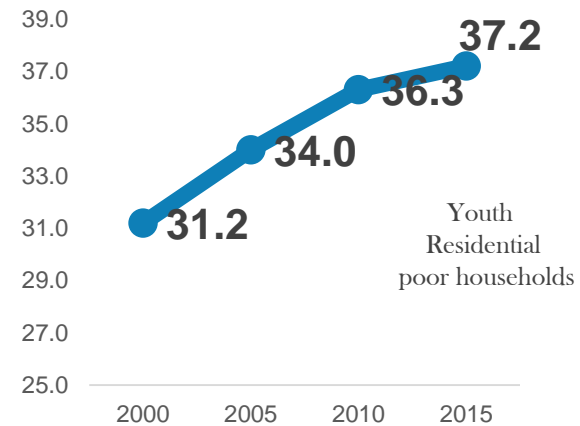
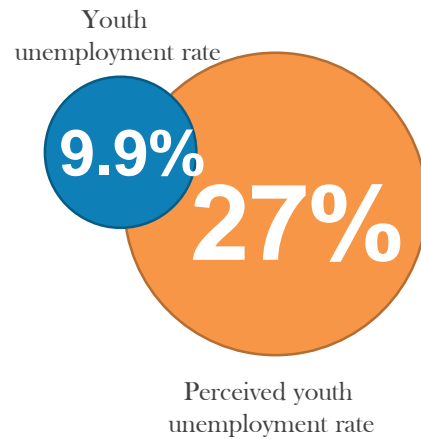


## 01. Background

### Local extinction



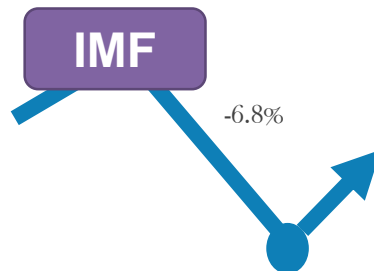
### Youth problem



2020 Total fertility rate



### Covid-19 pandemic & Low growth trend



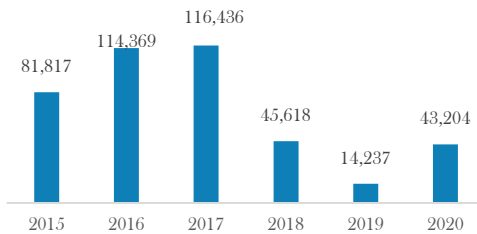
Increasing the seriousness of youth problems in South Korea, such as youth unemployment and poor housing.

## 01. Background

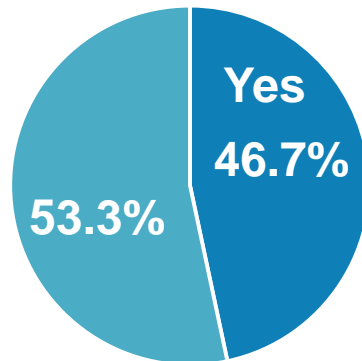
# Increased demand and expectations for rural areas

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

<Changing Travel Trends>

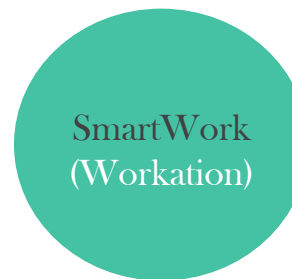


Quality of life

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

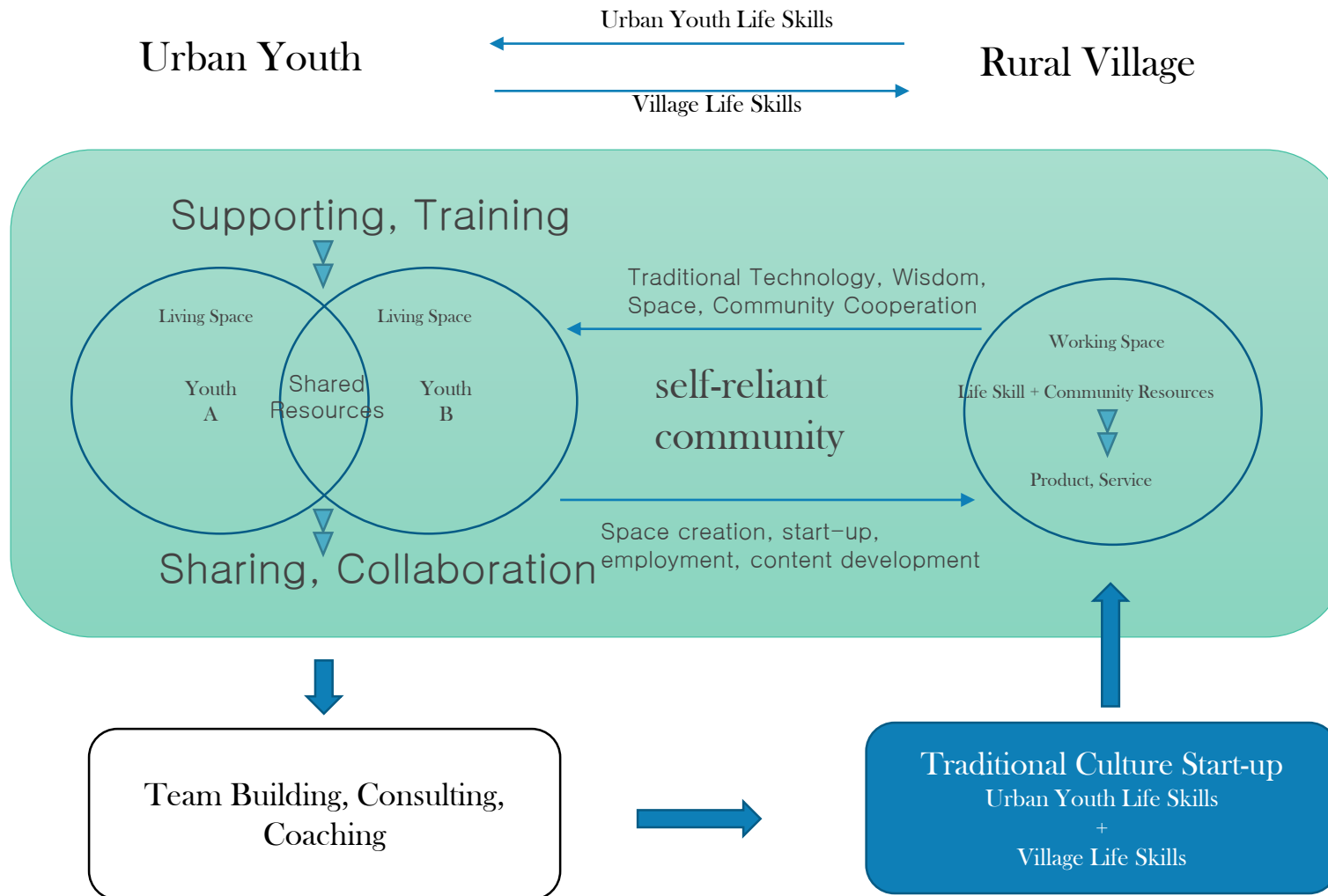
56.1%

Increase work efficiency

27.5%

Lifestyle Shift in the Pandemic Era, Digital Nomad

## 02. Slowtech: School of Life Skills

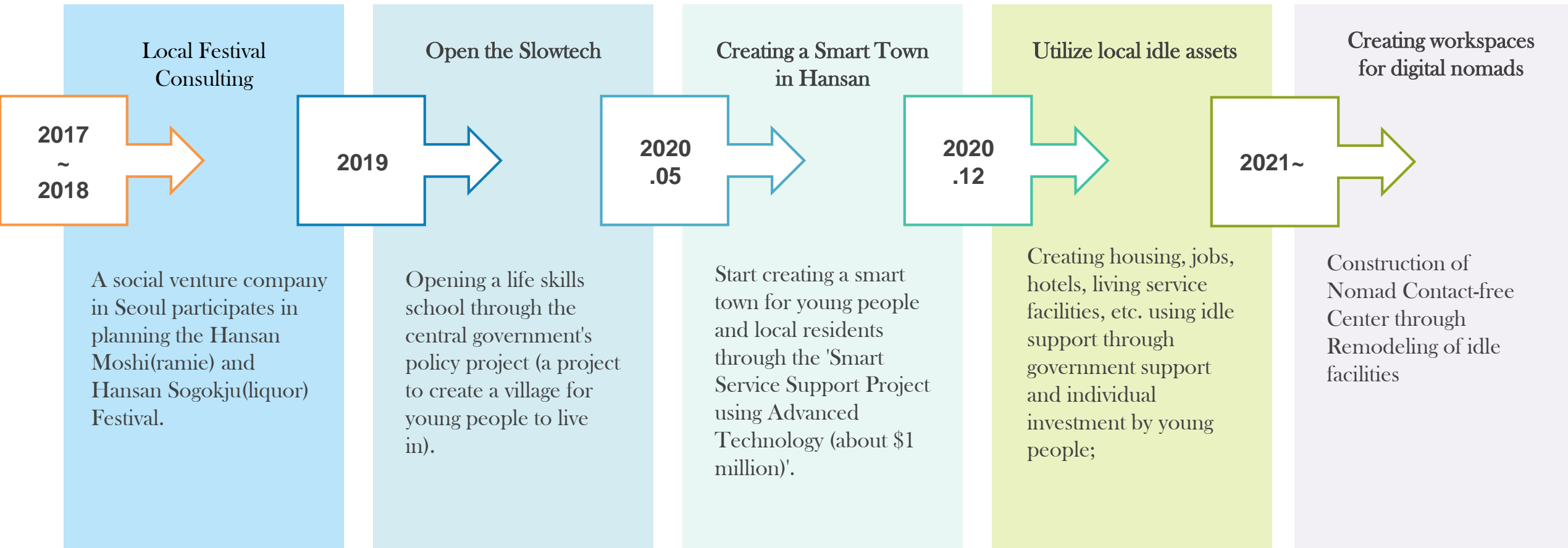


Slowtech@hansan-campus



- 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 살기기술학교 상반기 입학생 모집

모집기간 • 2/10(수) - 2/24(수)

일하면서 한 달 살기

# 살아 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](http://www.slowtech.ac)

OBJECTIVE: Create and activate local + telework services

Schedule: 21.03.15 to 21.12.31

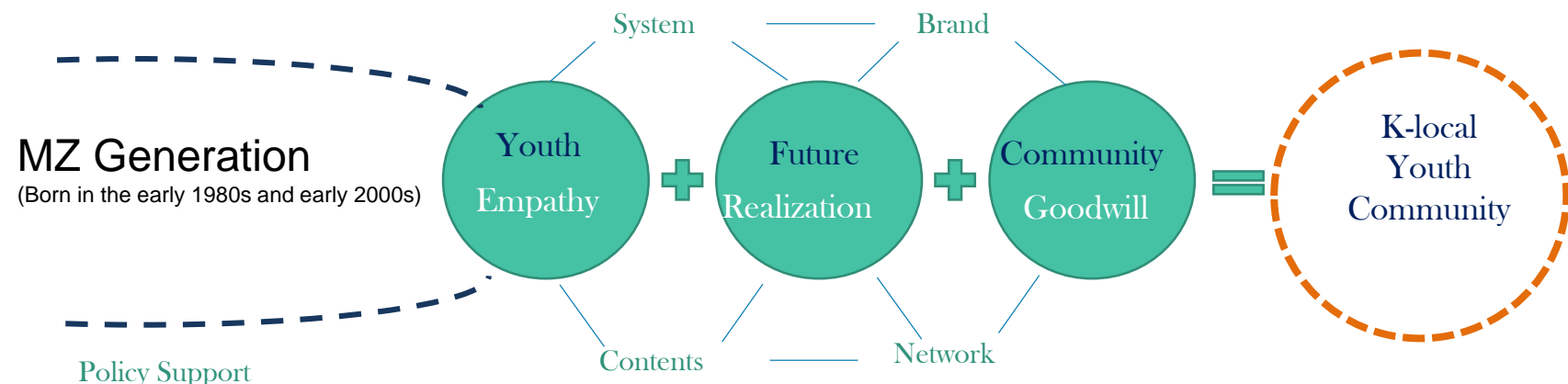
Performance Objectives

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)

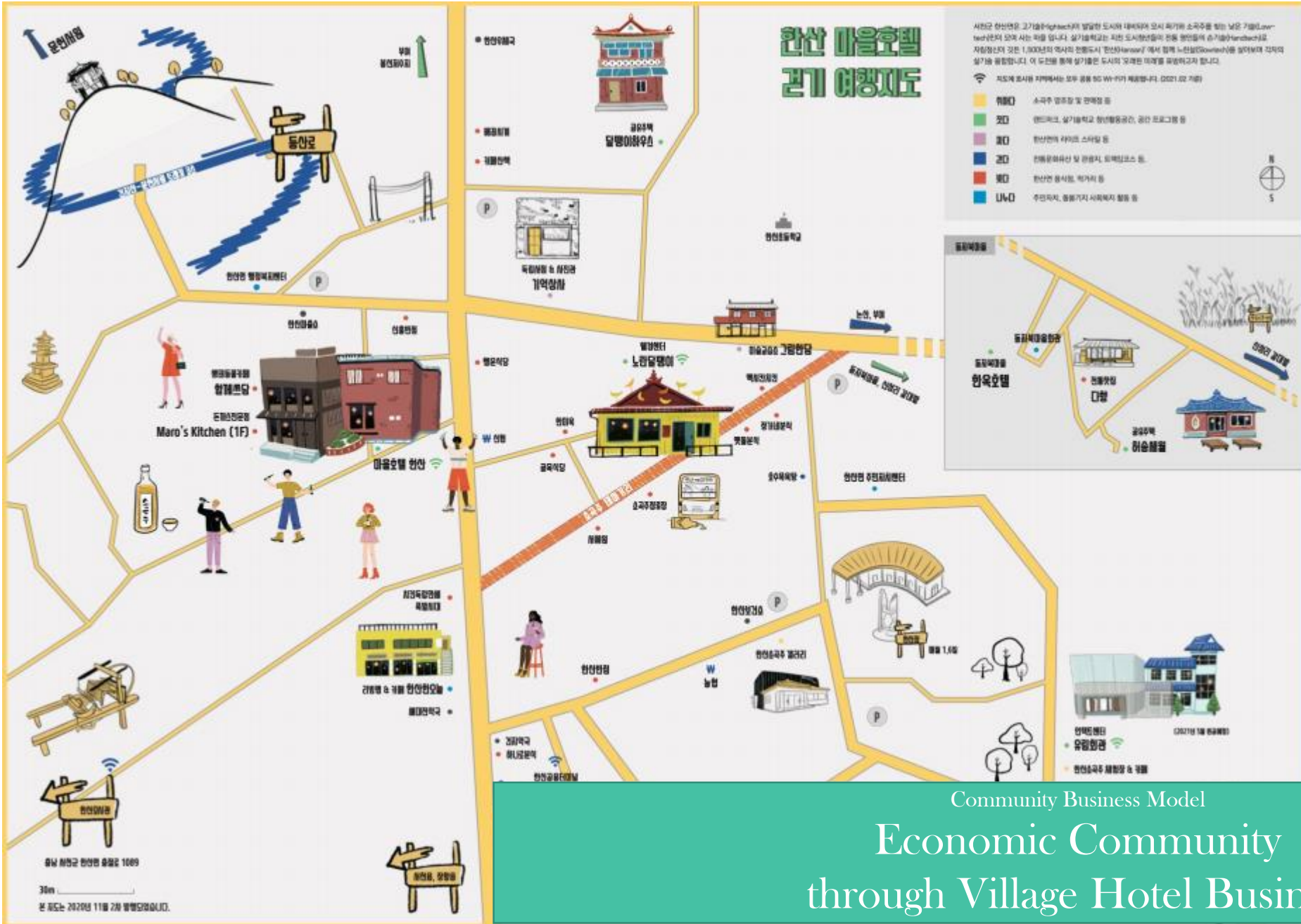
Regular course (3 months) - 10 people (team)



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



## 05. Projects



a life of taste

## Innovative pop

## Community Business Model

# Economic Community through Village Hotel Business



## 05. Projects

Play house

Home to work

Yellow Snail

Welcome Center, one-day accommodation

Contact-free Center

Office space, head of education

Home to work

Home to work

Memory Shop/Photo Gallery and  
Bookstore

Printshop, local Tourism Program

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)

술 정보

술을 선택해주세요.

테이스팅

평점

코멘트

예) 매우 단 느낌을 보여줌. 씹혀있는 느낌이 잘 올라오며, 전체적으로 달콤한 꿀 계열의 터치가 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



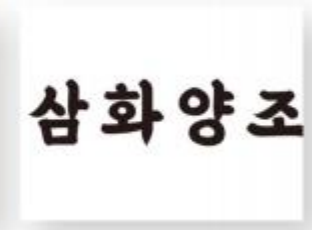
Construction Camp  
Participants



Recruitment of  
after-school  
instructors



business team  
members  
Recruit



Brewery box  
Cleaning  
part-time job



— 일상엔 여행, 여행엔 삶

# 도시문화예술청년들의 판교 한 달 살기 2기를 시작합니다!

뉴스레터  
구독하기

스토리북  
열람

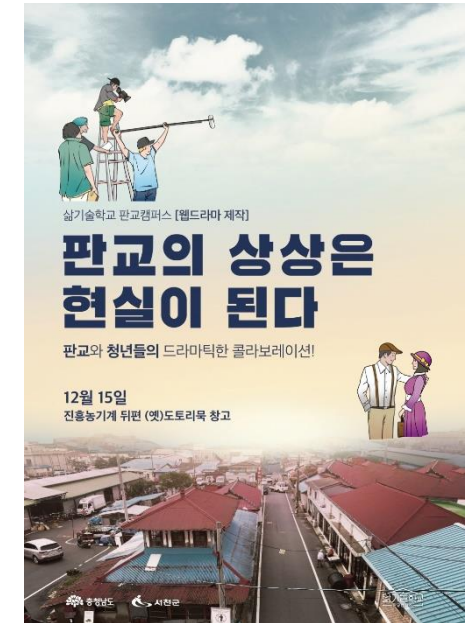
공지사항

미디어

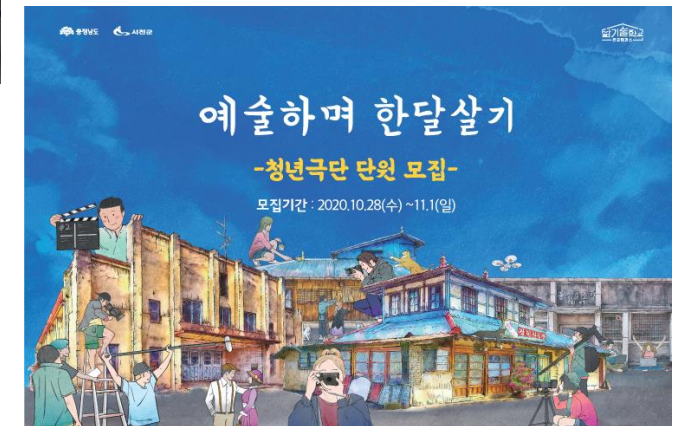
판교캠퍼스 웹드라마 프로젝트 - 상...  
서천군 판교면, 청년예술가들과 주...  
조영웅 피아노 독주회 "판교달빛"에 ...  
살기예술학교 판교캠퍼스 청년극단...

서천군 살기예술학교, 한산면에 발열 ...  
서천 살기예술학교, 대통령상 수상  
포천 일미화 청년상단, 서천 살기...  
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)

디지털노마드의 커뮤니티호텔 H (hotelh1500.com)

지역문화자원개발회사 (주)자이언트 (giantcorp.co.kr)

Slowtech@Hansan, 2021. “삶앎팍 ppt”

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