



## 2023 Cittaslow International General Meeting Best Practice Contest Application

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**Project Name**

"Marine Healing of Mind and Body Using Marine Resources of Cittaslow Wando Island" COREA

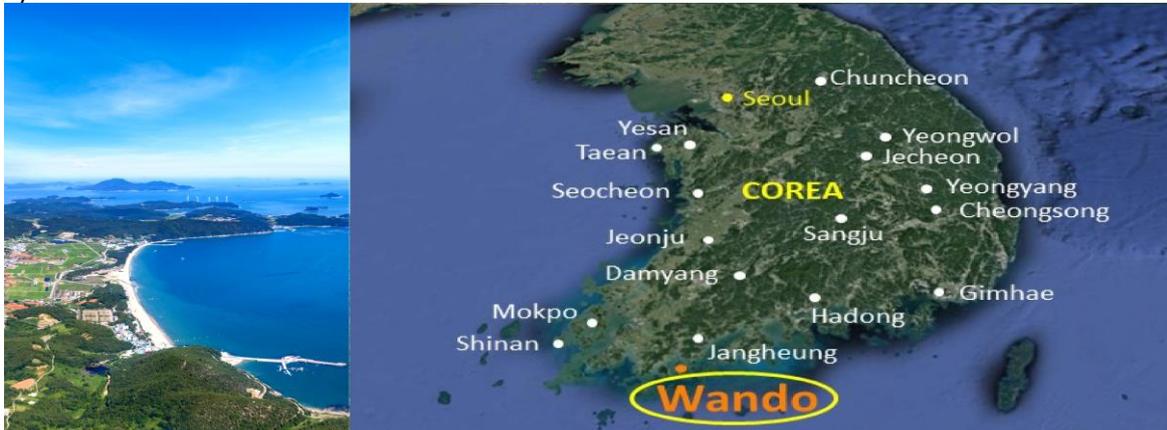
Please check the subject that best describes the project in the following. (Must correspond with the subject)

URBAN POLICIES FOR ENHANCING THE QUALITY OF LIFE

**Description of Project's Key Point Summary**

**O A policy to heal the minds and bodies of local residents and visitors** by utilizing the marine environment and resources of Wando Island, the capital of clean sea in Corea.

- Wando Island is practicing sustainable development centered on marine healing projects for residents and visitors by preserving Wando's regional advantages, such as a clean area with the least amount of particulate matter, 50 times more oxygen anions generated compared to large cities, a mild climate area with the smallest average daily temperature difference, clean sea, and habitats for 2,200 species of various sea organisms. In particular, **healing centers utilizing Wando Island's marine environment and resources** have been established as public facilities within the region, and **healing programs** are operated to promote local residents' health. In addition, various healing experience programs are provided to visitors to Wando Island, setting a good example in promoting Wando Island's regional identity as a cittaslow and marine healing city.



**Purpose of Project**

To resolve the following problems;

- Increase in natural disasters due to climate change → Typhoon, high water temperature, red tide, abnormal water temperature, etc
- Decreased jobs for young people affected by increased **blindspots in the welfare system** due to the aging society → Ratio of aged population: 34% (65 or over)
- Local economic downturn due to reduced consumption of agricultural, fishery, and livestock products → Changes in consumption patterns, increase in the consumption of convenience food





Recently, cittaslow Wando Island has been ranked 34<sup>th</sup> in the list of local governments at risk of extinction due to the continued population outflow and faces other risks, such as increased insecurity in the fisheries industry **due to climate change**, economy centered on primary and secondary industries, and lack of medical welfare services in preparation for the aging society. It intends to develop **a regionally specialized marine healing industry** that can overcome these risks to :

- ① implement welfare services such as health promotion for local residents,
- ② reinforce and enhance the competitiveness of rural areas in connection **with the local grassroots industry, agriculture, livestock, and fisheries**,
- ③ **create new jobs** for local residents by fostering new industries, and
- ④ **attract tourists** to the marine healing industry and to generate related income



#### Description of Project Outcome

○ **Connecting the marine environment and resources of Cittaslow Wando Island, the capital of clean seas in Korea, with health promotion activities that heal the body and mind of local residents and visitors.**

- Abundant marine environment and resources: Cittaslow Wando Island is an archipelago of **265** large and small islands. It has a rias-type coast, where tidal flats and algae form a forest. Elvan and saltpeter are laid under the sea, rich in nutrient salts, providing a home to about 2,200 species of sea creatures, the most diverse in Korea. **Tidal flats** (64.8 km<sup>2</sup>) are formed on each coastline, and **sea forests** (sea algae) are formed in the coastal waters, **absorbing carbon dioxide** and releasing oxygen to **clean the sea** as it is. It is called the mecca of the Korean fisheries industry because it is formed from elvan stones rich in germanium on the coastline. Its **abalone production accounts for 81%** of the national production, and the production of seaweeds such as kelp, sea mustard, and **seaweed fulvescens** accounts for 60%.
- Wando Island has developed healing programs utilizing **four marine healing resources**: a clean environment and **marine climate** (sunlight, sea breeze, marine aerosol), seawater (surface water, underground saline water), **marine organisms** (seaweed, abalone, etc.), and **marine minerals** (salt, sand, tidal flats) and provided them for local residents and tourists to experience.

○ **Operating a marine healing program by establishing a healing center and a park based on Wando Island's marine resources**

- ① **Marine Climate Healing Center**: Operating a marine climate healing program through weather observation
  - **Nordic Walking**: Walking on the beach using sticks consumes much energy to improve cardiorespiratory function and physical abilities of people with weak joints or the elderly.
  - **Pilates**: Strengthen core muscles and relieve tension and stress with exercises that calm the mind on the beach
  - **Beach Meditation**: Relieves insomnia and improves concentration and memory through brain relaxation caused by meditation
  - **Beach Exercise**: Treats allergies and respiratory diseases by inhaling aerosol on the beach



- ② **Cheongsan Marine Healing Park:** In the Food Healing Center in the Smart Healing Center of the Marine Healing Park, visitors can sample healthy salads prepared with seaweed from Wando Island. **In the Seawater Mist Healing Center,** visitors can feel relief from respiratory diseases such as anti-inflammation and rhinitis by inhaling seawater. In five pavilions installed outside, various healing experiences, such as **foot bath healing, sound healing, seaweed pack healing, herb scent healing, and herbal elvan stone healing,** are provided.



Marine Climate Healing Center



Cheongsan Marine Healing Center

○ **Securing the regional identity of "Wando Island, the capital of clean seas" by implementing policies to preserve the marine environment and respond to climate change**

- By enacting an ordinance for the preservation and management of Wando Island, the capital of clean seas, for the first time in the country (July 20, 2016), **12 towns and villages designated the Cleaning Day** once a month, making efforts to preserve the marine environment and keep seas clean against climate change by promoting activities **to collect marine waste** from uninhabited islands through fishing boat groups (200 people/collection performance: 25 tons of waste fishing nets, 3,150 m<sup>2</sup> of waste polystyrene), operating the 365 Task Force for Sea Guard (700 people/ collection performance: **275 tons of waste fishing nets**, 2,300 m<sup>2</sup> of waste polystyrene), and promoting **1 Village 1 Sea Care campaign** and a campaign **to collect waste polystyrene** from uninhabited islands that are out of reach.

- As a result, Sinji Myeongsasimni Beach was the first in Korea to be certified as **Blue Flag**, an eco-friendly beach. Only two places, with Bogil Yeson Beach, acquired the 'Blue Flag' international certification mark. In addition, it has obtained international certification given to marine products produced environmentally and socially sustainably. As of 2022, 20 seaweed producers received **MSC-ASC certification** and 39 abalone producers ASC certification.

- ✓ Blue Flag is an international certification awarded to clean beaches that meet 29 evaluation criteria and 137 standards, such as the beach's eco-friendliness, safety, and water quality management.
- ✓ MSC (Marine Stewardship Council): Certification granted to sustainable fisheries / ASC (Aquaculture Stewardship Council): Certification granted to sustainable aquaculture





**0 Expanding health infrastructure and providing health promotion programs for the local community (elderly population, vulnerable groups, and youth)**

- ① Continuation of local residents' health promotion project
- Operating a marine healing program for residents
  - **Participants: 317 in 12 sessions**
  - Health promotion activities that heal the body and mind by utilizing marine resources such as marine climate (sun, sea breeze, marine aerosol), seawater and marine organisms, Nordic walking, beach meditation, and Pilates



Health Promotion Programs



Nordic Walking

- ② Outreach healthcare program for the vulnerable
  - Visited 12 towns and villages and conducted a marine healing program for senior citizens who were 65 or over.
  - **Participants: 267 in 12 sessions**



Marin Healing Program for Senior Citizens

- ③ Marine healing programs for the youth
  - Provided marine healing experience programs for local youth (middle and high school students), providing an opportunity to properly understand local resources, inspire affection for their region and pride, and increase their continuous interest in improving their health.



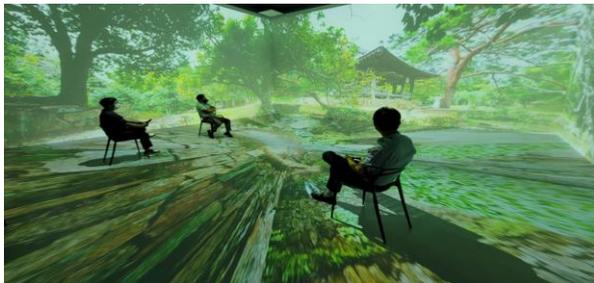
Marin Healing Experience Programs for Local Youth



Cost to Outcome

O Marine Climate Culture Healing Center Operating Performance  
 - **1.6 billion won(100,000 euros)was invested** in the Sinji Myeongsasimni area to build four buildings, including sight/hearing and olfactory centers, on a 327 m<sup>2</sup> site, and operated various healing experience programs on the theme of five senses of the human body.

- ◆ Marine Climate Culture Healing Center Operating Performance
- Operated marine climate healing programs (Nordic walking, beach Pilates, etc.)
- Collected marine climate information and recommended programs suitable for climate index
- Operated a **cultural healing program satisfying(CHPS) the five senses of the human body** (sight/hearing, smell, taste, and touch)
- Period: October 2022 – April 2023
- Participants: 625 in 18 Sessions
- In 2022, 152 in 4 sessions / In 2023, 473 in 12 sessions
- Willingness to participate in the future: Definitely Yes 47% > Consider 38% > Definitely No 13%



CHPS the Five Sences in Operating Performance Survey

O Cheongsan Marine Healing Park Operating Performance  
 - **Invested 2.2 billion won(1,500,000 euros)** to build two buildings and five pavilions, including a smart healing center, on a 6,517 m<sup>2</sup> site.  
 - Located in the seaside pine forest in Sinheung-ri, Cheongsan-myeon, it provides beautiful natural scenery. At the same time, visitors can choose a healing program tailored to them through personalized health examination using information and communication technology (ICT)

- ◆ Marine Healing Park Operation Performance
- Period: March 2 – April 15, 2023
- Participants: 1,062 in 286 sessions
- Participation rate: **Local residents 25.6% / tourists 74.4%**
- Willingness to participate in the future: Definitely Yes 43% > Consider 39% > Definitely No 18%



Personalized Health Examination using Infor. and Communi. Technology (ICT)

◆ **Results of a Four-year Satisfaction Survey** on the Operation of Programs Related to Marine Healing in Wando:

- Period: Monday, August 13, 2018 – Tuesday, December 6, 2022
- Participants: 25,104 in 381 sessions
- 2018: 484 in 11 sessions / 2019: 8,108 in 83 sessions / 2020: 5,187 in 69 sessions / 2021: 3,752 in 21 sessions / 2022: 7,573 in 145 sessions
- Participation rate in 2022: Local residents 33.3% / tourists 66.7%
- Satisfaction survey results
- Willingness to participate in the future: Definitely Yes 48% > Consider 41% > Definitely No 11%
- Subjective healing effect (multiple selections): Relieves stress 76.9% > Relieves muscle pain 27.6% > Relieves joint pain 18.2%
- Main participants: Expansion of programs centered on local residents (challenge, visiting towns and villages), students, groups of 50 or more people, seniors with mild dementia, and senior citizens who are 70 or over, etc.
- Remarks: Active use of county-trained instructors and programs and support activities of instructors from outside (350 participants in 145 sessions)

Staff Participation & Information of Participating Staff

- 21 Officials dedicated to marine healing
- 20 from Tourism Division

Additional Information (if any, please add)

- Expected Effects
- If a marine healing cluster is completed centering on the marine healing center with a marine climate healing center, a marine cultural healing center, and a marine healing park, it will greatly contribute to promoting the health of military residents and tourists and revitalizing the local economy by drawing people through job creation and increasing income.
- Creating new local jobs
- Employment-inducing effect: 30,000 jobs
- Marine bio researchers
- Advanced manpower, such as marine healers
- Attracting tourists

Cont'd



- Attracting visitors for marine healing tourism: 1 million people
- Average length of stay per person: 7 days
- Shared growth in the agriculture and livestock industry
- Development of various healing specialty products



Related Website (if any, please add) <https://www.wando.go.kr/chiu4u>