

**Photo Journal: CAMPUS Asia Social Innovation Field Study in Seoul 2025**



Although the program was approximately 3~5 days, there were a lot of great opportunities to learn about the field of social innovation in terms of focusing on various topics and issues outside Japan. I was honoured to be selected as one of the members to be a part of this field study as I was able to gain more insight on social issues and characteristics of South Korea and how the country or the citizens view certain issues in terms of the educational aspects. In terms of the cultural experience, I was astonished to see South Korea from a tourist perspective and was able to witness South Korean tourism and realized South Korea prides in a lot of its assets and has diverse methods in demonstrating them to tourists. I would like to have this opportunity to share with you what I experienced during my time in Seoul.

## Day 1 - Visit to Korea University and Lotte Tower



Our day kicked off by going to Korea University to listen to a lecture provided by Professor Kang about the social issues when it came to voting gender gaps in South Korea. Overall, I was profoundly intrigued by the voting rates in South Korea as the numbers are far above the average of Japan and that female citizens vote more nowadays than male voters in many generations. It made us compare Japan with the cultural standards and political participation in both countries.

Afterwards, we had the privilege to meet some Korea University students and have discussions with them over lunch near the campus. It was an insightful experience to exchange both languages for interaction and was surprised at how interested they were in Japan's entertainment and cultural backgrounds. We hope to see them all very soon either in Japan or South Korea.

After our experience in Korea University, we took the public transport to get to Lotte Tower in Gangnam. The Lotte Tower prides itself in being the highest building in South Korea with its vast gaze of the Seoul district. We had the time to ourselves to think about the social characteristics of South Korea from above, and some students were curious at why the roads in Seoul are so large compared to Japan. From that question specifically, I realized that compared to Tokyo, Seoul has bus lanes in the middle of the road to enable the buses to be on time no matter the traffic. Moreover, although we could not find a solution for it, we realized most roofs in the Gangnam buildings were coloured in green. We hope to have the opportunity to learn the reasoning behind it and be able to get a lot of different information and insight during our examination in the Lotte Tower.

We ended the day by visiting a tourist favourite: Myeongdong. Myeongdong is well known for its flashy lights and tourist attractions with a lot of shopping opportunities and having multi-language assistance. I took my members to Olive Young which is a popular Korean cosmetic store, and everyone enjoyed the shopping alongside the Korean food that we tried in MyeongDong Gyoza. It was one magical night and we had huge smiles on our faces when coming back to the hotel with our hands filled with recently bought shopping bags. To conclude, the first day was a major success.



## Day 2 - Visit to Korea Social Enterprise Promotion Agency and Trilateral Cooperation Secretariat



On Day 2, we had the privilege to hear from the Korea Social Enterprise Promotion Agency about its goals and efforts to provide opportunities for minorities in diverse categories. The organization put a lot of effort and initiated projects for minorities in Korea and it shows in the statistics as it provided a lot of job opportunities and is improving the employment rate in South Korea. I was astonished with the creative ideas to include all minorities for a better world.

Next, we went to the Trilateral Cooperation Secretariat to learn about their endeavors and activities they have attempted to create a positive impact on China-Japan-South Korea relations. As a previous participant of the TCS, I was astonished to acknowledge that the TCS is evolving at a very fast pace and gaining popularity and expanding its positive impact to the mass. After this experience, I am willing to apply for their internship and learn more about trilateral cooperation by actually working alongside this prestigious organization.