

Date	Nov. 15, 2025 (Wed.)		Photos	○	Video	○
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Launching the 'Olympic City' Vision : 2025 Olympic City Forum held to Realize Olympic Values

- Inaugural '2025 Olympic City Forum' : Launching a Value-Based Urban Platform
- Igniting the Jeonju Bid: Declaring a Firm Commitment for the Olympic City
- Strategic Policy & 'Olympic City 3.0' Proposal: Driving 'Olympic City' Implementation

Jeonbuk State has unveiled a new vision for an "Olympic City" that prioritizes both citizens and the environment through its pioneering 'Olympic City 3.0' model.

On Nov. 15, the state hosted the '2025 Olympic City Forum' at Jeonbuk National University, attended by international Olympic officials, sports experts, Olympic stars, and journalists. The forum served as a platform to assess the competitive strengths of Jeonbuk and Jeonju as Olympic hosts and to explore pathways for sustainable development.

▲ *Sports Diplomacy and the 'Olympic City 3.0' Model*

In the keynote session themed "Olympics and City," chaired by Professor Kim Do-kyun of Kyung Hee University, Park Joo-hee (Chairperson of the International Sport Strategy Foundation) emphasized the importance of global cooperation. Analyzing the sports diplomacy of rival nations, she proposed three core strategies in her presentation, "Global Olympic Stage and City Diplomacy":

1. **City Brand Integration:** Unifying the city brand through a "Cultural Olympics" that combines K-culture with sustainable models.
2. **Multilateral Governance:** Establishing a cooperative network with the IOC, OCA, and UNESCO to create a sustainable sports hub aligned with the IOC's 'Fit for the Future' initiative.
3. **Sustainable Legacy:** Generating long-term impact through carbon-neutral hosting plans and the fusion of city infrastructure, education, culture, and tourism.

Chairperson Park stressed that the Jeonju Summer Olympics must be an event that leaves the entire city as a legacy, rather than just the stadiums.

Cho Hyun-joo (Senior Research Fellow at the Korea Institute of Sport Science) presented on "The Evolution of Olympic Cities: From 1.0 to 3.0." She defined an Olympic City as a "Living Legacy" and advocated for a transition to 'Olympic City 3.0,' which places citizens and sustainability at its core.

According to Cho, the evolution of Olympic Cities is categorized into three stages:

- **1.0 (State-led Symbolism):** Represented by the Seoul 1988 Olympics driven by the central government.
- **2.0 (Entrepreneurial City Model):** Represented by the London 2012 Olympics, focused on enhancing urban competitiveness through an entrepreneurial approach
- **3.0 (Sustainability and Citizen-centered):** Represented by the Paris 2024 Olympics, prioritizing sustainability and the active involvement of citizens as its core values.

The goals of Olympic City 3.0 include low-carbon and decentralized operations, expanded citizen participation, and the revitalization of local living zones. Cho identified the core values as the "3Ps": **People, Planet, and Policy**. She emphasized that the Olympics should be redefined not as a one-time "event," but as a continuous "process and system." Suggesting that the bid strategy of Jeonbuk and Jeonju could serve as a pioneering model for Olympic City 3.0, she called for incorporating Olympic values into urban policies, including improvements in daily life, environment, health, and fairness, as well as the introduction of innovative services.

▲ *Jeonbuk and Jeonju's Competitive Edge through the lens of Journalists and Olympic Stars*

The afternoon sessions began with a powerful performance by "*Ssaulabi*," the Taekwondo demonstration team from Jeonju University. This was followed by sessions illuminating the charm of Jeonbuk and Jeonju as a sports city and its potential as an Olympic City, as seen through the eyes of journalists and Olympic stars.

In session 1, local and national journalists engaged in a focused discussion under the theme "The Most Korean City, The Most Innovative Olympics," exploring how sports could transform Jeonbuk and Jeonju from various perspectives.

Drawing on their deep understanding of local issues and extensive experience reporting from global sports venues, the participating journalists offered valuable insights. They analyzed the impact of sports on city branding, the regional economy, citizens' quality of life, and local industries, while also proposing practical solutions and future tasks based on an evaluation of the region's strengths and weaknesses.

The session 2, titled "The Future of Sustainable Korean Sports," featured a star-studded lineup of Olympians. Lee Dong-gook(*former Jeonbuk Hyundai Motors footballer*), Oh Sang-uk(*Olympic Fencing gold medalist*), and Kwak Yoon-gy(*former national short track skater*) shared their personal ties to Jeonbuk and Jeonju and discussed the region's appeal as a sports city. They expressed great admiration for the incredible strength of the local fandom, noting that it stands second to none.

Based on their actual competition experiences, the athletes presented the essential conditions for a great Olympic City. They emphasized that off-field environments—including mobility, food, and safety—are just as critical as the venues themselves, and therefore require differentiated strategies. They evaluated that Jeonbuk and Jeonju possess more than enough competitiveness to satisfy these conditions.

Governor Kim Kwan-young of Jeonbuk State remarked, "Now that Jeonbuk and Jeonju have emerged as the official candidate for the Olympic bid over Seoul, we will go beyond mere hosting to create a sustainable Olympic City that realizes the true values of the Olympics." He added, "We will use this forum as an opportunity to strengthen public-private cooperation and organize various events to build an Olympic City together with our residents."