

TGETHER

K-Spirit SMU
**SAEMAUL
UNDONG**

FR

TMORROWW



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Moments of Change We Created Together

1970s-80s

The call of 'Let's Live Well' echoed through at dawn. Weathered hands pushed back the darkness, building the foundations of everyday life and later writing the history known as the 'Miracle on the Han River'.



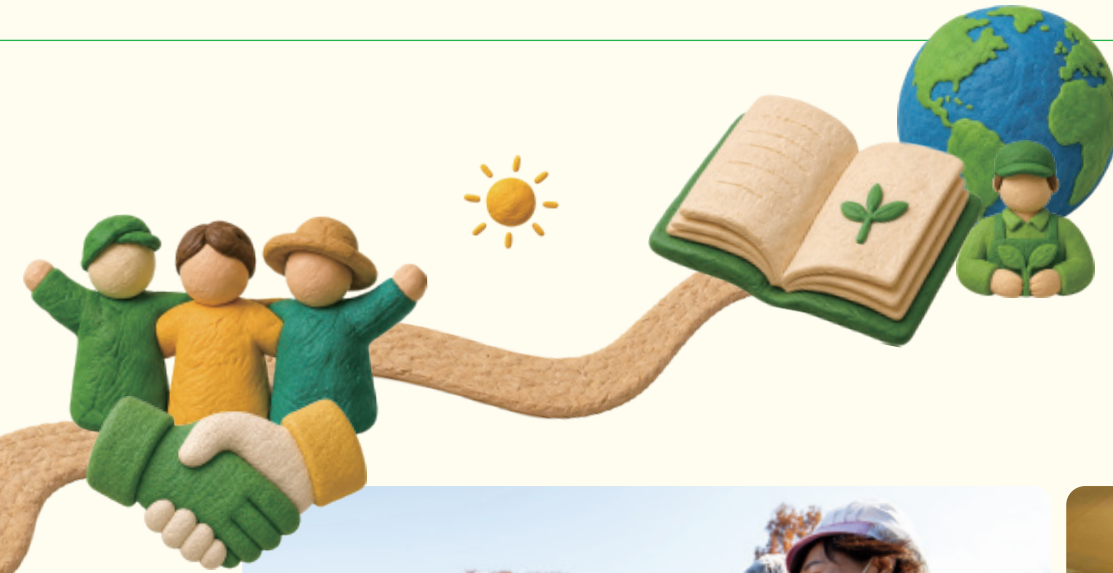
1990s-2000s

Solidarity and unity endured even through the immense tide of the 1997 Asian financial crisis. That united strength became a springboard for progress, shaping the Korea we know today.



2010-Present

The values of sharing and action rooted in the Saemaul Spirit. The experience we have built now reaches beyond borders, contributing to a sustainable future for the world.



Saemaul Undong in Numbers

The History of Action Driven by the Saemaul Spirit

1970

Saemaul Undong began on April 22, 1970 as a national policy for rural revitalization

Approx. 14 tons

(6.1% of the total collected nationwide)

Total gold collected during the ‘Patriotic Gold Ring Collection Campaign’ to help overcome the 1997 Asian financial crisis



Approx. 2.07 million

Number of Saemaul members nationwide

Approx. 75,000

Total Saemaul members who volunteered in the 2007 Taean oil spill recovery

The Foundation of Korea’s Growth Built in Rural Communities



Approx. 43,000 km

1970s nationwide village roads improved measuring beyond Earth’s circumference



Approx. 61,000 km

Farm roads expanded, equivalent to 76 Seoul-Busan round trips



Approx. 800% increase in average farm income

Remarkable rural economic growth driven by enhanced agricultural productivity

Achievements of Saemaul Undong’s Global Expansion



150 countries

Visited Korea to learn from Saemaul Undong



Approx. 68,000

Total international trainees who completed Saemaul Training



132 pilot villages in 23 countries

Total established since 2009

Engine of K-Growth
Saemaul Undong

“Saemaul Undong laid the foundation for Korea to grow into a major economy from one of the world’s poorest countries.”

UNESCO Advisory Committee (2013)



* As of 2026

HISTORY



1970~1990

- Apr. 22, 1970 Launch of the 'Saemaul Village Development Movement'
- Jan. 14, 1972 Opening of the Exemplary Farm Training Institute and launch of Saemaul Training
- Mar. 07, 1972 Establishment of the 'Saemaul Undong Central Council' (Presidential Decree No. 6104)
- 1973 Launch of Saemaul Training for International Trainees
- May 31, 1973 Exemplary Farm Training Institute renamed the Saemaul Leaders Training Institute
- Nov. 10, 1976 Establishment of the private-sector Saemaul Undong Central Council (renamed the Workplace Saemaul Undong on Feb. 28, 1981)
- Feb. 21, 1977 Establishment of the Factory Saemaul Undong Promotion Headquarters (Ministry of Commerce and Industry)
- Sep. 11, 1980 Establishment of the Central Council of Saemaul Leaders / Establishment of the Central Federation of Saemaul Women's Associations
- Dec. 01, 1980 Establishment of the Saemaul Undong Central Headquarters (approved as an incorporated association by the Ministry of Home Affairs on December 19 / regional, women's, and workplace & factory organizations joined as members)
- Dec. 13, 1980 Enactment of the Saemaul Undong Organization Promotion Act (Act No. 3269)
- Oct. 01, 1981 Central Association of Saemaul Libraries joined as a member organization / Approval for the establishment of provincial and metropolitan branches (operations began on Sep. 1, 1982)
- Feb. 18, 1982 Establishment of the Training Institute (approved on Feb. 18, 1983)
- Apr. 26, 1983 Construction of the Saemaul Undong Training Institute and opening of the Saemaul Museum
- Oct. 20, 1983 Approval for the establishment of city-county-district branches (operations began on Mar. 21, 1984)

- Dec. 31, 1983 Saemaul Leaders Training Institute integrated into the Saemaul Undong Central Headquarters (Seongnam Training Institute)
- Feb. 11, 1984 Korean Federation of Community Credit Cooperatives (KFCC) joined as a member organization
- Apr. 15, 1985 Establishment of the Jangseong Training Institute (approved on Jun. 26, 1984)
- Mar. 21, 1989 Saemaul Undong Central Headquarters renamed the Saemaul Undong Central Council
- Mar. 29, 1997 Implementation of the basic plan for the 'National Savings Campaign for Economic Revitalization' (ultimately achieving KRW 5.3 trillion)



2000~2010

- Apr. 10, 2000 NGO registration of the UNDPI
- Apr. 19, 2000 Saemaul Undong Central Council renamed the Korea Saemaul Undong Center
- Jul. 20, 2000 Sent 23,000 unification handcars to North Korea
- Jul. 23, 2002 NGO Member Registration of UN ECOSOC
- 2002 Promotion of regional development projects with local authorities from 7 countries such as Vietnam, Philippines, DR Congo
- 2009 Launched the Saemaul Undong globalization project with the Ministry of Security and Public Administration
- Oct. 08, 2010 Visit by Myanmar President Thein Sein
- Mar. 08, 2011 Designation of Saemaul Day (April 22) (amendment to the Saemaul Undong Organization Promotion Act, Act No. 10438)
- Dec. 27, 2011 Saemaul Undong Archives designated as National Designated Archives No. 6
- Feb. 01, 2013 Visit by Malawi President Joyce Banda
- May 31, 2013 Visit by Uganda President Yoweri Museveni
- Jun. 18, 2013 Saemaul Undong Archives inscribed on the UNESCO Memory of the World Register
- Aug. 11, 2014 Visit by King Letsie III of the Kingdom of Lesotho
- Oct. 21, 2014 First Global Saemaul Leadership Forum (GSLF)
- Dec. 14, 2014 Visit by Cambodian Prime Minister Hun Sen
- Oct. 19, 2016 Launch of the Saemaul Undong Global League (SGL) (33 countries)
- 2018 Launch of Saemaul Undong pilot village projects in Oceania
- 2019 Launch of Saemaul Undong pilot village projects in Latin America

2020~

- Apr. 22, 2020 50th Anniversary of Saemaul Undong (commemorative ceremony held on June 25)
- May 13, 2022 Launch ceremony of the National Federation of University Saemaul Clubs (MOUs signed with 62 universities)
- Oct. 25, 2022 Visit by Tanzanian Prime Minister Kassim Majaliwa Majaliwa
- Jun. 17, 2023 Inaugural General Assembly of the National Federation of Saemaul Youth
- Jul. 05, 2023 First Global Saemaul Undong Ministerial Meeting (Busan)
- Nov. 12, 2023 National Saemaul Leaders Convention (Youth Pledge Declaration Ceremony)
- Sep. 04, 2024 First Global Saemaul Undong Senior Officials' Meeting (Seongnam)
- Apr. 22, 2025 55th Anniversary Saemaul Day Ceremony
- Sep. 15, 2025 Saemaul Undong Global League (SGL) reached a total of 50 member countries
- Sep. 17, 2025 Second Global Saemaul Ministerial Meeting (Gyeongju)
- Apr. 22, 2026 56th Anniversary Saemaul Day Ceremony (declaration of 2 million Saemaul members)
- May 14, 2026 Visit by President Lee Jae-myung, including a policy briefing and meeting (discussion on redefining the direction of Saemaul Undong and expanding it globally)
- Jun. 19, 2026 First Meeting of the Saemaul Diplomacy Group (SDG) (Seoul)



새마을



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A Documentary Heritage Recognized by the World Saemaul Undong Archives

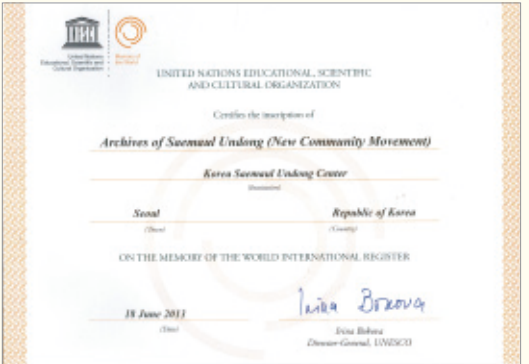


“To the best of my knowledge, among the records inscribed to date, there is nothing comparable to the Saemaul Undong Archives.”

Ray Edmondson | UNESCO Memory of the World Chair

“Saemaul Undong can suggest a very good precedent for countries in their reconstruction after disputes.”

Roslyn Russell | UNESCO Memory of the World Chair



Certificate of Inscription of the Saemaul Undong Archives on the UNESCO Memory of the World Register (2013)

Beyond Korea, a Record for Humanity

Saemaul Undong Reports from the 1970s

The Saemaul Undong Archives, documenting Korea's journey of overcoming poverty and achieving national development are an important part of the country's modern and contemporary documentary heritage. Through a wide range of materials, including government documents, village meeting minutes, photographs, and videos, they provide a vivid record of how Saemaul Undong was implemented, life at the time, and Korea's development.

Recognized for their historical and archival value, the records were designated National Designated Archives No. 6 in 2011.

Inscription on the UNESCO Memory of the World Register

In 2013, a total of 22,084 Saemaul Undong records were inscribed as Korea's 11th entry on the UNESCO Memory of the World Register. This recognition reflects the international value of Saemaul Undong as an unprecedented example of overcoming poverty, achieving national development, and successful public-private cooperation.

Today, these archives serve as a valuable reference for developing countries, sharing Korea's development experience and wisdom as a common heritage of humanity.



Where the History of Saemaul Undong Comes to Life

The Saemaul Museum opened in 1983 to promote understanding of Saemaul Undong and preserve its historical materials. It includes the <Saemaul Exhibition Hall> and <Media Art Exhibition Hall>, where visitors can explore the past and present of Saemaul Undong, as well as the <UNESCO Memory of the World Archive>, which displays Saemaul Undong Archives.



Saemaul Exhibition Hall



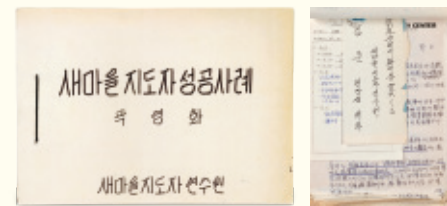
UNESCO Memory of the World Archive



Saemaul Undong Archives Tracing the History of Saemaul Undong

Records inscribed on the UNESCO Memory of the World Register
22,084

Records held by the Korea Saemaul Undong Center **7,439**



Saemaul leader success stories



Letters from training program graduates



Village general meeting documents



Village Development Committee operating regulations



Saemaul Training Completion Album



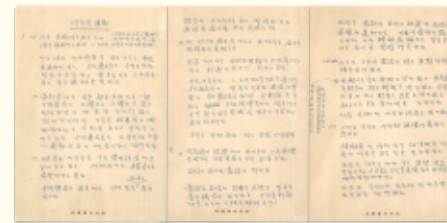
Group discussion reports

Success stories and letters from Saemaul leaders
4,042

Records produced at the village level
750

Records produced by the Saemaul Leaders Training Institute
2,645

Records held by the National Archives of Korea **14,647**



Draft Saemaul Undong speech (1972)



Designation Certificate for Comprehensive Village Development Plan Goals



Guidelines for the implementation and management of special support projects



Letters regarding donations to Saemaul Undong

Records produced by the Office of the President
228

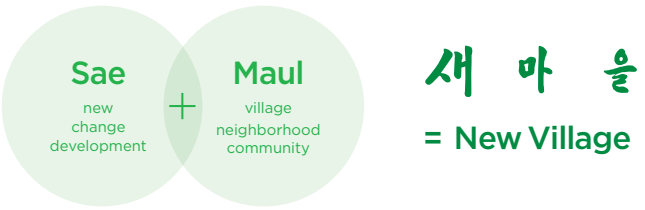
Records produced by central and local government agencies
14,199

Letters and donation certificates from citizens, organizations, and companies
160

IDENTITY & SYMBOL

Definition of Saemaul Undong

Saemaul Undong is a national movement dedicated to fostering thriving communities. Rooted in the spirit of diligence, self-help, and cooperation, it builds a sustainable society of harmony and prosperity where present and future generations can enjoy healthy and fulfilling lives.



Meaning of the Saemaul Spirit

The Saemaul Spirit of diligence, self-help, and cooperation serves as both the guiding principle and philosophy of action for Saemaul Undong.

- Diligence** | Making hard work and sincerity a way of life
- Self-help** | Doing one's best in one's role and forging one's own path
- Cooperation** | Working together based on a sense of community that values 'we' over 'me' and on mutual trust



Symbolism of the Saemaul Flag

The Saemaul flag symbolizes the values of Saemaul Undong—harmony, mutual prosperity, and sustainable development.

- Green background** | The Green Revolution in rural communities
- Yellow circle** | Cooperation, prosperity, and unlimited potential
- Green leaves and sprout** | The Saemaul Spirit of diligence, self-help, and cooperation, as well as hope and income
- Broad stem** | Stability and prosperity



Saemaul Mark



Saemaul Flag

Let`s Build
a Better Life
Together

“Scaling up Saemaul Undong model
will support localization of new SDGs
and enhanced measurement of the
implementation and the effect.”

Helen Clark, Former Administrator of UNDP (2015 UN
High-Level Special Forum on Korea’s Saemaul Undong)



Saemaul Undong Across Korea

Through a wide range of initiatives—including climate crisis response, community care, and reading and cultural programs—Saemaul Undong is building sustainable communities where everyone can thrive together through cooperation and shared growth.



Carbon Neutrality Action

Climate education, tree planting, flower garden projects

Living Well with the Earth

Climate Crisis Response Movement

Amid the global climate crisis, achieving carbon neutrality by 2050 is essential for a sustainable future. In response to the needs of our time, Saemaul Undong is expanding carbon sinks through tree planting and forest protection, while promoting environmental cleanup and resource recycling to help build a greener society. By bringing together small, everyday actions in local communities, Saemaul Undong is responding to the climate crisis and working toward a sustainable, carbon-neutral society.



Ecological & Environmental
EM mud balls making, agricultural and marine waste cleanups



Resource Circulation
Recycling and reuse markets, reuse of discarded clothing and ice packs



Environmental Cleanup
Saemaul community cleanup campaigns, plogging, river cleanups



A Warm Community Where We Live Together

Community Care Movement

There are neighbors in our society who need a helping hand. Saemaul Undong strengthens local welfare safety nets through care, improvements to living environments, and everyday sharing, while supporting community recovery through urban-rural cooperation, scholarship programs, and rapid disaster relief. The spirit of sharing and solidarity at the heart of Saemaul Undong provides a strong foundation for a society where everyone can live together in happiness.



Low Birth Rates & Aging Population Response Movement
Childbirth celebrations, longevity portraits for seniors, senior appreciation events



Disaster & Safety Support Movement
Wildfire prevention, disaster recovery, disease prevention and disinfection activities



Local Mutual Growth Movement
Rural volunteer work, support for local agricultural product sales, local cultural festivals



Care & Sharing Movement
Support for seniors living alone and multicultural families, distribution of daily necessities, scholarship programs



A Future Where Creativity and Culture Flourish

Reading & Cultural Movement

A healthy society grows on a foundation of mature civic awareness and a vibrant cultural environment. Saemaul Undong carries out nationwide reading and cultural initiatives to promote a culture of reading and build communities of learning and action. Through a variety of resident-participation activities—including reading competitions, civic awareness education, cultural heritage preservation, and traffic volunteer service—it promotes cultural enrichment, fosters mature civic awareness, and helps build healthy local communities.



Reading & Educational Culture Movement
Reading competitions, writing contests and Reading Golden Bell, affordable book markets



Civic Awareness & Community Culture Movement
Civic awareness education, traffic volunteer activities



Tradition & History Preservation Movement
Displaying the Taegeukgi, preserving cultural heritage, village history preservation activities



A New Generation Signals Change

MZ Saemaul Undong

Saemaul Undong is taking a new leap forward through ‘MZ Saemaul Undong’, powered by the fresh ideas and passion of youth. Centered on the Youth Saemaul Solidarity Network and university Saemaul clubs, young people are taking action in local communities and around the world, sharing and spreading the values of Saemaul Undong. By continually engaging with the vibrant energy of youth, Saemaul Undong is further expanding the horizons of the global community movement.



Senior Digital Education

National Federation of University Saemaul Clubs
5,033 members
74 universities with partnership agreements
84 Saemaul clubs

National Federation of Saemaul Youth
6,120 members
18 provincial and metropolitan Federations of Saemaul Youth
204 Youth Saemaul Solidarity Networks



Carbon Neutrality Action Campaigns



Rural Volunteer Work



Environmental Cleanup Activities



Overseas Volunteer Activities

Saemaul Undong Training Institute



A Learning Space Embraced by Nature in the City



The Saemaul Undong Training Institute, located in Yul-dong, Bundang-gu, Seongnam, Gyeonggi-do, offers professional educational facilities in a beautiful natural setting. Surrounded by a nature-friendly setting of lush forests, expansive lawns, and walking trails, the institute offers a variety of educational programs that foster learning and growth.



Saemaul Training



Putting the Saemaul Spirit into Practice through Learning



Saemaul Training reinterprets the Saemaul Spirit of diligence, self-help, and cooperation in line with changing times and spreads the values of Saemaul Undong through training and research. Building on this foundation, it nurtures action-oriented future leaders with a strong sense of community and continues to expand its role as a global training platform that supports the growth of communities in Korea and around the world.



Training Approach

Saemaul Training focuses on learning and experience through everyday practice, mutual communication, and real-world examples. It develops Saemaul leaders with the ability to apply what they learn to daily life and the field, contributing to the development of local communities.

Practice-Oriented, Hands-On Training

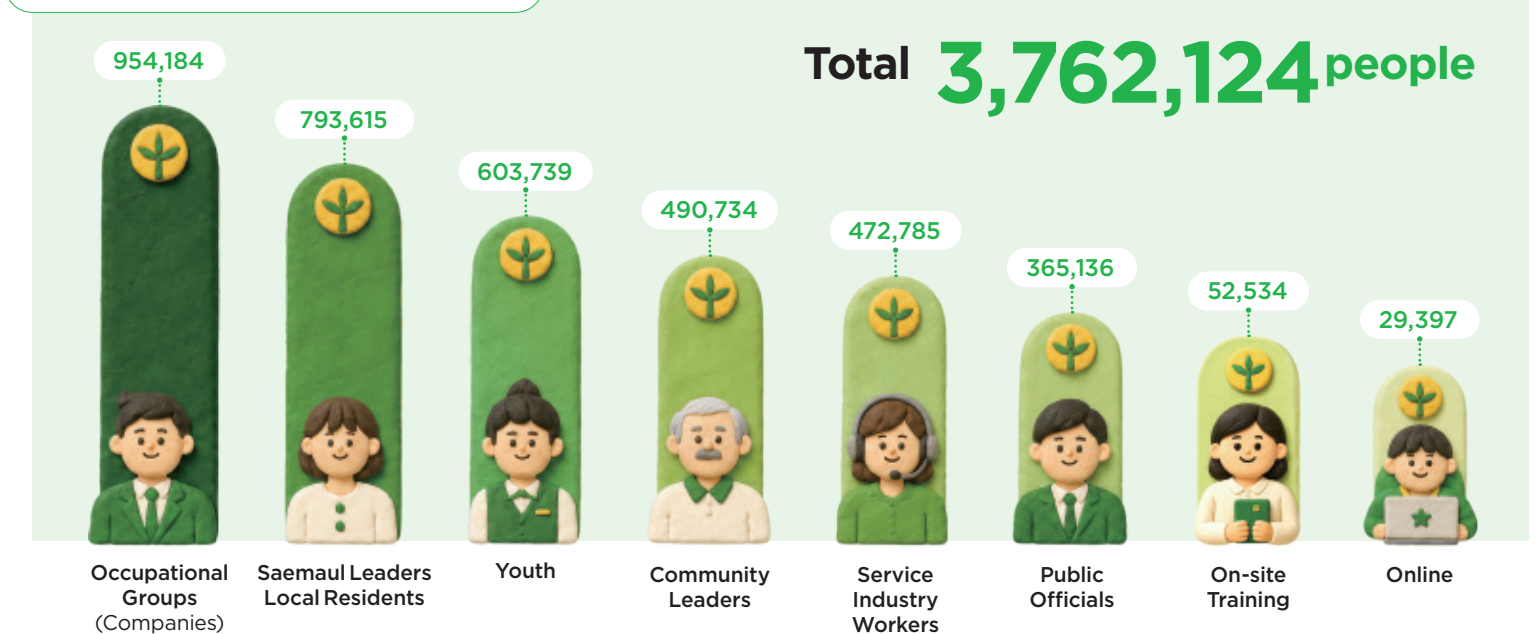
Everyday Life Training

Interactive Learning

Case-Based Training

Participatory Training

Domestic Saemaul Training Graduates



Saemaul Spirit Reaching Across the World

“Saemaul Undong beyond Korea
has greatly contributed to poverty eradication
and has received favorable responses
from locals.”

Taleb Rifai, Former Secretary-General of UNWTO
(2013 Declaration Ceremony for Saemaul)



Saemaul Undong Taking Root Around the World

Global Saemaul Undong

Global Saemaul Undong shares Korea’s development experience to support self-reliance and sustainable development in developing countries, aiming to build a global community of shared prosperity. Rooted in the spirit of diligence, self-help, and cooperation, it empowers residents and local communities to drive their own change and growth.



Zambia



Nepal



Uganda



Honduras

A Global Community Connected through Saemaul Building Sustainable Growth through Learning

Saemaul Training for International Trainees

Saemaul Training for international trainees develops global Saemaul leaders through customized programs designed to meet the conditions and needs of each country. Targeting village leaders and public officials from pilot project countries, the programs foster the Saemaul Spirit and strengthen project implementation capabilities to help communities achieve self-reliance and development.



Key Training Components

Theory-Based Training



Case-Based Training



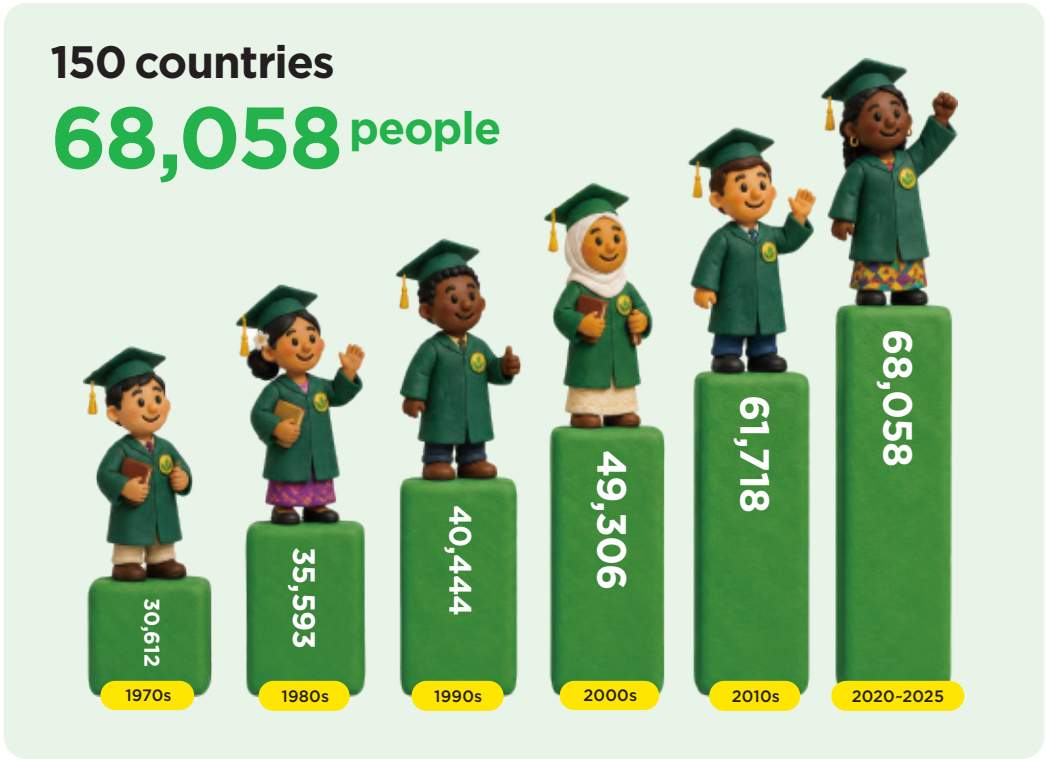
Group Discussions



Field Visits



International Saemaul Training Graduates



Residential Training



132 countries **13,860** people

One-Day Training

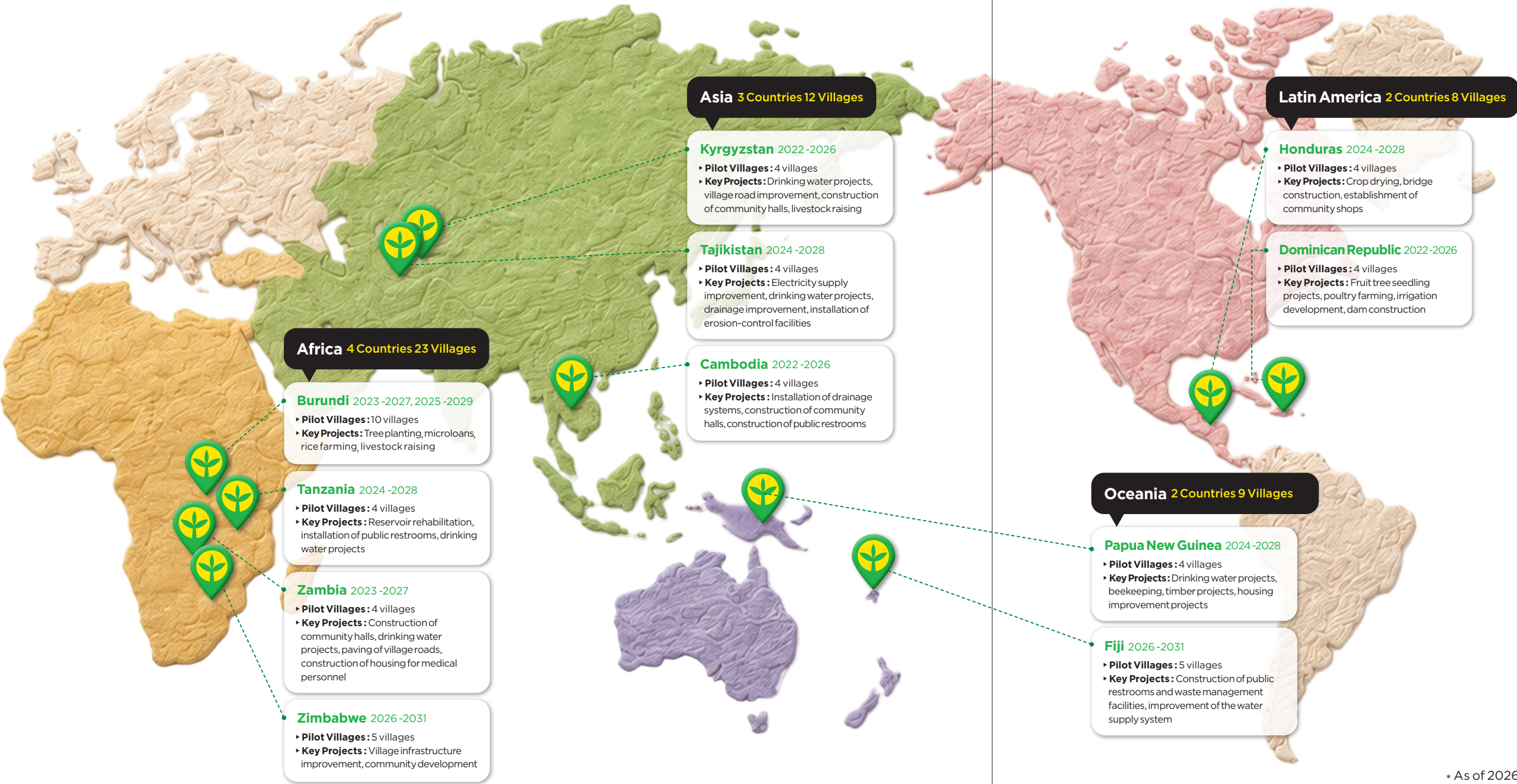


150 countries **54,198** people



Saemaul Undong Pilot Project Countries

11 countries 52 villages



Pilot Village Development Project

Pilot Village

Saemaul Undong pilot villages are villager-led local development models that work with local communities to address regional challenges and build a foundation for self-reliance. Villagers put the Saemaul Spirit learned through training into practice, improving village environments and increasing income. Successful experiences from pilot villages spread to neighboring areas, steadily increasing the number of communities carrying forward Saemaul Undong.

Key Areas

	Mindset Reform Mindset Reform: Reforming mindsets through Saemaul Training and practice → Invitational training, local training, on-site training, etc.
	Environmental Improvement Improving living conditions and basic infrastructure → Expansion of village roads, housing improvements, construction of community halls and health clinics, installation of small-scale water supply systems and agricultural drainage channels, etc.
	Income Generation Identifying income sources suited to local conditions and providing technical support → Livestock banks, farming projects, vegetable cultivation, direct-sale markets for agricultural products, drinking water sales, coffee processing plants, etc.

* As of 2026



A Global Community United by the Saemaul Spirit



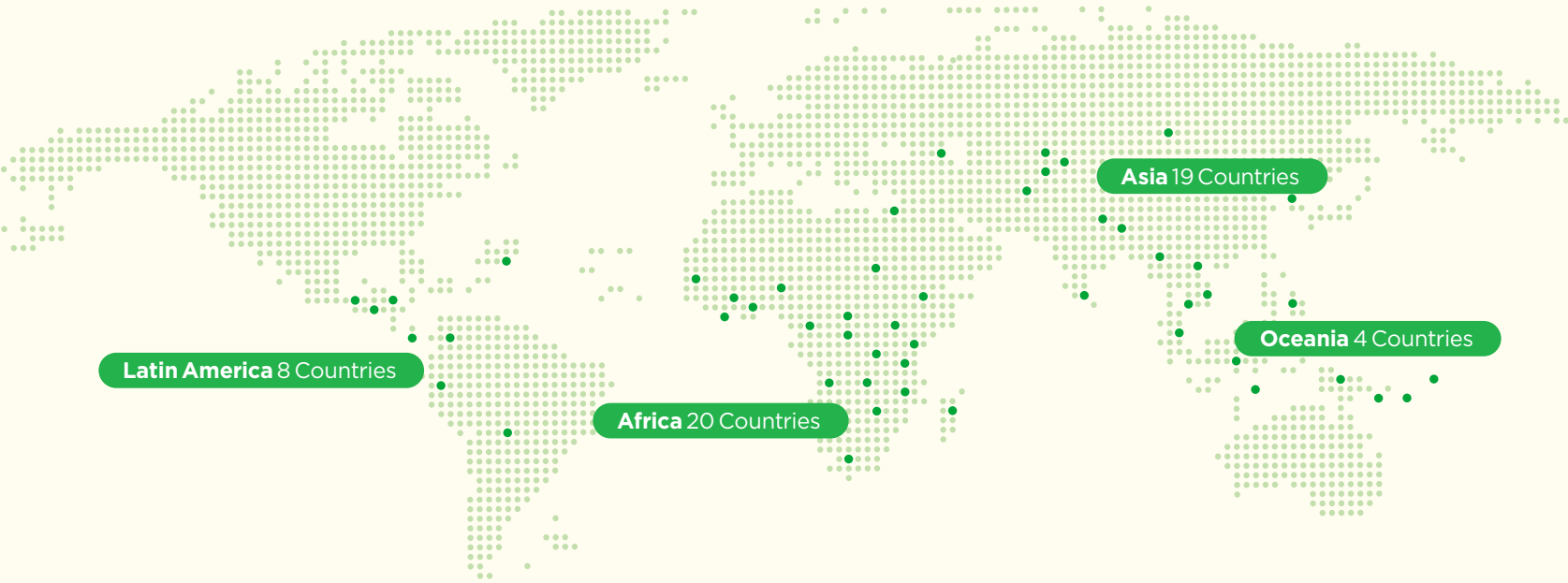
Saemaul Undong Global League

The Saemaul Undong Global League (SGL) is an international cooperation network launched in 2016 to contribute to achieving the Sustainable Development Goals (SDGs). With Korea serving as the chair country, 51 member countries participate in sharing Saemaul Undong development experiences and working together toward sustainable local development.



Saemaul Undong Global League

51 Member Countries



	Korea		Sri Lanka		Philippines		Sudan		Côte d'Ivoire		Paraguay
	Nepal		Armenia		Ghana		Angola		DR Congo		Peru
	Timor-Leste		Afghanistan		Nigeria		Ethiopia		Tanzania		Solomon Islands
	Laos		Jordan		South Africa		Uganda		Guatemala		Kiribati
	Malaysia		Uzbekistan		Liberia		Zambia		Dominican Republic		Papua New Guinea
	Mongolia		Indonesia		Madagascar		Equatorial Guinea		El Salvador		Fiji
	Myanmar		Cambodia		Malawi		Central African Republic		Honduras		
	Bangladesh		Kyrgyzstan		Burundi		Zimbabwe		Colombia		
	Vietnam		Tajikistan		Senegal		Kenya		Panama		

* As of 2026



Global Saemaul Leadership Forum

First held in 2014, the Global Saemaul Leadership Forum (GSLF) is an international exchange platform that brings together Saemaul leaders and stakeholders from SGL member countries and around the world. Held every two years, the forum shares successful Saemaul Undong cases and development experiences from participating countries while strengthening mutual cooperation and solidarity.



Global Saemaul Ministerial Meeting

The Global Saemaul Ministerial Meeting (GSMM) is a high-level policy forum aimed at integrating Saemaul Undong into national policies and establishing an effective global governance framework. Since its inaugural meeting in 2023, minister- and vice minister-level officials from SGL member countries have convened biennially to discuss the localization of Saemaul Undong to suit national contexts and ways to strengthen international cooperation.



Saemaul Diplomacy Group

The Saemaul Diplomacy Group (SDG) is a private-sector-led public diplomacy platform that strengthens the foundation for cooperation by regularly engaging with the diplomatic corps in Korea and sharing the values and achievements of Saemaul Undong with the international community. Launched in 2026, it continues to deepen understanding of Saemaul Undong and expand its cooperation network through ongoing exchanges with diplomatic missions from 38 countries.



Growing Saemaul Communities

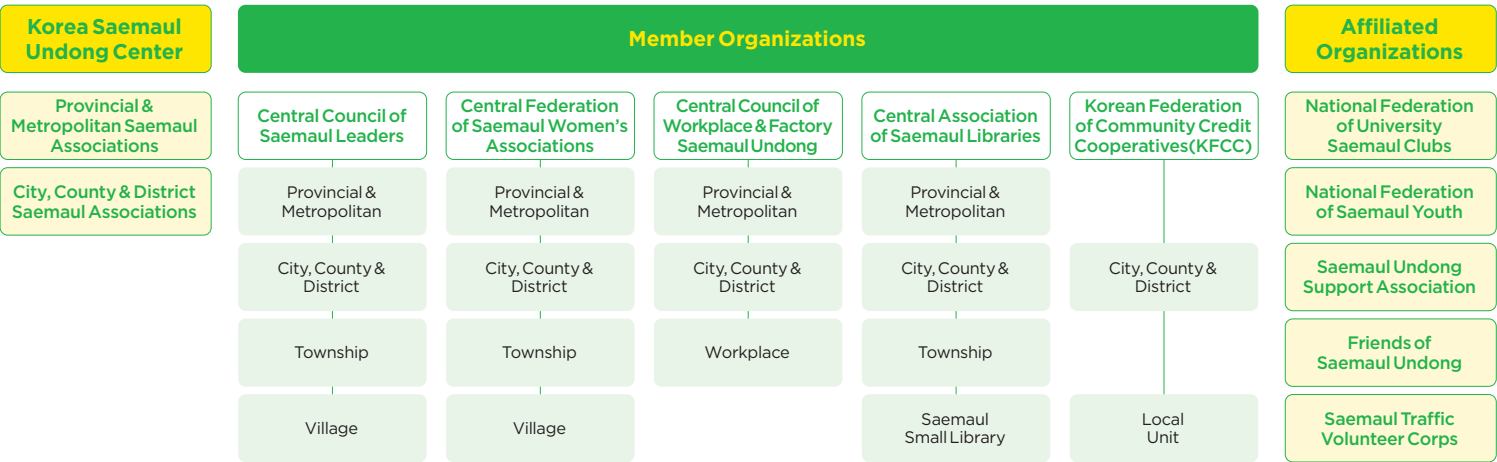
“Saemaul Undong was an important driving force in Korea’s transformation from an aid recipient to a donor country. I hope this experience will spread worldwide and help address global hunger.”

Ramiro Lopes da Silva, Deputy Executive Director of WFP (2022 Global ODA Forum)



Saemaul Member Organizations Saemaul Leaders & Members

Saemaul Undong Organization



Status of Saemaul Leaders & Members

Category	Leaders (people)	Members (people)	Total
Executives of Provincial/Metropolitan and City/County/District Saemaul Associations	2,957	63,803	66,760
Central Council of Saemaul Leaders	70,763	312,989	383,752
Central Federation of Saemaul Women's Associations	81,941	931,443	1,013,384
Central Council of Workplace & Factory Saemaul Undong	3,974	35,849	39,823
Central Association of Saemaul Libraries	16,796	539,157	555,953
Korean Federation of Community Credit Cooperatives (KFCC) (Unit: Number of KFCC)	1,286		1,286
National Federation of University Saemaul Clubs		5,033	5,033
National Federation of Saemaul Youth		6,120	6,120

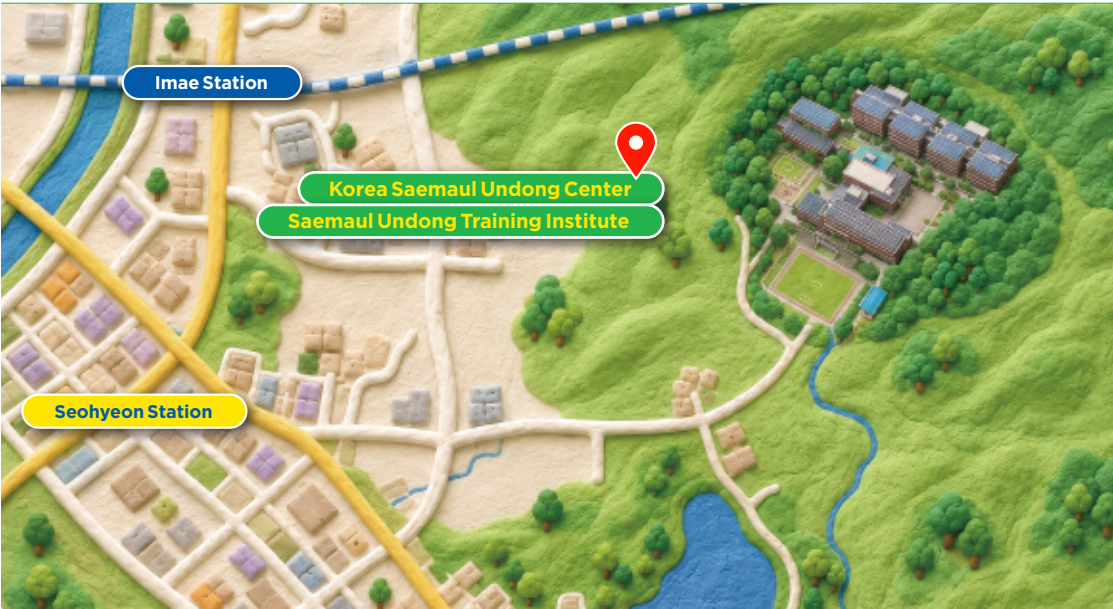
Total

2.07 million

180,000 leaders

1.89 million members

Saemaul Network



Korea Saemaul Undong Center

257 Saemaeul-ro, Bundang-gu,
Seongnam-si, Gyeonggi-do,
Republic of Korea

TEL +82-31-620-2300

HOMEPAGE www.saemaul.or.kr



NETWORK

Branch	Address	Contact
Seoul	389 Cheonho-daero, Dongdaemun-gu	02-2216-1881
Busan	607 Gaya-daero, Busanjin-gu	051-894-7316
Daegu	9 Bongdeok-ro, Nam-gu	053-476-9407
Incheon	40 Yesul-ro 192beon-gil, Namdong-gu	032-433-4054
Gwangju	289 Daenam-daero, Nam-gu	062-361-4680
Daejeon	19 Daedeok-daero 185beon-gil, Seo-gu	042-471-2902
Ulsan	24 Bongwol-ro, Nam-gu	052-272-0088
Sejong	35 Sanchaek 1-gil, Jochiwon-eup	044-865-7018
Gyeonggi	295 Hyowon-ro, Paldal-gu, Suwon-si	031-225-4941
Gangwon	2970 Yeongseo-ro, Chuncheon-si	033-242-6061

Branch	Address	Contact
Chungbuk	5 Guryongsan-ro 372beon-gil, Seowon-gu, Cheongju-si	043-286-8096
Chungnam	136 Docheong-daero, Hongseong-eup, Hongseong-gun	041-631-2115
Jeonbuk	428 Baekje-daero, Wansan-gu, Jeonju-si	063-277-1234
Jeonnam	59 Gyoyuk-ro, Mokpo-si	061-285-0070
Gyeongbuk	229 Parkchunghee-ro, Gumi-si	054-462-1970
Gyeongnam	6 Ugok-ro 217beon-gil, Uichang-gu, Changwon-si	055-273-4406
Jeju	163 Seogwang-ro, Jeju-si	064-752-4001
5 Northern Provinces	64 Bibong-gil, Jongno-gu, Seoul	02-396-3707

* As of 2026

SAEMAUL UNDONG GUIDE



Published by	Korea Saemaul Undong Center
Date of Publication	August 2026
Address	257 Saemaeul-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea
Tel	+82-31-620-2300
Designed & Produced	the flower way

SAEMAUL UNDONG GUIDE

K-Spirit SMU
**SAEMAUL
UNDONG**

257 Saemaeul-ro, Bundang-gu, Seongnam-si,
Gyeonggi-do, Republic of Korea

T. +82-31-620-2300 **F.** +82-31-606-2279

www.saemaul.or.kr