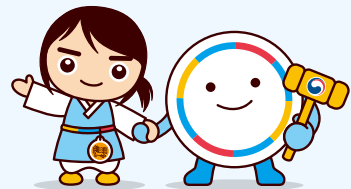


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ACRC KOREA Annual Report 2022



Anti-Corruption &
Civil Rights Commission



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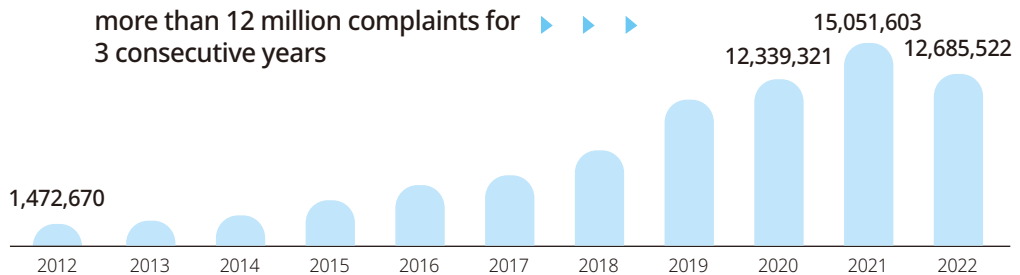
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Chapter 4. Policy Improvement Through Analysis of Big Data on Civil Complaints

In 2022, 12.69 million civil complaints were filed against central and local government agencies through the e-People system and local governments' complaint channels. This represents a 15.7% decrease compared to the previous year (15.05 million). The number of complaints in 2022 exceeded that of 2020 (approximately 12.34 million), which means that the public is increasingly expressing their opinions on the policies of administrative agencies, and the utilization of accumulated big data is becoming more important.

○ [Figure 6-11] Yearly collection of complaints data



Big data analysis of complaints plays an important role in identifying patterns within individual complaints and uncovering problems with the system as a whole. This analysis enables the direct identification of public inconveniences and provides guidance on areas where policies need to be improved. As such, big data analysis of civil complaints is being utilized as a key tool to systematically incorporate “people’s opinions” into policy.

1. Analysis of Civil Complaints Data of Various Types

A. Providing information on civil complaint trends through big data monitoring

The ACRC publishes “Voice of the People,” a comprehensive report on complaint trends derived from big data analysis, which offers weekly and monthly complaint trends, the status of complaints by institution, and cases of public inconvenience. The Commission provides it to more than 1,270 public and research institutions and makes it accessible to the public.

In 2022, “Voice of the People” was published 36 times weekly, 11 times monthly, and once annually. Its weekly edition includes not only the trends of complaints during the week but also cases of public inconvenience that are deemed to require fundamental system improvements to prevent the recurrence of the same or similar complaints. The monthly edition provides periodical forecasts of complaints expected to occur at a specific time or to surge or spread and presents trends by organization, region, and major policies for the month.

A. In-depth analysis to resolve public discomfort and support a rebound

The ACRC conducted an in-depth analysis of complaints related to major national policies and social issues, identifies problems and implications, and then provides them to relevant organizations to improve policies and systems that cause such complaints. To support the recovery of small businesses and self-employed people whose business conditions have deteriorated due to COVID-19, the ACRC analyzed a total of 12,001 complaints related to traditional markets received between 2020 and March 2022 when COVID-19 began in earnest. The findings, especially those requiring policy improvement, were communicated to relevant organizations such as the Ministry of SMEs and Startups, the Small and Medium Business Administration, and local governments. In addition, upon the request of the Ministry of Education, the ACRC analyzed complaints concerning middle school admission assignments, and based on this analysis, the Commission provided the Ministry with

proactive administrative measures. Simultaneously, based on the proactive administrative measures identified by the ACRC, the Ministry of Education held regional consultations with the Support Office of Education to identify and promote best practices for system improvement and produced a casebook to disseminate the results of system improvement. Meanwhile, concerning residential safety, the ACRC analyzed complaints related to anti-subway issues and subsequently made recommendations to the Ministry of Land, Infrastructure, and Transport, the Ministry of Public Administration and Security, and the Ministry of the Environment.

B. Operating a civil complaint forecasting system

Civil complaint forecasting is a system that captures issues that arise periodically at specific times and shares such trends with related organizations to enable them to prepare more thoroughly or pay attention to new and acute complaints. The ACRC issues regular and occasional civil complaint forecasts, depending on the frequency of complaints and the time of issuance, and actively informs the public of all forecasts through “Civil Complaint Big Data at a Glance” and SNS.

2. Collaboration based on Civil Complaints Data

In 2022, the ACRC made significant milestones in data collaboration with the executive branch, legislature, academia, and public companies. First, the ACRC established a business collaboration system with the Ministry of Education to promote proactive administration through institutionalized complaint analysis of middle school placement. Furthermore, in March 2022, the Commission signed a business agreement with the National Assembly Secretariat to jointly promote a policy big data analysis project using complaints, recognizing that citizens' complaints can be resolved more effectively when working with the legislature. As a result, the Commission developed the “Korea Civil Complaint Map” based on civil complaint big data containing the voices of the people, and linked the map to the National Assembly Nuriijip, allowing the results of civil complaint big data analysis to be utilized for



parliamentary activities and policy development by lawmakers. In addition, the ACRC signed a business agreement (June 24, 2020) with the Postech Institute for Social Data Science to conduct joint research on the use of civil complaint data to enhance the quality of life for the public. It also offered training and consulting to support the strengthening of civil complaint analysis capabilities of administrative agencies. Through visiting training, the ACRC shared civil complaint big data and analysis cases with various organizations such as KEPCO, KNET, and KCISA. The Commission conducted consulting for public and private organizations that wanted to benchmark its complaint analysis system and analysis techniques.

3. Operation of the Complaint Analysis System and Opening up of Public Data

A. Establishment of an intelligent disaster safety monitoring service

With the continuous occurrence of accidents directly related to public safety in 2022, there has been a growing demand for a response system to protect public safety and prevent major accidents. The ACRC has been recognizing the potential for preventing disaster safety accidents through the analysis of complaint data, but the current complaint analysis system was a frequency-based analysis system, which poses limitations when analyzing complaints with a relatively small number of incidents but has a large ripple effect. In order to overcome these limitations and increase the value of utilizing complaint data for disaster safety accident prevention, the ACRC established the “Intelligent Disaster Safety Monitoring Service” through the “2022 Data Flagship Project” organized by the Ministry of Science and ICT and the National Intelligence Agency.

The “Intelligent Disaster Safety Monitoring Service” is a service that integrates and analyzes various types of data, including civil data, and public and private data, using artificial intelligence to proactively monitor social issues directly related to people's lives and safety. This service was designed for civil information analysts and is expected to prevent social and natural disaster damage in advance and dramatically reduce social and economic costs caused by disaster damage through rapid analysis and response using it.

B. Operation of the complaint analysis system

The complaint analysis system collects a vast amount of complaint data from major complaint channels in Korea, including the e-People system (1,074 organizations integrated and linked as of Dec. 22) and individual channels of the local governments (portals, etc.). The ACRC provides support for the operation and management of the system, training, and consulting so that each administrative and public institution can monitor and analyze its own complaints using the complaint analysis system.

C. Operation of the Civil Complaint Big Data at a Glance website

In “Civil Complaint Big Data at a Glance,” which was reorganized in 2020 to align with the new features of the next-generation complaint analysis system, the results of data analysis are presented in various visual formats and made available to the public. In particular, a horizontal layout has been applied so that statistical graphs can be checked immediately without scrolling left and right, and a responsive web design has been fully implemented to make it easy to use on mobile devices.

In addition, a total of 16 types of information are made available through the promotion of public data opening via the Open-API method every year. This allows users to develop their own applications and services. And the number of applications to utilize Open-API through public data portals and requests for additional data provision from research institutes, academia, media, and the National Assembly are steadily increasing.

D. Civil complaint data analysis contest

The ACRC held the “2nd Civil Complaint Data Analysis Contest” to uncover innovative ideas and visualized insights from the private sector using civil complaint data. Participants were given the task of analyzing and visualizing parking and stopping issues by integrating the data of nationwide parking and stopping reports submitted to the Safety e-Report and



identifying creative ideas for policy improvement. The Commission selected the four best submissions through expert evaluation and held an award ceremony on December 21 to grant the winners a certificate from the Chairperson of the ACRC and prizes worth up to 2 million won.

The ACRC plans to incorporate various ideas from the contest into policies to improve the quality of life of the public and enhance the visualization of the “Civil Complaint Big Data at a Glance” website.

4. The Way Forward

Data is becoming increasingly important with the development of technology, to the extent that it is referred to as the rice or crude oil of the 4th Industrial Revolution, and the Korean New Deal is also promoting data as a core field to strengthen the DNA (Data, Network, AI) ecosystem. As a leading organization in civil data analysis, the ACRC has been striving to extract the voice of the people from data. However, due to the nature of unstructured text data, which requires an understanding of context and nuance, the level of automation is limited, and it is difficult to create a common quantified analysis model. Therefore, continuous exploration and more experiences are required to make civil data analysis more widely adopted in public administration.

To increase the utilization value of civil data and deliver benefits to the people, the ACRC plans to introduce artificial intelligence natural language analysis technology in line with the innovation vision of the digital civil rights platform established in 2022, automatically collect civil data and public and private data, and create the value of data through convergence. Moreover, the ACRC intends to continuously improve the social utility value of civil data by using newly processed data to predict issues that may cause damage to the public, minimize the damage to the public through forecasting, and automatically de-identify sensitive information such as personal information contained in the data and open it to the public.