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Minister LEE Young Meets “Citizen Supporters” on Metaverse to Raise Policy Consensus

- 50 people chosen for the First MSS Citizen Supporters to introduce SME-related policies from the perspective of citizens
- Citizen Supporters also provide policy suggestions that may be reflected in the promotional activities of the Policy Planning Division

The Ministry of SMEs and Startups (Minister LEE Young, hereinafter “MSS”) hosted the opening ceremony of the “First Citizen Supporters for the MSS” on ZEP, a Korean metaverse platform, on Monday, August 1.

Applications for the Citizen Supporters were received from Friday, June 24, to Sunday, July 10. A total of 319 people applied, and 50 people were selected after going through an application review process and a non-face-to-face online interview.

The Citizen Supporters consist of various age groups (26 people in their 20s, 7 in their 30s, 9 in their 40s, 7 in their 50s, and 1 in their 60s). They will upload various types of content either made independently or in groups on the official MSS blog, Facebook, Instagram, and YouTube accounts and channel.

Also, they will join the Minister and Vice Minister of SMEs and Startups to meet with other citizens at face-to-face events and seminars.

At the opening ceremony that took place on metaverse, Minister LEE Young stated, “It’s a little unfortunate that we have to meet online.”

She added, “However, it is quite meaningful that we are meeting on the metaverse platform that allows us to go beyond reality and the virtual space, as you will share the policies of the MSS both online and in the real space.”

Mr. JI Young-woo, who received the certificate of appointment as a Citizen Supporter at the opening ceremony, stated, “It’s an honor for me to represent such a big group of supporters and receive the certificate of appointment.”

He added, “I will do my best to create not only content that can help people more easily understand the MSS policies, but also policies that can support the youths of the country.”

MSS Director for Public Relations, KIM Jung-hyeon, stated, “The ‘Citizen Supporter’ programme was launched to share the policies of the MSS with the citizens.”

KIM added, “The supporters will not only promote the policies, but also provide policy suggestions that will be reflected in future policy planning and promotional activities.”