

Starting point for Korea's Digital New Deal

Local Dalin, a hydrogen fuel cell bus for live commerce

※ Local Dalin : people who create a positive impact on their community

Written by the Department of Social Economy, Asan-si



Asan is a one-of-a-kind municipality in Chungcheongnam-do that was selected as one of the 15 winners at the Regionally Balanced New Deal Competition, organized by the Ministry of the Interior & Safety. We have the honor of receiving not only acknowledgment but also 1 billion won of government expenditure.

Our project is a live commerce content business pursuing sustainable mobility. We plan to nurture young farmers and small business owners in 15 cities and guns in the province as well as 'Young Traders'—creators in charge of marketing activities—and bind them all together in a cooperative called 'Local Dalin.'

Korea's first three-way live commerce broadcast

The value of the live commerce market is estimated to grow up to 10 trillion won in 2023. Livestream e-commerce will go mainstream in the retail industry and lead the e-commerce market. We will forge live commerce broadcast from three locations for the first time in Korea: a broadcast truck, a pop-up store nestled in a hydrogen bus, and an open studio.

► Live streaming from three different locations

Korea's first three-way live commerce broadcast

Channel 1	Channel 2	Channel 3
Live commerce from the place of origin	Live studio (base)	Hydrogen or electric vehicle



Details by channel

Category	Location	Content
Channel 1	Live commerce from the place of origin (Live commerce truck)	<ul style="list-style-type: none"> Start live shopping: Channel 1 Livestream to sell goods
Channel 2	Studio (base)	<ul style="list-style-type: none"> Transition from the live commerce truck to the studio Start live shopping at the studio : Channel 2 Live cooking show
Channel 3	Pop-up store (hydrogen or electric bus)	<ul style="list-style-type: none"> Transition from the studio to the pop-up store Start live shopping at the bus : Channel 3 Interview with consumers and show the store
Channel 1	Live commerce from the place of origin (Live commerce truck)	<ul style="list-style-type: none"> Transition from the pop-up store to the truck Start live shopping: Channel 1 Close sales

'Young Traders' who transform local communities

'Local Dalin' is designed to support 'Young Traders,' local commerce creators who not only set up live streaming systems but also find and sell quality items and run after-sales service, in 15 cities and guns in Chungcheongnam-do, thereby turning into a social enterprise.

Creator responsible for live commerce



Commerce creator

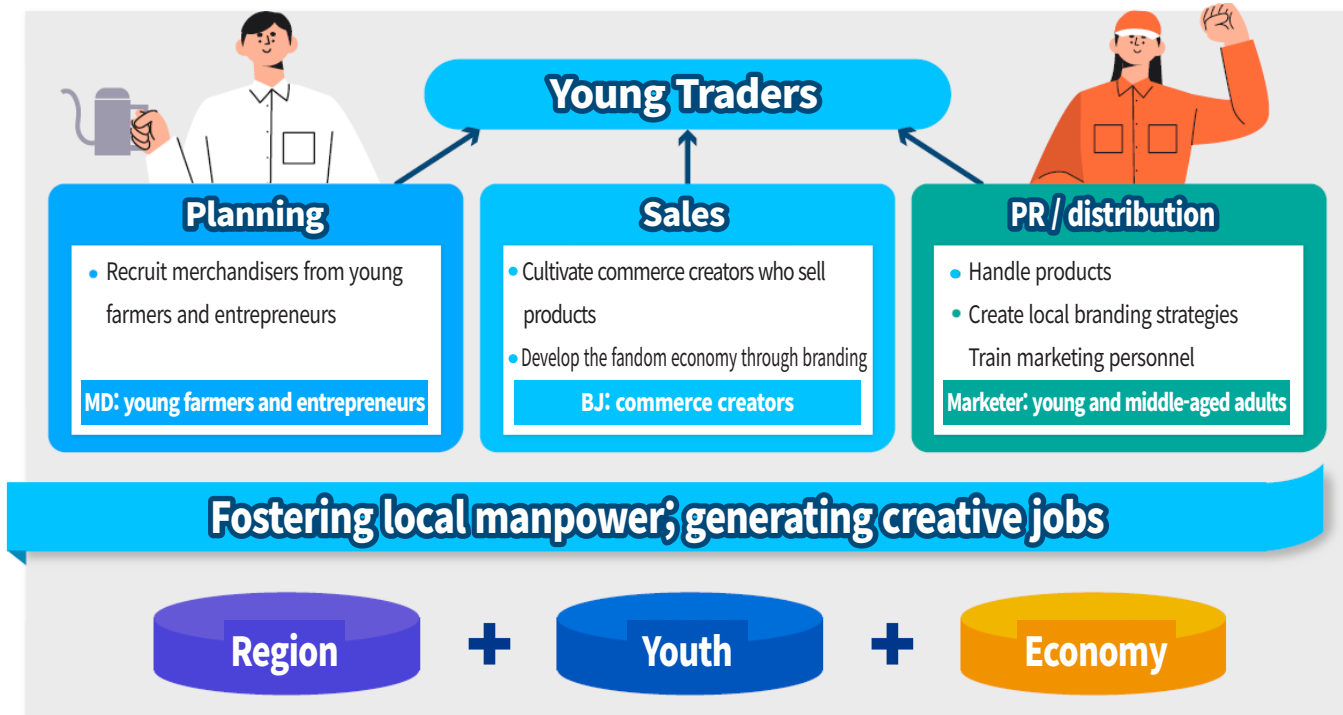
Youth-centered **local branding**

Generating local-based **creative jobs**

Attracting and retaining **young talent**

Exploring marketing **routes for local farmers and entrepreneurs**

Local invigoration rooted **in the fandom economy**



Develop direct delivery system using renewable energy

We will integrate ESG (environmental, social, and governance) into our business by establishing direct delivery systems with renewable energy and using ecological packaging and will thus take the initiative in the Green New Deal, which values both the environment and people.



Since the project we try to execute is a local revitalization model that the youth will make—differentiated from government-led ones, everyone is looking forward to fruitful outcomes. This project can also offer a wide range of job opportunities resolving employment and economic problems that make it difficult for the youth to inhabit in local regions.

