

Seoul Searching Digital Game

World Scout Jamboree

South Korea



In the summer of 2023, the UK Scout Association took 3,500 Scouts to South Korea to attend the World Scout Jamboree (an international gathering of 30,000 Scouts from all over the world).

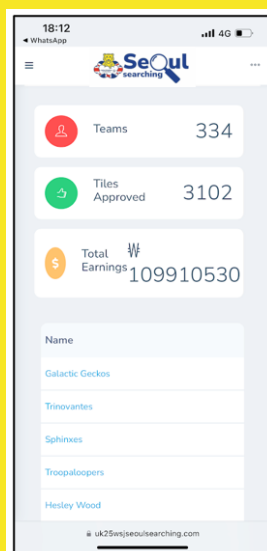
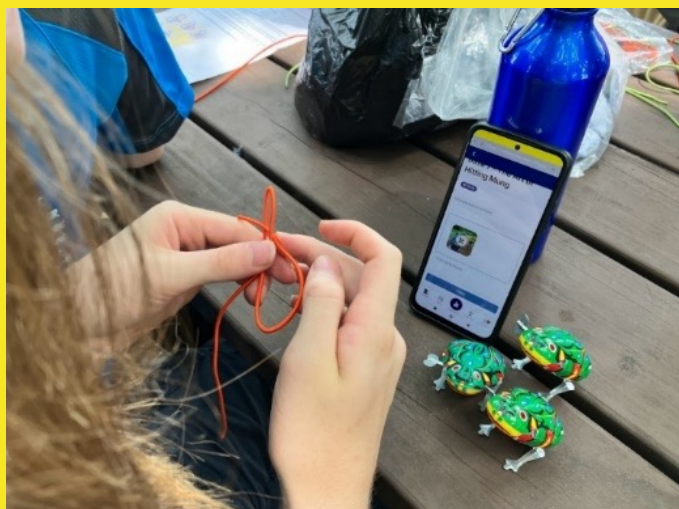
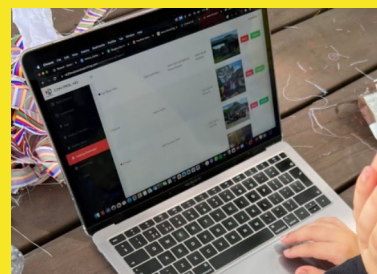
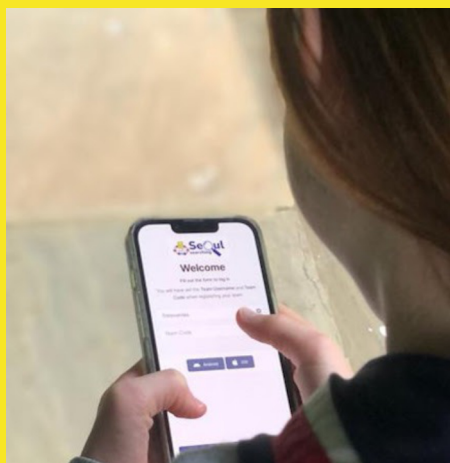
The UK Management Team were looking for a tool that could help their young people explore Seoul. More specifically, a game that could incentivise Scouts to visit certain locations and look for significant buildings or environmental points of interest; but also notice for local social norms or customs and cultural differences, complete challenges and encourage them to approach Scouts from other countries.

The tool developed was based on a London Monopoly Run Game designed and built by Sam Hankin. This game was used as a template to create what became 'Seoul Searching'.

The game was accessible for Scouts via their phones. To earn points teams took a photo of themselves at a required location, answered a relevant question or photographed themselves completing a challenge, and uploaded it into the Seoul Searching App. The photo was marked by an admin team (a separate part of the app tool) and if 'accepted' the system automatically credited the team with their points. Over 300 teams joined the game while they were in Seoul and over 3,000 individual photographic submissions were made.

'Seoul Searching App was an innovative way to gamify exploring Seoul that our young people engaged with enthusiastically and motivated them to see more of Seoul. We loved the leader board and completing challenges across the city alongside our exploring, it kept the unit permanently observant and gelled the team to complete the task together.' **Unit Leader Trinovantes**

'The game designed by Sam was an essential part of our offering for units while in Seoul. It was easy for units to join the game and understand what was required of them. We had over 3,000 photos of units at various landmarks, spotting cultural things of note or completing challenges and it was very clear they were having lots of fun. I would gladly use the game again in another city. It would travel well!' **Caroline Pearce - Contingent Management Team Pre/Post Event Activities**



What is Seoul Searching?

Seoul Searching is a game of thrilling travels, amazing attractions and roar-some team fun.

Within your Unit, Crew or other teams, you'll have the opportunity to experience every part of the city. Guided by our [UKC Google Map](#) and your own programmes, you will be travelling around Seoul collecting as many hot spots and completing as many challenges as you can.

Everything you do will be added to our online Seoul Searching platform from a phone or device. You'll find the link to Seoul Searching from the 'Being in Seoul' section of the UK Contingent App.

- **Hot Spots** are locations in different parts of the city. Depending on the hot spot, you will be asked to take and upload a photo as evidence or answer a question to prove you visited. All Hot Spots will have a location name and a clue, and to complete you must upload a photo to match the clue with at least 1 member of your team in the picture. If you collect a set of hot spots, your points will double!
- **Challenges** are specific quests for you to complete during your time in Seoul any time and any place - some of which can be intertwined with the Hot Spots. Some of the challenges require a keen eye, so all hands must be on deck!
- **Bases** are special challenges, staffed by our very own Contingent Management and Support Team (CMST) members, that can significantly increase your points. These Bases could be workshops, games, quizzes or other activities. However, these will only be open at certain times of the day details will be shared on the UK Contingent App.
- **'Hwatu Cards'** are chance cards. Just approach someone in a yellow CMST polo shirt they will produce a Hwatu card for you to scan. But be aware, there is a 50/50 chance that your points will either decrease or increase!

In order to make sure that all teams have a fair chance to enjoy Seoul Searching, the game will be running from the 27 July to the 16 August so there will be no restrictions to the times and how you are able to integrate the game into your programmes.

Please note: no submissions will be accepted during the 1 August to 12 August - the 25 World Scout Jamboree period.



Be Ready!

You should register your team now while you're still in the UK

[Use this link to register your team.](#)

Using Google Maps in Korea

We're all used to using Google Maps in the UK, but you'll need to know that because of complex privacy rules set by the Korean government Google Maps has more limited features in Korea.

Google Maps does work in Korea, but it has much more limited information than in the UK. You also can't really use Google for real-time navigation, especially if you need directions for narrow streets or near government facilities.

You can view static content ([like our map!](#)) to find great things to see, but you will need to use a Korean app to help find your way there!

Are teams units or patrols?

It's up to you!

