

“Beat Generation” in the 50s

“Hippies” in the 60s

“Yuppies (young urban professionals)” in the 70s

“DINK (double-income, no kids)” in the 80s

“BoBos (Bourgeoisie Bohemians)” in the 90s

“Well-Beings” in the 2,000s

1-1. World's safest city

Rank	City	Crime Index	Safety Index
1	Incheon, South Korea	9.11	90.89
2	Kyoto, Japan	10.62	89.37
3	Seoul, South Korea	14.28	85.72
4	Eskisehir, Turkey	14.38	85.62
5	Munich, Germany	15.74	84.26
6	Singapore, Singapore	15.81	84.19
7	Abu Dhabi, United Arab Emirates	16.71	83.29
8	Boise, ID, United States	17.57	82.43
9	Osaka, Japan	18.12	81.88
10	Bern, Switzerland	19.02	80.98
11	Bergen, Norway	19.45	80.55
12	Riyadh, Saudi Arabia	19.67	80.33
13	Zurich, Switzerland	19.75	80.25
14	Taipei, Taiwan	19.75	80.25
15	Basel, Switzerland	19.83	80.17
16	Trondheim, Norway	20.19	79.81
17	Tokyo, Japan	20.30	79.70
18	Trieste, Italy	20.71	79.29
19	Merida, Mexico	20.75	79.25
20	Hong Kong, Hong Kong	20.85	79.15
21	Arhus, Denmark	20.86	79.14
22	Coimbra, Portugal	20.91	79.09
23	Cluj Napoca, Romania	21.37	78.63

Songdo was selected as the world's safest city by Numbeo's Global Crime and Safety Survey, 2016. Forty percent of Songdo is green space. Resident walk or bike to work and school. Visitors enjoy the city's boutiques, cafés, and lively restaurants. Just minutes from campus, you can take a quiet stroll or glide in a canoe through Central Park's beautiful 101-acres.

CSV as a Project

Unilever Lifebuoy.

Lifebuoy's 'Help A Child Reach 5' campaign aims to eradicate preventable deaths from diseases like diarrhoea through teaching lifesaving handwashing habits. The campaign was launched [with an award winning film "Gondappa"](#) (Link opens in a new window) and handwashing initiatives in Thesgora, a village in Madhya Pradesh.

<http://www.unilever.com/mediacentre/pressreleases/2014/unileverlifebuoycampaignachievementsdramaticresults.aspx>

It also helped Unilever increase its revenue.



LIFEBUOY - IN BRIEF

From Project CSV



To Process CSV

CSV Case: Incheon National University

- Evaluation Criteria**
1. Research output
 2. Educational output
 3. Start-up and employment
 4. Reputation
 5. Job creation
 6. Innovation and creativity
 7. City Contribution
 8. National Contribution
 9. Global Contribution
 10. Total Score
 11. Budget allocated

College- and Institute-level Projects of INU

1. Global: Recruiting international students
2. Global: Collaboration with overseas universities
3. Global: Global branch campuses
4. Research: Focused research university
5. Research: Bio-convergence
6. Research: Post unification integration
7. Education: Matrix college
8. Education: Double degree program
9. Infra: Networks and connectivity
10. Infra: Building and facilities

From Project CSV
(Sustainability)



To Process CSV
(Sustainability of sustainability)