



World Winter City News

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October 2009



Tallinn, Estonia is the site of the 14th WWCAM Conference in January 2010. The city's Old Town is a UNESCO World Heritage site.

14th Winter Cities Confab Plans Firmed for Maardu

Plans and schedule for the fourteenth biennial Winter Cities Conference for Mayors were solidified at the WWCAM Working-Level Officials Meeting in Tromsø, Norway, 19 to 21 August 2009. The Mayors Conference will be hosted by Maardu, Estonia and convened in Tallinn, the capital of the Baltic country 20 to 22 January 2010.

The WWCAM has recently been placing special emphasis on environmental issues, and "Features of Environmental Protection in the Northern City" is the main theme of the Maardu Conference.

Maardu cordially invites the public to bring wisdom and expertise to discussions on the global environment and related issues that challenge winter cities.

Twenty-eight participants from nine cities representing six countries attended the Working-Level Officials Meeting in Tromsø, which is one of the major cities in the Arctic.



Arild Hausberg, mayor of Tromsø, hosted the Working-Level Officials Meeting.

Working-Level Officials Meeting Held in Tromsø

Report by Gøril Bertheussen, City Manager, Tromsø.

The city of Tromsø hosted the 2009 WWCAM Working-Level Officials Meeting (WLOM) 19 to 21 August 2009. We were proud that we could welcome representatives from nine cities and six countries to Tromsø.

Tromsø is a very small city with only sixty-seven thousand inhabitants in the far north of Norway but with fairly many good hotels and restaurants. The meetings were held in the SAS Radisson Hotel in the city center.

The first day we were presented with well-prepared plans for the Mayors Conference by the city of Maardu, Estonia, the host of the conference in January 2010.

In the evening on the first day, Tromsø hosted a welcome dinner at a local restaurant, and we were pleased to see that everybody seemed to enjoy the meal and the company of their colleagues.

On the second day of the meeting, we had presentations from WWCAM subcommittees, and knowledge from different cities was shared with the winter cities network. In the evening the Secretariat of Sapporo hosted a lovely banquet.

On the last day of the conference, we had a technical tour to one of Tromsø's sewage-plants, and at the City Hall we were given a presentation on how our area-planners use different kinds of maps in their work. After lunch we had an optional city-tour, and we are happy to tell that the participants seem to enjoy it.

The city of Tromsø enjoyed hosting the WLOM for 2009, and we sincerely hope that our visitors from the WWCAM network found the meeting fruitful.

Maardu Mayors Conference

Date and Venue

20 to 22 January 2010

Swissôtel Tallinn, Tallinn, Estonia



Maardu – 2010
14th World Winter Cities
Conference for Mayors

Main theme

Features of Environmental Protection in the Northern City

Sub-themes:

- Multicultural Society of Winter Cities
- E-State

Background of theme selection

Georgy Bystrov, mayor of Maardu, notes that social factors as well as environmental issues will have to be taken into consideration to maintain sustainable development. "We have to understand how important the coexistence of multi-cultures is," says Mayor Bystrov. "Information accessibility will help link people. We hope to discuss how to protect the environment with information-orientation and diversified views."

Program (subject to change)

January 20, Wednesday

- Opening ceremony; Board of Directors Meeting; Technical Tour
- Opening reception hosted by the city of Maardu

January 21, Thursday

- Presentations by candidate cities bidding for the 16th Mayors Conference in 2014
- Final report by the Subcommittee on Winter City Environmental Issues (Sapporo)

- Final report by the Subcommittee on City Operations for Mitigation of Climate Change (Anchorage)
- Mayors Conference, Session I
- Reception hosted by the WWCAM Secretariat

January 22, Friday

- Mayors Conference, Session II
- Plenary Session and Closing Ceremony
- Sightseeing tour in Maardu and Tallinn
- Farewell dinner

January 23, Saturday

- Special city tour (optional)

Other events and activities

The Winter Expo and Winter Cities Forum, which are usually held along with the Mayors Conference, will not be held with the 2010 conference. However, the lectures by intellectuals and experts in various fields of environment are scheduled.

A registration fee will be 500.00 EUR. This will include pick-up service to and from Tallinn airport, the technical tour, and the reception and farewell dinner. (Special city tour of January 23 is not included.)

Please visit the official web site <<http://www.maardu.eu/>> for additional details of the 14th Mayors Conference.

Working-Level Officials Meeting

Date

19 to 21 August 2009

Place

Radisson SAS Hotel Tromsø, Norway

Participants

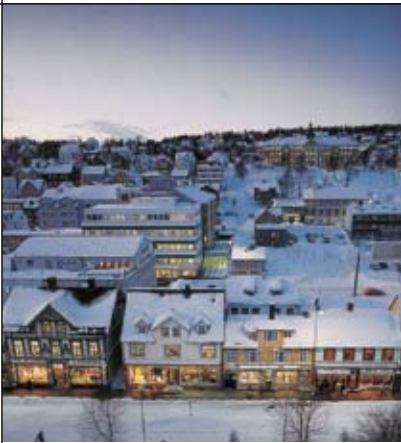
Twenty-five officials from nine cities and six countries, including Changchun, Harbin, and Shenyang (China); Maardu (Estonia); Sapporo (Japan); Hwacheon and Taebaek (Korea); Tromsø (Norway); and Anchorage (U.S.A.)

Observers

Three from two organizations: Longyearbyen and National State Housing Bank (Norway)

Agenda

- Overall plan for the 14th Mayors Conference to be hosted by Maardu, Estonia
- Operation and Management of the WWCAM
- Host city for the 2010 Working-Level Officials Meeting (planned for Ulaanbaatar, Mongolia)
- Recruitment of host city candidates for the 16th Mayors Conference (2014)



WWCAM member Tromsø, Norway.

What's the WWCAM?

World Winter Cities Association for Mayors

“Winter is a resource and an asset.”

The World Winter Cities Association for Mayors (WWCAM) is a network of winter cities around the world that provides members with opportunities to meet and learn from each other about winter technologies and experiences under the slogan “Winter is a Resource and an Asset.” The association, originally the Northern Intercity Conference of Mayors, was initiated by the city of Sapporo in 1981, and the following year the first Mayors Conference was held. In 2004 the organization became the World Winter Cities Association for Mayors.

Major WWCAM Activities

■ World Winter Cities Conference for Mayors

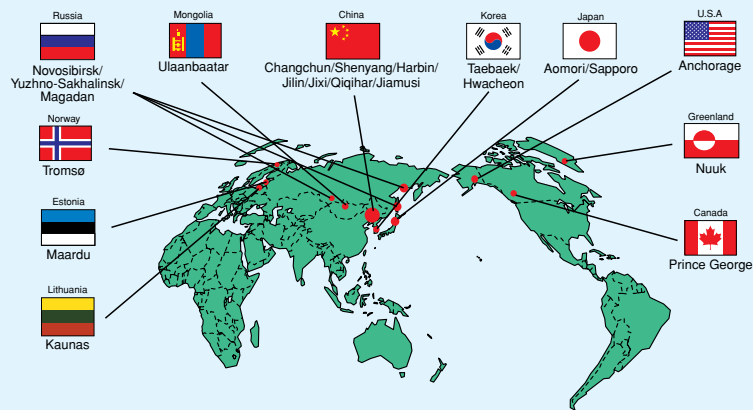
The biennial World Winter Cities Conference for Mayors (Mayors Conference), a major activity of the association, has been convened thirteen times. The conference provides a forum for mayors and city administrators to share expertise and experience on city planning, urban transportation in winter, snow removal, recycling, winter tourism, and other topics common to member cities. Participants gain valuable suggestions on comfortable city planning and techniques to overcome challenges caused by harsh climates. The site of the

What's a Winter City?

A winter city is defined by the WWCAM as one that faces harsh winter climatic conditions, including heavy snowfalls and cold temperatures. A winter city also has an annual snow accumulation of more than 20cm (8in.) and an average temperature of 0°C (32°F) or below during the city's coldest month.

twenty-one cities from
eleven countries as of
October 2009

WWCAM Members



Mayors Conference rotates among member cities willing to host the event.

■ Winter Expo & Winter Cities Forum

The host city of a Mayors Conference may organize a Winter Expo and a Winter Cities Forum in conjunction with the conference. The host city, along with businesses and organizations of member cities, realizes an exhibition of a range of winter-related products at the Winter Expo.



WWCAM President Ueda Fumio (mayor of Sapporo, right) and Mayor Nikolay Heinrich of Nuuk (center) at the 13th Mayors Conference in Nuuk, Greenland.

The Winter Cities Forum provides experts and academic researchers, as well as local citizens, with an opportunity to make presentations on winter-related issues, such as lifestyle and city planning. Since the third conference in 1988, the Winter Cities Forum has been held in conjunction with each of the Mayors Conferences.

The addition of the Winter Expo and the Winter Cities Forum to the World Winter Cities Conference for Mayors has greatly increased the scale and significance of the conference.



Mayors Conference (above) and Winter Expo in Changchun, China, 2006.

■ WWCAM Subcommittees

The WWCAM subcommittees conduct research and case studies and exchange information on winter technology. The subcommittees for “Waste Reduction and Recycling,” “Winter Recreation and Tourism,” “Sustainable Winter Cities Planning,” and “Measures Against Terrorism in Northern Cities” are examples of WWCAM subcommittees that have compiled research reports.



WWCAM subcommittee reports.

At present, the Subcommittee on Winter City Environmental Issues (secretariat in Sapporo) with “global scale environmental issues” as its main theme, has been collecting information on environmental education and vehicle-related issues; on measures and technology for reducing air and water contamination; and on advanced energy-saving technology. Please visit the web site of the WWCAM for more information.

■ Working-Level Officials Meeting

Working-Level Officials Meetings allow senior administrators of WWCAM member cities to meet and discuss the theme of upcoming Mayors Conferences, as well as important matters related to the management of future conferences.

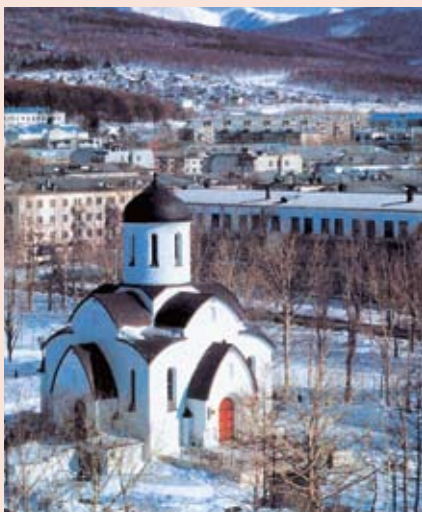
Membership in the WWCAM

To join the WWCAM, a mayor shall apply to the president for membership. Submit applications to the Secretariat, World Winter Cities Association for Mayors.

■ Benefits of Membership

Members may—

- attend, speak at, and vote at the General Assembly and the Mayors Conference;
- bid to host the Mayors Conference;
- utilize the WWCAM network to conduct information and personnel exchanges with other WWCAM members.



Yuzhno-Sakhalinsk,
Russia.

Now that you're interested...

The WWCAM invites you to join us to make winter cities more livable. Please contact us for more details on membership and registration. The World Winter Cities Association for Mayors Secretariat (Tel: 81-11-211-2032; Fax: 81-11-218-5168; E-mail: wwcam@city.sapporo.jp).

The WWCAM web site contains the latest information on the conference and details of conference outcomes. Your visit to the WWCAM web site is welcomed.

www.city.sapporo.jp/somu/kokusai/wwcam/

Subcommittee Report from Anchorage on City Operations for

Mitigation of Climate Change

Dick Stallone, chairman of Anchorage Winter Cities, detailed the benefits of Anchorage's LED outdoor lighting initiative—one of the main winter climate adaptations Anchorage, Alaska, is undertaking. LED lighting is not only environmentally friendly, it is also cost effective and labor effective.

Anchorage has sixteen thousand street lights, fifteen hundred trail lights, and hundreds of bus stop and pedestrian lights. With the potential of LED technology to reduce energy use by fifty percent, Anchorage installed four thousand LED street lights to field test their effectiveness on several levels. Local residents overwhelmingly approved the new white light over the old HPS technology (orange-colored high pressure sodium lights).

■ White light at 4,700 degrees Kelvin was found to be the optimum color, matching natural moonlight.

The light is pleasing to humans and it does not disturb nocturnal animals.

■ We specified that lights must be dark-sky certified so that light is not lost upward to the night sky, and

fixtures must also have house-side shields to prevent light from trespassing into homes.

■ Observers found this white light provided clearer night vision with truer color perception and greater contrast. This creates safer conditions for motorists and pedestrians alike.

With a lifespan of fifteen to seventeen years—more than seven times that of HPS lamps, maintenance costs are greatly reduced with LED.

Anchorage found a simple payback of six to seven years on energy savings alone. Phase I has been in operation nine months, and energy savings have met or exceeded expectations. Public reaction has been very positive.



Dick Stallone presents on LED street lighting in Anchorage.

Subcommittee Report from Sapporo on

Winter City Environmental Issues

The fourth meeting of the Subcommittee on Winter City Environmental Issues was held in conjunction with the Working-Level Officials Meeting in Tromsø. Results from the electricity-conservation common campaign conducted in February this year were reported. Campaign participants reported that residents' awareness about electricity-conservation has increased as the result of the campaign.

The city of Sapporo also proposed a new common campaign comprising a display of posters in which the WWCAM will promote global environmental protection. The participants agreed with the proposal and campaign will be initiated in November.

Subcommittee member cities delivered reports on environmental issues. The city of Sapporo present-

ed its initiative, "Slim City Sapporo Plan," which deals with the challenges the city faces in promoting waste reduction and recycling and the city outlined measures implemented under the plan.

The city of Tromsø, Norway presented its public building energy efficiency projects. With the aim of reducing greenhouse gas emissions by 50 percent by 2020, the city has introduced heating systems with water as a heat carrier and heat pumps as the main energy source for public buildings rebuilt in the past few years.

Taebaek, Korea reported on the effects of climate change observed in the city. Some of the examples are the frequency of downpours in summer, a winter season shortened by one month, and shrinking winter-related industries.



The WWCAM promotes global environmental protection in posters issued by the city of Sapporo.



A church in Maardu is a landmark in the city.



Tallinn offers visitors the flavor of medieval Europe.

Maardu, Estonia to Host 2010 Mayors Conference

The Estonian city of Maardu will host of the fourteenth WWCAM Conference 20 to 22 January 2010, with Tallinn as the conference venue.

Maardu is proud to share the ideals and visions of WWCAM member cities. More than twenty mayors of WWCAM cities, representatives of governments and international organizations, including many persons of global importance, will discuss the Mayors Conference theme of environmental protection, with a focus on social and cultural issues and technology development.

Maardu is a young and emergent town, full of unique characteristics and a solid industrial foundation. Maardu was given the status of independent municipality thirty years ago, and it became a local territorial-administrative

unit, and with 16,503 residents, it ranks seventh in the Estonian Republic in terms of population. The total area of Maardu is twenty-four square kilometers, and the town is situated fifteen kilometers from Tallinn, the capital of the Estonian Republic.

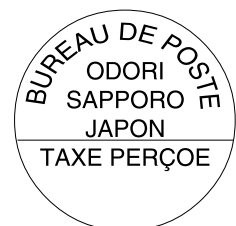
These days, global cooperation is more important than ever in dealing with global issues. Mutual understanding, support, and collaborative discussions may bring the positive solutions we need in these pressing times. The 2010 Maardu WWCAM Mayors Conference will produce beneficial outcomes for all. Together we are stronger!

Maardu is looking forward to your participation in the fourteenth WWCAM Conference.

From
World Winter Cities
Association for Mayors
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