



# World Winter City News

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November 2013



Officials from WWCAM cities convene in Sapporo for a Working-Level Officials Meeting to plan the 16th Mayors Conference in Hwacheon, Korea, in January 2014.

## 16th Mayors Conference Topic at Sapporo Meeting

The Working-Level Officials Meeting (WLOM) of the World Winter Cities Association for Mayors (WWCAM) was held in Sapporo on August 1 and 2 to listen to and to discuss plans for the sixteenth Mayors Conference, which will be hosted by the city of Hwacheon, Korea, in January 2014. Details of the conference program were announced by the representative of Hwacheon, and the main theme of the upcoming conference is “The Conservation of Nature and Natural Resources in a Winter City, and Sustainable Application Methods.”

In the Industrial Age, the use of natural resources contributed to economic and urban development; however, industrialization was also a source of environmental destruction and climate change. The Mayors Conference will provide opportunities to discuss building a sustainable and comfortable living environment while preserving our natural environment. Therefore, the Mayors Conference



National costumes and crafts of member cities on display at Hwacheon in January 2013.

will be open to any cities and groups that are interested in the topic. For participation details, please contact the Secretariat of the WWCAM.

Other topics of the WLOM in Sapporo included a Revitalization Project Report, an Interim Report on the Environmental Action Goals of Member Cities, WWCAM Operation Plans, and the introduction of a new member city, Inje, Korea.

The WLOM was attended by forty-one persons from fifteen cities of seven countries, including Changchun, Jiamusi, Jixi, Qiqihar, Shengyan (China); Viimsi (Estonia); Matsumoto, Sapporo (Japan); Ulaanbaatar (Mongolia); Hwacheon, Inje (Republic of Korea); Yuzhno-Sakhalinsk (Russia); Anchorage (U.S.A.), and three observers from Asahikawa and Iwamizawa, Japan.



WLOM participants meet in Sapporo August 1 and 2, 2013.

## Revitalization Project Report

Hwacheon’s proposal to implement a WWCAM PR Project was approved at the Ulaanbaatar Working-Level Officials Meeting in 2010. The activities to publicize the WWCAM that Hwacheon carried out in 2013 were presented at the Sapporo Working-Level Officials Meeting.

During the Sancheoneo Festival in January 2013, a promotional booth was set up to introduce the WWCAM, its activities, and members. In addition to many displays, tea was served to overseas visitors and national costumes were available for visitors to try on. There were activities that visitors could not only observe but experience. During the festival about fifteen thousand people including Hwacheon residents visited the WWCAM exhibit, a great opportunity to inform people about the WWCAM member cities. Hwacheon discussed plans at the WLOM to have a similar event at the Sancheoneo Festival in January 2014.

## Interim Report on

# Action Goals for Environmental Protection

At the Ulaanbaatar Mayors Conference in January 2012, WWCAM member cities discussed how to educate citizens on the effective conservation of energy and heat, and conference participants agreed to set, as far as possible, measurable goals for conservation and to report at the sixteenth conference on efforts to meet the goals.

### Changchun, China

*Action goal:* By 2015, urban environment and infrastructure is to be improved, and living conditions enhanced.

*Outcome:* Emissions of SO<sub>2</sub> and oxynitride fell by 2.4 and 1.4 percent respectively from those of 2011. The city built three new air-monitoring stations.

### Jiamusi, China

*Action goal:* Wind power generation facility to be installed (870,000kW).

*Outcome:* Generation of 900,000kW realized.

### Sapporo, Japan

*Action goal:* Introduction of solar power generation systems in municipal facilities including schools: 180 locations—a total of about 2,600kW.

Seven cities responded to this initiative, including Changchun, Jiamusi, Maardu, Sapporo, Kaunas, Hwacheon, and Taebaek, and set individual action goals. The results of these efforts were presented in an interim report at the Sapporo Working-Level Officials Meeting, and a final report will be presented at the Mayors Conference in January 2014.

*Outcome:* As of the end of March 2013, systems were completed at 107 locations, generating 1,739 kW.

### Hwacheon, Korea

*Action goal:* Reduction of use of electricity by 5 percent each year in public buildings during peak-use.

*Outcome:* The goal was achieved by setting room temperatures to 28°C, and by introducing “Green Touch” (PC power-saving software). Five percent reduction over the previous year.

### Taebaek, Korea

*Action goal:* Increase in production of new and renewable energy by 360 percent between 2011–2014.

*Outcome:* An increase in wind power generation helped increase new and renewable energy production by 790 percent by the end of December 2012.

## Report by Changchun

# Environmental Protection Subcommittee

The WWCAM Environmental Protection Subcommittee meeting was held in conjunction with the WLOM. The secretariat city, Changchun, gave a research report on an analysis of particulate matter (PM) in the air and on the mitigation of environmental damage caused by snow melting agents. The following is a summary of the presentation.

■ As sources of PM 2.5, eight different types of dust samples were collected from wind, the city environment, coal burning, kitchen work, roads, industrial sites, exhaust gas, and construction sites. Ten PM 2.5 monitoring points were set up across the city at an automobile company, a food plant, parks,



*Xiuying Xu, vice inspector of the Changchun Environment Protection Bureau, reports on work of the WWCAM Environmental Protection Subcommittee.*

a telecommunications college, a high-tech industrial zone, the Changchun Economic and Technological Development Zone, and others.

■ PM 2.5 samples were collected in April and May 2013 from an automobile company, a food plant, and parks, and they are currently under analysis.

■ After market research was conducted in collaboration with two local companies, two new environmentally friendly snow melting agents

(SMA), non-chloric SMA and calcium magnesium acetate (CMA), were developed with goals of economy and social benefit. The non-chloric SMA uses a by-product of corn processing.

## Winter City Events in Sapporo

# Activities for WLOM Participants

In addition to discussions on important Mayors Conference topics, city representatives at the Working-Level Officials Meeting also took part in activities designed to supplement their Sapporo experience. These included a lecture on tourism and its role in sustainability, a topic of the upcoming Mayors Conference in Hwacheon, and other activities relevant to winter cities.



*Shinichi Ikenoue discusses the harmony of tourism and the environment.*

## Tourism and the Environment

WLOM participants attended a lecture on “the harmony of tourism and the environment” by Associate Professor Shinichi Ikenoue of the Hokkaido University Center for Advanced Tourism Studies. The lecture was offered through the United Nations World Tourism Organization (UNWTO) Regional Support Office for Asia and the Pacific and was an effort by the WWCAM to strength relations with UN-related organizations. The WWCAM is an NGO in consultative status (roster) with the Economic and Social Council of the United Nations.

As an example of developing regional connections utilizing tourism as a tool, Mr. Ikenoue cited “the Marine Silk Road,” which is being promoted by the UNWTO, and noted three key areas of activities: 1) marketing and promotion; 2) capacity building and destination management, such as conservation of natural environments and cultural preservation; and 3) promotion of tourism, including issues related to visas and improvements in infrastructure on borders.

In addition, Mr. Ikenoue noted that tourism is an important means for teaching cultural diversity, and helps to strengthen the social connections among regions.



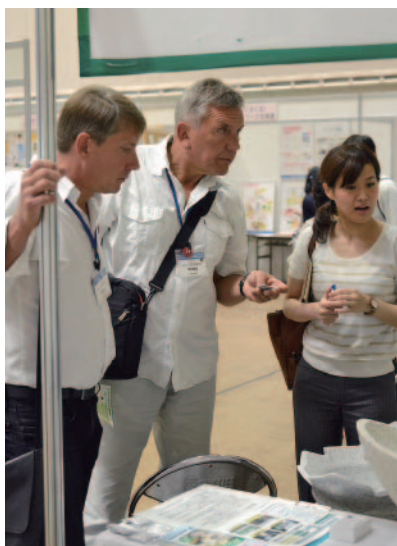
*Sandagdorj Bayarbaatar, Director of Strategy and Policy Planning Department, Ulaanbaatar, Mongolia.*

## World Winter Cities Festa 2013

Representatives of participating WWCAM members promoted the attractions and charms of their cities at the Sapporo Underground Walkway Square to passers-by and others interested as part of World Winter Cities Festa 2013. A seminar on the economy of Mongolia

was also organized, with lecturers from Ulaanbaatar, a WWCAM member city, and from the Japan International Cooperation Agency (JICA).

In addition, United Nations organizations, such as the activities of the UN High Commissioner for Refugees (UNHCR), were introduced with panels and leaflets. As an NGO in Consultative Status (Roster) with the Economic and Social Council of the United Nations, the WWCAM has interest in the UN.



*Haldo Oravas, Mayor of Viimsi, Estonia (left).*

## Participation in “Eco Plaza Sapporo 2013”

The WWCAM took part in the Eco Plaza [Kankyo Hiroba] Sapporo 2013, which was organized at Axes Sapporo from August 2 to 4, and introduced environmental protection activities of member cities. WLOM participants visited the event site and viewed with keen interest the displays of environment-related techniques and technologies.

**Tentative Program for the 16th Mayors Conference,  
Hwacheon, Korea, January 2014**

Date	Event
16 January Thursday	<ul style="list-style-type: none"> <li>▪ Opening Ceremony; ▪ General Assembly; ▪ Presentations by candidate cities to host the 18th Mayors Conference in 2018, followed by voting to select the host city. ▪ Mayors Conference: 1. Enhancement of the Reputation of Winter Cities Through Efforts in Environmental Protection;</li> <li>▪ Mayors Conference: 2. Development of Tourism Content and the Promotion of the Tourism Industry Using Natural Resources. ▪ Opening Reception hosted by the mayor of Hwacheon.</li> </ul>
17 January Friday	<ul style="list-style-type: none"> <li>▪ Final report by the WWCAM Environmental Protection Subcommittee, Changchun, China.</li> <li>▪ Conference discussions among mayors; ▪ Visit to Sancheoneo Festival; ▪ Banquet hosted by the WWCAM president.</li> </ul>
18 January Saturday	<ul style="list-style-type: none"> <li>▪ Plenary Session; ▪ Closing Ceremony; ▪ Press Conference;</li> <li>▪ City tour; ▪ Farewell dinner.</li> </ul>

## Inje, Korea, New WWCAM Member

Inje, which joined the WWCAM in June 2013, is located near the border of North and South Korea in northeastern Gangwon Province of South Korea, about an hour and a half from the country's capital, Seoul.

Inje preserves untouched natural environments and is surrounded by magnificent sightseeing spots, such as Mt. Seoraksan National Park and Korea's largest lake, Soyanggang, which attract many visitors. In addition,



*The Ice Fish Festival in Inje, a popular winter tradition.*

visitors can enjoy leisure sports such as rafting, bungee jumping, and world-class auto racing.

The annual Ice Fish Festival in January is one of Korea's most popular winter festivals and attracts about

800 thousand participants from Korea and abroad.

About seven centimeters long, the ice fish has white and silver patterns, and because of its beautiful features, it is referred to as the "fairy of the winter lake." Visitors can fully enjoy a variety of events at the festival, which will remain as unforgettable memories.

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