



World Winter City News

Secretariat: City of Sapporo, Kita 1 Nishi 2, Chuo-ku, Sapporo 060-8611, Japan
tel: +81-11-211-2032 fax: +81-11-218-5168; e-mail: wwcam@city.sapporo.jp
web site: <http://www.city.sapporo.jp/somu/kokusai/wwcam>

April 2014



WWCAM city representatives at the sixteenth Mayors Conference in Hwacheon, Korea.

16th Mayors Conference Held in Hwacheon, Korea

The sixteenth biennial conference of the World Winter Cities Association for Mayors (WWCAM) was successfully held in Hwacheon, Korea, 16 to 18 January 2014, with the participation of 60 representatives of twelve cities from four countries. The main theme of the Hwacheon Mayors Conference was “Conservation of Nature and Natural Resources in a Winter City, and Sustainable Application Methods.”

Representatives of WWCAM member cities made presentations on how to utilize natural resources to make cities more attractive while conserving the natural environment. WWCAM cities also made final reports on environmental action goals in accordance with the Ulaanbaatar Declaration adopted at the fifteenth Mayors Conference in 2012. The reports recognized city achievements and highlighted the importance of the environmental preservation that is conducted by cities of varying sizes and in diverse countries.

WWCAM member cities participating in the sixteenth Mayors Conference in Hwacheon included Changchun, Harbin, Jiamusi, Jixi, Qiqihar, and Shenyang, China; Hwacheon, Inje, and Taebaek, Republic of Korea; and Matsumoto and Sapporo, Japan. The city of Rovaniemi, Finland, participated in the conference as an observer.

Hwacheon Declaration and Resolution Adopted

The sixteenth Mayors Conference concluded with a plenary session at which a Hwacheon Declaration and Resolution were proposed by Hwacheon and the WWCAM Secretariat and were adopted unanimously. Mayor Jeong Gab-cheol of Hwacheon and Sapporo Mayor Ueda, president of the WWCAM, signed the document.

Attendees at the 2004 Mayors Conference in Anchorage witnessed arctic ice melting and with that experience as a motivator, environmental preservation has been a topic and a theme of subsequent Mayors Conferences.

Our environment is a universal concern requiring continual attention, and the Hwacheon Declaration states that “We [WWCAM members] will continue our discussions on environmental issues including countermeasures to global warming and energy issues, and transmit the outcome of our efforts to the world.”

The Declaration also states “To lead the international community in tackling environmental issues is the role of the winter cities,” and “We will put forth our utmost efforts in addressing these issues.”



Mayor Jeong Gab-cheol of Hwacheon County and Mayor Fumio Ueda of Sapporo display the Hwacheon Declaration.

Conference Presentations

Presentations by WWCAM cities at the Hwacheon Mayor's Conference comprised two sessions.

Session A: Development of tourism and the promotion of tourism industry using natural resources.

Sapporo: Projection mapping was displayed on one of the giant snow statues at the Snow Festival. In recognition of the event, Sapporo was appointed to the UNESCO Creative Cities Network in the category of Media Arts in November 2013.

Hwacheon: The Sancheoneo Ice Festival, first held in 2003, has become one of the preminent Korean festivals. Part of the festival entry fee is returned to visitors in the form of a gift certificate that can be used at Hwacheon shops, contributing to the local economy.

Changchun: The Changchun Snow and Ice Festival has been held for 17 years since it was inaugurated in January 1998. The festival has contributed to the revitalization of local tourism.

Harbin: The Harbin International Ice and Snow Festival is held every January. Winter in Harbin is harsh, but the climate becomes resort-like in summer. East meet West here, offering visitors many cultural experiences.



Mayor Jeong Gab-cheol of Hwacheon County makes presentation on city planning utilizing Sancheoneo Festival.

Jixi: Bordering the Russia Primorsky Territory, Jixi's goal is to develop China-Russia border tourism. The city also plays a role in the promotion of Chinese calligraphy, which has made the city historically important.

Qiqihar: Since Qiqihar is noted as a homeland of the crane, ecological tourism featuring these birds is prominent. Local enclaves of ethnic Koreans and Mongolians are popular with tourists.

Shenyang: Shenyang promotes its historical and cultural heritage and snow and winter activities, such as winter festivals, ski resorts, and hot spring spas.

Matsumoto: To attract visitors to Matsumoto in the winter season, the city is developing attractions, such as an eight-meter high "snow wall," with the hope to revitalize tourism here.

Session B: Enhancing winter cities through environmental protection.

Jiamusi: To cope with rapidly progressing urbanization and industrialization, the city is urging the development of new environmentally clean industries. The city has been carrying out environment protection by setting air pollution control goals and enforcing water pollution control.

Inje: Inje has been carrying out environmental preservation using Effective Microorganisms (EM) whose antioxidant activity is beneficial to human health. EM can purify sources of pollution economically.

Cities Report on Energy Use

Changchun, Jiamusi, Sapporo, and Hwacheon reported their goals and achievements on the use of energy for heating. Other cities also made reports, including Matsumoto, Inje, and Shenyang.

Changchun: Goal—By the year 2015, the urban environment should be improved, with better infrastructure and living conditions.

Achievement—In 2013, emissions of SO₂ were reduced by 7,676 tons, and oxynitride by 8,061 tons, surpassing the reductions of 2012. The city campaigns to reduce consumption of natural resources.

Jiamusi: Goal—Heating an area of 4.25 million square meters utilizing waste heat.

Achievement—The city surpassed its goal, heating an area of 4.3 million square meters.

Sapporo: Goal—Install solar power generation systems in 180 municipal facilities, for a total of approx. 2,600kW by the end of 2014.

Achievement—Solar power generation systems, were installed at 126 locations by December 2013.

Hwacheon: Goal—Reduce use of electricity by five percent at local public buildings in peak season.

Achievement—By switching to LED lighting government buildings, energy consumed was reduced by six percent in 2012, and by two percent in 2013.



Mr. Sun Zhen yong, vice mayor of Jiamusi makes presentation on effective use of energy.

Mayors Discuss City Planning Challenges

Since it was founded as the Northern Intercity Conference of Mayors, the WWCAM Mayors Conference has been characterized as an event where mayors can meet and candidly exchange opinions on common issues that challenge winter cities, providing opportunities for cities to learn from each other. For the Mayors Conference in Hwacheon, a Mayors Discussion Time was established specifically to discuss city planning challenges and solutions. The following are a few of the issues that were raised.

In Harbin and Shenyang, China, residents have been paying keener attention to the protection of the environment, which has deteriorated due to economic growth and urbanization. Improvement of transportation infrastructure, including public transportation systems and road networks is required to solve traffic congestion.

Environmental Protection Subcommittee Final Report

A final report on the activities of the Environmental Protection Subcommittee was presented at the Mayors Conference by Changchun, China, which has been the subcommittee's secretariat since the subcommittee was established at the Maardu Conference in 2010.

Changchun has been involved in two projects since the subcommittee was formed: analyses of sources of particulate matter in the air in winter season and an investigation of the negative impact of snowmelting agents on the environment. Changchun has presented five reports since the Working-Level Officials Meeting was held in Ulaanbaatar in July 2010.

Analysis of source of particulate matter in the air in winter

Software for PM10 analysis was developed to analyze the atmosphere of Changchun, and features, proportion, and causes of PM10 were identified. The causes of PM10 are different in heating and non-heating seasons. In the heating season wind dust is the top cause of PM10 followed by road dust and industrial coal burning dust. In

The county of Hwacheon with its Sancheoneo Ice Festival and Rovaniemi, Finland, with its Santa Claus



Mr. Akira Sugeno, mayor of Matsumoto, introduced city planning focusing on health.

home have both been making efforts to use local resources for tourism promotion.

Matsumoto, Japan, on the other hand, has been carrying out projects that have as a goal the health of residents under the slogan "Sustainable Healthy City."

The city of Inje has been working on a variety measures to revitalize traditional markets and the local economy.

the non-heating season road dust comes first in the list of causes, and wind dust, industrial coal burning dust, and vehicle exhaust follow. Features of PM2.5 pollution in spring and summer were also identified, which helped prevent and relieve air pollution.

The Negative impact of snowmelt agents (SMA) on the environment

The Environmental Protection Subcommittee made a study of the impact of chloric SMA on the environment, including an analysis of its effect on water and soil.

Market research on environment-friendly SMA as well as the environmental, economic, and social benefits from its use was also made.

In cooperation with local businesses, Changchun developed environment-friendly SMAs, such as non-chloric SMA and calcium magnesium acetate (CMA) SMA. The team also conducted tests on the products and planned countermeasures to pollution caused by SMA and to environmental deterioration by organic SMA. Newly developed non-chlorine SMA is a liquid, and can be sprayed using existing devices. The new product is the same cost as those used now, so the new product is expected to be more economical when expenses for repair caused by corrosion are included.



Mr. Ling Zheng kai, vice secretary of the CPC Committee of Changchun Environmental Protection.

Hwacheon's World Winter City Promotion Pavilion

During the recent Sancheoneo Ice Festival in Hwacheon, visitors gathered at the World Winter City Promotion Pavilion to view videos that introduced member cities of the WWCAM to festival-goers to publicize the many activities of the association. The pavilion was located in the Eolgomi Snow Castle, which was in a central location of the busy Sancheoneo Ice Festival.



The Winter City Promotion Pavilion was a popular feature at Sancheoneo Ice Festival.

In another area of the Winter City Promotion Pavilion, the winter festivals of Hwacheon, Korea; Sapporo, Japan; Harbin, China; and Quebec City, Canada were introduced in 3D photographs.

More than one million tourists visited the Sancheoneo Ice Festival this year and they showed keen interest in the winter cities exhibits.

Sapporo to Host 2016 Mayors Conference

The seventeenth Mayors Conference will be hosted by the city of Sapporo in 2016, the second time for Sapporo since the inaugural Mayors Conference in 1982, 34 years ago.

Sapporo has been working on a "Creative City Sapporo" project that connects the creativity and ideas of residents to urban dynamism and economic vitalization. As one of the project elements,

Sapporo conducted projection mapping on a large snow statue at the recent Snow Festival, in a new effort since the city was recognized by the UNESCO Creative

Cities Network last year and accepted in the Network in the category of "media art," the first Asian city in this category and the second internationally.

The Sapporo International Art Festival, a feature event of the "Creative City Sapporo" project, is planned for the summer of 2014. Winter city representatives will be welcomed to Sapporo in summer 2014 and in 2016.



Projection mapping with lasers is a new attraction of the Sapporo Snow Festival.

From
World Winter Cities
Association for Mayors
Secretariat
c/o City of Sapporo
060-8611 JAPAN



To



PRINTED MATTER

PAR AVION
VIA AIR MAIL