



Next Mayors Conference to be held in Sapporo, Summer 2016

The World Winter Cities Association for Mayors (WWCAM) is a network which gathers winter cities from across the globe to learn from each other's technologies, experiences, and utilization of snow under the slogan, "Winter is a Resource and an Asset," convening member city mayors and representatives once every two years at the Mayors Conference.

While until now Mayors Conferences have traditionally been held during the winter, the upcoming 2016 Sapporo Mayors Conference will take place during the summer. Making use of Sapporo's delightful summer season, this conference aims to create an opportunity for sharing and learning about life beyond winter and broaden the scope of WWCAM activities.

This edition of World Winter City News will introduce upcoming Mayors Conference host city Sapporo and new member city Rovaniemi, as well as showcase the background of WWCAM.

Introducing Sapporo, host city of the 2016 Mayors Conference

While ranked Japan's fifth largest city with a population of 1.9 million, Sapporo is also blessed with abundant nature. In 1972 Sapporo was host to the first Winter Olympic Games ever held in Asia, which triggered its recognition as an international city of tourism.



Lush and green Moerenuma Park



Sapporo cityscape



Seasons & Climate

Sapporo – Seasons of distinct charm

In Sapporo one may enjoy the charms of four distinct seasons. Spring where the flowers bloom forth all at once, summer lush with greenery, fall vividly awash in crimsons and yellows, and winter blanketed white with snow – a trip through the year takes the city through four pronounced seasons, each possessing their own charm.



Average annual temperature: 8.9°C
Amount of snowfall (Oct. 2013 – May 2014): 478 cm

Culture & Arts



The Pacific Musical Festival (PMF) welcoming its 25th Anniversary

Sapporo is equipped with an environment in which residents may enjoy a diverse array of cultural and artistic expressions, hosting various exhibitions and performances all throughout the year. In 2014 the city ushered in the first Sapporo International Art Festival, which is now to be held once every three years.



Enjoying summertime at Sapporo City Jazz

Sports & Events

Hosting sporting and other events leads to the enlivening of the city and revitalization of the local economy. In the realm of winter sports Sapporo is set to host the 2017 Asian Winter Games, and is also making preparations to bid for hosting the 2026 Winter Olympic and Paralympic Games.



Okurayama Ski Jump



High-spirits abound at YOSAKOI Soran Festival

Food & Economy

As Hokkaido's economic center, Sapporo is a gathering place for many companies and is humming with business activity.

Sapporo is also Hokkaido's center for distribution, amassing fruits and vegetables straight off the farm as well as fresh fish from throughout Hokkaido and giving birth to a rich food culture.



Sapporo – Hokkaido's economic center



Delicious cuisine is yet another of Sapporo's attractions

In hosting the Mayors Conference during the summer of 2016, Sapporo – the city which first hosted the Mayors Conference – aims to further invigorate the World Winter Cities Association for Mayors. We are looking forward to welcoming our fellow member cities and many other supporters.

*Cities which are not currently members of the association may participate in the Mayors Conference as observers. We ask that any interested municipalities please contact the WWCAM Secretariat.

Background of the World Winter Cities Association for Mayors

Past Mayors Conferences

There have been a total of 16 Mayors Conferences held in Northern Europe, North America and Asia since the hosting of the first conference in Sapporo in 1982. While conferences had long been themed mainly on finding solutions to lifestyle challenges faced by winter cities, in recent years the focus of the conference has shifted to also include discussion on environmental themes – gathering attention worldwide, regardless of community scale – and to promote member city efforts towards the resolution of environmental conservation issues.



Scene from the first Mayors Conference (Sapporo)

| | |
|-------------|---|
| 1982 | First Conference, Sapporo |
| 1985 | Second Conference, Shenyang |
| 1988 | Third Conference, Edmonton Main theme: "Business of Winter" |
| 1990 | Fourth Conference, Tromsø Main theme: "Warm Winter Cities-Quality of Life and Economic Development" |
| 1992 | Fifth Conference, Montréal Main theme: "Living in Harmony with Winter" |
| 1994 | Sixth Conference, Anchorage Main theme: "North to the Future" |
| 1996 | Seventh Conference, Winnipeg Main theme: "Global Living – Living, Working and Playing in the Winter City" |
| 1998 | Eighth Conference, Harbin Main theme: "Let us Unite to Create a Winter World Kaleidoscope!" |
| 2000 | Ninth Conference, Luleå/Kiruna Main theme: "Sustainable Development in Winter Cities" |
| 2002 | Tenth Conference, Aomori Main theme: "Sustainable Winter Cities 21" |
| 2004 | Eleventh Conference, Anchorage Main theme: "Challenging Winter Frontiers" |
| 2006 | Twelfth Conference, Changchun Main theme: "Grow in Winter" |
| 2008 | Thirteenth Conference, Nuuk Main theme: "Climatic Changes in the Arctic" |
| 2010 | Fourteenth Conference, Maardu Main theme: "Features of Environmental Protection in Northern Cities" |
| 2012 | Fifteenth Conference, Ulaanbaatar Main theme: "Energy Supply and Efficient Consumption of Heat Supply in Winter Cities" |
| 2014 | Sixteenth Conference, Hwacheon Main theme: "Conservation of Nature and Natural Resources in a Winter City, and Sustainable Application Methods" |

Subcommittee Initiatives

| Subcommittee | Duration of Activities | Secretariat Location |
|---|------------------------|-----------------------|
| Winter Urban Environmental Research | Mar. 1990 – Sep. 1993 | Sapporo, Japan |
| WinterNet | Mar. 1994 – Jan. 1998 | Edmonton, Canada |
| Waste Reduction and Recycling | Mar. 1994 – Feb. 2000 | Luleå, Sweden |
| Winter Recreation and Tourism | Feb. 1996 – Feb. 2000 | Anchorage, U.S.A. |
| Economic Expansion | Feb. 1996 – Feb. 2000 | Tromsø |
| Snow Management | Feb. 2000 – Feb. 2004 | Prince George, Canada |
| Countermeasures against Natural Disasters | Feb. 2000 – Feb. 2004 | Sapporo, Japan |
| Sustainable Winter Cities Planning | Feb. 2002 – Jan. 2006 | Aomori, Japan |
| Measures against Terrorism in Northern Cities | Feb. 2002 – Jan. 2006 | Anchorage, U.S.A. |
| Winter City Environmental Issues | Jan. 2006 – Jan. 2010 | Sapporo, Japan |
| City Operations for Mitigation of Global Climate Change | Jan. 2008 – Jan. 2012 | Anchorage, U.S.A. |
| Environmental Protection | Jan. 2010 – Jan. 2014 | Changchun, China |



Member cities jointly conducted energy conservation and global environmental awareness campaigns within the Winter City Environmental Issues Subcommittee

Since the Fourth Tromsø Mayors Conference in 1990, subcommittees have been established as bodies for government officials and technical experts to conduct the exchange, survey and research of specialized technologies and information.

Introducing new member city **Rovaniemi**



Rovaniemi is the Capital of Finnish Lapland and it is located on the Arctic Circle. The population of Rovaniemi is 61,000 and it's land area is 8017 km². Three percent of the population earns their living from primary production, 13 percent from processing and construction. The vast majority of more than 80 percent is employed by service sector.

Tourism has grown strongly in Rovaniemi region since the nineties. Approximately half a million tourists visit Rovaniemi each year. The unique location of Rovaniemi on the Arctic Circle has attracted visitors from all over the world and almost 60 percent of the visitors come from abroad.

Rovaniemi and Lapland have a special status in the Arctic in transportation and logistics. The expertise provides a good opportunity to work in the future in the maintenance and repair activities, in particular as a center of operations for the Kola Peninsula and northern Norway directions. The companies in Rovaniemi are well placed to act as providers of services and products and special arctic know-how. This applies in particular to the area industrial companies, logistics companies and trade and tourism enterprises.

Rovaniemi offers the best conditions and arctic climate for testing cars tyres, studs and components in winter conditions. Rovaniemi has major cold testing cluster and constitutes a centre for arctic know-how. This is due not only to climatic factors but also to very deliberate work aiming to strengthen the position of Rovaniemi in the field of arctic knowledge.

Rovaniemi is the educational centre of Lapland and there are two universities located in Rovaniemi. The University of Lapland is the northernmost university in Finland and in the European Union. Lapland University for Applied Sciences has its home base in Rovaniemi.

In the Rovaniemi is located in a significant number of sector research institutes, whose expertise is available in the business. Arctic Centre from the University of Lapland is implementing diversity of an Arctic research, the demand will increase in the future.

As the official home town of Santa Claus, Rovaniemi celebrates Christmas every day of the year. Santa spends most of his time in Santa Claus Village, where you can meet him every day of the year. Guided trips to the Santa Claus Village can be taken in a car, reindeer or husky sleigh or snowmobile. Some excursions include the Arctic Circle Crossing Ceremony.



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