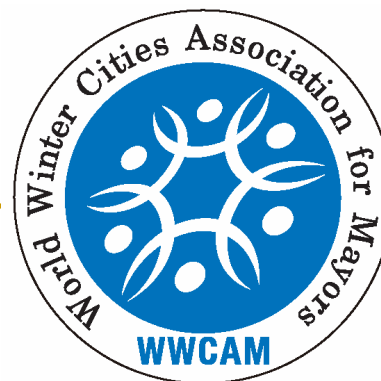


World Winter Cities Association  
for Mayors



# Subcommittee on Winter City Environmental Issues —Fourth Meeting—

**Thursday, August 20<sup>th</sup>, 2009**  
**Radisson SAS Hotel, Tromsø**

---

# The 4<sup>th</sup> Subcommittee Meeting on Winter City Environmental Issues

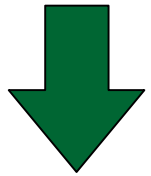
## -Agenda-

- 1 Report on the First Common Campaign  
(Electricity-Saving Campaign)
  - 2 The Second Common Campaign (Proposal 1)
  - 3 Schedule of Future Activities (Proposal 2)
  - 4 Case Reports on Environmental Efforts by Member Cities
    - Sapporo
    - Taebaek
    - Tromsø
-

# Background of the Subcommittee

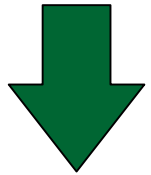


## Discussion at the 12<sup>th</sup> World Winter Cities Conference for Mayors



- Discussion on “Environmental Issues in Winter” (Changchun, China, 2006)

## Changchun Declaration



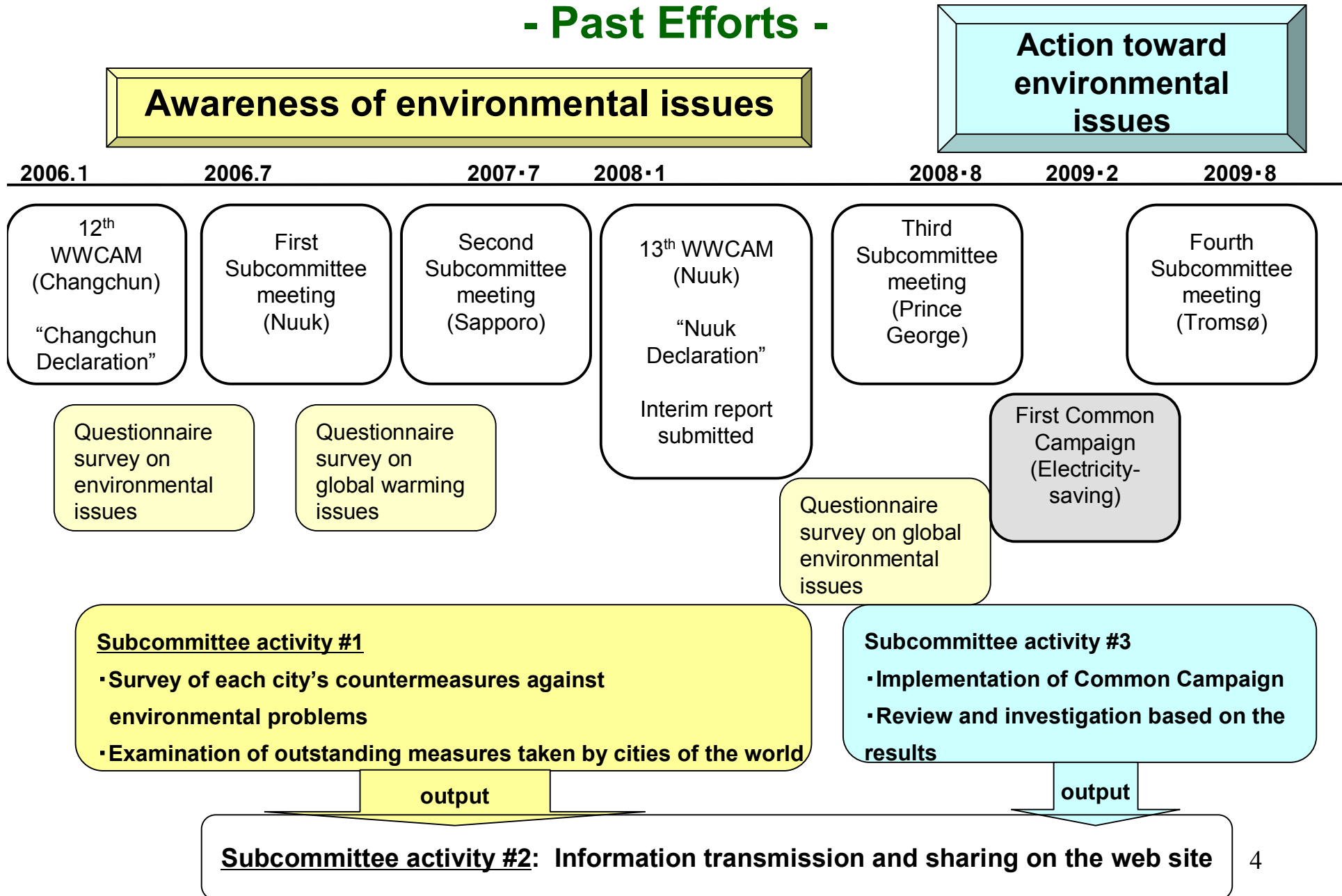
- In which winter cities determined to endeavor to promote environmentally friendly activities

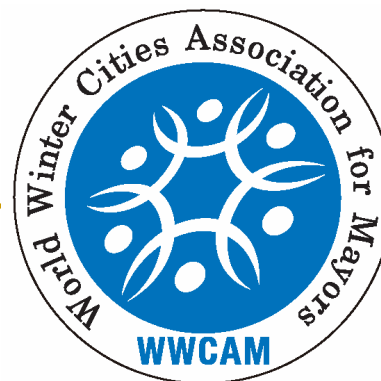
## Subcommittee on Winter City Environmental Issues established

- Objective: thorough study of environment-related measures and activities of the winter cities

# Subcommittee on Winter Cities Environmental Issues

## - Past Efforts -





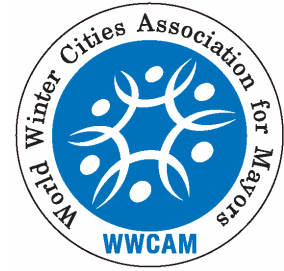
---

# Agenda 1

## Report on the First Common Campaign (Results)

---

# The First Common Campaign Report 1



- Time: February 1<sup>st</sup> – 28<sup>th</sup>, 2009 ( 1 month duration)

- Participating Cities: 7 cities

(Nuuk, Maardu, Harbin, Qiqihar, Taebaek, Hwacheon, Sapporo)

- Member Cities Offering Gifts: 2 cities  
(Prince George, Aomori)

- Method:



Each member city encouraged its citizens to save electricity through newsletters, posters and flyers along with carrying out a questionnaire survey.

# The First Common Campaign Report 2



世界冬の都市市長会共通キャンペーン

## 節電で地球を救おう!!

家庭・職場・学校で節電  
に取り組みましょう!

●実施期間  
**2月1日(日)~2月28日(土)**

アンケートを提出いただいた方に、抽選で  
海外の会員都市からのプレゼントを差し上げ  
ます!  
詳細は下記で配布するチラシをご覧ください!!

配付場所  
札幌市環境局環境都市推進部推進課(北1西2札幌市役所本庁舎  
12階)・札幌市環境プラザ(北8西3札幌エルプラザ2階)・各区役  
所広聴係・札幌国際プラザ(北1西3札幌Mビル3階)

会員都市 11ヵ国21都市 (2009年1月現在)

●さっぽろ雪まつり関連イベント

- さっぽろ雪まつり 夢灯り キャンدلナイト  
開催期間: 2009年2月7日(土) 16:00~16:30  
会 場: 大通公園1~12丁目(札幌市中央区大通西1~12丁目)
- 環境パネル展  
開催期間: 2009年2月5日(木)~2月11日(水)  
会 場: さっぽろ雪まつり大通西5丁目「環境ひろば」

問い合わせ: 札幌市環境局環境都市推進部推進課  
(札幌市役所本庁舎12階: 札幌市中央区北1西2)  
TEL 011-211-2877 FAX 011-218-5108  
URL: [www.city.sapporo.jp/kankyo/evnt/campaign.html](http://www.city.sapporo.jp/kankyo/evnt/campaign.html)  
[www.city.sapporo.jp/somu/kokusai/wwcam/index-j.html](http://www.city.sapporo.jp/somu/kokusai/wwcam/index-j.html)

- Campaign Poster
- Participating member cities printed posters in the language spoken in respective cities.
- Displayed in public facilities

# The First Common Campaign Report

## - Hwacheon, Korea -



# The First Common Campaign Report



## - Sapporo, Japan -

- Promoted electricity-saving by putting up a campaign poster at ward offices, schools, Sapporo Eco Plaza, Sapporo International Communication Plaza and subway stations.
- Distributed a flyer including a questionnaire at the City Hall, ward offices, Sapporo Eco Plaza and Sapporo International Communication Plaza.
- The flyers were distributed at the site of the Sapporo Snow Festival.
- The number of respondents : 4,000



**世帯の都市市長会共通キャンペーン**

**節電で地球を救おう!!**

～ 家庭・職場・学校で節電に取り組みましょう! ～

● 節電に関するアンケート

以下の4項目について、AまたはBにチェックし、Cに記入してください。切り取って提出してください。

アンケート項目	Cの回答 (1桁)	チェック欄	
		A. 既にできている	B. 今後取り組む
① テレビを見ていないときは消している	15.3 kg	<input type="checkbox"/>	<input type="checkbox"/>
② 使っていない部屋の灯りは消している	9.5 kg	<input type="checkbox"/>	<input type="checkbox"/>
③ 冷蔵庫の中に食品を詰めすぎない(7割以内)	21.0 kg	<input type="checkbox"/>	<input type="checkbox"/>
④ 洗濯は水とめぬきをする	11.2 kg	<input type="checkbox"/>	<input type="checkbox"/>

・アンケートを提出する際には、所属する自治体の名称や住所、電話番号を記入してください。  
・アンケート受取は、プレゼント抽選のみに使われます。大切に保管してください。

アンケート提出先: 札幌市役所 12階 環境部 環境課 札幌市環境プラザ 12階 3号室 (札幌市環境プラザ 2階)  
札幌市環境プラザ 12階 3号室 (札幌市環境プラザ 2階)  
札幌市環境プラザ 12階 3号室 (札幌市環境プラザ 2階)  
お問い合わせ先: 札幌市環境部 環境課 環境課 環境課 (札幌市環境プラザ 12階 3号室 札幌市環境プラザ 2階)  
TEL: 011-211-2877 FAX: 011-211-5108  
当選番号発表: 4月1日(土) 12時以降にて発表  
当選発表場所: 札幌市役所 12階 3号室  
当選発表のページ: [www.city.sapporo.jp/kankyo/event/campaign.html](http://www.city.sapporo.jp/kankyo/event/campaign.html)  
当選発表のページ: [www.sapporo.jp/romu/kokusa/wwcam/index.html](http://www.sapporo.jp/romu/kokusa/wwcam/index.html)

**提出用紙**

提出日 2009年 月 日 提出先:

● 上の表で選んだ項目の番号に○をつけてください

A. 既にできている B. 今後取り組む

1 2 3 4 1 2 3 4

あなたの家庭で環境面で気を付けていることがありましたら、ご自由に記入ください。

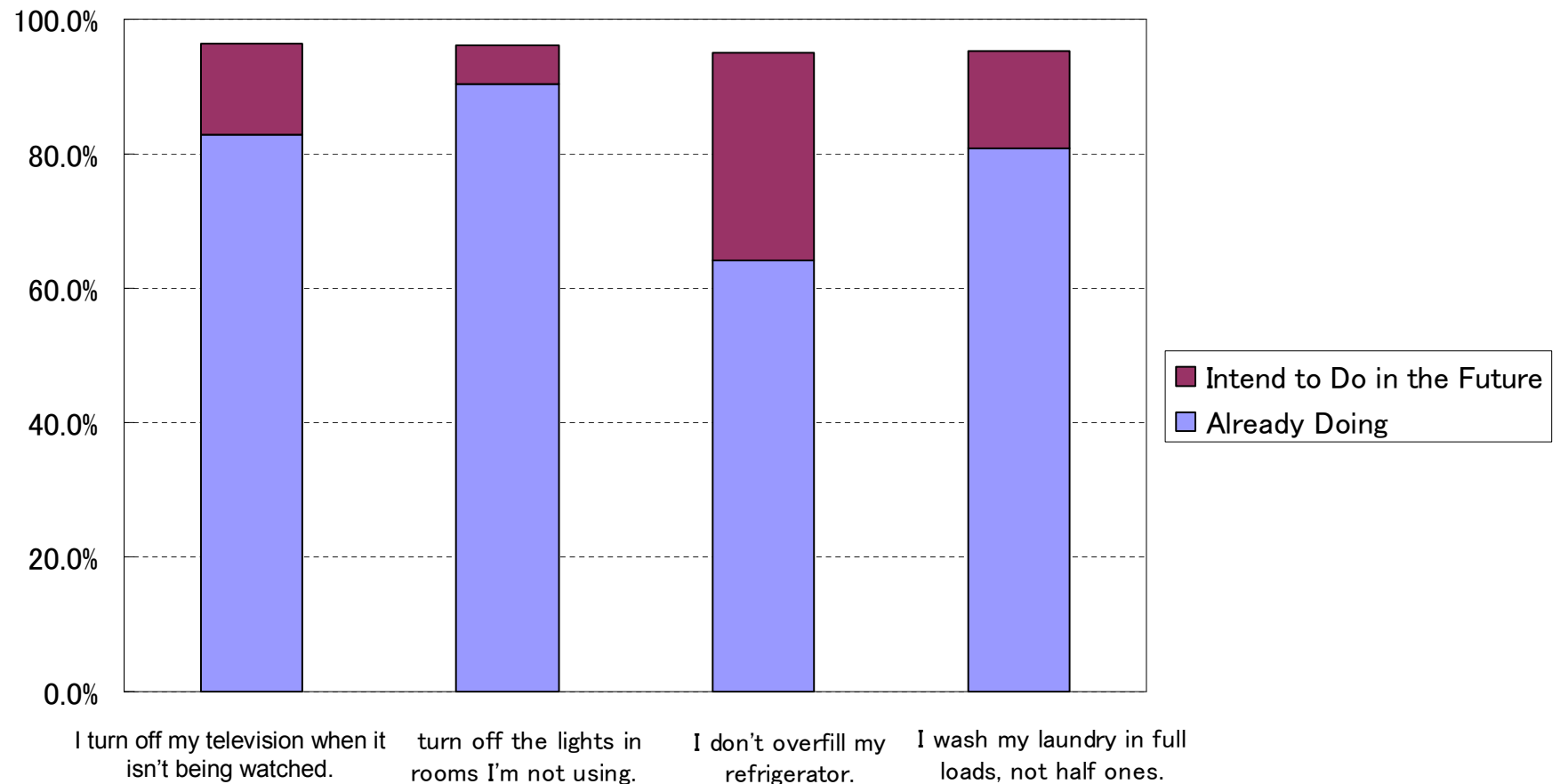
性別 ☐ 男 ☐ 女

年齢 10才未満・10代・20代・30代・40代・50代・60代・70代・80才以上 (いずれかに○)



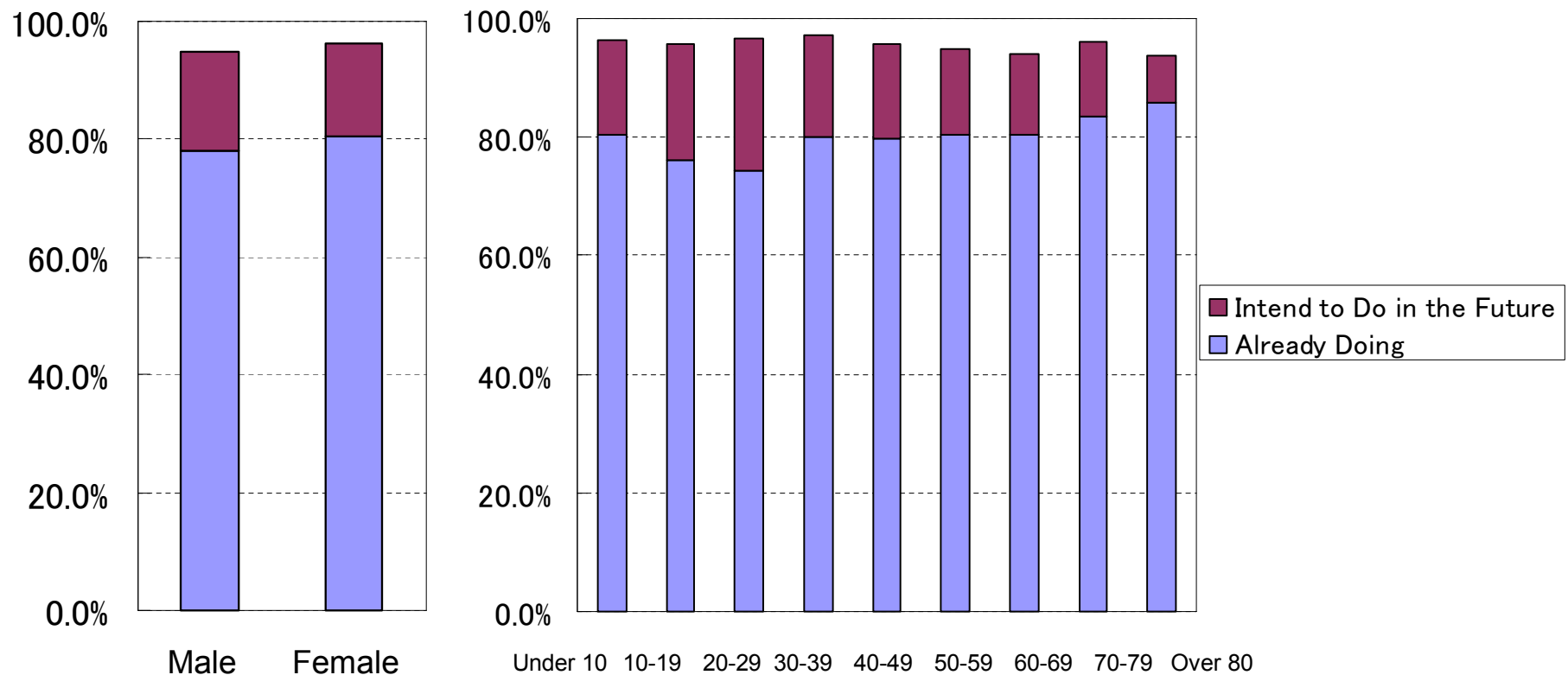
# The First Common Campaign Report

Ratio of Each Activity Undertaken (all cities)



# The First Common Campaign Report

## Ratio of Activities Undertaken by Gender and Age

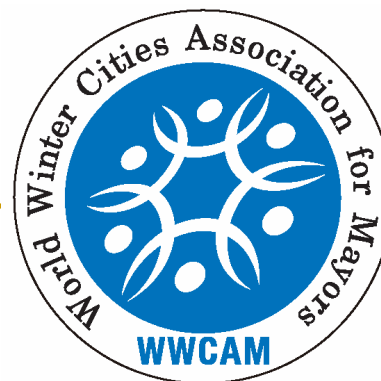


# The First Common Campaign Report



## **Other environmental efforts reported (other than the 4 survey questions)**

- **Separating trash**
- **Trying to walk, not drive**
- **Planting trees and/or flowers**
- **Reducing the amount of detergent, using more natural detergent**
- **Saving water**
- **Bring their own shopping bag**



2

## The Second Common Campaign (Proposal 1)

# The Second Common Campaign



## ○ Objectives

- **Enhancement of environmental awareness that has been improved during the initial common campaign**
- **Enhancement of collaboration among member cities by encouraging as many member cities as possible to join in the campaign**

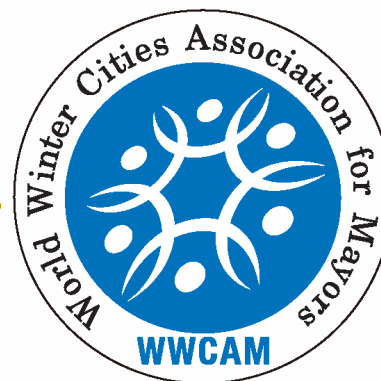
## ○ Outline

- **Display of posters appealing for measures against global warming**  
(The poster will be prepared by the Secretariat and distributed to each member city around the middle of October.)
- **Campaign period: November 1, 2009 –**
- **Report submission: Member cities are asked to send photographs of their efforts (e.g. poster displaying work, status of poster display, etc.) to the Secretariat (by the end of November 2009). The photographs will be included in a final report of the subcommittee.**

---

Poster design 1

Poster design 2



---

3

## Schedule for Future Activities (Proposal 2)

---

# The 14<sup>th</sup> World Winter Cities Conference for Mayors January 2010 in Maardu, Estonia



## ○ Report on activities of the Subcommittee on Winter City Environmental Issues

- Preparation of a final report on activities and efforts for the four-year program
- Reports on the progress of activities by the member cities (items specified in the Nuuk Declaration)

⇒ Gather information from the member cities (during a period between October and November 2009)

## ○ Submission of a draft of a new declaration to the WWCAM

- Commitment by the member cities for their involvement in global environmental issues

⇒ A declaration draft will be sent to the member cities to have their opinions and confirmations (after November 2009)

---

○ “Objectives towards which the member cities strive in order to take a leading role in global society”  
(Nuuk Declaration)

- Work towards establishing a Member City framework for global warming countermeasures (goals for reduced CO<sub>2</sub> and other greenhouse gas emissions, etc.) based on the precedents set by advanced Member Cities.
- Take the initiative as winter city governmental bodies to pursue measures for energy conservation and environmental conservation, and actively embrace our guiding role by urging and encouraging local residents in their actions and measures.
- Lessen our reliance on fossil fuels by actively pursuing the use of such renewable energy sources as biomass and natural energy.
- Work to expand the network of winter cities engaged in dealing with global environmental issues by having Member Cities share information regarding countermeasures for global warming with other cities in their region.

# Subcommittee on Winter City Environmental Issues Work Schedule

Aug. 2009   Sep. 2009   Oct. 2009   Nov. 2009

Dec. 2009

Jan. 2010

