



ROVANIEMI

# The 19<sup>th</sup> WWCAM Mayors Conference Member City's Guidance



World Winter Cities Association for Mayors



ROVANIEMI



Respected Mayor,

The World Winter Cities Association for Mayors (WWCAM) is a network of 22 winter cities from 9 countries 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. The Mayor of Sapporo has served as President of the World Winter Cities Association for Mayors since its establishment, and the Secretariat is located at the International Relations Department of the City of Sapporo. The Mayors Conference convenes biennially.

The 19th WWCAM Mayors Conference was supposed to be held in Rovaniemi, Finland in November 2020. Due to the COVID-19 pandemic, the conference was first postponed until November 2021. As the pandemic dragged on, we, unfortunately, had to make the decision to hold the conference virtually. The online conference is hosted by the City of Rovaniemi and will take place on November 15-16.

The theme of the Conference is “Aging Society in Winter Cities and Cold Climate”. WWCAM member cities and observer cities and other guests from all around the world are welcome to join online to discuss cooperation and plans for the future. The three main topics of the conference are “Challenges and Solutions to Social Marginalization”, “Elderly Empowerment” and “Infrastructure and Architecture for All”.

On behalf of the conference organizers as well as the City of Rovaniemi, I would like to invite you to join us in discussions on these important topics that can inspire and give content to assist in enhancing cooperation between our wonderful member cities!



Ulla-Kirsikka Vainio  
Mayor of the City of Rovaniemi



ROVANIEMI

## GREETING OF THE PRESIDENT, WORLD WINTER CITIES ASSOCIATION FOR MAYORS

### **On the Occasion of the 19th World Winter Cities Association for Mayors Conference**

It is my great pleasure to inform you that Rovaniemi will host the 19th World Winter Cities Association for Mayors Conference, a city that has been actively involved in the Mayors Association since joining in 2014.

The 19th Mayors Conference was originally scheduled to be held in Rovaniemi in 2020, but due to the global spread of COVID-19, it was postponed to November 2021 and will be held in an online format. I would like to express my sincere gratitude to the city of Rovaniemi for their great effort in hosting the Mayors Conference online for the first time. I would also like to thank all the member cities for their understanding of the online format.

Unfortunately, in the past two years, many global conferences have been cancelled. With this in mind, we believe that the ability to share the efforts of each city through the new online format is made possible by our shared bond of the Mayors Conference, which is overcoming the difficulties of snow and cold to share our urban development efforts.

We believe that this will be a wonderful opportunity for each member city to engage in lively discussions on various city planning initiatives, under the main theme of "Aging Society in Winter Cities and Cold Climate". I understand that the COVID-19 has brought about a severe environment, but also has further suggested the importance of cooperation among international cities. I hope that all of our member cities will consider participating in the conference in order to build a stronger network.

For non-member cities who are interested in our activities, we understand that the online format makes it easier for you to participate as an observer. We hope you will take this opportunity to learn more about our activities.

I sincerely look forward to discussing with you at the 19th Mayors Conference and hope to meet and talk with you in person as soon as possible.

AKIMOTO Katsuhiko

President, World Winter Cities Association for Mayors  
Mayor of Sapporo





# CONFERENCE SCHEDULE

\* The dates and times below are all indicated in Rovaniemi (Finland) Time. Please refer to the “LIST OF WWCAM MEMBER CITIES AND TIME ZONES” to find your city’s local time.

\* Conference Language is English. Each city is asked to arrange simultaneous interpretation at their own expense if needed.

## Main theme: Aging Society in Winter Cities and Cold Climate

Friday, November 5 <sup>th</sup>	9-11 a.m.	<b>Working Group Discussion</b> <ul style="list-style-type: none"> <li>● Topic: Tourism Development in Winter Cities</li> <li>● Attended by: working-level city officials, academics, and businesses etc.</li> </ul>
Monday, November 15 <sup>th</sup>	6-8 a.m.	<b>Group Session 1 (Sub-theme 3)</b> <ul style="list-style-type: none"> <li>● Sub-theme 3: Infrastructure and Architecture for All</li> <li>● Attended by: mayors and other representatives as a proxy for the mayor</li> </ul>
	9-11 a.m.	<b>Group Session 2 (Sub-theme 1 &amp; 2)</b> <ul style="list-style-type: none"> <li>● Sub-theme 1: Challenges and Solutions to Social Marginalization</li> <li>● Sub-theme 2: Elderly Empowerment</li> <li>● Attended by: mayors and other representatives as a proxy for the mayor</li> </ul>
Tuesday, November 16 <sup>th</sup>	9-11 a.m.	<b>Subcommittee Report &amp; Voting on Rovaniemi Declaration and Rovaniemi Mayors Conference Resolutions</b> <ul style="list-style-type: none"> <li>● Attended by: mayors and other representatives as a proxy for the mayor</li> </ul>

FRIDAY, NOVEMBER 5th at 9-11 a.m. EET; UTC+02:00

*Working Group discussion*

### ***Tourism Development in Winter Cities***

*Winter cities have many attractive tourist resources due to their distinctive climate and environment. In addition, "Eco-Tourism" adopting sustainable approaches -such as global environmental protection- that the WWCAM has been working on have been drawing more attention. This working group will share information and studies on tourism development utilizing winter city resources including Eco-Tourism.*



MONDAY, NOVEMBER 15th at 6-8 a.m. EET; UTC +02.00

*Group Session 1*

***Sub-theme3: Infrastructure and Architecture for All***

*Winter cities have the construction and architectural know-how that can withstand the harsh environment such as low temperatures and snow. Also, there are many unique ideas to make winter living enjoyable and comfortable for all residents of the cities. This sub-theme is to share and study such know-how and ideas.*

MONDAY, NOVEMBER 15th at 9-11 a.m. EET; UTC +02.00

*Group Session 2*

***Sub-theme1: Challenges and Solutions to Social Marginalization***

*The social isolation of the elderly has been a serious problem, especially in areas that see outflow of younger population. This can distort the age structure in the community, affect specific areas such as healthcare services, isolate older people who have lost social connections from the community, and cause a variety of problems. This sub-theme is to exchange information and learn from each other about the issues of social exclusion and isolation of the elderly.*

***Sub-theme2: Elderly Empowerment***

*Regions where the population is aging face problems such as a reduction in working force and economy, and more people needing nursing care resulting in an increase in the cost of social security. Even under such circumstances, in order to increase the security and vitality of society, it is required for the elderly to support society and the economy as a member of the community while maintaining their health and independent living, and be able to play active roles throughout their lives. This sub-theme is to share and learn from each other about initiatives that can lead to the active participation of the elderly.*

TUESDAY, NOVEMBER 16th at 9-11 a.m. EET; UTC +02.00

***Subcommittee Report***

*Subcommittees conduct technical research and exchange information on technology among administrators of municipal governments and technocrats of member countries. Since the fourth conference held in Tromsø, Norway in 1990, subcommittees were formed in the past focusing on various topics such as “Winter Recreation and Tourism,” “Economic Expansion,” “Snow Management”, and “Sustainable Winter Cities Planning”.*

*Currently, the Subcommittee for Arctic Design explores the application of design in solving problems in urban planning. It was established in February 2015 and is the only active Subcommittee and it will present its final report in this conference.*

***Voting on Rovaniemi Declaration and Rovaniemi Mayors Conference Resolutions***



# REGISTRATION FOR THE 19<sup>TH</sup> WWCAM MAYORS CONFERENCE

Please submit the attached “Registration Form for the 19th WWCAM Mayors Conference” to the Secretariat ([wwcam@city.sapporo.jp](mailto:wwcam@city.sapporo.jp)) by Friday, October 8.  
Note: Please submit the form even if your city is unable to attend.

Those cities giving a presentation at the Group Sessions and the Working Group discussion are asked to submit your presentation materials to the Secretariat by Friday, October 8. For further details, please refer to the following guidelines.

1. Presentation at the Group Sessions and the Working Group Discussion
  - 1) Please submit Power Point documents and scripts for your presentations to the Secretariat.
  - 2) Presentations given in the online sessions should be no longer than 10 minutes. The presentation time may be shorter than 10 minutes due to time constraints. The detailed presentation time and order will be announced at a later date.
  - 3) Power Point documents submitted to the Secretariat will be used for your presentations in the online sessions. They will also be posted on the WWCAM website in advance for members and observers to view.
2. How to submit
  - 1) Please send all submissions to the Secretariat by email ([wwcam@city.sapporo.jp](mailto:wwcam@city.sapporo.jp)).
  - 2) The maximum file size we can receive by e-mail is 4MB in total. Please use Microsoft One Drive or similar software to send the files larger than 4MB.
  - 3) The due date for all submissions is Friday, October 8.

## LIST OF WWCAM MEMBER CITIES AND TIME ZONES

\*All online sessions will take place according to Rovaniemi (Finland) time. This chart shows the time difference between Rovaniemi and your city.

Country	City	Working Group		Group Session 1 (Sub-theme 3)		Group Session 2 (Sub-theme 1 & 2)		Subcommittee Report, Declaration & Resolutions	
		Start	End	Start	End	Start	End	Start	End
Finland	Rovaniemi	9:00, Nov. 5th	11:00, Nov. 5th	6:00, Nov. 15th	8:00, Nov. 15th	9:00, Nov. 15th	11:00, Nov. 15th	9:00, Nov. 16th	11:00, Nov. 16th
Estonia	Viimsi	9:00, Nov. 5th	11:00, Nov. 5th	6:00, Nov. 15th	8:00, Nov. 15th	9:00, Nov. 15th	11:00, Nov. 15th	9:00, Nov. 16th	11:00, Nov. 16th
Russia	Magadan	18:00, Nov. 5th	20:00, Nov. 5th	15:00, Nov. 15th	17:00, Nov. 15th	18:00, Nov. 15th	20:00, Nov. 15th	18:00, Nov. 16th	20:00, Nov. 16th
	Norilsk	14:00, Nov. 5th	16:00, Nov. 5th	11:00, Nov. 15th	13:00, Nov. 15th	14:00, Nov. 15th	16:00, Nov. 15th	14:00, Nov. 16th	16:00, Nov. 16th
	Novosibirsk	14:00, Nov. 5th	16:00, Nov. 5th	11:00, Nov. 15th	13:00, Nov. 15th	14:00, Nov. 15th	16:00, Nov. 15th	14:00, Nov. 16th	16:00, Nov. 16th
Mongolia	Ulaanbaatar	15:00, Nov. 5th	17:00, Nov. 5th	12:00, Nov. 15th	14:00, Nov. 15th	15:00, Nov. 15th	17:00, Nov. 15th	15:00, Nov. 16th	17:00, Nov. 16th
China	Changchun	15:00, Nov. 5th	17:00, Nov. 5th	12:00, Nov. 15th	14:00, Nov. 15th	15:00, Nov. 15th	17:00, Nov. 15th	15:00, Nov. 16th	17:00, Nov. 16th
	Daqing	15:00, Nov. 5th	17:00, Nov. 5th	12:00, Nov. 15th	14:00, Nov. 15th	15:00, Nov. 15th	17:00, Nov. 15th	15:00, Nov. 16th	17:00, Nov. 16th
	Harbin	15:00, Nov. 5th	17:00, Nov. 5th	12:00, Nov. 15th	14:00, Nov. 15th	15:00, Nov. 15th	17:00, Nov. 15th	15:00, Nov. 16th	17:00, Nov. 16th
	Jiamusi	15:00, Nov. 5th	17:00, Nov. 5th	12:00, Nov. 15th	14:00, Nov. 15th	15:00, Nov. 15th	17:00, Nov. 15th	15:00, Nov. 16th	17:00, Nov. 16th
	Jilin	15:00, Nov. 5th	17:00, Nov. 5th	12:00, Nov. 15th	14:00, Nov. 15th	15:00, Nov. 15th	17:00, Nov. 15th	15:00, Nov. 16th	17:00, Nov. 16th
	Jixi	15:00, Nov. 5th	17:00, Nov. 5th	12:00, Nov. 15th	14:00, Nov. 15th	15:00, Nov. 15th	17:00, Nov. 15th	15:00, Nov. 16th	17:00, Nov. 16th
	Mudanjiang	15:00, Nov. 5th	17:00, Nov. 5th	12:00, Nov. 15th	14:00, Nov. 15th	15:00, Nov. 15th	17:00, Nov. 15th	15:00, Nov. 16th	17:00, Nov. 16th
	Qiqihar	15:00, Nov. 5th	17:00, Nov. 5th	12:00, Nov. 15th	14:00, Nov. 15th	15:00, Nov. 15th	17:00, Nov. 15th	15:00, Nov. 16th	17:00, Nov. 16th
Korea	Shenyang	15:00, Nov. 5th	17:00, Nov. 5th	12:00, Nov. 15th	14:00, Nov. 15th	15:00, Nov. 15th	17:00, Nov. 15th	15:00, Nov. 16th	17:00, Nov. 16th
	Hwacheon	16:00, Nov. 5th	18:00, Nov. 5th	13:00, Nov. 15th	15:00, Nov. 15th	16:00, Nov. 15th	18:00, Nov. 15th	16:00, Nov. 16th	18:00, Nov. 16th
	Inje	16:00, Nov. 5th	18:00, Nov. 5th	13:00, Nov. 15th	15:00, Nov. 15th	16:00, Nov. 15th	18:00, Nov. 15th	16:00, Nov. 16th	18:00, Nov. 16th
	Taebaek	16:00, Nov. 5th	18:00, Nov. 5th	13:00, Nov. 15th	15:00, Nov. 15th	16:00, Nov. 15th	18:00, Nov. 15th	16:00, Nov. 16th	18:00, Nov. 16th
Japan	Sapporo	16:00, Nov. 5th	18:00, Nov. 5th	13:00, Nov. 15th	15:00, Nov. 15th	16:00, Nov. 15th	18:00, Nov. 15th	16:00, Nov. 16th	18:00, Nov. 16th
U.S.A	Anchorage	23:00, Nov. 4th	1:00, Nov. 5th	19:00, Nov. 14th	21:00, Nov. 14th	22:00, Nov. 14th	0:00, Nov. 15th	22:00, Nov. 15th	0:00, Nov. 16th
Canada	Edmonton	1:00, Nov. 5th	3:00, Nov. 5th	21:00, Nov. 14th	23:00, Nov. 14th	0:00, Nov. 15th	2:00, Nov. 15th	0:00, Nov. 16th	2:00, Nov. 16th
	Winnipeg	2:00, Nov. 5th	4:00, Nov. 5th	22:00, Nov. 14th	0:00, Nov. 15th	1:00, Nov. 15th	3:00, Nov. 15th	1:00, Nov. 16th	3:00, Nov. 16th

# TECHNICAL GUIDE TO ATTEND ONLINE SESSIONS

## Zoom Quick Start Guide

Zoom is a cloud-based meeting platform that provides video, audio, and screen sharing options across multiple platforms, including mobile. You can join any Zoom meeting by clicking the meeting link, or by entering the meeting ID into the Zoom desktop or mobile app.

### Join a Meeting

#### Join Using a Link

1. Click the Meeting Link provided by the host.
2. If necessary, follow the prompts to download and install the Zoom desktop application. The desktop application is required to use meeting chat and participate in polls.

#### Join Using a Meeting ID

1. Click the appropriate link to download Zoom on your device. a. Windows & Mac
2. Open the Zoom Application
3. Click Join (Connect to a meeting).
4. Enter the Meeting ID into the field. The meeting ID is the 9, 10, or 11-digit number located in the meeting invitation or at the end of the Zoom meeting URL.
5. Click Join.
6. If the host has decided not to allow participants to join before the host, you will see a message appear on your screen and will be placed in a waiting room. You will automatically join the meeting when the host arrives.
7. The Zoom meeting window will display. A menu bar containing participant tools will appear and disappear as you mouse over the bottom of the Zoom meeting.

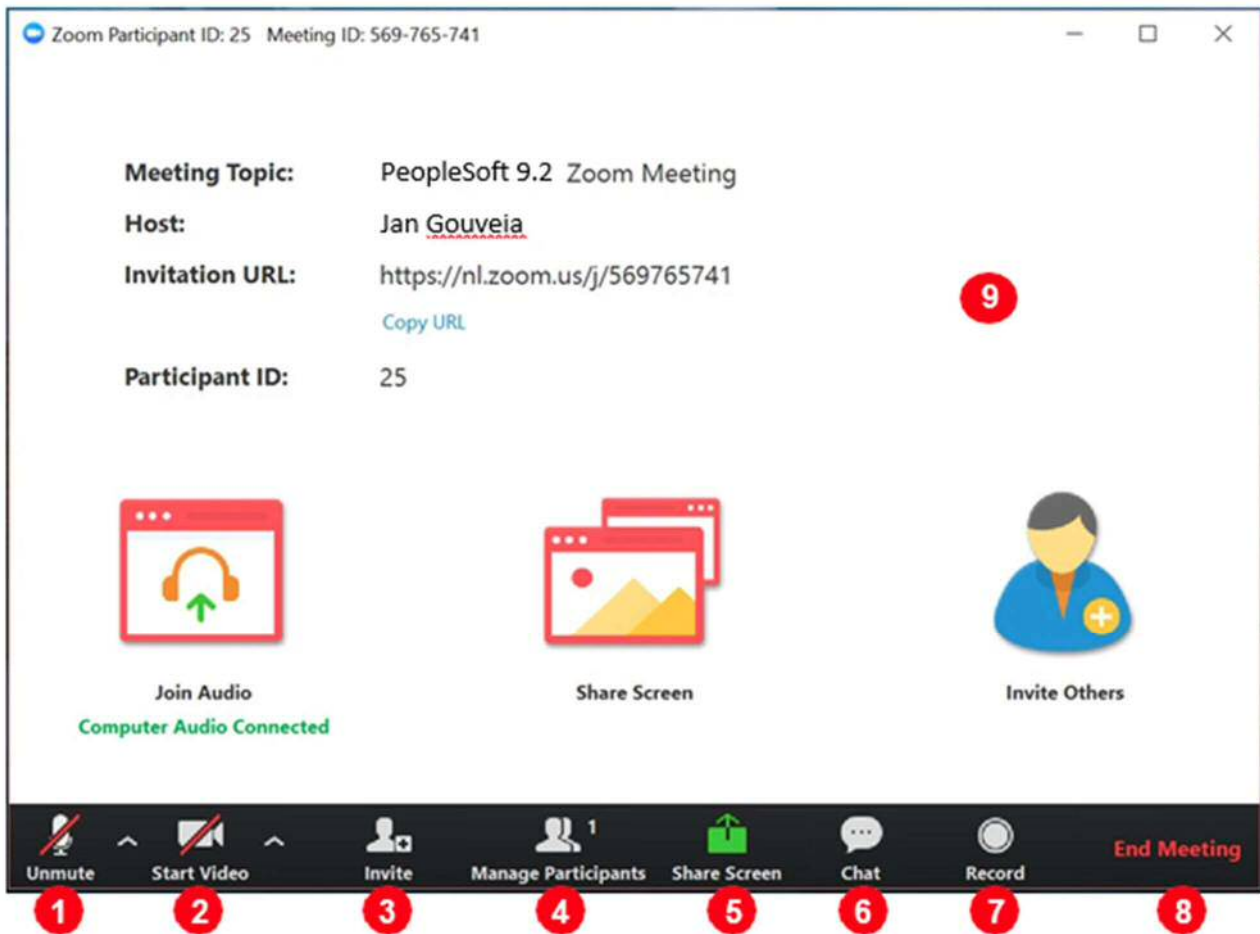
*Mobile Users:* Mobile app interfaces will appear differently but contain most of the same functionality.

#### Quick Tips for Using Zoom

- If you are using an external camera and/or microphone, plug them in before opening the Zoom application. A headset is recommended.
- Only 1 microphone and speaker system should be active per physical location to avoid microphone feedback.
- Be sure to mute yourself when you are not speaking.



# TECHNICAL GUIDE TO ATTEND ONLINE SESSIONS



Take a moment to familiarize yourself with the Zoom user interface:

1. Mute or unmute your microphone
2. Start or stop your video feed
3. Invite participants to the meeting (only host)
4. Manage/view the list of meeting participants
5. Share your screen
6. Open the Chat window
7. Record the meeting (only host)
8. Leave the meeting
9. Video Area

## Mute/Unmute Audio and Adjust Audio Options

Using audio in a Zoom meeting requires you to have access to either a microphone through your computer or a telephone. Please be aware that the host can control participant audio in a meeting. This means the host can mute you at any time.

1. To unmute yourself and begin talking, click the Unmute button (microphone) in the bottom-left corner of the meeting window.
2. To mute yourself, click the Mute button (microphone). A red slash will appear over the microphone icon indicating that your audio is now off.
3. To test your computer microphone and speakers, click the up arrow to the right of the microphone icon and select Audio options.

# TECHNICAL GUIDE TO ATTEND ONLINE SESSIONS

## Start/Stop Video and Adjust Video Options

1. Click the Start Video button in the menu bar at the bottom to begin your video.
2. Click the Stop Video button to stop sharing your video stream.
3. To choose a different webcam or adjust your video settings, click the up arrow to the right of the Video icon and select Video Settings.

## Send a Message to Everyone

1. Click the Chat button in the menu bar to open the Chat panel.
2. Type your message in the Text box at the bottom of the panel.
3. Press Enter to send the message.
4. To save the chat transcript, click the More button at the bottom of the chat panel and select Save Chat.
5. Save Chat.

## Send a Private Message

You can send a private message to a single person by clicking the down arrow in the To: field and selecting the person's name from the list. The person's name will stay selected until you click the down arrow again and select Everyone.

## Share Your Screen

Both hosts and participants can share their screen in Zoom.

First open to the background the app you like to share.

For example open the Power point and choose the file you want to present.

1. Click the Share Screen button on the menu bar.
2. Select the desktop or application you would like to share or select whiteboard to share a whiteboard. Selecting Desktop will allow you to share everything on your desktop.
3. Click the Share Screen.
4. When sharing your screen, the menu bar moves to the top of your screen and disappears until you mouse over the area. Additional tools, such as Chat, Remote Control, and Audio options are located under the More button. To reposition the menu bar, click and drag it to another location.



*Screen sharing menu bar in expanded view*

5. Click **Stop Share** in the small menu bar to stop sharing your screen.