



WORLD WINTER CITIES ASSOCIATION FOR MAYORS

2024 Working-Level Officials Meeting in Sapporo
WWCAM Member Cities PR Event
Wednesday, January 31, 2024
@Sapporo Municipal Library and Information Center
1F Salon



 World Winter Cities Association for Mayors

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 World Winter Cities Association for Mayors



* A network that brings together winter cities of the world to meet and learn from each other about winter technologies and experiences under the slogan “Winter is a Resource and an Asset”

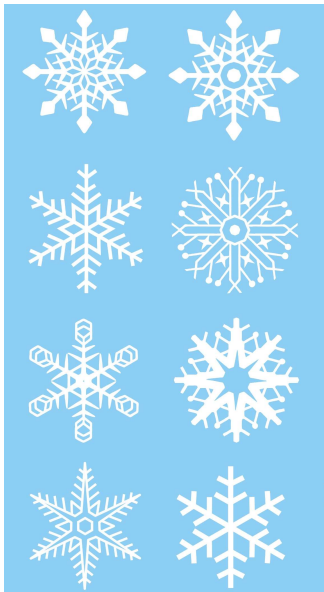
* Initiated by the City of Sapporo in 1981; the first Mayors Conference was held the following year

* Registered as an NGO with the UN since 1997

ABOUT THE WORLD WINTER CITIES ASSOCIATION FOR MAYORS

 World Winter Cities Association for Mayors

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* A city that faces challenges related to development due to harsh winter climate conditions with heavy snowfall and cold temperatures.

Measure of snow accumulation:

At least 20 cm per year

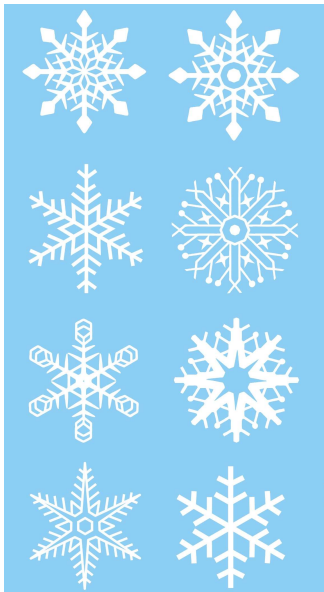
Measure of cold temperature:

At least one month per year with an approximate average temperature below 0°C

WHAT IS A WINTER CITY?

HISTORY OF THE MAYORS CONFERENCE

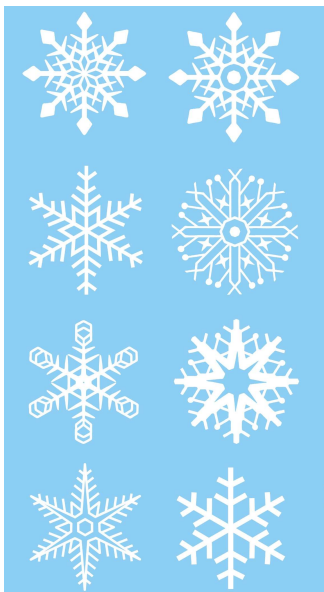
1 st 1982 Sapporo, Japan	2 nd 1985 Shenyang, China	3 rd 1988 Edmonton, Canada	4 th 1990 Tromsø, Norway	5 th 1992 Montréal, Canada	6 th 1994 Anchorage, U.S.A.	7 th 1996 Winnipeg, Canada	8 th 1998 Harbin, China	9 th 2000 Luleå & Kiruna, Sweden	10 th 2002 Aomori, Japan
Participation: 9 cities from 6 countries	Participation: 10 cities from 6 countries	Participation: 17 cities from 12 countries	Participation: 20 cities from 10 countries	Participation: 34 cities from 11 countries	Participation: 30 cities from 10 countries	Participation: 33 cities from 9 countries	Participation: 49 cities from 10 countries	Participation: 26 cities from 10 countries	Participation: 28 cities from 13 countries
11 th 2004 Anchorage, U.S.A.	12 th 2006 Changchun, China	13 th 2008 Nuuk, Greenland	14 th 2010 Maardu, Estonia	15 th 2012 Ulaanbaatar, Mongolia	16 th 2014 Hwacheon, Korea	17 th 2016 Sapporo, Japan	18 th 2018 Shenyang, China	19 th 2021 Rovaniemi, Finland	
Participation: 27 cities from 11 countries	Participation: 29 cities from 13 countries	Participation: 22 cities from 8 countries	Participation: 18 cities from 11 countries	Participation: 13 cities from 7 countries	Participation: 12 cities from 4 countries	Participation: 32 cities from 8 countries	Participation: 46 cities from 21 countries	Participation: 21 cities from 7 countries	



*In 2024, the Mayors Conference will be held in Sapporo for the first time in 8 years since 2016.



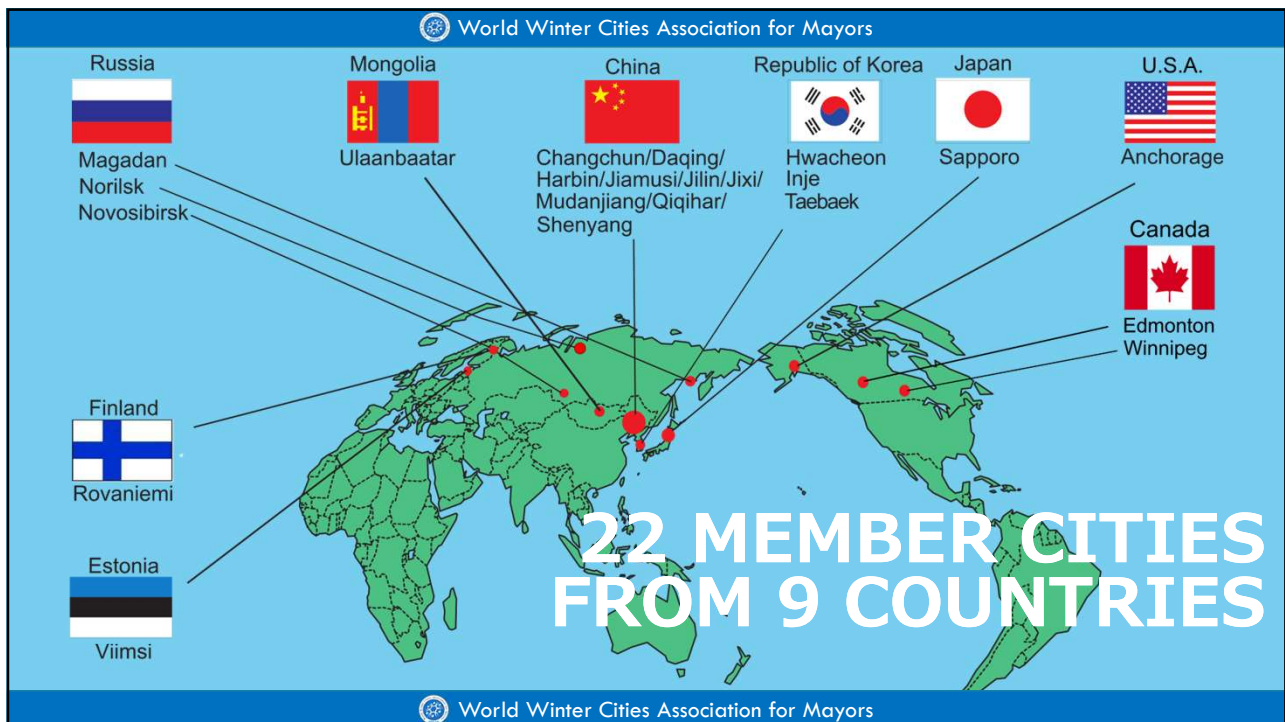
ABOUT THE WORLD WINTER CITIES ASSOCIATION FOR MAYORS



* The Working-Level Officials Meeting is currently being hosted here in the City of Sapporo, from January 30 to 31, 2024.

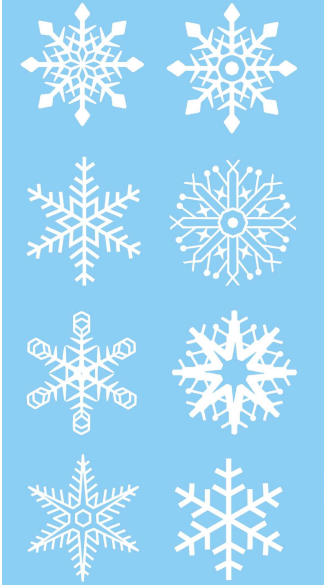


WORLD WINTER CITIES ASSOCIATION FOR MAYORS 2024 WORKING-LEVEL OFFICIALS MEETING



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World Winter Cities Association for Mayors



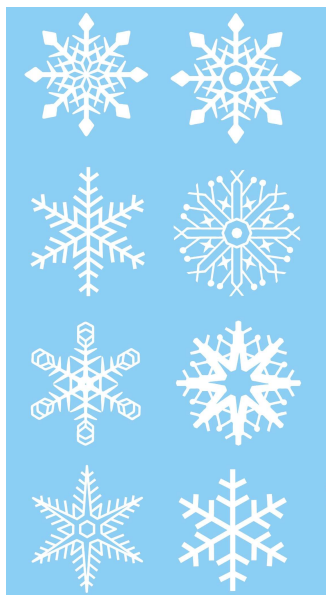
* Any mayor wishing to become a member of the Association can apply to the President for membership. The decision will be made at the meeting of the Board of Directors.

* The Members will be qualified to attend the General Assembly and Mayors Conference, speak at meetings, and vote. They are also qualified to apply for hosting the Mayors Conference.

MEMBERSHIP PROCEDURE

World Winter Cities Association for Mayors

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Secretariat

World Winter Cities Association for Mayors

c/o International Relations Department, 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

<https://wwcam.org/en>

APPLICATIONS AND CONTACT



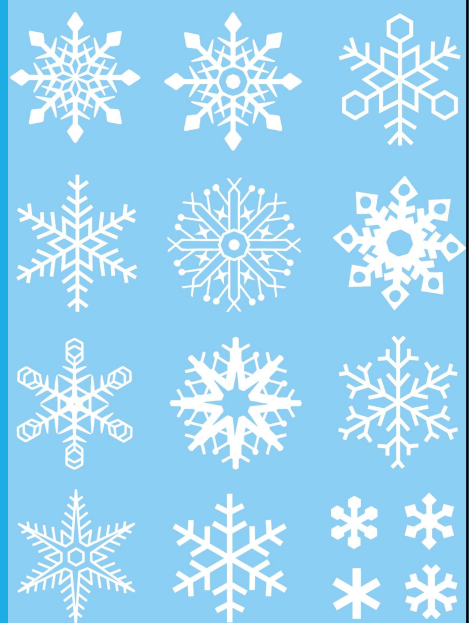
WORLD WINTER CITIES ASSOCIATION FOR MAYORS

2024 Working-Level Officials Meeting in Sapporo

WWCAM Member Cities PR Event

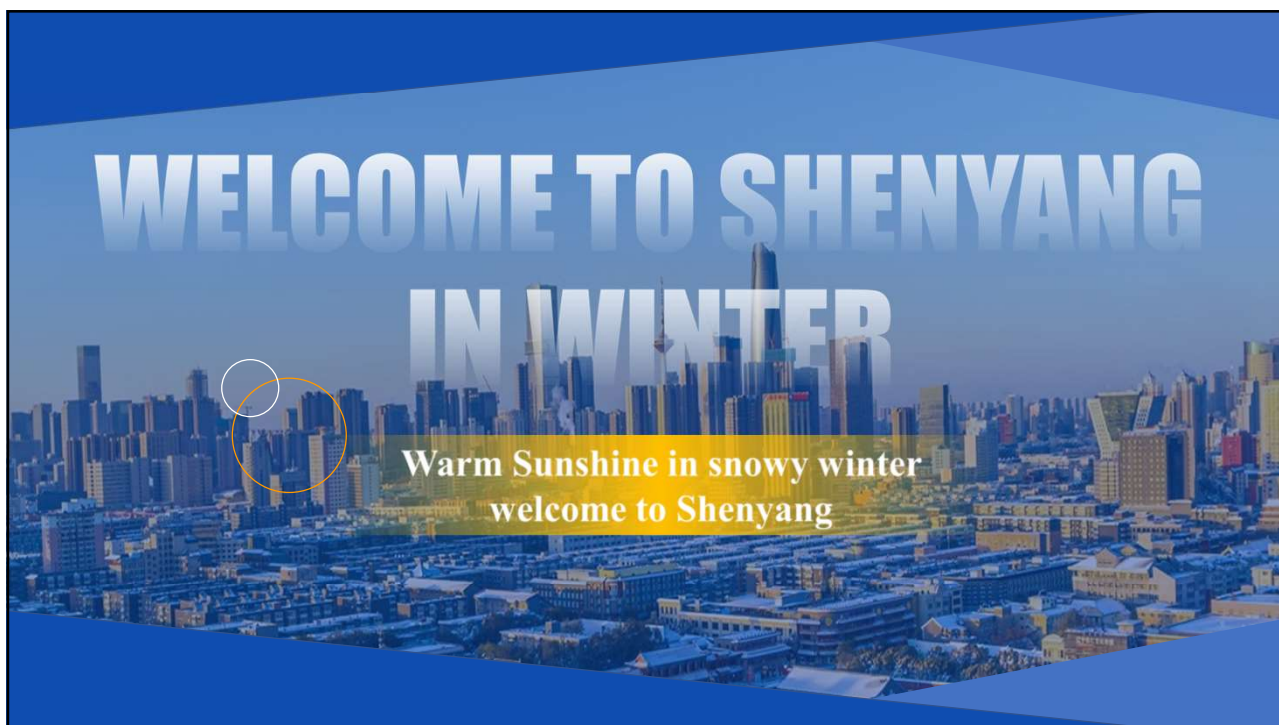
Wednesday, January 31, 2024

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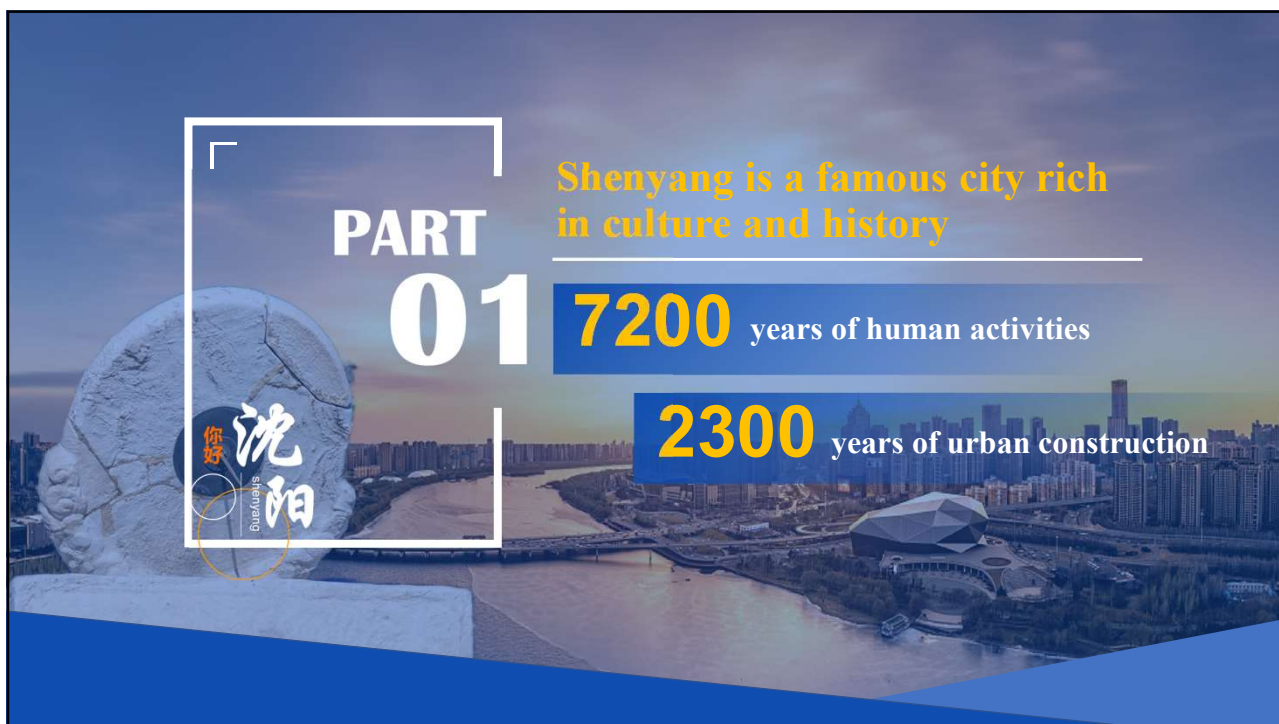




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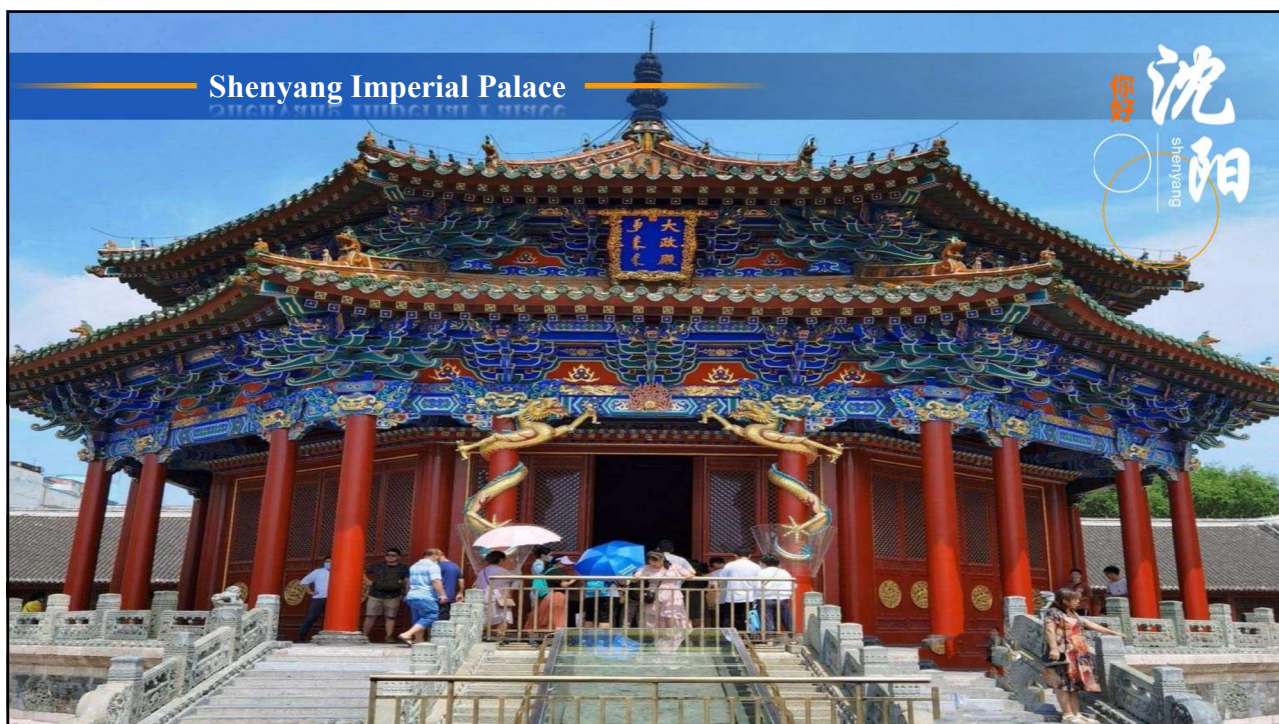
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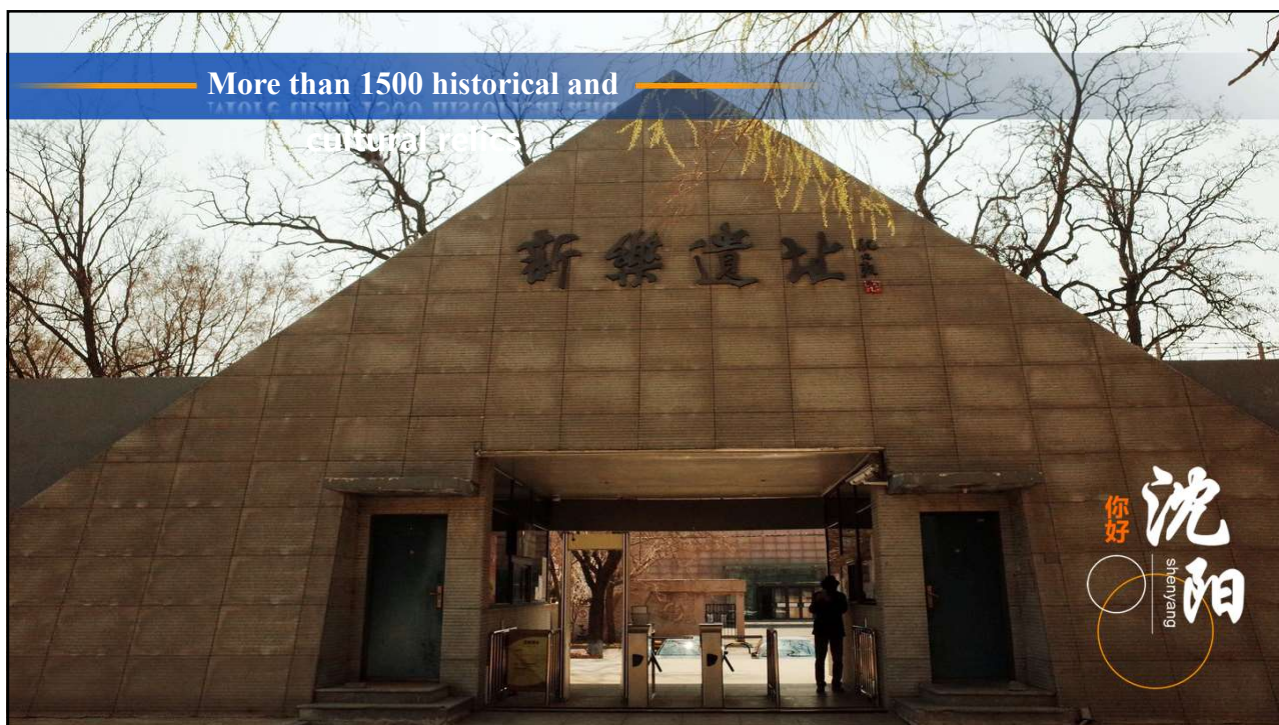
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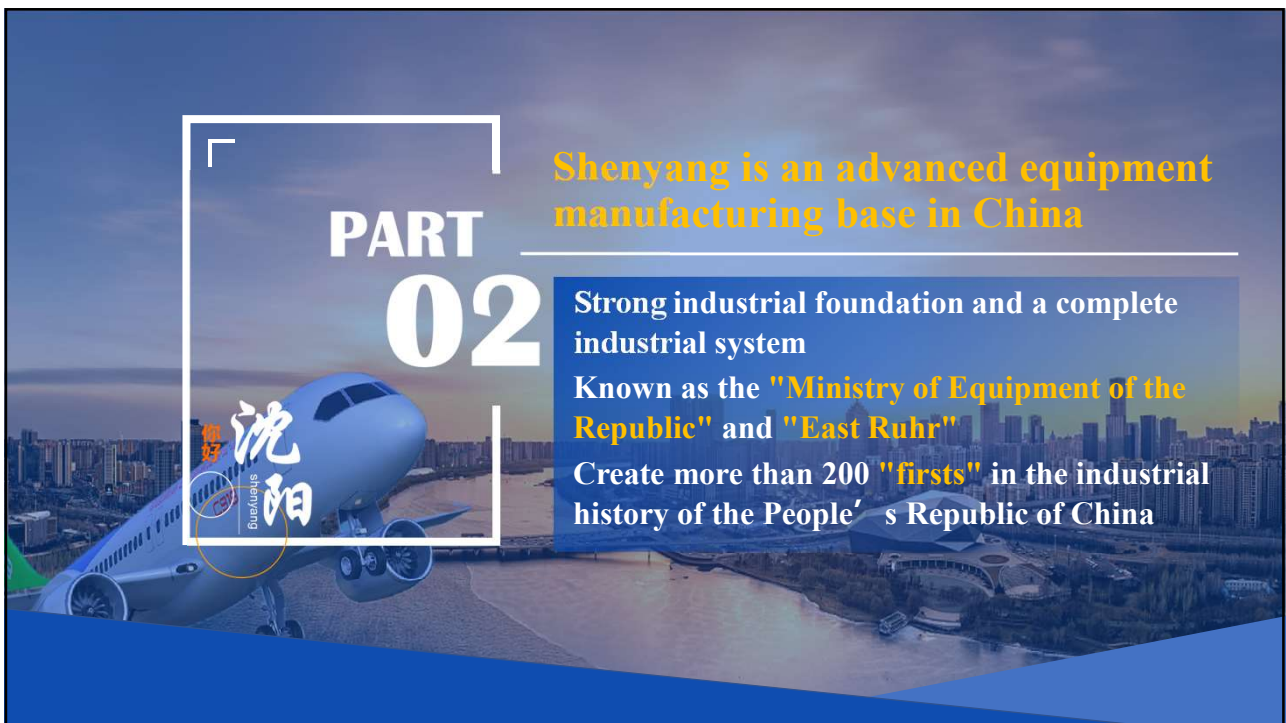
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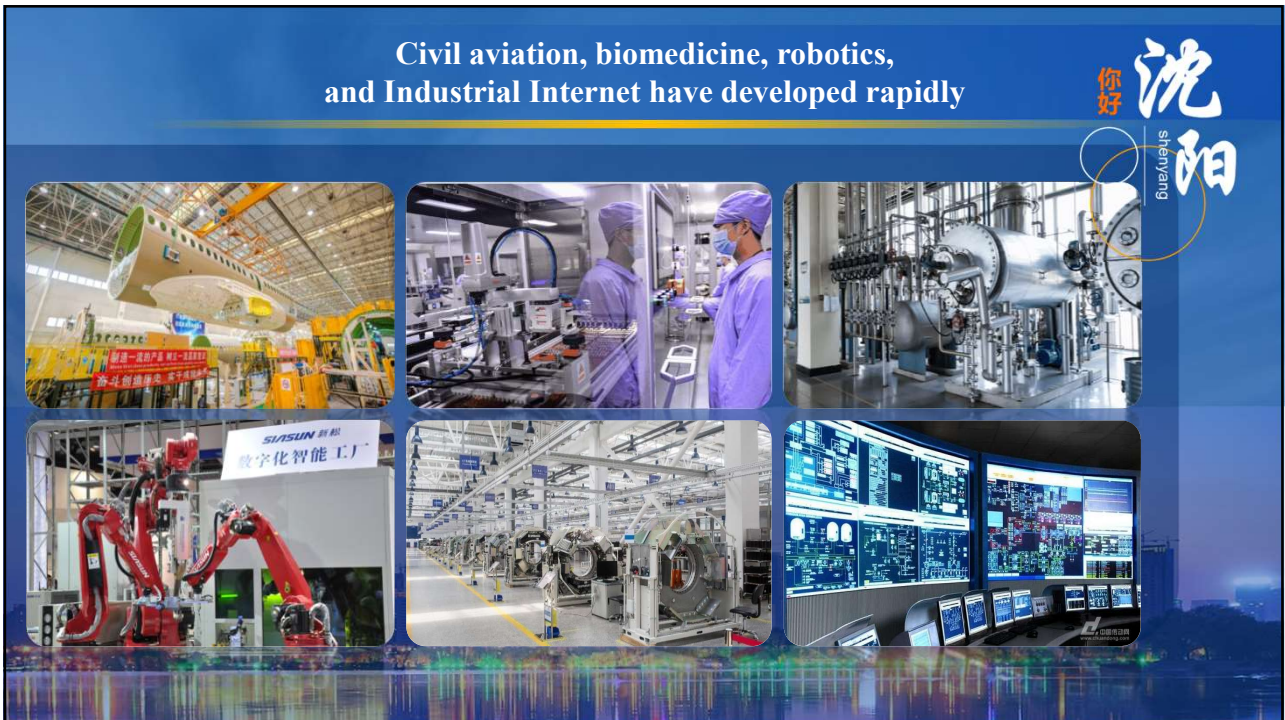
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Flagship of Shenyang industry in the new era



11

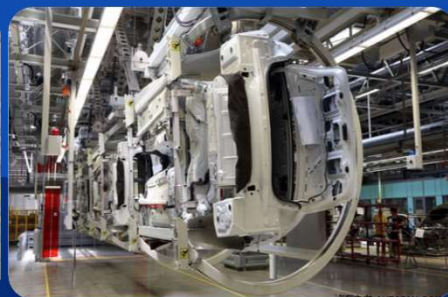
Civil aviation, biomedicine, robotics, and Industrial Internet have developed rapidly



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Shenyang is the BMW Group's largest production base in the world,
and one out of every three BMW vehicles in the world is produced in Shenyang



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「

PART

03

」

你好 沈阳

shenyang

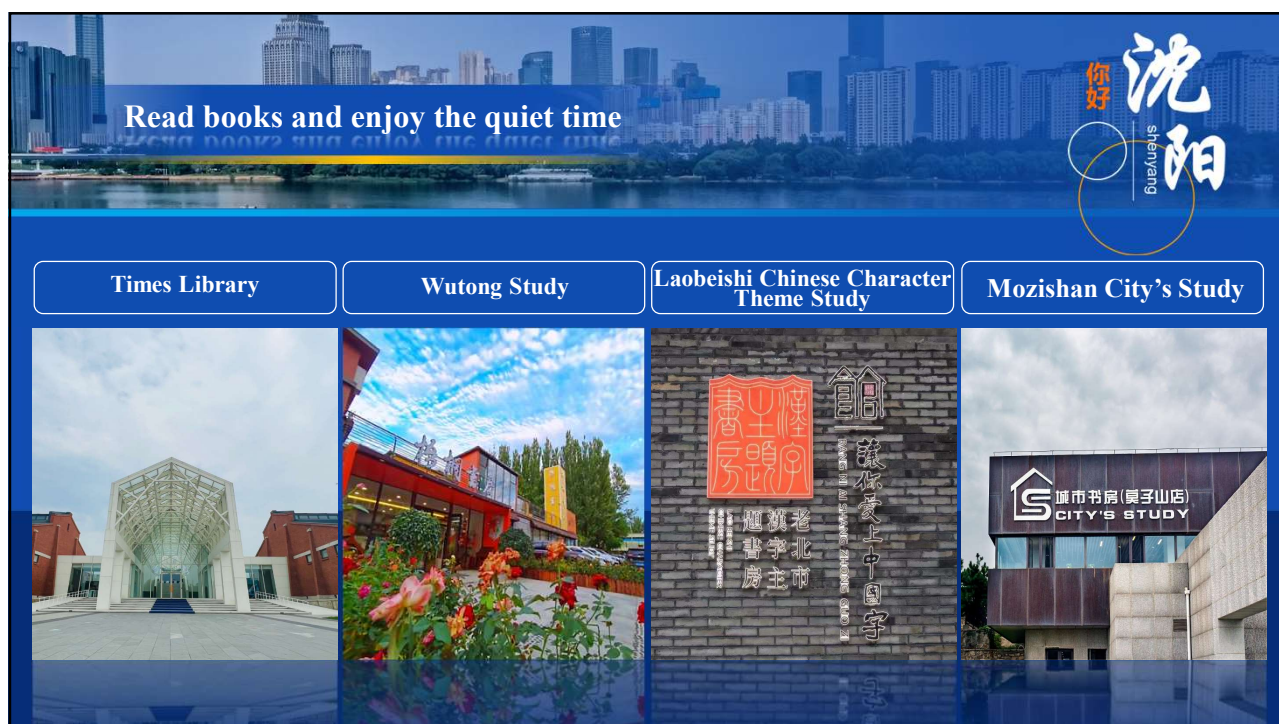
Shenyang is a tourism hotspot city in China

Shenyang has beautiful mountains and rivers, four distinct seasons, authentic local food with unique flavor, simple, honest and hospitable people

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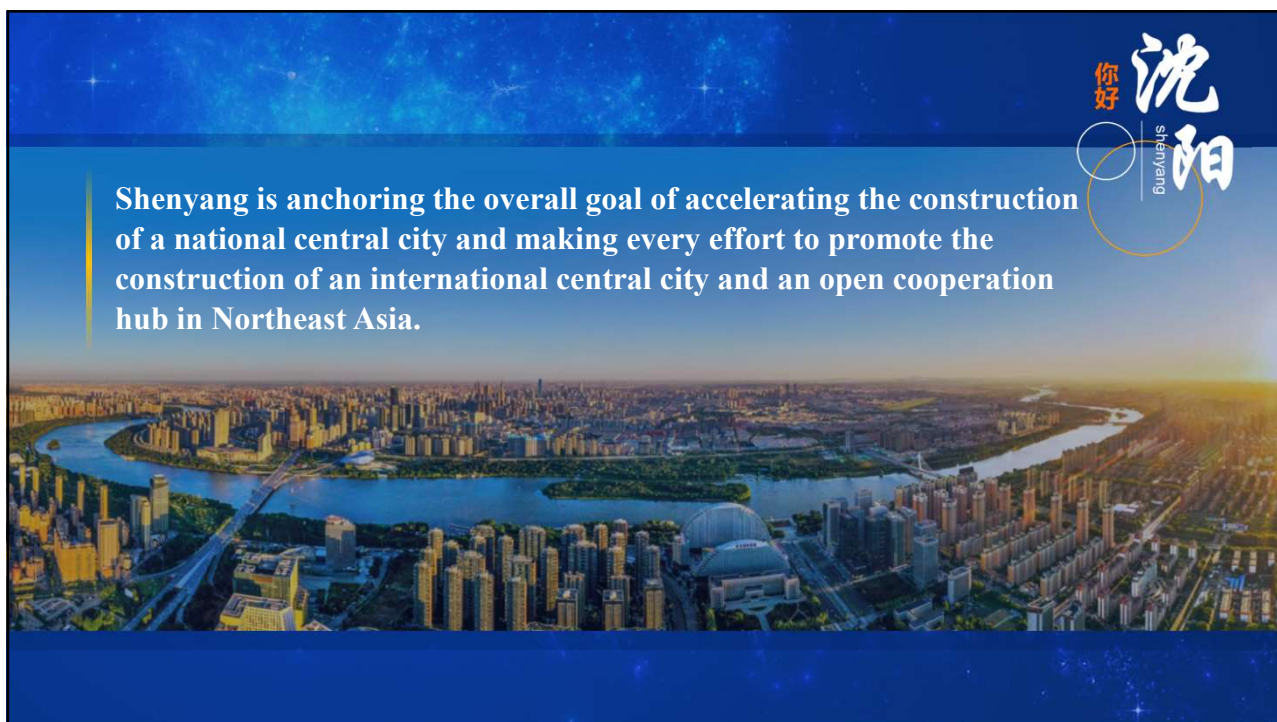
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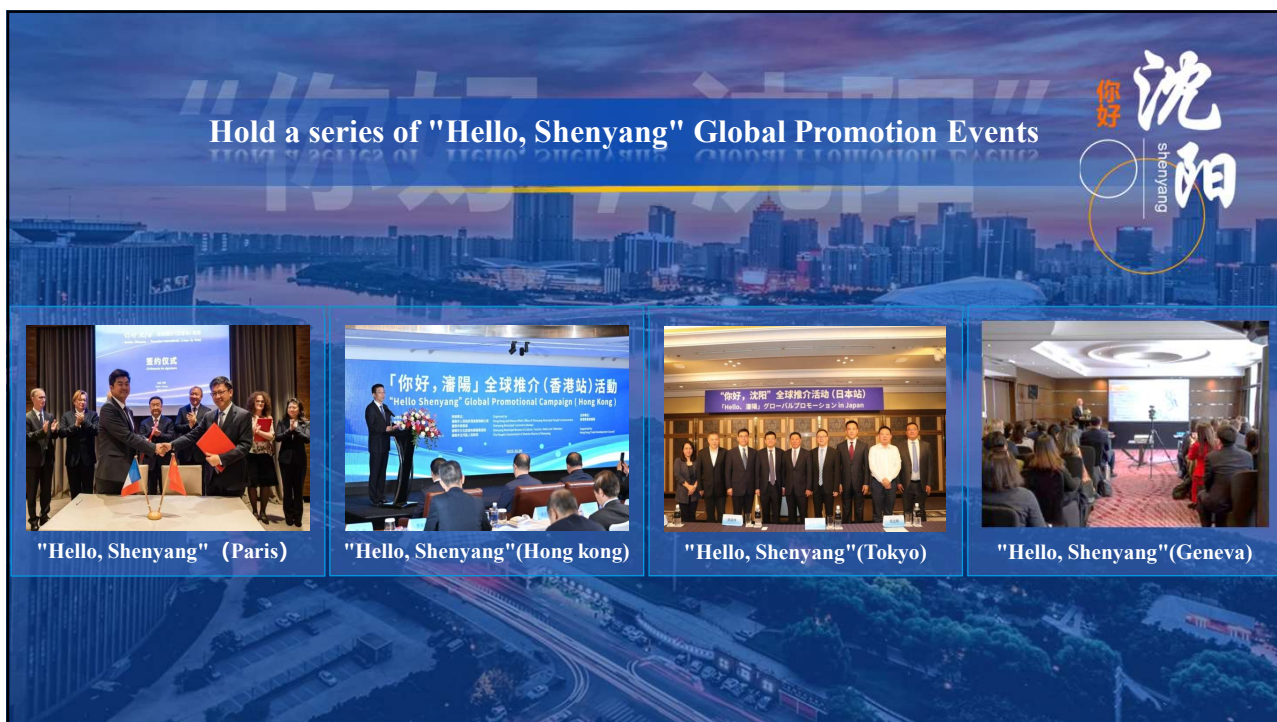
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Shenyang will build an "Ice Sports Center"

After completion, it can host all ice sports competitions for the Winter Games



speed skating rink ice comprehensive hall curling rink

你好 沈阳 shenyang

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Crossing Mountains and Seas

Invest in Shenyang

跨越山海 投资沈阳

你好 沈阳 shenyang

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Welcome to Shenyang

THANKS



1



2

Magnificent nature phenomena

雄大な自然現象

Northern Lights

オーロラ



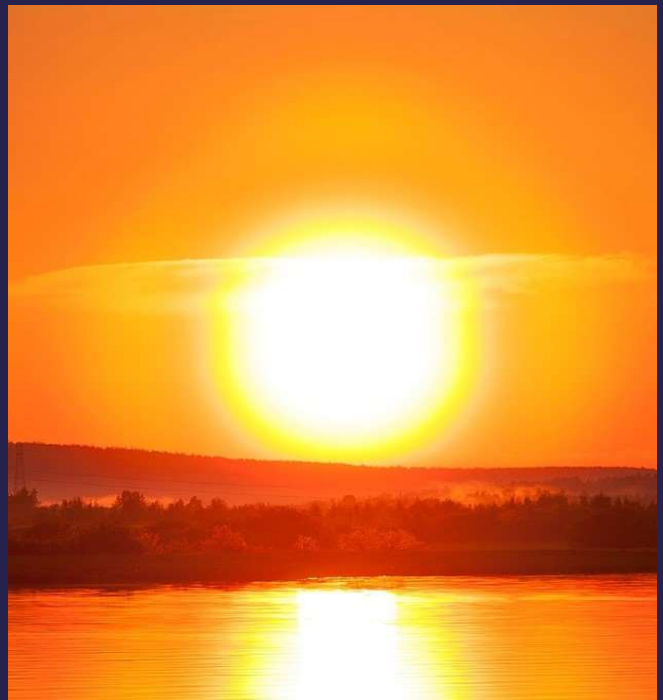
3

Magnificent nature phenomena

雄大な自然現象

Midnight sun

白夜



4

**Population about 65 000, in Lapland
178 000**

ロヴァニエミ市の人口は約65,000人、ラップランドでは178,000人

**Number of students that are not
registered as residents of Rovaniemi
is several thousands**

ロヴァニエミ市民として登録されていない学生の数はいく千人

City area covers over 8000 km²

ロヴァニエミ市の面積は8,000km²以上



Growing industries

成長産業

- Tourism 観光業
- Retail and services 小売・サービス業
- Mining related services
鉱業関連サービス
- Creative industries; Arctic Design
アークティック・デザイン等のクリエイティブ産業
- Cold and winter technologies
寒冷地技術





The Official Hometown of Santa Claus®

サンタクロースの公式ホームタウン



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Tourism facts 観光関連データ

One million overnights annually 年間宿泊数は100万人



2/3 of visitors come from abroad 海外からの観光客が全体の2/3



2/3 of visitors come in winter time 観光客の2/3は冬に訪れる



Economical impact of tourism more than 500 million euros 観光による経済効果は5億ユーロ以上



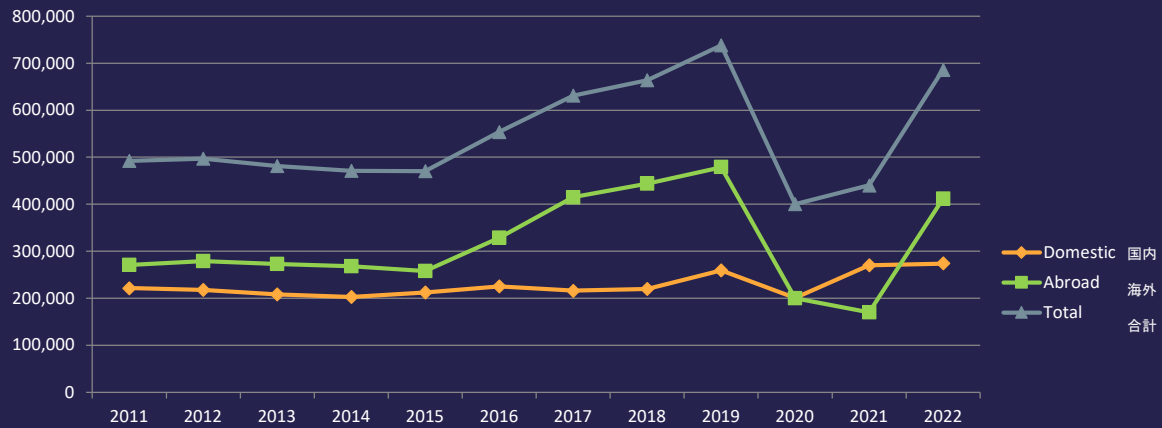
Number of tourism related manpower years is around 3000 観光関連の労働者数は約3000人



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Development of registered overnights in Rovaniemi 2011 – 2022

宿泊者数の推移(2011年～2022年)



Source: Statistics Finland
出典: フィンランド統計局

Main attractions; Santa Claus Village and Santapark

主な観光地 サンタクロース村とサンタパーク





Popular activities; snowmobiling

人気アクティビティ スノーモービル



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Reindeer farms and safaris

トナカイ牧場とトナカイサファリ



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Husky farms and safaris

ハスキー牧場とハスキーサファリ



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SANTA SPORT

OLYMPIC TRAINING CENTER ROVANIEMI

ロヴァニエミ・オリンピック・センター

14



Ounasvaara ski center and recreational area

オウナスヴァーラ・スキーセンターとレクリエーションエリア



15



Santasport; wellness and sport center サintasports(ウェルネス・スポーツセンター)



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Floating sauna フローティングサウナ



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ROVANIEMI

Thank you for your attention!
ご清聴ありがとうございました。

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世界冬の都市市長会 (WWCAM) 2024年

実務者会議開催記念イベント

冬の都市のまちづくり

～Winter City Planning～

北海道大学新渡戸カレッジ大学院プログラム
2024年1月31日

1

Background and Goals



We are different.



8 countries

5 graduate schools of
Hokkaido University

We are similar.

L^OVE
Sapporo

Making projects to attract more
people to winter Sapporo

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背景 & 目標



国内外8カ国

私たちが札幌の冬の生活を改善するために提案したプロジェクトの中から、国際的かつ学術的な観点にもとづき、一部を厳選してご紹介します。

3

Environmental science



Lalanirina Adrianoelisoa



Emmilce Morillas



Radovan Kostadinov



Tefera Dessalegn Abeje



Van Vo khanh

Life science



Kittikhun Sirinaksomboon



Junxiao Liu



Yumiko Tan



Konstantin Kachurin

Engineering

Humanities & Social science



Mika Akiyama



Chinatsu Igarashi



Xie XiaoYin



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Table of Content



PROJECT 01:
A Snow Event in Sapporo City



PROJECT 02:
Light for Good Health



PROJECT 03:
Application Promoting Tourism



Conclusion

目次



プロジェクト01:
冬の都市にある雪のイベント



プロジェクト02:
健康のための光



プロジェクト03:
観光促進アプリ



結論



PROJECT 01:

Snow Event in Sapporo City

Sapporo Ice and Snow Wonderland サッポロ氷雪ワンダーランド

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The number of visitors in
Sapporo decreases in winter



Sapporo Snow Festival lasts
only 1 week



New touristic park
Lasts for a whole winter season



Ice architecture



Food areas



Game areas



Concerts

8



札幌は冬になると夏より観光客が減少



札幌雪祭りは一週間しかない



冬のシーズン中続く新しい観光地を作ろう



氷の建物



フードコーナー



ゲームコーナー



コンサート

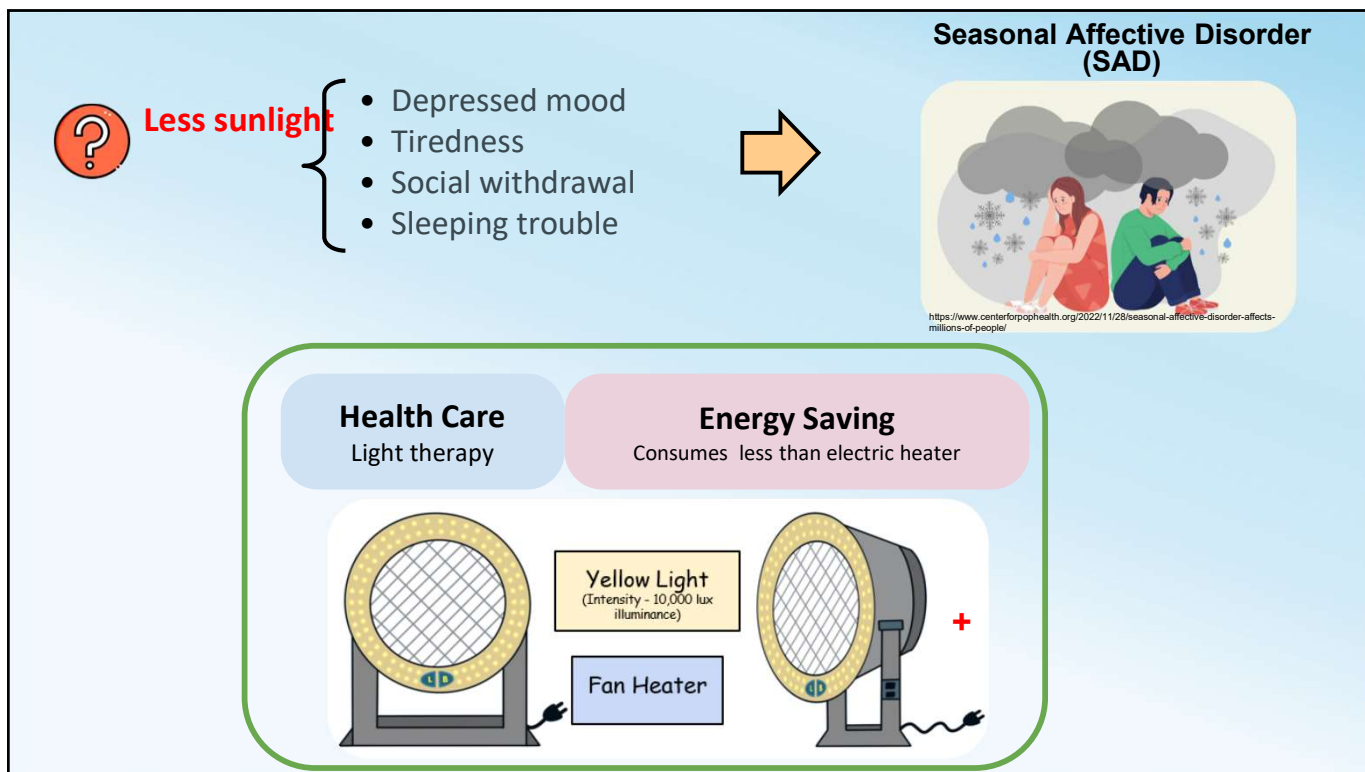


PROJECT 02:

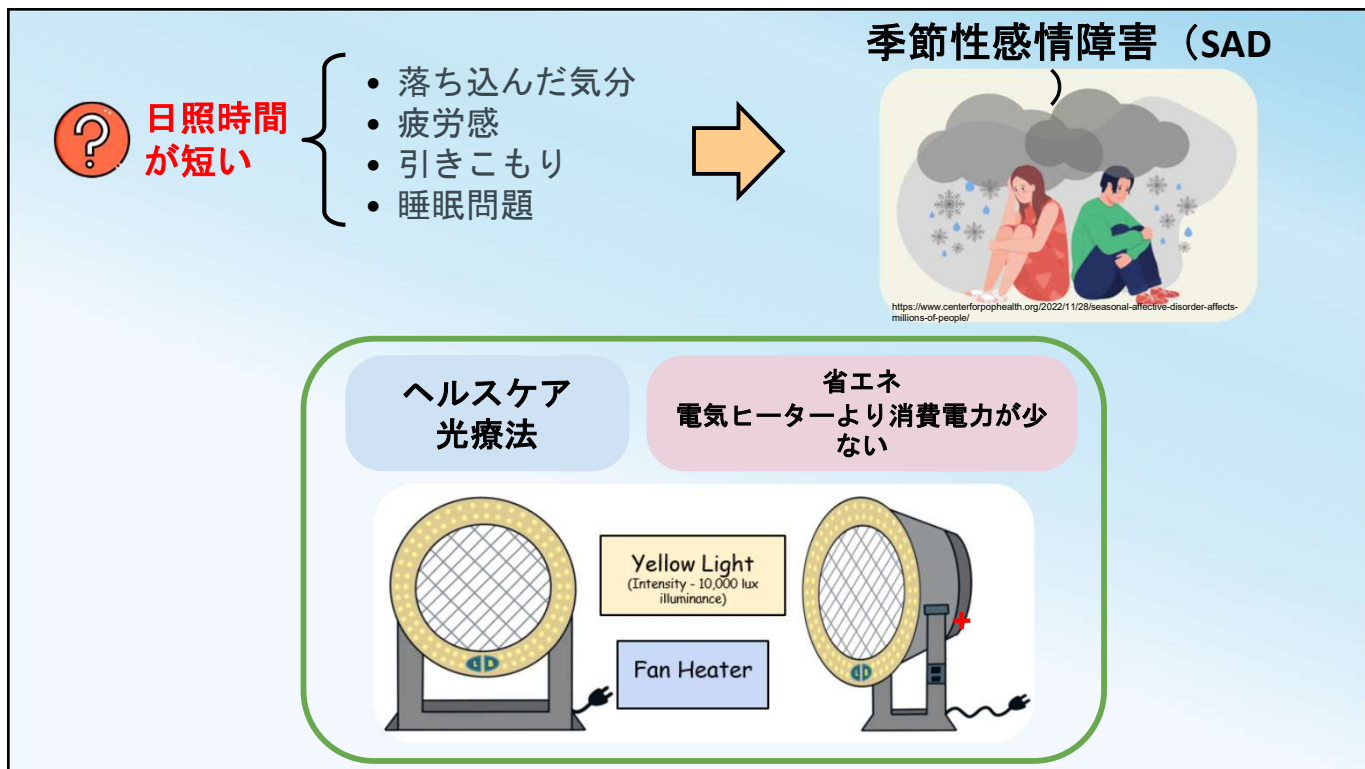
Light for Good Health

Hi-G (HI-元気)





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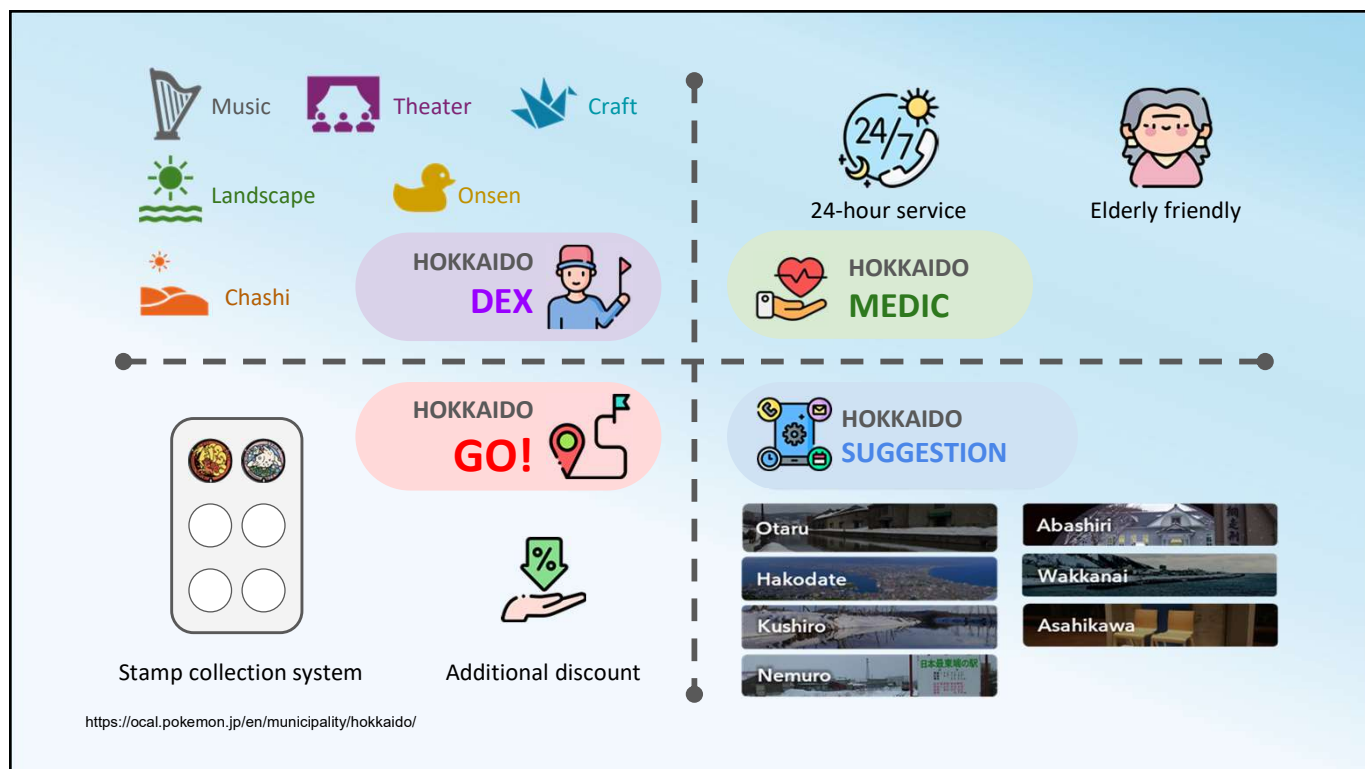
PROJECT 03:

Tourism Promoting Application

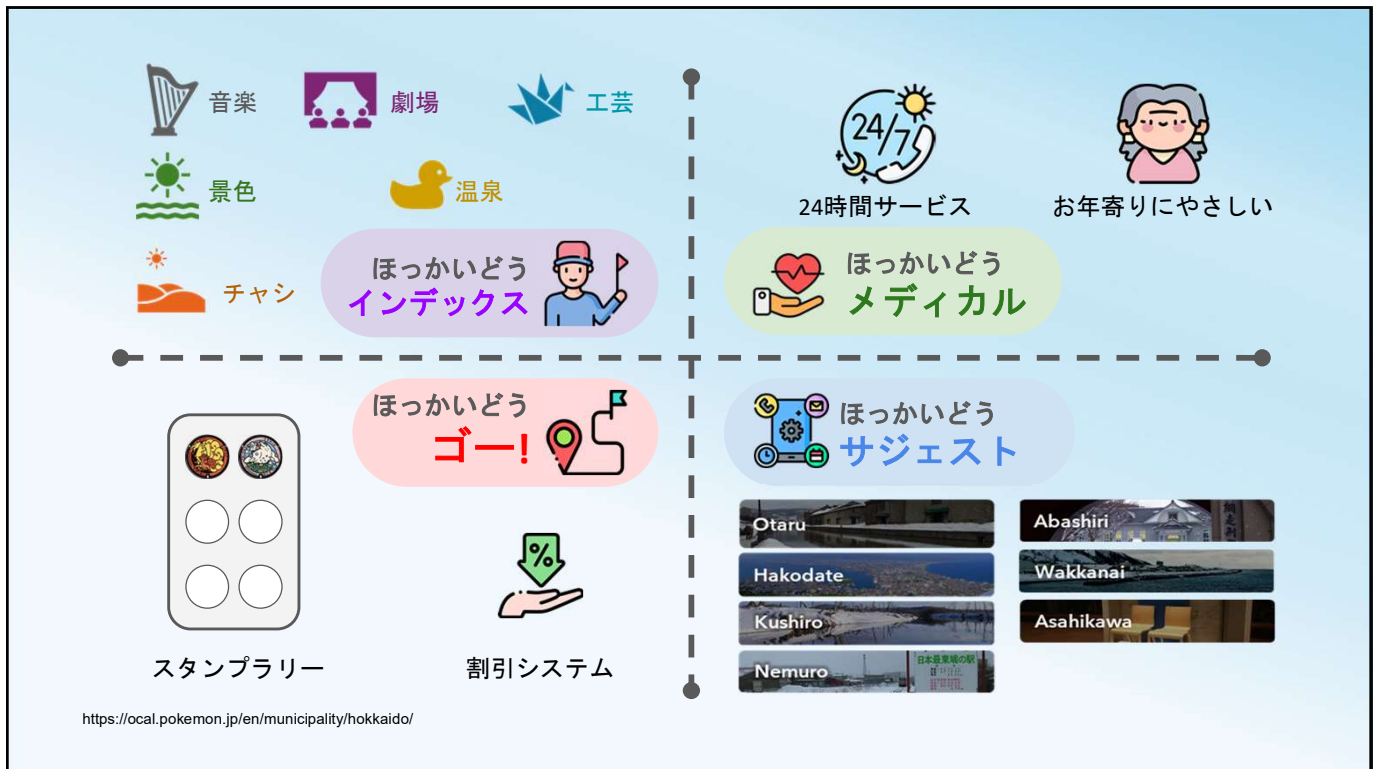
観光促進アプリ



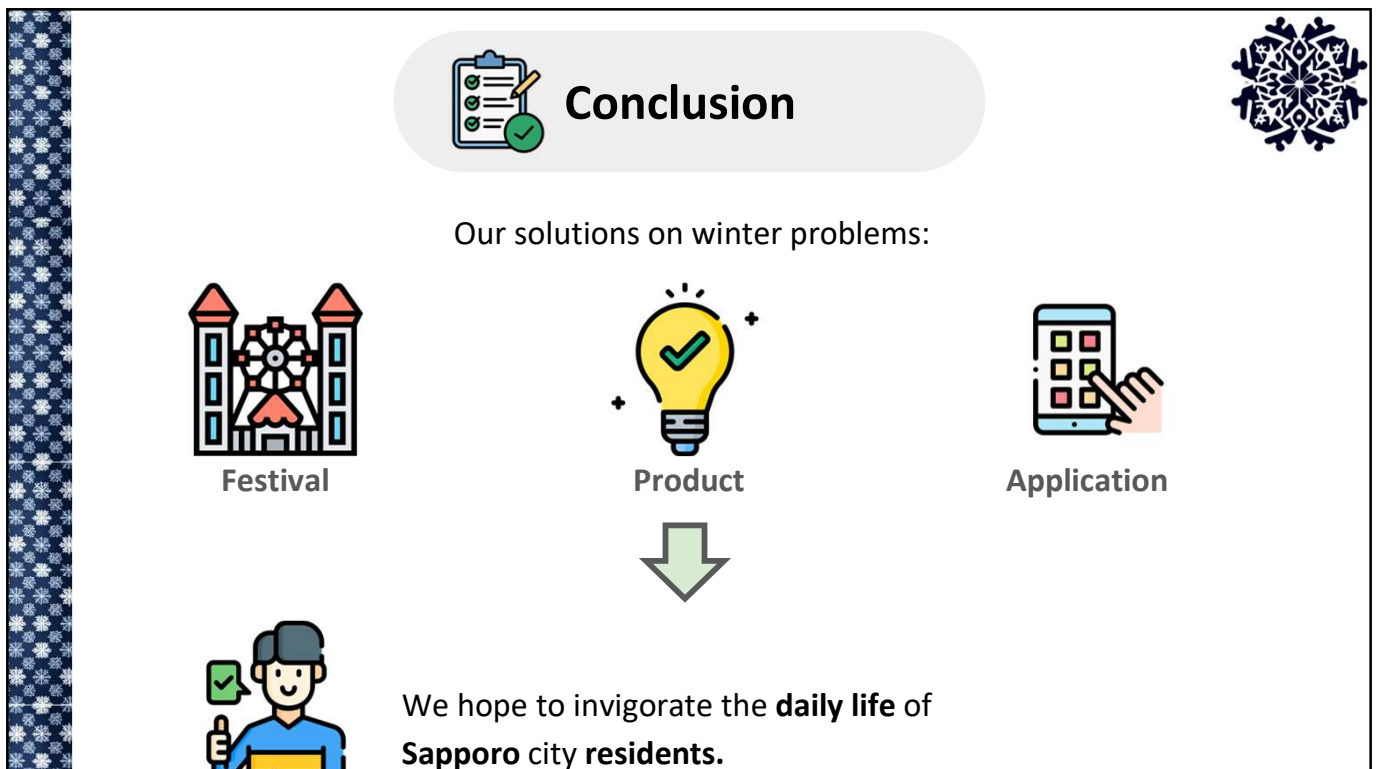
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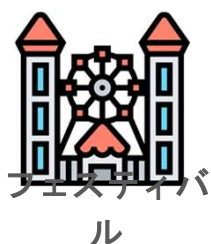
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結論



冬の問題を解決するために、以下のアイデアを提案しました：



札幌市民のライフスタイル計画を
開発していきたいと考えています



世界冬の都市市長会 (WWCAM) 2024年
実務者会議開催記念イベント

冬の都市のまちづくり
～Winter City Planning～

北海道大学新渡戸カレッジ大学院プログラム
2024年1月31日

Nitobe College

Thank you for your attendance

ご清聴ありがとうございました

北海道大学新渡戸カレッジ大学院プログラム

2024年1月31日

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Conclusion

- ❖ We believe in sharing experiences in different snow cities in problem-solving toward a common snow-related problem.
- ❖ Such types of experience and idea-sharing conferences are also cornerstones.
- ❖ In addition, we strongly recommend that it needs the participation of different world wild snow cities, stakeholders, communities, and researchers in this area.

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Develop a **winter lifestyle plan** for Sapporo **21** City residents



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Conclusion

By focusing on solving winter problems we provided ideas including :

Festival (Snow wonderland)

Product (HI-Genki)

Application (Hokkaido Link)

→ We hope to develop the lifestyle plan for Sapporo city residents



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Contents

Introduction: Members (1min):

Background and goal: Summarize problems for all project: 2 students(2min)

Introduction and Background will be merged and consumed 2 mins

Project 1 (1min): Snow wonderland (Mika) <https://docs.google.com/presentation/d/1B1Q-WfItD AHmLwVzVnW7zfk79Ca9ZS5ccXFf1cCXB8Y/edit?usp=sharing>

Project 4 (1min): Hi-Genki

Project 2 (1min): Hokkaido Go (Dessalegn & Noni) **combine with project 3?**

<https://docs.google.com/presentation/d/15ocLF7ox2VBmWy8Yf9z8VsMOFUM2O273bctZVuNNEnY/edit>

Project 3 (1min) : White link (Van)

<https://docs.google.com/presentation/d/1TXSStOVV50b0ayMGrOox4KCcbmoxSKdHQfQNjT3xLcY/edit?usp=sharing>

Project 5: Constantin's Project

Conclusion (1min)

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For background image



Type 1



Type 2

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Hi-G (日-元気)

Seasonal Affective Disorder (SAD)
 ? **Less sunlight**
 {
 · Depressed mood
 · Tiredness
 · Social withdrawal
 · Sleeping trouble



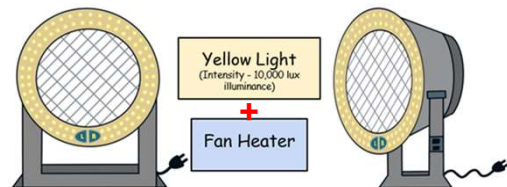
Expenditure related to energy consumption in Japan (2020)



Source: Portal Site of Official Statistics of Japan

Health Care
Light therapy

Energy saving
Consume less than electric heater



Background and Goal



**HOKKAIDO
INNOVATION
WEEK** 29. JAN - 2.FEB
2024



1

Mission



- **Help startups land their 1st Japanese customer**
- **Connect international investors with:
Leading Japanese investors and entrepreneurs**
- **Build a trust-based startup community**

Values



- **Relentless support of startups**
- **Paying It forward within the community**
- **Impact-driven**
- **International mindset from the day one**

2

HOKKAIDO Innovation Week 2024

Save the dates : January 29th (Mon) ~ February 2nd (Fri), 2024

Hosted by : STARTUP HOKKAIDO

Co-organized by : JETRO Hokkaido & Hokkaido University

What to expect : Unique networking opportunities, pitching, private side-events, etc.

Venues: The historic Sapporo TV Tower, the state of the art home of the Hokkaido Nippon Ham Fighters, Es Con Field, Hokkaido University, and more

Attendees : International and Japanese startups, investors, support organizations, students, corporates, and governmental organizations

Target industries : Agriculture, SpaceTech, Travel/Tourism, and Green Transformation

Attendees : +1,000





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Attendees (estimation)

Category	Within Japan	International
Startup	270	140
Investors	80	60
Government & Support Organization	130	80
Corporations	130	20
Accelerators & Incubators	60	20
Media	40	10
Small and Medium Enterprises	120	80



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Program				
January 29th (Mon)	January 30th (Tue)	January 31st (Wed)	February 1st (Thu)	February 2nd (Fri)
Side Tours 	Opening Day 	Collaboration Day 	Fighter's Day 	To be continued... AgriFood Tech > Tokachi SpaceTech > Taiki Town Green Transformation > Tomakomai 次の目的地に向かって各自出発。 または、翌週の「雪まつり」に備える。

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DAY 02

Opening Day

January 30th (Tue)


AM : TBD

The Northern Challenge
Host: Hokkaido University
Venue: TBD
Capacity: 50 people
Contents : "Hackathon"



Evening

Opening Party
Time: 18:00-20:00
Venue: Sapporo TV Tower 2F
Capacity: 250 people (pre-registration required)
Contents: Opening by the mayor of Sapporo, Keynote speech from the Country Manager of Wolt, etc.



***Official Opening Party for the VIP guests to connect**

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DAY 03

January 31th (Wed)

Collaboration Day



TECHBBQ SAPPORO

Venue: Sapporo TV Tower
Capacity: 250 people

The largest tech conference in Denmark is hosting their 2nd event in Sapporo!



Polar Bear Pitching

Venue : Outside of Sapporo TV Tower
Capacity : No Limits!

The coolest event in the world! Finland is bringing their famous pitching in ice-cold water to Sapporo.

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Polar Bear Pitching

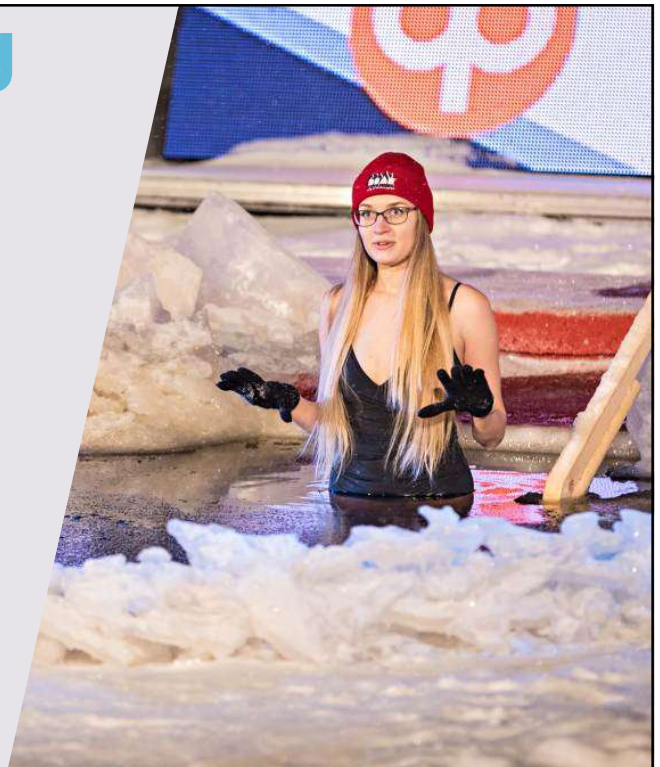
Date: January 31st, 2024 (Wed) 17:30 - 19:00
Collaboration with: BUSINESS OULU (FINLAND)
Venue: Sapporo TV Tower

Summary

- 4 startups from Japan (startups TBA)
- 3 min pitch in the ice-cold water
- Pitch judged by a jury (jury members TBA)

Prize

- The winner will go to Oulu City, Finland for the final
- Networking opportunities for investors, startups, and corporations will be provided as well.



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DAY 04

February 1st (Thu)

Fighter's Day

Date: February 1st, 2024 (Thu) 13:00 - 19:00

Collaboration with: Nippon Ham Fighters

Venue: Es Con Field Hokkaido

Capacity: Up to 250 people

- 13:00 Start
- 13:20 Pitch 1st part
- 14:20 Pitch 2nd part
- 15:30 Investors panel discussion
- 16:30 Sauna networking
- Closing party
- 19:00 Travel back to city center



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Fighter's Day

Program

1st to 5th Inning Pitching

International startup matchmaking with Hokkaido corporates to enter the Hokkaido market.

6th to 9th Inning Pitching

Hokkaido startups going abroad by matchmaking with global VCs, corporates, organizations, and accelerators.

Investors Panel

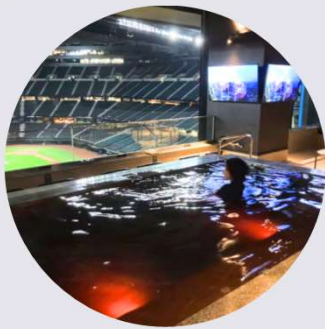
Conversations and networking via well-known investors from all over the world.

DIAMOND CLUB LOUNGE

10

Fighter's Day

Fun time



Sauna Networking

Sauna culture has arrived In Hokkaido:
Networking and relaxation sessions

1st set: AgriTech
2nd set: ClimateTech
3rd set : SpaceTech



Closing Party

Enjoy the made-in-Hokkaido food and craft beers!

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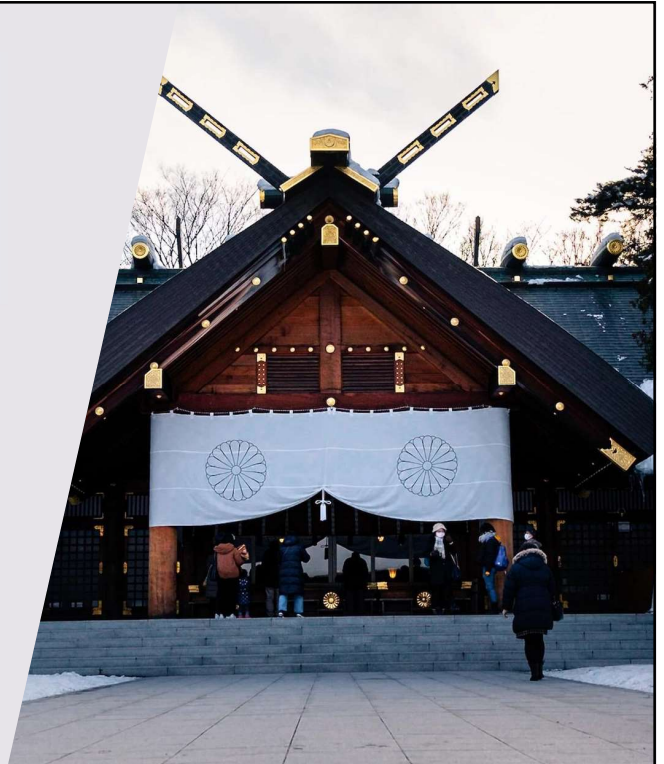


Ticket Info

Website: <https://hiw.cool/>

Sponsorship Info

Email: info@startuphokkaido.com



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