

Global
Mayors'
Forum
全球市長論壇

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DIALOGUE TO GLOBAL MAYORS

對話全球市長

Recognise and build on the distinctive characteristics of cities, including their human and cultural values, history and natural systems.

认识并且依靠城市的人类和文化价值、历史、自然体系等独特特征进行发展。

Each city has a distinctive profile of human, cultural, historic and natural characteristics. This profile provides insights on pathways to sustainability that are both acceptable to their people and compatible with their values, traditions, institutions and ecological realities. Building on existing characteristics helps motivate and mobilise the human and physical resources of cities to achieve sustainable development and regeneration.



About the Global Mayors' Forum (GMF)

Founded by the International Mayors Communication Centre in 2005, the Global Mayors' Forum is jointly organized by several eminent urban organizations including UCLG-aspac, WUC, IDA, CITYscape and CITYNET. The GMF Council was established on 21 April 2008 in the International Mayors Communication Centre Building in Shenzhen, China.

The mission of the Global Mayors' Forum is to bridge cultural differences and help cities around the world work together to achieve sustainable urban development. It is a non-governmental biennial world event with a shifting venue.

Oriented to a 'green conference' model, the GMF holds a series of themed conferences worldwide between Forums. The Global Mayors' Forum 2014, which will provide an outstanding platform for cities and enterprises to develop partnerships, will take place in China, on the theme of "Living a Life of Health and Sustainability". There will be over 1,000 distinguished guests including United Nations officials, leaders of international organizations, mayors from China and other countries, government officials, global business leaders, entrepreneurs, economists and global media.

The objectives of the Global Mayors' Forum:

- To facilitate economic and cultural exchanges and cooperation
- To search for sustainable development solutions
- To disseminate low carbon urban management philosophy and technologies
- To facilitate the establishment of sister cities across the globe
- To set up a network for communication and cooperation between cities around the world
- To promote urban development and world peace

By attending the Global Mayors' Forum, you will benefit from:

- Listening to: the latest ideas from UN officials, international organization leaders, global mayors and business leaders regarding urban development
- Learning about: cutting edge theories about urban sustainability and innovative scientific technologies
- Connecting with: business partners, investors and other potential collaborators
- Understanding: the needs of cities across the world

For more information, please visit our official website: www.globalmayorsforum.org

Permanent Secretariat: International Mayors Communication Centre (IMCC).
Address: 16F, International Mayors Communication Center Building, Shennan Blvd. Shenzhen, China.
Tel: (86)755-8610 0516; 8610 0515; Fax: (86)755-8610 0235
E-mail : info@globalmayorsforum.org



全球市长论坛 (GMF) 官方概要

“全球市长论坛”起源于2005年，是一个由中国人创意发起，并联合全球著名城市组织及企业共同组织的全球高端城市论坛。它为全球城市决策者与利益相关者搭建智慧与思想碰撞的舞台，还将为参与者创造非常实质的、多层面的经济、文化等合作机会。

作为国际市长交流中心（IMCC）旗下品牌之一，其主题论坛是非官方每年一届的国际性高端会议。论坛以绿色低碳、节约高效理念为导向，实现与各国城市地方政府和行业组织合作。为减少碳足迹，高效组织各国地方政府决策者与企业领袖和专家，成为全球最具创新价值的高端会议举办模式。

“全球市长论坛”理事会为论坛最高管理机构，由论坛主办机构组成，负责论坛的组织与发展。理事会下设秘书处，负责论坛的日常事务和组织管理，论坛永久秘书处为国际市长交流中心（IMCC）。每届论坛成立组委会，负责该次论坛的具体筹备和组织运作，论坛主办机构、协办机构、支持机构等均可申请加入论坛组委会，各届组委会的规模由理事会决定，论坛组委会成员可参选理事会理事。

论坛宗旨

融通文化，共谋全球城市间可持续发展

目标

- 帮助城市间促成经济、文化交流与合作
- 为城市找到可持续发展的解决方案
- 传播先进的城市管理理念和技术
- 以资源为先决条件，促进全球城市间友好关系的缔结
- 建立全球城市间相互学习和合作的网络
- 推动城市绿色发展、世界和平进步

如您欲了解更多内容，请登录论坛网站：www.globalmayorsforum.org

“全球市长论坛”永久秘书处：国际市长交流中心
详细地址：中国深圳市深南大道国际市长交流中心大厦 16 楼
电话：(86)755-8610 0516; 传真：(86)755-8610 0235
电子邮件：info@globalmayorsforum.org



DI A LOGUE TO GLOBAL MAYORS

对话全球市长



To contribute, please contact: yuanding@hk-imcc.com

Editorial Department

Directive Editor-in-Chief: Hugo Chan
Editor-in-Chief: Lan Jin
Executive Editor-in-Chief: Ye Jiang
Editor: Ding Yuan
Designer: Chen Chen
Strategic Partner: Global Mayor
Hong Kong Happy Men Magazine

Publisher

Global Mayors' Forum Secretariat
Tel: +86-755-86100516
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Shenzhen, China.

编辑部

指导总编：陈世强
总编辑：金兰
执行主编：蒋烨
责任编辑：袁丁
版面设计：陈晨
战略合作伙伴：《环球市长》杂志社
香港《快乐人》杂志社

出品人

全球市长论坛秘书处
电话：+86-755-86100516
传真：+86-755-86100235
邮箱：info@hk-imcc.com
出版日期：2014年12月30日
地址：中国深圳市深南大道国际市长交流中心大厦16楼

Editor's Note



Dear Readers,

Globalization is a hallmark of our times. It leads to new openings and close connections but also runs the risk of increasing uniformity. In fact, each city has distinctive human, cultural, historic and natural characteristics. All these aspects are important for a city to develop their appeal and provide insights to pathways to sustainability that are both acceptable to their people and compatible with their values, traditions, institutions and ecological realities. Building on existing characteristics helps motivate and mobilize the human and physical resources of cities to achieve sustainable development and regeneration, is the philosophy that the sixth Melbourne principle communicates and is featured in this issue of Dialogue to Global Mayors.

Fiji and other Pacific Small Island Developing States (SIDS), build on the distinctive characteristics of their natural systems. The ocean provides the basis for their livelihoods, food security and economies. The COVER STORY highlights a few priority areas and challenges faced by Fiji and all Pacific SIDS in ensuring their sustainable development.

In the column, DIALOGUE TO GLOBAL MAYORS, one contribution is from Naples, a historical and cultural city in Italy renowned for over two thousand years. Naples has long been a crossroad of civilizations and cultures. This city preserves a relevant part of the artistic and cultural heritage of Europe, and therefore also faces challenges between the conservation and modernization of heritage areas.

Another city featured in this section is a young American city, Renton, with exceptional levels of community cultural diversity. From 2000 to 2010, the percentage of Asian, Latino, African-American and other non-White groups accounted for 50% of the population of Renton. Mayor Denis Law made it a priority to embrace diversity and took a creative approach to put this priority into action. It created a network of community liaisons to represent their communities and be the link between the city and the community.

By preserving their heritage and historic significance, cities can create a unique sense of place and a singular urban landscape, developing strong branding to attract investors and improve the domestic tourism industry. This month's column GREEN FOOTPRINT highlights the concept of "eco-tourism". According to the International Ecotourism Society, ecotourism is defined as: "responsible travel to natural areas that conserves the environment and improves the welfare of local people".

The International Ecotourism Society (TIES) is the world's largest nonprofit organization dedicated to promoting ecotourism. The CORPORATE SOCIAL RESPONSIBILITY column

features an article about Borneo Eco Tours and Virgin Coconut Oil (VCO) in Sabah, Malaysia, who, with the support of TIES, have improved people's livelihood by developing local natural assets.

The ecotourism consultant in the OPEN DIALOGUE column presents another direction for ecotourism – developing tourism based on traditional cultural practices which helps motivate the community to participate in environment protection and economic development.

With regards to traditional culture and historical heritage protection, the "Wuzhen Mode", commended by UNESCO, is a real model (in MODEL CITY column) for the combination of protection and development. Nowadays, the ancient water town located in southern China is hosting cutting-edge IT industry representatives– IT giants from around the world were invited to come here for the first session of the World Internet Conference on 19th-21st November, 2014. The town uses traditional techniques and materials to maintain its built heritage and uses internet technologies to develop its economy. Wuzhen is able to appreciate the value of history and keep pace with the world.

The success of Wuzhen benefited from scientific planning at the first stage of development. Urban sustainable development is highly promoted, while sustainable development zones in cities are a good illustrator of green ideas and practices. Therefore, the new column called SUSTAINABLE PRACTICE ZONES is going to be added to the 2015 issues of Dialogue to Global Mayors. It aims to introduce new types of sustainable urban parks or communities. Global mayors and network partners are welcomed to contribute and recommend relevant and valuable cases.

The year draws to a close, but our perseverance for the cause of sustainable development will never be stopped. We will spare no efforts to be the communicator of urban cultures and facilitate the sustainable development of cities.

Sincerely,



Secretary General:

Global Mayors Forum Secretariat

December 25, 2014

总编感言



致读者：

全球化是我们这个时代的标志。这可能让世界各地的联系变得更加紧密，给城市发展带来新的突破，但同时也有世界城市千篇一律同式化的风险。如果我们要让城市间呈现各自的魅力，只有认识并依靠城市的独特特征包括其文化资产、标志性特色、历史遗产或自然体系等进行发展，才是能被其人民所接受的走向可持续性的方式。根据城市现有的特征发展，更有助于激发和调动城市的人力资源和物质资源，从而实现城市可持续发展目标和再生目标——即墨尔本十大原则第六条倡导的城市发展理念，也是本期《对话全球市长》杂志的主题。

如太平洋上的诸多小岛屿发展中国家均具有极为特殊的自然环境，“封面故事”中的小岛斐济在生产生活、食品安全、经济发展上都很大程度的依靠其自然体系。因而，健康的、可持续的海洋资源管理对于这样的小岛屿发展中国家显得尤为重要。

本期“对话全球市长”栏目有幸收到有两千多年历史的意大利文化名城——那不勒斯市的来稿。作为欧洲艺术与文化重镇，该市面临着保护历史文化遗产与紧跟时代步伐发展的双重挑战。近年来，该市通过自然旅游业，已逐渐成功传承并发扬本土特色，同时带动了经济可持续发展。

相对于历史悠久的古城，年轻的美国城市伦敦的独特性在于社区文化多样性。该市亚裔、拉丁美洲裔、非洲裔美国和其他非白人占总人口数的50%。根据这一特征，伦敦市长运用创新方法积极实现该市的文化多元与社会包容，2014年被“全美城市联盟”评为“文化多样性”最佳城市。

墨尔本原则之六在城市发展中最好的应用方式即倡导城市的可持续性旅游业。“绿色足迹”栏目结合国际生态旅游协会对“生态旅游”的定义，详细阐述了在实际旅游活动中应遵循的六大原则。

国际生态旅游协会目前为全球规模最大、最悠久的致力于促进和传播有关生态旅游和可持续旅游的非政府非盈利机构。本期“低碳工商”中，马来西亚沙巴州的婆罗洲生态旅游公司和原生态椰子油生产公司在该协会的帮助下，结合当地自然特征发展了社区致富项目。

“自由话语”栏目中的专家提出了发展生态旅游的另一个方向——在尊重传统文化与风俗的基础上发展旅游业，将有利于调动当地居民共同参与，加入到社区环境保护与经济发展中。

在保护传统文化和历史遗产方面，受到过联合国教科文组织赞赏的“乌镇模式”是一个将保护与发展完美结合的“典范”。这个以独特的中国江南水乡风貌吸引着全世界游客的古镇，如今又被赋予了前沿的互联网科技的魅力——2014年11月19日至21日，全世界的IT行业巨头在这里汇聚一堂，召开了首届世界互联网大会。在古老建筑基础上重修，并运用互联网科技发展旅游业的乌镇兼容并包，既传承历史，又面向世界。

乌镇案例的成功得益于前期以片区形式对该地的科学规划。我们倡导以城市为单位推行可持续发展，而城市中的可持续发展区域便是环保理念的示范。从2015年起，《对话全球市长》杂志将增加“可持续实践区”栏目，介绍全球各国的新型可持续发展城市园区或社区。欢迎各国市长及合作伙伴向《对话全球市长》编辑部投稿，推荐值得借鉴的优秀案例。

2014年已进入尾声，而我们对可持续发展理念的坚持将永不停歇。2015年，我们会竭尽全力继续践行做“世界城市文化的传播者”，不断融通文化，以推动各国城市间的可持续发展。

致可持续发展礼！



秘书长：

金兰

全球市长论坛理事会秘书处

二〇一四年十二月二十五日

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12 DECEMBER

THE SUSTAINABLE EXPLOITATION OF THE OCEAN'S MINERALS AND RESOURCES

兼顾海洋可持续性的开发其矿产及资源

For Fiji and other Pacific Small Island Developing States (SIDS), the ocean provides the basis of their livelihoods, food security and economies. This article highlights a few priority areas and challenges faced by Fiji. The four aspects identified are not unique to Fiji but common to all Pacific SIDS in ensuring sustainable development. 1. Enable SIDS to realize their development aspirations: receiving a fair share of the revenues; 2. Restore global fish stocks to sustainable levels; 3. Impacts of climate change and ocean acidification on the coastal areas; 4. Exploration and sustainable mining of seabed minerals.

对于斐济和其他太平洋小岛屿国家，海洋就是他们生计的基础，决定了食品安全和经济发展。本文重点总结了岛国斐济现面临急需解决的几个优先领域及问题，这四方面不仅是斐济为实现可持续发展需面对的挑战，也是整个太平洋的小岛屿国家均需解决的危机。第一，让小岛屿国家实现共同的发展目标，经济收益公平化。第二，可持续性的捕捞鱼群，修复全球鱼群的自然海洋系统。第三，重视气候变化和海洋酸化问题对沿海地区的严重危害性。第四，需合法、适度的开采海底矿产。



In contributing to the theme of the International Year of Water Cooperation, this article provides a perspective from a Pacific Small Island Developing State. In the context of the large body of water that surrounds Fiji and other Pacific Small Island Developing States (SIDS), a vital and long-standing concern has been the sustainable exploitation of the ocean's living resources and, more recently, the non-living or mineral resources.

Fiji is an archipelago of over 300 islands scattered across 1.3 million square

kilometres of the South Pacific Ocean. In comparison to that large expanse of water, Fiji's land area is a mere 18,333 square kilometres. The Fiji archipelago is a part of the Oceanic group of islands. As one of the 14 island countries located within the Pacific Ocean, Fiji's relatively small land size and large ocean real estate or exclusive economic zone (EEZ) is not unique. Taken together, the total land mass of the 14 Pacific Island States is a mere 3 per cent compared to their combined EEZs, totalling 97 per cent of the ocean. For Fiji and the Pacific Island countries, the ocean provides

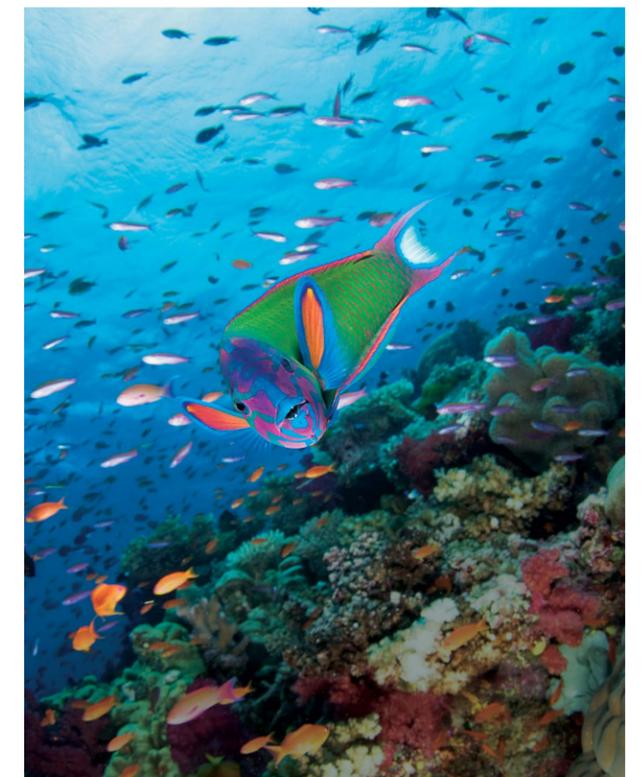
the basis of our livelihoods, food security and economies. Sustainable development truly depends on a healthy and sustainably managed Pacific Ocean.

As a resource and the basis of our livelihoods, the ocean represents both opportunities and challenges. As an island nation surrounded by the sea, we are, on the one hand, at the mercy of the ocean but, on the other hand, the custodians of its resources. These resources sustain us today, and without them future generations will suffer, which is why we are vigilant about

destructive fishing practices, oppose illegal, unreported and unregulated (IUU) fishing and call for the strengthening of Regional Fisheries Management Organizations (RFMOs).

A major part of the environmental and climatic challenges we face is influenced by the ocean that surrounds us. Changing winds, ocean currents, hurricanes and storms are all a result of the interplay between the ocean and the atmosphere.

This article highlights the few priority areas and challenges faced by Fiji in ensuring the sustainable exploitation of the ocean's resources. In addressing these issues, reference is made to the Pacific SIDS as a whole since the challenges identified are not unique to Fiji but common to all Pacific SIDS.



DEVELOPMENT ASPIRATIONS

The sustainable development of the Pacific SIDS depends on their receiving a fair share of the revenues and other means of active economic participation from their fisheries and other marine resources. Currently, the Pacific SIDS do not enjoy equitable economic and social benefits derived from the use of living marine resources despite our overwhelming dependence on them.

The sustainable development challenges of SIDS have already been well recognized in the existing multilateral framework for both oceans and sustainable development, yet progress towards the implementation of effective strategies to address them remains piecemeal, insufficiently supported and inadequate. The disconnect between the international instruments governing oceans on the one hand, and sustainable development on the other hand, has created barriers to the full realization of development aspirations of SIDS and, in many instances, is a primary barrier to the achievement of national economic development goals.

Firm and measurable commitment is required to more fully address the legitimate development aspirations of SIDS as contained in the 1995 United Nations Fish Stocks Agreement. The Pacific SIDS see the imperative for a concrete pathway for States, with specific timelines, targets and milestones to facilitate the sustainable management of oceanic resources and increase the share of benefits from their utilization. This should include enhanced direct economic participation and capacity-building. The cooperation and assistance of the international community is also necessary to enable SIDS to realize their development aspirations.



FISHERIES

Healthy fish stocks are critical for food security and for sustaining the economic prosperity and social and cultural well-being of many States. One of the most serious gaps in the implementation of relevant outcomes of the major summits on sustainable development is in the area of fisheries. Although countries agreed in the Johannesburg Plan of Implementation to restore global fish stocks to sustainable levels by 2015, stocks continue to be fished at increasingly unsustainable levels. To address this problem, States should recommit to maintaining or restoring depleted fish stocks to sustainable levels, and should further commit to implementing science-based management plans for



rebuilding stocks by 2015, including reducing or suspending fishing catch for all stocks being overfished or at risk of being overfished.

More needs to be done to improve transparency and accountability in fishery management if we are to address this decline. The commendable efforts by RFMOs that have undertaken independent performance reviews should be expanded and augmented through regular transparent reviews by the United Nations General Assembly to bring RFMO implementation in line with international commitments. Previous Assembly reviews of the implementation of fisheries management goals, such as on the driftnet fishing moratorium and on impact assessments for bottom fisheries, have resulted in positive reforms that would not likely have occurred without its oversight. General Assembly reviews of RFMO performance can be expected to improve its effectiveness and should generate the political will necessary to take critical action to restore fish stocks to sustainable levels. It is unfortunate that the proposed disciplines in the World Trade Organization on fisheries subsidies, which contribute to the overexploitation of fisheries resources, have not been agreed to. It is crucial for the Pacific SIDS, such as Fiji, that subsidies for commercial fishing which result in unsustainable and destructive practices be curbed, while artisanal and small-scale fisheries by coastal States, where fishing is a way of life, should be allowed to operate.

The Pacific SIDS have shown global leadership in marine conservation, for example, through the creation of marine protected areas and adoption of innovative solutions, such as vessel day trading schemes as well as targeted high seas closures, to address sustainable fishing goals. Other innovative strategies geared towards the sustainable exploitation of marine and ocean resources include dealing more aggressively with IUU fishing,

introducing Fish Aggregating Device seasonal bans, and eliminating destructive fishing practices.

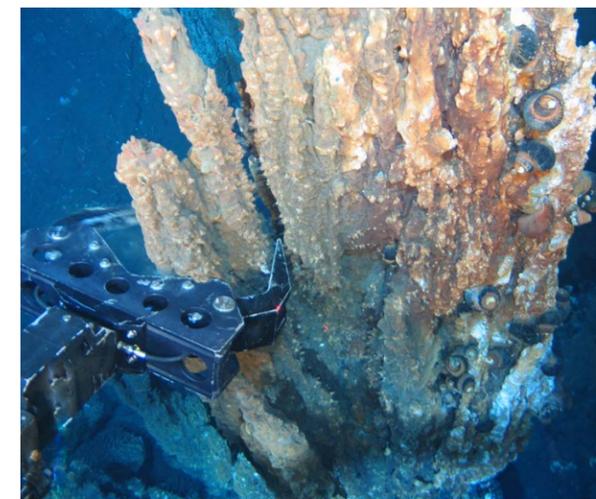
CLIMATE CHANGE AND OCEAN ACIDIFICATION

The third priority area for Fiji relates to the consequences of climate change, including ocean acidification. Oceans and climate change cannot be seen in isolation from what happens in the coastal zones. The combined impacts of climate change, namely, sea-level rise, increased sea surface temperature and intensified storm activity, and the adverse effects of ocean acidification caused by increased absorption of carbon dioxide by the oceans, are among the biggest threats to the health of oceans and coastal areas.

Coral reef ecosystems are particularly susceptible to climate change and ocean acidification, and they may be the first marine ecosystems to collapse unless mitigation and adaptation efforts are significantly increased. We have numerous studies on the impacts of climate change on our coral reefs through temperature rise, and are only beginning to see how acidification will doubly impact them. These corals are global treasures that need safeguarding from cultural, social, economic and environmental factors. Deep reductions in greenhouse gas emissions are a global imperative.

Additionally, given the dangerous levels of carbon dioxide already in the atmosphere and oceans, building the resilience of vulnerable marine ecosystems should feature prominently in a new action-oriented sustainable development paradigm. This is a new and emerging issue that requires

immediate attention and concrete results. In particular, international support for capacity-building for developing nations to build marine ecosystems' resilience to ocean acidification and climate change is essential to safeguard marine ecosystems. We must also enhance global monitoring and sharing of information on the impacts of ocean acidification, as well as ensure that international organizations and RFMOs consider climate change and ocean acidification in their oceans management decisions, including through enhanced environmental impact assessments.



SEABED MINERALS

The final area of priority is the exploration and sustainable mining of seabed minerals. While fish and other living marine resources have been vital to Fiji's economic development, we believe that our efforts to explore the deep seabed and mine its mineral resources present great potential for economic expansion. With the many lessons learned from terrestrial mining activities and fisheries arrangements, we believe that a careful approach towards seabed mining will ensure that we do not sacrifice environmental conservation in the pursuit of economic rewards. The demands for rare earth metals for use in industries as ubiquitous as cell phones and computer

chips are such that we should carefully consider, in a timely fashion, the sustainable exploitation of seabed minerals.

Although the status of seabed mining is largely at the exploratory stage, for Fiji and many Pacific SIDS, this activity presents a viable new era of opportunity for economic growth and development. In this respect, we are conscious of the need to avoid adverse impacts on the marine environment, preserve biodiversity, maintain the integrity of marine ecosystems and minimize the risk of long-term or irreversible effects of seabed mining.

All of these concerns underpin the strong advocacy by Fiji and the Pacific SIDS that greater political will must be directed towards the well-being of oceans and fisheries, and to the strengthening of the nexus between oceans and sustainable development. In order to move from rhetoric to action in saving the declining health of global oceans, the international community can no longer hide commitments deep within obscure paragraphs of distant instruments. We must address the root causes in a truly comprehensive, direct and honest manner.

Source:
<http://unchronicle.un.org/article/sustainable-exploitation-ocean-s-minerals-and-resources/>

„Der Nobelpreis ist für mich
Verpflichtung, die Ministerung für die
Naturwissenschaften zu fördern.“

DIALOGUE TO GLOBAL MAYORS

對話市長

$$R_k = \frac{h}{e^2}$$

Klaus-von-Klitzing-Preis

RECOGNISE AND BUILD ON THE DISTINCTIVE CHARACTERISTICS OF CITIES, INCLUDING THEIR HUMAN AND CULTURAL VALUES, HISTORY AND NATURAL SYSTEMS

认识并且依靠城市的人类和文化价值、历史、自然体系等独特特征进行发展



By Councilor Monia Aliberti, the city of Naples, Italy
作者：Monia Aliberti，那不勒斯市市议员，意大利

Naples has long been a crossroad of civilizations and cultures; it is no coincidence that the magic of this city, at the beginning of the third millennium, continue to cause astonishment: from the restoration of cultural heritage to the realization of international events. Naples preserves a relevant part of the artistic and cultural European heritage, for this reason we feel responsible for its protection and promotion. In recent years Naples has managed to emerge acknowledging and appreciating the distinctive features of its territory, through its natural tourism vocation and especially through a structured and sustainable economic development.

那不勒斯市一直处在城市文明和古文化交融的十字路口，这座城市拥有无穷魅力绝非偶然，迈入第 3000 年伊始，该市仍在继续创造奇迹轰动世人，从复原城市的文化遗产到实现成为国际型城市。那不勒斯市保留着欧洲的一部分艺术与文化遗产，这使我们感到有义务要去保护好它们。近年来，那不勒斯通过其自然旅游业，已经渐渐成功传承并发扬其领土的特色，尤其是同时还带动了经济可持续发展。



Luigi de Magistris - Mayor of Naples

The beauty of nature and the mild pleasant weather, archeological remains and an incomparable gastronomic heritage, music, contemporary art and theatre major events in the heart of Europe and the Mediterranean: Naples charms his visitor like a mermaid.

“I can't begin to tell you of the glory of a night by full moon when we strolled through the streets and squares to the endless promenade of the Chiaia, and then walked up and down the seashore. I was quite overwhelmed by the feeling of infinite space. To be able to dream like this is certainly worth the trouble it took to get here.” With these words, Goethe emphasizes the distinctiveness of a place that offers

thousands years of history, superb natural scenery and endless opportunities.



Del-Plebiscito-Square

Naples has long been a crossroad of civilizations and cultures and it is no coincidence that the magic of this city, at the beginning of the third millennium, continue to cause astonishment: from the restoration of old monuments to events of international level. It is not easy to list the artistic treasures and the visual suggestions of Naples: from the Historic Centre, a UNESCO World Heritage Site, to the medieval and Renaissance era seats of power surrounding the Royal Palace, from the unforgettable seafront promenade to the hills of Vomero and Posillipo, from the rationalist design of Mostra d'Oltremare and Città della Scienza, evidence of a scientific tradition that renews itself.

According to Mozart, who came to Naples when he was a boy, the greatest masters of music were Neapolitans. In fact, especially since the eighteenth century, many great musicians choose to live and compose in Naples. The centralization of musical life in Naples, where talented composers and performers from all over the Kingdom

gathered, was instrumental in the founding of Teatro San Carlo, expressly intended to be "the most beautiful in the world".



Monia Aliberti - Councillor

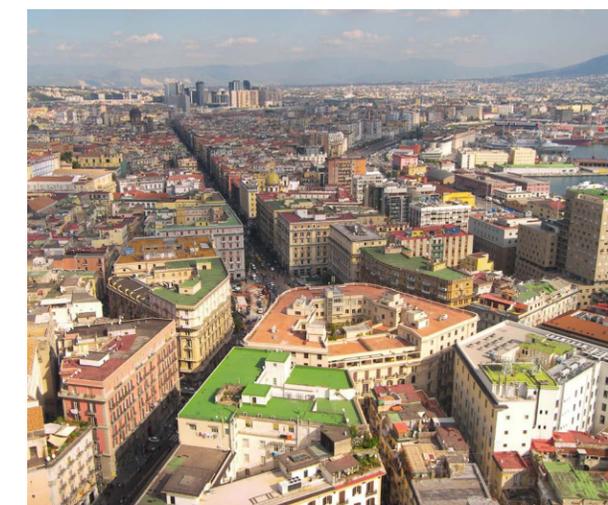
As well as music, cinema and theater have always enjoyed great prestige thanks to great personality such as Salvatore Di Giacomo, Eduardo and Peppino De Filippo, Toto, Sophia Loren and many others. These actors, whose name, life and career are closely linked to Naples, became out and out timeless icons.

Of all artistic movements, Naples came in direct contact with contemporary art. In the 80's, the great talent of Lucio Amelio in Naples attracted great artists from all over the world, such as Joseph Beuys, Andy Warhol and Keith Haring. The attitude of our city to create new images and scenarios is inherent in the very concept of art that means, more than anything else, constant innovation.

Managing a city like Naples means, among other things, being able to hold a candle to its history. Emergencies we have faced have been from the outset an incentive to turn Naples from a monocentric metropolis to a European metropolis, organically integrated in an ecosystem protected by

an environmental protection policy. The measures that we have implemented, by identifying limited traffic areas increase recycling, the car and bike sharing to the ecological Sundays, have promoted the development of local economies, improved quality of life and contributed to environmental protection. For the first time in its history, Naples has a cycle path, an ambitious project that will connect the entire coastline, from Bagnoli to San Giovanni a Teduccio.

We have promoted from May to November, proving how much we believe in sustainable tourist, six stages touring the city with ecology, mobility and energy conservation: we call them "Green Days". Several meetings, organized in collaboration with the ANEA as part of the activities of the Energy Med, a convention on Renewable Energy and Energy Efficiency in the Mediterranean, involved associations, organizations and companies operating in agriculture and food sector, green building, fair trade, renewable energy, recycling and waste, water conservation and environmental protection.



City Overlook



San-Martino-Charterhouse

International events like the America's Cup, the Davis Cup and the Tour of Italy, beside giving prominence to Naples in the European scene, have represented a growth driver for the entire territory. A policy sensitive to such important events is a unique opportunity for a city like Naples, well suited to host them. These events have contributed to redesign the mobility of the seafront area, making it a cycle and a pedestrian path. The car-free seafront promenade is an example of re-appropriation of a crucial part of the city, the one closest to our natural element: the sea. A metropolitan area of over four million people can only live through synergy and integration of the different productive sectors, promoting technological innovation and research. This year, the laboratories of Ceinge, Center for Genetic Engineering, celebrate their 30th anniversary with a new success: the development of the Ebola vaccine. Born as a small college within the University of Naples Federico II, Ceinge is today a research center of excellence, with more than 20 research teams and 250 researchers, and a business incubator. Evidence of economic and structural development, the Ceinge research center attributes to Naples a crucial role in the international scientific community.

As many know, more than three-quarters of European artistic heritage is concentrated in Italy. Naples is a major part of this percentage and we need to acknowledge and be proud of this matter of fact, to feel responsible for the protection and enhancement of this heritage, considering that every recovery is not only an act of cultural civilization, but also results in a widening of the interest and the number of visitors. If today is Naples able to significantly increase its flow of tourists is because it has made this principle a real reason for being. Thus, through the Service and Enhancement program UNESCO Historic City, we have introduced a program of recovery and preservation of the architectural heritage of the city of Naples, which includes the participation of the City synergistic and private companies in the restoration of twenty-seven monuments. We have chosen to no longer favour exclusively a part of the city, that is to say the areas classified as having a high touristic appeal, has been assigned the lead role for those items whose characteristics and location, could hardly have attracted the interest of a sponsor.



Naples-Gulf

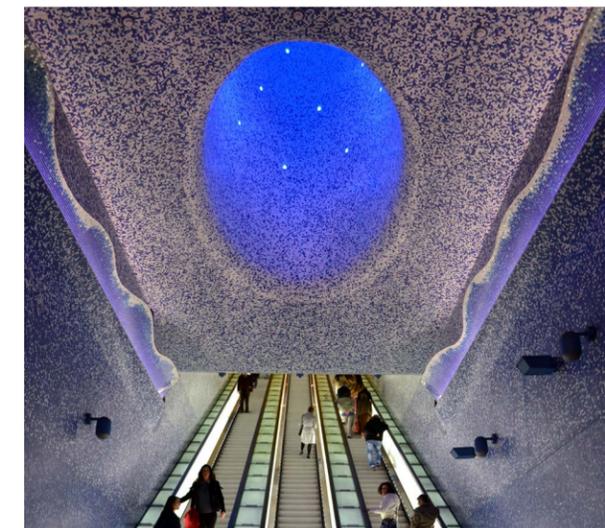
The artistic heritage and cultural richness that characterize our city is crucial for

economic growth. The demand for culture is in continuous increase, highlighting its specific contribution and its vital capital. A positive image increases the attractiveness of a certain area and quality tourism contributes to sustainable development of the entire city, while preserving the cultural and natural environment.

In recent years, Naples has implemented growth process to strengthen its competitive system, capturing the transformations of contemporary culture and supporting dialogue between different cultures. The city has supported cultural activities aimed at integration and the involvement of a larger audience, overcoming the barriers to their access, both physically and socially, broadening its horizons. Today the attention to contemporary culture is greater and it plays a crucial role in attracting the flow of tourism. As a result, the cultural offer is no longer characterized exclusively by the promotion of traditional cultural and historical sites, but also by a progressive and constant search for new forms of art.

Through "the Art Stations of Naples Metro", the citizens have the opportunity to get around the city in enjoying the beauty of the underground railway stations, real artworks that contribute to the redevelopment of urban area. These "Art Stations", that are part of the underground line 1 and 6, preserve more than 180 works of art by world famous authors and 90 by some young local architects, combining, this way, different artistic styles and contents. This project, which is still being expanded through the construction of new stations, in addition to receiving international recognition has contributed actively to improve the level of living conditions and to considerably increase the flow of visitors. The line 1

underground station "Toledo" has been named, by the British newspaper The Daily Telegraph, and then by the CNN, the most beautiful underground station in Europe; it also won the Emirates Leaf International Award as "Public building of the year".



Toledo-Art-Station

At a delicate moment for the country, Naples has managed to emerge recognizing and valuing the distinctive features of the city, through its natural vocation for tourism and especially through a structured and sustainable economic development, thanks to an active collaboration between the government and private operators, companies and associations that has allowed us to build efficient way to growth.

The image that we export worldwide has deep roots: protecting and promoting Naples today means facing a double challenge, from the past and the future, of what has been and what will be. Challenges we face every day with farsightedness and passion, aware of the huge task entrusted on us, but proud to belong to a city that is unmatched in the world.

EMBRACING DIVERSITY: RENTON BUILDS AN INCLUSIVE CITY WITH OPPORTUNITIES FOR ALL

崇尚多元化：伦顿市竭尽全力打造一个包容城市

BY: Mayor Denis Law, City of Renton, USA
作者：Denis Law 市长，伦顿市，美国

Renton, one of the fastest growing cities in the Seattle area, has witnessed a significant shift in population. From 2000 to 2010, the minority population has grown by 165% and the percentage of Asian, Latino, African-American and other non-White groups account for 50% of the population. The Mayor made it a priority to embrace diversity and took a creative approach to put this priority into action. The city revised its business plan and made it its mission to be an inclusive city with opportunities for all. It created a network of community liaisons to represent their communities and be the link between the city and the community. This effort has been very successful and the city received the 1st place award from the National League of Cities.

伦顿市，是美国西雅图地区发展最快的城市之一，同时其城市人口发生了重大转变。从 2000 年到 2010 年，伦顿市少数民族人口数增长了 165%，该市人口中亚洲、拉丁美洲、非洲裔美国和其他非白人占了总人口数的 50%。根据该市特征，伦顿市长将融通文化作为重点，运用创新理念积极实现该市的多元文化、共谋发展。该市政府还修改了其商业计划，竭尽全力视打造一座包容城市为使命。伦顿市创建了一个社区联盟会，聚集各社区代表，搭建起各社区与该市间的桥梁。这些努力均取得了良好效果并被 National League of Cities 评选为第一名城市。



Law med

Renton is one of the fastest growing cities in the Puget Sound area and is also one of the most diverse cities in the greater Seattle/Puget Sound area. The city has witnessed a significant shift in population in recent years. From 2000 to 2010, the minority population in the city has grown by 165%; and the percentage of Asian, Latino, African-American and other non-White groups account for 50% of the population the City of Renton is committed to being an inclusive city with opportunities for all and building connections with ALL communities, especially limited or non-English speaking residents and ethnic groups.

The Mayor and city's leaders have made it a priority to embrace the diversity in the city. One of the unique strategies that the city has implemented is to create a network of community leaders representing various ethnic, cultural and diverse groups. These community leaders are liaisons and create connections and bridges between the various community groups and the city. The city has also has integrated the importance of diversity into all its programs and services and has taken the following steps to put this priority into action.

The Story of Our Innovation:

The Puget Sound region experienced a severe storm in 2007 that left over 500,000 households without power for days. The storm was followed by several days of freezing temperatures. A shocking consequence of this incident was a few cases of carbon monoxide poisoning where immigrant, non-English speaking families brought their charcoal grills indoors for warmth. Unfortunately one of the fatalities was in Renton. This incident was a trigger and we saw the critical urgency in helping our diverse communities. The Mayor launched a proactive program to reach out to and engage our diverse community groups in February 2008, and since then the city has been dedicated to this goal. Starting with disaster preparedness, the efforts have extended to all the programs and services we provide.

The program is managed by the Deputy Public Affairs Administrator, Mayor's Office, and supports cultural diversity by building partnerships and connections with various ethnic and cultural communities, giving an opportunity for civic engagement for all members of society (especially those who have traditionally not participated in local government), ensuring equitable offerings of programs and services, and above all, bringing various members of the community together through fun, celebration, and festivals by promoting an understanding and appreciation of cultural differences.

Goals:

The city revised its strategic business plan and made it part of its mission and goals to be an inclusive city with opportunities for all. Specific goals to address the diversity include:

- Build connections and partnerships with our diverse communities.
- Make the city's programs and services more accessible.
- Help our communities be healthier and better prepared for emergencies.
- Encourage participation and engagement in civic process.
- Promote understanding and appreciation of cultural differences through celebrations and festivals.



Emergency preparedness

Strategy and Accomplishments:

The city embarked on a creative approach to meet the needs of our diverse communities and to support and celebrate cultural diversity. Our comprehensive

strategy includes working with our external community and customers as well as looking at internal systems and policies and employee training. Some of our accomplishments and strategies include the following:

- Created a network of community liaisons representing various minority, cultural, and ethnic community groups. These liaisons serve to represent their communities and be the link between the city and the community groups by connecting their members with programs and services and other information and resources. Currently the city has nearly 30 different community liaisons representing over 10 diverse community groups, each with hundreds of members.
- Promoted and facilitated conversations and dialogue on race to all city employees by offering free workshops and the opportunity to attend the exhibit RACE: Are We So Different? at the Pacific Science Center.
- Provided mandatory training on Inclusion and Equity to all city employees.
- Prioritized emergency preparedness and provided emergency preparedness training and workshops to various community members; translated an emergency preparedness video into four languages. Over 1,000 DVDs have been distributed to various non-English speaking members of our city.
- Distributed emergency preparedness kits to community liaison leaders and in turn they signed up to train their community members to create kits and be prepared for emergencies.
- Promoted community health and provided

free blood sugar and blood pressure screenings to members of our diverse communities as part of Renton's Heart Month, sponsored by Fire & Emergency Services. Firefighters and community liaisons worked together to set up the screenings during regular meetings and gatherings of the various communities. Nearly 1,500 people from our diverse communities had their blood pressure and blood sugar checked through these screenings.



Firefighters promoting heart health Hispanic community



Heart_Month_1196_DK-Market

• Offered free summer lunch to children and worked with the school district to provide free summer lunch to children from minority groups, non-English speaking communities and low-income families.

• Appointed members from the community liaison groups to serve on key citizen task forces. For the first time various citizen task forces such as the Budget Advisory Group, Parks Task Force, and Seattle International Film Festival host committee included diverse community representatives.



Renton Film Frenzy Curvee Awards-Best Picture-Ayuada Pequeno

• Targeted ethnic media (newspapers, radio stations, the local Hispanic TV station) and provided news releases and regular information. Over 13 different ethnic media receive regular news items with key information relevant to their community members.

• Celebrated and showcased the city's diversity by encouraging culturally diverse celebrations in festivals and parades. Accomplishments include: cultural dances and groups in Renton River Days; first-ever International Festival; the Seattle International Film Festival in Renton; several

ethnic and community festivals including the Sikh Parade, Japanese Sakura festival, Cinco de Mayo festival, and more; Native American and Black History exhibits at Renton History Museum.



Renton's International Festival 2



Renton's International Festival



Sikh festival

- Created Renton's Small Business Development Center with the Renton Chamber of Commerce and Renton Technical College, to provide business assistance to nearly 115 businesses—45% minority owned.

- Hosted a variety of community forums throughout the year with members of diverse communities that were open to all members of the public. These forums give communities an opportunity to learn about critical issues and also better understand diversity. Topics have included building connections with our diverse community, crime prevention, emergency preparedness, public sector careers, and celebrating diversity.



Community-Forum

- Awarded first place for the 2014 City Diversity Award by the National League of Cities and the National Black Caucus of Local Elected Officials.

- Presented its program at the Governing for Racial Equity conference in Portland and at the annual conference of the Association of Washington Cities.

Innovation:

Community Liaison Model – a unique and effective strategy:



Renton's Community Liaisons

The model of community liaisons is a very unique and effective way to connect with different diverse community groups.

It is very advantageous to work in coordination with the local school district, hospital district, community college, chamber and other organizations. The goals of all these organizations are similar, the target groups are the same, and resources are limited. By working together you can leverage resources rather than duplicate efforts, and be more credible with the various community groups.

A unique approach to communications, outreach and service delivery:

The program supports cultural diversity by building partnerships and connections with various ethnic and cultural communities; giving an opportunity for civic engagement for all members of society, especially those who have traditionally not participated in local government; ensuring equitable offerings of programs and services; and above all bringing various members of the community together through fun, celebration, and festivals by promoting an understanding and appreciation of cultural differences.



Effectiveness:

Reaching Our Diverse Communities:

This program is a great example of recognizing and valuing the cultural diversity in our community and taking specific actions to make a difference to the community. The program also emphasizes inclusiveness and equity as a core business goal and has the support of key elected officials.

Looking ahead – next steps:

“One of my priorities this year is to continue to build on these accomplishments and continue to address the issues of social justice in our community,” Renton Mayor Denis Law.

- We will continue to seek solutions to homelessness in our community and the challenges faced by our low-income senior

population.

- We will work to end human trafficking in Renton, which is a huge problem across this country.

- We are committed to continue our efforts of understanding and addressing the needs of our diverse communities.

As part of this commitment, we are working with a national expert on equity and social justice to enhance our current efforts and focus on the following:

- Conduct an initial 360 assessment – both inside and outside the city to gain an understanding of how our efforts are making a difference.

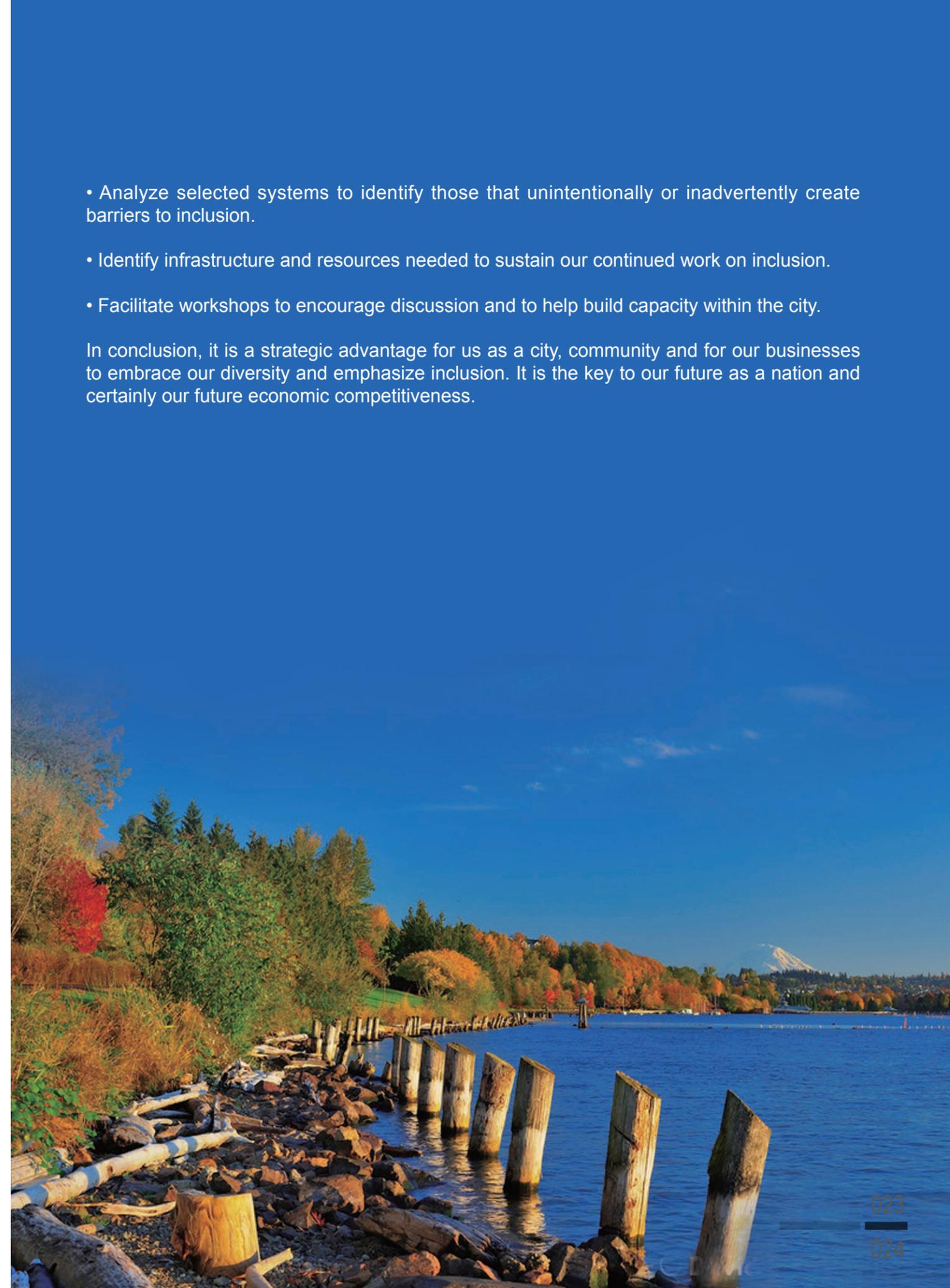
- Create a comprehensive road map to enhance the city’s movement toward the goal of building an inclusive city.

- Analyze selected systems to identify those that unintentionally or inadvertently create barriers to inclusion.

- Identify infrastructure and resources needed to sustain our continued work on inclusion.

- Facilitate workshops to encourage discussion and to help build capacity within the city.

In conclusion, it is a strategic advantage for us as a city, community and for our businesses to embrace our diversity and emphasize inclusion. It is the key to our future as a nation and certainly our future economic competitiveness.



LATEST NEWS

星聞速遞



A NEW PHASE FOR COUNTERING OZONE DEPLETING SUBSTANCES

打击消耗臭氧层物质的新阶段

To counter the smuggling of Ozone Depleting Substances (ODS), the second phase of the “Anti-smuggling ODS program” was launched on November 5th in Urumqi, Xinjiang, as part of the expanded effort to complement China’s promise towards fulfilling their Montreal Protocol commitments. China has achieved the goal of completely phasing-out CFC usage two years ahead of the deadline and had committed to accelerating phase-out of HCFCs in the 19th meeting of the Montreal Protocol parties. By 2013, China had already successfully met the target of freezing HCFC consumption and is expected to reduce a further 10 percent of its consumptions by 2015. However, China, as the biggest developing country in terms of ODS origin, is also facing an urgent need to tackle the illegal ODS trade.

11月5日，为打击消耗臭氧层物质的走私行为，“臭氧层消耗物质缉私计划”二期项目在新疆乌鲁木齐正式开展。该项目是中国履约蒙特利尔协议所做工作的延伸。中国比原定计划提前两年实现了完全淘汰氯氟烃（CFC）的进程，同时也在蒙特利尔议定缔约国第十九次会议中承诺将加速淘汰氢氯氟烃（HCFC）物质的进程，并设下了在2015年前将氢氯氟烃使用量降低10%的目标。但同时，作为发展中国家中最大的臭氧层消耗物质产地，中国也亟需解决臭氧层物质非法贸易的问题。



To counter the smuggling of Ozone Depleting Substances (ODS), the second phase of the “Anti-smuggling ODS program” was launched on November 5th in Urumqi, Xinjiang, as part of the expanded effort to complement China’s promise towards fulfilling their Montreal Protocol commitments. The UNDP China Assistant Country Director Carsten Germer witnessed the official launch of this project, along with representatives from FECO and the General Administration of Customs (GAC).



ODS such as HCFC (Hydrochlorofluorocarbons) and CFC (chlorofluorocarbons) contain elements like chlorine and bromine, which cause the

thinning of the ozone layer when they react with the stratospheric ozone. Continued ozone layer depletion could have negative impacts on human health as well as ecosystems since the ultraviolet radiation would damage the human immune system and increase the risk of skin cancer, deplete the numbers of small organisms in the sea and thence negatively affect the whole marine food chain.



“Since China ratified the Montreal Protocol (on substances that deplete the ozone layer), China has made great achievements in compliance to the Protocol.” Mr. Germer stated. China has achieved the goal of completely phasing-out CFC usage two years ahead of the deadline and had committed to accelerating phase-out of HCFCs in the 19th meeting of Montreal

Protocol parties. By 2013, China had already successfully met the target of freezing HCFC consumption and is expected to reduce a further 10 percent of its consumptions by 2015.



Despite the Montreal Protocol’s successes in tackling ozone layer depletion, the architects of the protocol, which designed the phase-out system by incorporating different schedules between developed and developing countries, had inadvertently created conditions for a black market in ODS. China, as the biggest developing country in terms of ODS origin, is facing an urgent need to tackle this illegal ODS trade.

“UNDP, as the leading agency for the Stage I and Stage II consumption sectors HCFCs Phase-out Programme, is fully supporting

China to strengthen the ODS anti-smuggling program, as well as the cooperation between MEP and GAC in the field of ODS anti-smuggling.” Mr. Germer said. In the first phase of the ODS anti-smuggling program, four customs offices had been funded to receive training in identifying ODS smuggling as well as upgrade to technical detecting devices, resulting in 14 cases of illegal trades being discovered by the customs offices. The second phase of the project will be expanded to all 11 regional customs offices in China.



“In order to crack down on ODS smuggling in China, the cooperation between the Ministry of Environment and the General Administration of Customs is very important.” Mr. Germer said, “This is of great significance to China, as well as to other countries, and also reflects China’s commitment and position on the Montreal Protocol.”

Source:
<http://www.cn.undp.org/content/china/en/home/presscenter/articles/2014/11/a-new-phase-for-counteracting-ozone-depleting-substances/>



GREEN FOOTPRINT

綠色足跡



DEFINING ECOTOURISM

生态旅游的定义

By Untamed Path Adventures
作者 野路冒险 (旅游公司)

According to the International Ecotourism Society, ecotourism is defined as: "responsible travel to natural areas that conserves the environment and improves the welfare of local people". As a practitioner in the industry of ecotourism, Untamed Path presents detailed explanations and suggestions to tourists about the principles which should be followed in ecotourism activities: travel to natural destinations; minimize impact; build environmental awareness; provide direct financial benefits for conservation; provide financial benefits and empowerment for local people; respect local culture; supports human rights and democratic movements.

国际生态旅游协会把“生态旅游”定义为：“开发并利用自然环境中所保留的魅力生态资源，同时以此促进人与生态的和谐发展”。作为生态旅游业的从业者，野路冒险旅游公司对游客在生态旅游活动中应遵守的原则做出了详细的解释和建议：将自然生态地区纳入到旅游目的地中；在旅游过程中极少破坏自然生态环境；建立环保意识；为自然资源保护事业带来直接的经济效益；要为景区当地的人民带来经济收益；尊重当地的文化；支持当地人权和民主运动。



Minimizes Impact

Tourism causes damage. Ecotourism strives to minimize the adverse affects of hotels, trails, and other infrastructure by using either recycled materials or plentifully available local building materials, renewable sources of energy, recycling and safe disposal of waste and garbage, and environmentally and culturally sensitive architectural design. Minimization of impact also requires that the numbers and mode of behavior of tourists be regulated to ensure limited damage to the ecosystem.

Builds Environmental Awareness



The International Ecotourism Society defines Ecotourism as: "responsible travel to natural areas that conserves the environment and improves the welfare of local people".

Many serious studies of ecotourism including several University programs use the following as the working definition from Martha Honey's excellent book "Ecotourism and Sustainable Development".

Involves Travel to Natural Destinations



These destinations are often remote areas, whether inhabited or uninhabited, and are usually under some kind of environmental protection at the national, international, communal or private level.

Ecotourism means education, for both tourists and residents of nearby communities. Well before departure tour operators should supply travelers

with reading material about the country, environment and local people, as well as a code of conduct for both the traveler and the industry itself. This information helps prepare the tourist as the Ecotourism Societies guidelines state, "to learn about the places and peoples visited" and "to minimize their negative impacts while visiting sensitive environments and cultures".

Essential to good ecotourism are well-trained, multilingual naturalist guides with skills in natural and cultural history, environmental interpretation, ethical principles and effective communication. Ecotourism projects should also help educate members of the surrounding community, schoolchildren and the broader public in the host country. To do so they must offer greatly reduced entrance and lodge fees for nationals and free educational trips for local students and those living near the tourist attraction.

Provides Direct Financial Benefits for Conservation

Ecotourism helps raise funds for environmental protection, research and education through a variety of mechanisms, including park entrance fees, tour company, hotel, airline and airport taxes and voluntary contributions.

Provides Financial Benefits and Empowerment for Local People

National Parks and other conservation areas will only survive if there are "happy people" around their perimeters. The local community must be involved with and receive income and other tangible benefits (potable water, roads, health clinics, etc.) from the conservation area and its tourist

facilities. Campsites, lodges, guide services, restaurants and other concessions should be run by or in partnership with communities surrounding a park or other tourist destination.

More importantly, if Ecotourism is to be viewed as a tool for rural development, it must also help shift economic and political control to the local community, village, cooperative, or entrepreneur. This is the most difficult and time-consuming principle in the economic equation and the one that foreign operators and "partners" most often let fall through the cracks or that they follow only partially or formally.

Respects Local Culture



Ecotourism is not only 'greener' but also less culturally intrusive and exploitative than conventional tourism. Whereas prostitution, black markets and drugs often are by-products of mass tourism, ecotourism strives to be culturally respectful and have a minimal affect on both the natural environment and the human population of a host country. This is not easy, especially since ecotourism often involves travel to remote areas where small and isolated communities have had little experience interacting with foreigners. And like conventional tourism, ecotourism involves an unequal relationship of power between the visitor and the host and a modification of the relationship through exchange of money. Part of being a responsible ecotourist is learning beforehand about the local customs, respecting dress codes and other social norms and not intruding on the community unless either invited or as part of a well organized tour.



Supports Human Rights and Democratic Movements

Although tourism is often glibly hailed as a tool for building international understanding and world peace, this does not happen automatically; frequently in fact tourism bolsters the economies of repressive and undemocratic states. Mass tourism pays scant attention to the political system of the host country or struggles within it, unless civil unrest spills over into attacks on tourists. Ecotourism demands a more holistic approach to travel, one in which participants strive to respect, learn about and benefit both the local environment and local communities.

Although not part of the Ecotourism Society's definition, giving economic benefits and showing cultural sensitivities to local communities cannot be separated from understanding their political circumstances. In many developing countries, rural populations living around national parks and other ecotourism attractions are locked in contests with the national government and multinational corporations for control of the assets and their benefits. Eco-tourists therefore need to be sensitive to the host country's political environment and social climate and need to consider the merits of international boycotts called for by those supporting democratic reforms, majority rule, and human rights. For example the campaign by the African National Congress (ANC) to isolate South Africa through a boycott of investment, trade, sports and tourism helped bring down apartheid.

Determining whether to boycott or visit a country is not always easy. Among the questions to ask are: Does the economic growth fueled by tourism really improve the



chances of human rights being respected? Will boycotting a country harm already impoverished workers more than it will corporate or government titans? Or are the short term economic penalties more than offset by the ultimate benefits of change? If one visits a repressive country, it is possible to make the trip rewarding both personally and politically by consciously learning about the country beforehand, meeting with dissidents and average folks, as well as government officials while there, and speaking about the political climate, not just the weather after returning home.

Most operations which can truly be called ecotourism are striving to meet as many

of these criteria as possible. This is a tall order to fill for anyone operating ecotours and it is highly doubtful that any one project or operator can claim to meet all these criteria perfectly. However it does give a base of ideas to work from when looking into whether or not something is or isn't ecotourism. Properly understood, the emphasis in ecotourism is on a set of principles and how to put them into practice; on what ecotourism stands for and how these standards are being implemented.

Source:
Untamed Path Adventures
<http://untamedpath.com/eco-tours/defining-ecotourism.shtml>

RAISING ENVIRONMENTAL AWARENESS BY INCORPORATING NATURE INTO THE LIVES OF HONG KONG CITIZENS

将自然融入生活 以提高香港市民的环保意识

By Jacky Ng
作者 Jacky Ng

Hong Kong is one of the most densely populated cities in the world. At the same time, the city has a rich natural environment and a great deal of biodiversity. Companies in Hong Kong have the opportunity to demonstrate their social responsibility by raising awareness of Hong Kong's natural assets, and encouraging the public to appreciate the value of the city's natural environment. To incorporate nature into people's lives, companies can provide opportunities for the public to go out and learn about nature, or they can bring natural landscapes into the concrete jungle. For example, Hong Kong Electric employee volunteers are trained to be eco-tour guides that regularly lead groups along eco-heritage routes; HKU Rooftop Farming Project, sponsored by the Bank of China (Hong Kong), can help to reconnect nature and the city; Property developers Hysan plans to develop a farm at Hysan Place into an open educational platform for the public to experience and increase their awareness of organic farming and food production.

香港是世界上人口密度最大的城市之一。同时，它又拥有者丰富的自然环境和生物多样性。通过提高市民保护自然资源的意识，鼓励公众正确认识自然环境的价值，在港企业以此体现其对社会的责任。为了将自然融入到人们的生活之中，企业可以为公众提供机会，让他们走出去了解自然，或者将自然景观带进城市的混凝土丛林中。例如，香港电灯公司员工志愿成为生态旅游路线导游，定时引导游客游览香港的生态遗产；由中国银行（香港）赞助的港大屋顶农业项目，重新链接了自然与城市；房地产开发商希慎兴业计划将一片位于希慎广场的农田开发成一个开放的教育平台，让公众体验并提高对有机农业和粮食生产的意识。

Hong Kong is one of the most densely populated cities in the world, with, on average, 6,620 people sharing one square kilometer of space. At the same time however, the city has a great deal of natural environment and biodiversity. Hong Kong has four marine parks and 24 country parks, which occupy 40% of its total land area. Hong Kong is home to 3,000 plant species, 200 butterfly species and 500 bird species, and also has rare geological features such as hexagonal rock columns.

Companies in Hong Kong have the opportunity to demonstrate their social responsibility by raising awareness of Hong Kong's natural assets, and encouraging the public to appreciate the value of the city's natural environment. To incorporate nature in people's lives, companies can provide opportunities for the public to go out and learn about nature, or they can bring the natural landscapes into the concrete jungle.



To bring people into the natural environment by organizing eco-tour

One of the best ways to increase public awareness of nature is to bring people into to the natural environment. Hong Kong Electric's "Green Hong Kong Green" (GHKG) campaign is a good example of this approach. Eight eco-heritage routes on Hong Kong and Lamma islands have been developed in collaboration with the Conservancy Association (CA), a local green NGO. Members of the public and HK Electric employee volunteers are trained to be eco-tour guides that regularly lead groups along these routes. In addition, HK Electric collaborates with other NGOs to provide activities related to hill fire prevention (with CA on Lamma Island) and mikania removal (with WWF in Mai Po) to educate the public in other important environmental aspects.





Green lovers, led by GHKG eco-leaders, enjoy a mini tour at Aberdeen Country Park.



Participants get to know more about eco-heritage through educational game booths and workshops.

Similarly, the “Hong Kong Geopark Charity Green Walk” program organized by the Bank of China (Hong Kong) (BOCHK) has designed seven routes that highlight Hong Kong’s unique geological and geomorphologic features. With sponsorship from BOCHK Charitable Foundation, new immigrants and under-privileged groups are invited to join the program for free.

Eco-tours are good for citizens who have an interest in exploring the great outdoors, but another way companies can raise public

awareness is by bringing nature back into urban communities. Rooftop farming for example, a relatively new concept in Hong Kong, can help to reconnect nature and the city.



Hysan Urban Farm (Photo credit: news.gov.hk from Hong Kong Information Services Department)

The benefits of rooftop greening are well known, and growing vegetation on rooftops helps to reduce the heat trapped by buildings and thus reducing the urban heat island, improves air quality and enhances noise isolation. Going one step further, growing edible vegetation on rooftops, or rooftop farming, can also create an alternative food source for local communities, encourage greater social cohesion and even enhance biodiversity. The practice of rooftop farming is well developed in cities such as New York and London, and is gaining popularity in Hong Kong.

One example is the HKU Rooftop Farming Project, a project is operated by university students and sponsored by BOCHK. The farm works closely with a vegetarian restaurant on campus to explore possibilities

for developing a sustainable, cyclical food production cycle and also to minimize the carbon footprint of the food we consume.

On the roof of Hysan Place in Causeway Bay, one of the most hectic urban areas in Hong Kong, the Hysan Urban Farm, is another example of the growing interest in urban farming. With over 5,000 square feet of space, the farm at Hysan Place demonstrates that it is possible to grow organic vegetables right in the heart of the city. Property developers Hysan, partner with SEED (Sustainable Ecological Ethical Development Foundation) to provide hands-on workshops on agriculture and planting to groups and individuals. In the future, Hysan plans to develop the farmland into an open educational platform for the public to experience and increase their awareness of organic farming and food production.

As a city with both highly dense urban areas and large areas of natural heritage, companies in Hong Kong can develop innovative ways to raise public awareness of natural environment. Programs to bring people into nature are a good and direct method to connect public to the nature. On the other hand, companies such as property developers can also make strategic use of their buildings to bring nature back into urban areas. Only by reconnecting urbanites with nature and helping them to understand the value of our environment, can we really achieve the goal of protecting Hong Kong’s precious natural heritage.

Source:
CSR Asia Limited
<http://csr-asia.com/csr-asia-weekly-news-detail.php?id=12315>

BORNEO ECOTOURS AND BONCO VIRGIN COCONUT OIL (VCO)—A COMMUNITY PROJECT IN SABAH, NORTH OF BORNEO

生态旅游与原生态椰子油——位于婆罗洲北部马来西亚沙巴州的社区致富项目

By The International Ecotourism Society Published on March 4, 2014
作者 国际生态旅游协会 发表于 2014 年 3 月 4 日

Kudat sits on the northern tip of Borneo with white sandy beaches and miles of coconut trees that line the coast and stretch inland. Unfortunately, the local communities do not see these assets as opportunities to improve their livelihood. By supporting community projects through funding and the expertise of NGO Borneo Ecotourism Solutions and Technologies (BEST) Society, Borneo Eco Tours aims to give back to the local community through social entrepreneurship and raise local community members to become independent entrepreneurs. Over two years, the technical support from BEST Society helped the Virgin Coconut Oil (VCO) production to grow tremendously. They continue to invite their tour guests to hear the stories of the local entrepreneurs who proudly share the way VCO has changed their lives, and to learn about how their tour makes a difference to the local communities.

古达市位于婆罗洲的北端，那里有着白色的沙滩和绵延海岸、内陆数英里的椰子树林。可惜的是，当地居民并没有意识到这些自然资源可以帮助社区致富。在由非政府组织 BEST（婆罗洲生态旅游解决方案与技术）协会提供的资金与专业协助下，婆罗洲生态旅游公司致力于通过支持社区发展项目倡导社会企业家精神，促使当地居民成为独立的企业家。两年多来，由 BEST 协会提供的技术支持大幅地提高了该地区原生态椰子油的产量。这些企业将持续地邀请前来参观的游客分享当地企业家深感自豪的故事，听听经营原生态椰子油如何改变了他们的生活，也可以让游客了解到自身的旅游活动是如何影响当地社区的。

Kudat sits on the northern tip of Borneo. It is a very beautiful place – with white sandy beaches and miles of coconut trees that line the coast and stretch inland. Unfortunately, the local communities do not see these assets as opportunities to improve their livelihood. The main ethnic community, the Rungus people of Kudat, has not seized the opportunities that lie within their own backyards. Instead, their youths migrate to the cities in search of jobs, while those who stay continuously shift their crops, constantly moving between coconut, rubber, cocoa and palm oil in search of better returns.



With the rising popularity of Virgin Coconut Oil (VCO) in the world today, the vast potential of this untapped resource is ripe for the taking, especially with the large areas of fruiting coconut plantations left abandoned.

This opportunity led Borneo Eco Tours to adopt the Kimihang Virgin Coconut Oil project as a community project by our in-house NGO Borneo Ecotourism Solutions and Technologies (BEST) Society in May 2010. By supporting community projects through funding and the expertise of our BEST Society staff, Borneo Eco Tours aims to give back to the local community through social entrepreneurship and raise

local community members to become independent entrepreneurs.

With funds from the Global Environment Facility Small Grant Program (GEF-SGP), the project was successfully established as part of the greater Kimihang Environmental Conservation and Community Capacity Building project, which incorporates seven other programs in the village called Kimihang. With funds from the Malaysian government, a VCO lab was built and the local entrepreneur Mr. Ronnie Onginjan was appointed as the main coordinator of the project.

Over two years, the technical support from BEST Society helped the Kimihang VCO production to grow tremendously. With rising demand, the packaging developed from simple plastic water bottles to glass bottles with a 400ml capacity and proper labels that were designed, printed, bar-coded and lab tested specifically for the Kimihang VCO project. Furthermore, bilingual brochures containing information on VCO were designed to enhance the marketability of the VCO production further. A major rebranding exercise was carried out with the product now becoming known as BONCO – Borneo Natural Coconut Oil.



Inspired by his success, Ronnie Onginjan took the initiative and diversified his product line by adding two types of massage oils made from VCO. The citronella and ginger flavored aromatherapy oils come in little plastic bottles that match the design of BONCO Virgin Coconut Oil glass bottles, including the brand name BONCO on their labels.

But on the road to success we are also facing challenges. In 2010 and 2011, BEST Society conducted workshops such as soap making to further develop the downstream usage of VCO and diversify the opportunities to more members of the community. Unfortunately, they did not pick up on the idea to make a living of VCO production soap making did not become an inspiration just yet. But we keep encouraging the locals who are willing to take action, and we are confident that those who seek for change will be able to learn and benefit from our initiatives, just like Mr. Ronnie Onginjan.

A total of RM 28,663.20 and various shares of expertise and support have been spent on the VCO projects until today. This is only possible because of contributions made

by individuals and our tour operations. Borneo Eco Tours contributed RM 8.00 and Sukau Rainforest Lodge, RM 4.00 for every international guest staying at Sukau Rainforest Lodge and another RM 20.00 from every purchase of Kinabatangan tour packages are set aside for BEST Society projects. Borneo Eco Tours has since contributed a total of RM 403,515.00 (35%) and Sukau Rainforest Lodge RM 236,977.08 (21%) out of a total fund raised of RM 1,157,451.22 by December 2013.

We continue to invite our tour guests to visit the Kimihang VCO production site and to hear the stories of the local entrepreneurs who proudly share the way VCO has changed their lives. Our guests can hereby share in the opportunity to learn about our community projects and get a first-hand impression about how their tour makes a difference to the local communities of Sabah.

Source:

The International Ecotourism Society
<http://www.ecotourism.org/news/best-practices-borneo-ecotours-and-bonco-virgin-coconut-oil-vco>



WHY IS THE WORLD INTERNET CONFERENCE SETTLING DOWN IN WUZHEN?

世界互联网大会为什么会落户乌镇？

By Zhejiang Daily
作者 浙江日报

Organized by the Cyberspace Administration of China and Zhejiang Provincial Government, the first session of the World Internet Conference had been held from November 19 to 21 in Wuzhen, Zhejiang province, China. After that, Wuzhen will be the permanent site of this conference. Many people were wondering that how can the antique Chinese style of a southern town be compatible with the cutting-edge industry of Information Technology?

Compared with a great deal of locations, the group of experts thought of Wuzhen as the idealist choice for the following conditions: first, the Internet economy is relatively developed due to incorporating the most advanced technology, such as e-commerce and mobile payment, into the development of local tourism; second, it is a small town like Davos, which can be easily given the charm of the Internet; the third is that the well preserved antique appearance remains it as a representative of Chinese traditions and culture for thousands of years. This coverage reveals the secrets behind the ancient water town.

2014年11月19日至21日，由中国国家互联网信息办公室和浙江省人民政府主办的首届世界互联网大会在中国江南古镇乌镇举办。今后，乌镇将作为世界互联网大会的永久会址。许多人都惊讶到，一个是江南千年古镇，一个是前沿的科技产业，这两者之间有什么联系呢？

专家组在全国寻找会址时，经过反复比较认为乌镇最能满足以下三个条件：一是互联网经济比较发达，电子商务、手机支付等最新科技已融入当地旅游业发展之中；二是它是一个像达沃斯那样的小镇，容易被赋予互联网的魅力；三是它江南古镇风貌的完好保存能体现出中国几千年的传统文化。本文详细描述了隐藏在乌镇背后的秘密。



Organized by the Cyberspace Administration of China and the Zhejiang Provincial Government, the first session of the World Internet Conference was held from November 19 to 21, 2014, in Wuzhen, Zhejiang Province, China.

Furthermore, Wuzhen is designated to be the permanent site of this conference.

For those two days, posters of the “World Internet Conference” could be found everywhere in Wuzhen. Many tourists were surprised because the antique style of a southern Chinese town seems not quite compatible with the cutting-edge IT industry.

Lu Wei, Minister of the Cyberspace Administration of China explained the three conditions proposed by experts trying to find the right venue: first, its Internet economy had to be relatively developed; second, it was better to find a small town like Davos, which can be given over to the attraction

of the Internet; the third was that it had been a representative of Chinese traditions and culture for thousands of years. Later, after repeated comparison amongst many locations, experts reached a consensus that Wuzhen would be the best choice for the World Internet Conference as a permanent venue.

Before the opening of the conference, reporters were looking for the secrets behind these three conditions by exploring the small town.

Advantage One

Frequent Buses and High-speed Trains to Wuzhen

“The Ginkgo of the Tang Dynasty seems still alive, while the prince’s book room in the Ming Dynasty hazily disappears.” It is from a poem by Mao Dun, a Chinese modern writer. The Moon Shining above the Western

River, which depicts more than a thousand years of the history of his hometown ---- Wuzhen.



Shao Yun, a native of this town and a consultant with the Wuzhen Tourism Development Co., Ltd., works on projects of protection and development. He remembers that there was not even one road with access to the outside world in Wuzhen before 1985.

In 1985, Wuzhen opened the first road leading to the outside, although it was very bumpy. At that time, locals joked that it was “a road for hopping cars”. Finally, in 1990, Wuzhen was truly connected with outside cities by the construction of a highway.

Nowadays, there are buses and high-speed trains arriving here every half hour and highways bring tourists from all over the country, even from all over the world, to Wuzhen every day.

In 2012, the total revenues of Wuzhen ranked first in the category of individual attractions, which means that even Li Jiang, the most popular tourist attraction in the country, cannot compete with it.

Last year, the number of tourists visiting

Wuzhen reached 5.69 million, of which 209.7 thousand were foreign tourists. In peak times, the scenic town receives more than 100 thousand visitors a day.

This year, the number of tourists is scaling up. From January to October, there were approximately 6.03 million tourists to Wuzhen. In particular, the proportion of foreign tourists increased by 11 %.

“Wuzhen welcomes visitors from the world so that it shows the same kind of interconnectedness and sharing as the Internet Conference.” a tourist from Beijing said. He was confused at first to hear that Wuzhen was designated the permanent venue of the Internet Conference, but after a two-day tour it made sense.

Advantage Two

“Wuzhen Mode ” Approved by the UN

“The endlessness of time and the remoteness of distance had never stopped my homesickness.” Mao Dun left Wuzhen when he was a teenager. For the rest of his days, he couldn’t help expressing his homesickness.

What kind of dreams does this ancient water town invoke?

50 years ago, another Master Mao was a child living in the eastern part of West Scenic Zone (Xizha) of Wuzhen, but later moved out of Xizha.

Two years ago, he came back and began to make “fried donut”, a kind of snack from his childhood. “It doesn’t change much here.” he said with great feeling.



The same quartzite roads, the same houses with white walls and black tiles, the same docks for black-roofed boats, and even the stoves for cooking steamed buns have remained the same. At night, kind warnings ---- “Be careful of candles and fire” ---- come from the depths of the alley.

“Repair the old with the old, and maintain their character.” Shao Yun stated. This was the principle of protection set at the beginning of developing the East Scenic Zone (Dongzha) in 1999. UNESCO praised the “Wuzhen Mode” as a model of protection for ancient towns, even though a similar town, Zhouzhuang, had been being developed for several years.

“At that time, there was such a scene in other ancient towns ---- red lanterns were hung on poles.” Shao Yun said.

But Wuzhen walked to the front of the queue. It was the first one to bury all high-voltage wires, TV wires and communication wires underground. Also, it was the first one to put sewage pipes and water pipes underground.

This idea influenced the development of the West Scenic Zone of Wuzhen in 2003. “We occupied nearly 10,000 square meters of space to build two warehouses, one for old stone materials and the other for old wooden components.”

According to unofficial sources, inharmonious modern elements like cement boards and glass windows were removed during the restoration. “Currently, 80 percent of the construction of Xizha is built with old materials and old elements.” Shao Yun noted.

Tourists come from all over the world to appreciate the ancient style of this southern riverside town. “I had heard about Wuzhen a long time ago. I looked forward to seeing the bridges and waterways, feeling the beauty of an antique town.” Tony, a Singapore tourist traveling in Wuzhen with his whole family said.

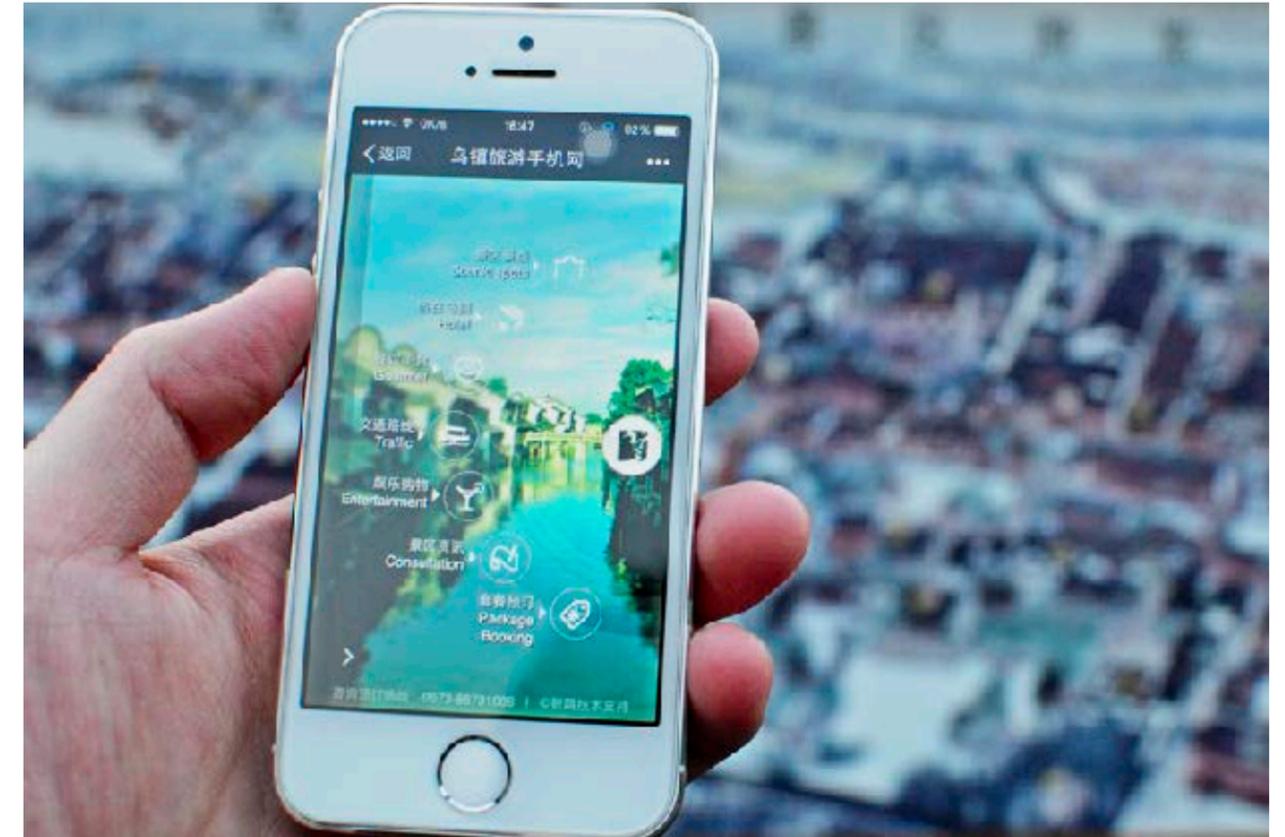
Advantage Three

An Old Town with Historical and Cultural Heritage Appears on the International Stage

In fact, the World Internet Conference was not the first time Wuzhen showed up on the international stage.

Gu Shouju, the Wuzhen Tourism Minister for the International Development, Construction and Management Commission, said: “This is not accidental, not even a coincidence, but the result of years of work. Wuzhen was awaiting the opportunity.”

In 2001, Wuzhen was entered into the world cultural heritage site reserve list. The same year, Wuzhen became a special destination



for senior officials to the APEC conference in Shanghai.

In 2008, the Sino-French Cultural Heritage Conservation Forum was held in Xizha, Wuzhen. In 2012, Wuzhen, was the only representative from China to attend the forum “21st Century World Heritage Cities” in Belgium.

In 2013, the EU-China Exhibition on Urban Development was held in Beijing. Wuzhen was the only town in China that participated in the event. In the same year, Wuzhen organized the first International Theater Festival.

The International Theatre Festival this year just ended; more than 100 shows and

programs were specially designed and half of the performers came from abroad. Despite the international element in the festival, the character of the culture of the ancient town remained beautifully as it is when presented to the audience. Xia Guming, the Vice President of the Hangzhou Foreign Language School shared his own experience of the show on SNS pages, as “Chinese Story, International Play”..

Shao Yun believes, “It’s not deterioration, but the cultural inclusiveness.” This unique culture has always been Wuzhen’s charm. As a matter of fact, prior to the tourism development of Wuzhen, there were 30,000 tourists who would come specifically to visit the former residence of Mao Dun each year.

Advantage Four

Connected with the Rest of World through Its Existing Internet Network



It is in fact the Internet that has brought a way for Wuzhen to bridge with the rest of world.

Three years ago, Xiaodai (nickname), a “post-80s” generation, opened a motel as his family business near Xizha in Wuzhen. 70 percent of the guests were from e-commercial platforms such as Taobao.com (Chinese eBay), elong.com, qunar.com etc.

Three years ago, a B&B called “Momo’s Home” located at No. 67 in Xizha also started online marketing. Its name and brand can be seen on a range of e-commercial websites: Weibo (Chinese Twitter), MeiTuan.com, NuoMi.com and Dianping.com. A comment recently posted on their food from a tourist, said: “Spicy fish and tasty prawns in Momo are very delicious.”

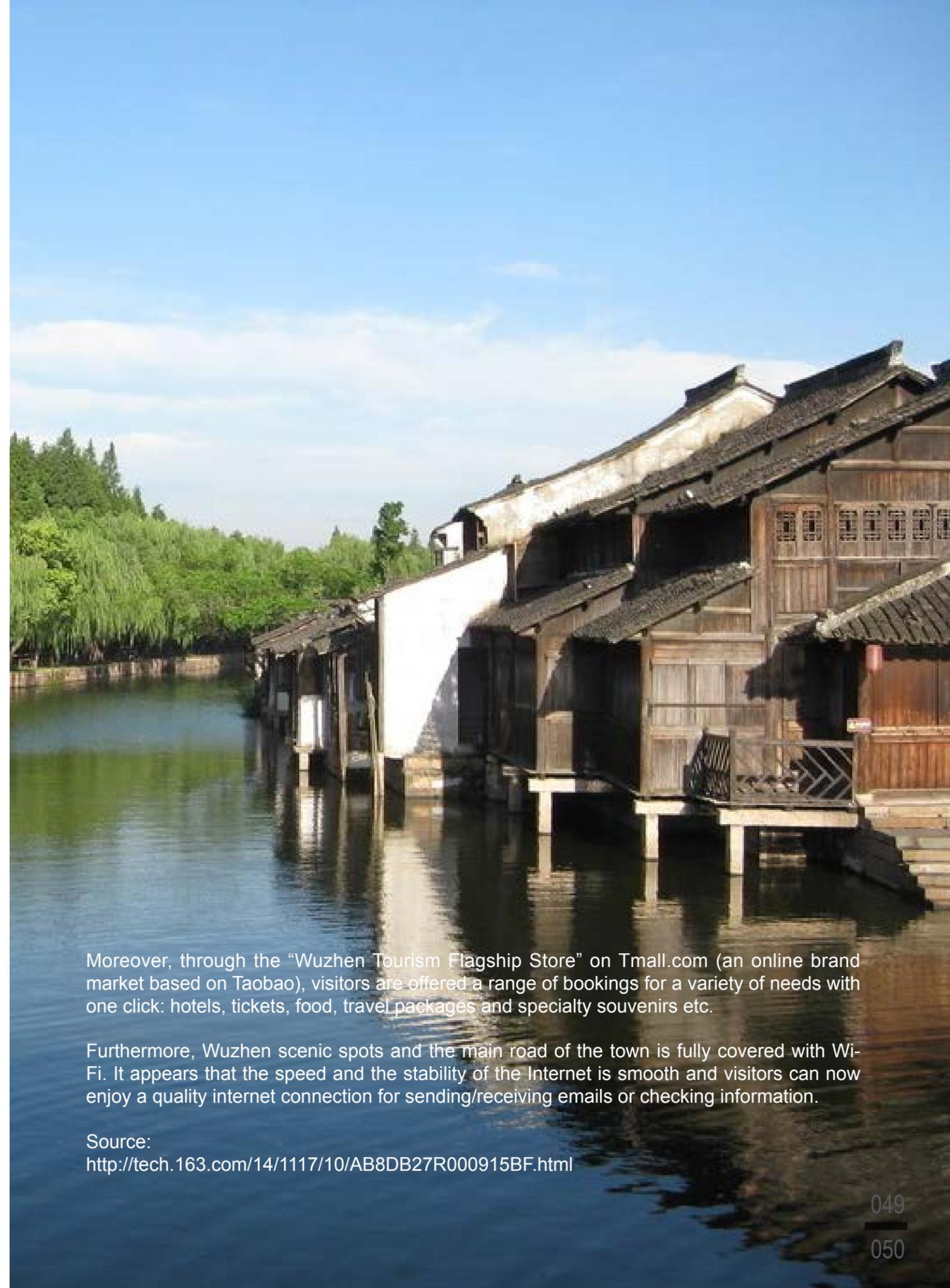
Momo, the owner of the B&B said, Ho Kyung (a famous Chinese TV host) and Huang

Lei (a Chinese movie star) also visited t her house for dinner during the International Theater Festival.



Similar to Momo’s Home, many shopkeepers in Wuzhen have now begun to promote online payment methods such as “QR code” – a mobile payment method introduced by Alipay. This payment method equipped with infrared scanners allows a scan of the barcode on customers’ phones to complete the entire transaction process.

As early as in 2003, at an early stage in the development of Xizha, the prescient vision of a broadband network cable was planted. In today’s Wuzhen, visitors can learn more about accommodation, ticketing, packages, specialties and other information on scenic spots via a series of Wuzhen travel booking sites. In addition, visitors can implement bookings on PC or mobile devices.



Moreover, through the “Wuzhen Tourism Flagship Store” on Tmall.com (an online brand market based on Taobao), visitors are offered a range of bookings for a variety of needs with one click: hotels, tickets, food, travel packages and specialty souvenirs etc.

Furthermore, Wuzhen scenic spots and the main road of the town is fully covered with Wi-Fi. It appears that the speed and the stability of the Internet is smooth and visitors can now enjoy a quality internet connection for sending/receiving emails or checking information.

Source:
<http://tech.163.com/14/1117/10/AB8DB27R000915BF.html>

FOOD FOR THOUGHTS ON WASTE OVER FESTIVE SEASON

圣诞节的深思：节日驾临我们如何减少浪费



Christmas



for many around the world is a time of plenty: stomachs full to bursting and gifts spilling out from beneath the tree as we indulge those we love. But in the days that follow, we will feel a slight twinge of guilt at the food we scrape into the bin or the old gadgets that are now going to gather dust in the cupboard or end up on the scrapheap. The environmental concerns in question are food and electronic waste, including old refrigerators, televisions, mobile phones, computers, monitors and other electronic products. While the problems are not easy to solve, there are many simple actions each one of us can take that will in no way spoil our enjoyment of the festive season but will contribute to more sustainable and green choices such as 1. Shop smart 2. Buy funny fruit 3. Understand expiry dates 4. Zero down your fridge 5. Request smaller portions at restaurants and other actions.

圣诞节对于全球各地来说是个与爱的人共享节日大餐、犒劳自己并收获圣诞树下砌满的礼物的宝贵时刻。但接下来的几天，或许我们都会为把假日后剩下的食物或橱柜里稍微布满灰尘就要被淘汰的产品丢进垃圾箱而感到些许愧疚。食物浪费与电子类垃圾包括旧冰箱、电视机、手机、电脑、显示器等，确实已成为如今未得到重视的两个环保议题。虽然这些问题不易被解决，但通过一些简单有效的措施，我们依旧可享受一个可持续的绿色节日，如：1. 理智购物 2. 不要介意购买长相奇怪的水果 3. 理解过期日期的含义 4. 消灭冰箱剩余食物 5. 在餐馆点小份食物等措施。



Don't worry, though, for there are plenty of things you can do to dispel these nagging worries post-Christmas and in the process contribute to solving some of our most pressing environmental issues, as well as save yourself some money in the process.

The environmental concerns in question are those of food and electronic waste. While the last few decades have seen massive strides taken in recycling items such as paper, glassware and tins, these two areas have been left behind.

A report released this month by the Solving the E-Waste Problem Initiative (StEP) predicts that e-waste will increase by almost a third to 65.4 million tonnes annually by 2017.

This waste - old refrigerators, televisions, mobile phones, computers, monitors and other electronic products - would fill a line of 40-tonne trucks that, sitting nose to tail, would stretch three quarters of the way

around the Equator.



Around 300 million tonnes of this food is discarded by producers, retailers and consumers - this food would be more than enough to feed the estimated 870 million people who face hunger each day across the globe.

Not only that, but this uneaten food requires energy, water, fertilizers and land to produce. Much of it ends up on landfills, where it decomposes and releases the potent greenhouse gas methane.

So, now that you have a better idea of the scale of the global challenges, why not play your part over the festive season and beyond?

While the problems are not easy to solve, there are many simple actions each one of us can take that will in no way spoil our enjoyment of the festive season but will contribute to more sustainable and green choices.

Food Waste

- Shop Smart: Plan meals, use shopping lists, buy from bulk bins, avoid impulse buys and don't succumb to marketing tricks that lead you to buy more food than you need. Following these strategies might mean you don't buy that giant turkey, and thus avoid the horror of desperately eating turkey sandwiches for the next week to try and use up the last scraps.

- Buy Funny Fruit: Many fruits and vegetables are thrown out because their size, shape, or colour is deemed not "right". Buying these perfectly good fruit, at the farmer's market or elsewhere, utilizes food that might otherwise go to waste.

E-waste can also pose health risks. The World Health Organization lists related hazards such as direct contact with lead, cadmium, chromium, brominated flame retardants or polychlorinated biphenyls (PCBs); inhalation of toxic fumes; and the accumulation of chemicals in soil, water and food.

Meanwhile, the United Nations Environment Programme (UNEP) and its sister organizations, such as the Food and Agriculture Organization of the United Nations (FAO) in their Think.Eat.Save - Reduce Your Foodprint campaign this year revealed that one third of all food produced each year - equivalent to 1.3 billion tonnes - is lost or wasted annually.





- **Understand Expiry Dates:** Unlike "Sell-by" and "use-by" dates, "Best-before" dates are generally manufacturer suggestions for peak quality. Most foods can be safely consumed well after these dates, so some of the stocks in your fridge may well be good far beyond Christmas.

- **Zero Down Your Fridge:** Websites such as WRAP's www.lovefoodhatewaste.com can help consumers get creative with recipes to use up anything that might go bad soon, so all those Christmas leftovers can be transformed into something tasty.

- **Other actions include:** freezing food; requesting smaller portions at restaurants; eating leftovers - whether home-cooked, from restaurants or takeaway; composting food; and donating spare food to local food banks, soup kitchens, pantries, and shelters.

E-Waste

- While everybody loves a new gadget, perhaps you can consider whether you really need to replace old electronics if they are still operational. After all, it's cool to be retro.

- **Repair or upgrade rather than replace.** Often we throw out malfunctioning or outdated electronics when local repair shops can fix them for us.

- **Donate or sell old electronics** that are still in working condition. Now that you have your new laptop or phone, you can still cash in on the old devices and claw back some of that Christmas spend. Equally, there are bound to be plenty of charities and schools in your area that would be glad to have your old gadgets?which for others could become their first. You can also explore takeback schemes, which see many major

manufactures of electronic goods offering trade-in or recycling options on old goods.



- If your battered old phone really is beyond repair, perhaps because you dropped it in cup of tea, then locate e-waste recycling schemes in your area. Sites such as www.ecyclingcentral.com in the US list e-cycling centres that will take old equipment.

Source:
http://thinkeatsave.org/index.php?option=com_content&view=article&id=282



BUILD SUSTAINABLE TOURISM ON TRADITIONAL CULTURAL PRACTICES AND COMMUNITY-BASED PROJECTS: INTERVIEW WITH LAURA ELL, ECOTOURISM CONSULTANT

尊重传统文化习俗 建设以社区为基础的可持续性旅游业——专访生态旅游顾问 Laura Ell 女士

By ECOCLUB.com
作者: Neha Saxena

Ms Laura Ell has over 16 years of experience in the area of ecotourism. She is now paying attention to traditional cultural practices that humans have been using throughout history as a way to bring about local economic growth. In some cases, however, developed destinations are overly marketing a pristine exotic destination, which on the ground is not perfectly managed as the brand promises. However, with careful planning and a sense of responsibility, traditional practices can be preserved and contribute to sustainable economies, through, for example, spa tourism. In addition, she points out that each community requires a customized approach if the development of sustainable tourism is to be successful because it cannot be operated without local residents' support.

Laura Ell 女士在生态旅游领域有着超过 16 年的工作经验。她目前正在研究那些历史悠久的人类传统文化习俗，以此促进当地经济增长。然而在一些案例中，已被完全开发的旅游目的地过度地营销原本质朴且有着异国情调的景区，而实质上，这些旅游资源并非如品牌宣传中鼓吹的那样完美并得到有效管理。带着一种责任感，她呼吁通过精心的规划来创建一种方式，既能保护当地传统习俗，又能使健康的旅游产业为当地带来可持续的经济发展。此外，她指出，如果想要成功发展可持续性旅游业，每个社区都要有量身定制的方式方法，因为没有当地居民的支持，旅游业是无法经营好的。



Laura Ell

Laura Ell has over 16 years of experience in development, public relations and marketing for tourism destinations, community enterprises, parks and protected areas around the world. Currently, she advises Hummingbird Airlines (launching in mid 2014), the multi-award-winning Jungle Bay Eco-lodge in Dominica and the Rwanda Development Board with public relations in East Africa (with Solimar International). Laura also partners with Joe Pavelka and Planvision Consulting supporting tourism development in and around the National Parks of Canada. In the past she has served as Director of Communications for The International Ecotourism Society. Through Solimar International Ms Ell helped implement marketing programs for Uganda Wildlife Authority, Uganda Tourism Board, Bocas del Toro in Panama and dozens of community tourism enterprises. Laura Ell is currently completing her Master's Degree at Royal Roads University (Victoria, BC, Canada) researching best practices for

indigenous-inspired spa tourism. She also teaches Ecotourism courses at Mount Royal University (Calgary, AB, Canada) where she earned a Degree in Ecotourism and Outdoor Leadership. Ms Ell is the recipient of the 2010 Horizon Award at Mount Royal University's Legacy Awards Ceremony.

ECOCLUB.com: Based on your experience, do you feel that destination marketing & management organizations are becoming more or less relevant in terms of developing Ecotourism? Is it true that they are doing a great job if the tourist does not get to notice them?

Laura Ell: I believe DMOs most definitely continue to be very relevant; however there is need for a major shift in the approach most of them take. Unfortunately, the trend in developed destinations seems to be much more focused on marketing, and less on managing the destination, to ensure that over time they will be able to preserve the very attractions they are promoting. In some cases they are marketing a pristine exotic destination, which on the ground, is not as postcard perfect as the brand promises.

However, there is hope. A growing number of emerging destinations are seeing the value of sustainable destination management going hand in hand with marketing. They have a unique opportunity to "do it right the first time" compared to their overdeveloped counterparts who are trying to repair the wreckage after too many years of mismanaged mass tourism.

I am fortunate to work with Solimar International where the CEO, Chris Seek, is very passionate about this point. Solimar's philosophy is designed around these issues of helping destinations meet their

goals of triple bottom line sustainability which brings meaningful economic growth: environmental protection, socio-cultural growth, and economic growth. Many destinations are also stuck in the traditional marketing mentality of dropping money on major international TV channel spots and magazine ads, while the consumer is more willing to be motivated to book through attracting the inbound market via Internet-based content sharing or leveraging traveler reviews.

ECOCLUB.com: You are currently researching wellness and indigenous spa therapies as part of your Masters. What attracted you to this particular topic and in what key ways should an eco spa differ from an ordinary spa?

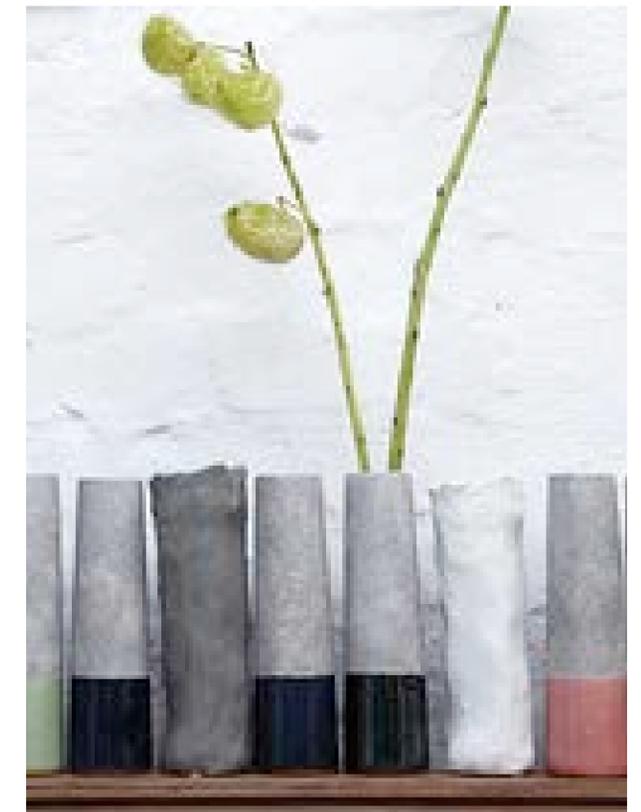
Laura Ell: My passion in this niche area converges from a number of experiences over the years. Perhaps it began around the first exposure to Martha Honey's research in indigenous rights and responsibilities while working at TIES. At times, I was becoming overly passionate about my work, which led me to long hours of work with inadequate rest. As a result, I burnt out a couple of times.

Natural healing modalities like local spa treatments helped me recover from these stresses. My perspective about spas as only being frivolous changed and I now appreciate the many natural healing methods that humans have using throughout history. They offer a wide variety of stress management and health promotion options, especially as our global society has shown a steady increase of stress and anxiety.

In addition, this is an era where traditional cultural practices are slowly being

discontinued and lost. With careful planning and a sense of responsibility we need to create a means of preserving these traditional practices and bringing economic growth to communities faced with less sustainable economies. I see opportunity for development of best practices to help showcase model projects to ensure communities and cultures are not exploited while the wellness industry booms at a rate of 40% annually. (You can see more at: <http://indigenous-spas.com/>)

If any ECOCLUB.com readers out there have experience in the area of culturally inspired spa and wellness please email me (lauraell@me.com) and I would love to include your input in my research. Equally, if you know of a model culturally inspired spa or expert, please let me know.



ECOCLUB.com: Through your work, have you developed (or lost) any preference for community & worker-owned ecotourism businesses? What could be preventing such businesses from becoming a more frequent phenomenon?

Laura Ell: Although pure community-based and worker-owned projects are undoubtedly less common than we all would hope, there are hybrid methodologies that are bringing more empowerment to communities. I have learned over the years that community-based ecotourism is a great sustainable alternative to less desirable roads the locals may take such as turning to resource development which may displace them and offer little economic gain for local residents. It is a challenge for many communities to successfully operate ecotourism without any outside support. It is also disheartening when a project fails because outside support mechanisms leave sooner than they should (often due to limited resources or idealism that communities need ownership a.s.a.p.). Each community requires a customized approach if it is to be successful because I believe a cookie-cutter approach just won't do.

In Uganda, Solimar International helped develop the award-winning Pearls of Uganda project. This was born out of the communities having challenges with international marketing exposure and operating logistics. After providing USAID-sponsored business training and product development, innovative partnerships connected community projects with more established privately-owned eco-lodges and tour operators located near to them, to create a win-win relationship.

The private sector can offer mentorship



programs where neighboring communities can obtain support for their projects; community projects can piggyback off of marketing efforts; lodge operators have new attractive community products to keep their clients around a few more nights and communities can benefit from being supported to help increase quality standards and revenue.

Source:

This is part of an article first published in ECOCLUB.com—International Ecotourism Club (<http://ecoclub.com>) a mutual aid network for an ecological & equitable tourism established in 1999.

Read the full article at <http://ecoclub.com/articles/interviews/923-140327-laura-ell>



| | |
|--------------------------------|--|
| Recycling | The process by which materials that would otherwise become solid waste are collected, separated or processed and returned to the economic mainstream to be reused in the form of raw materials or finished goods. |
| Regulatory Measures | Rules or codes enacted by governments that mandate product specifications or process performance characteristics. |
| Respiration | The metabolic process by which organisms meet their internal energy needs and release CO ₂ . |
| Stratosphere | The highly stratified and stable region of the atmosphere above the troposphere (q.v.) extending from about 10 km to about 50 km. |
| Sustainability | Practices that would ensure the continued viability of a product or practice well into the future. |
| Sustainable Development | An approach to progress that meets the needs of the present without compromising the ability of future generations to meet their needs. |
| Technical Potential | The amount by which it is possible to reduce GHG emissions or improve energy efficiency by using a technology or practice in all applications in which it could technically be adopted, without consideration of its costs or practical feasibility. |
| Thermocline | The region in the world's ocean, typically at a depth of 1 km, where temperature decreases rapidly with depth and which marks the boundary between the surface and deep ocean. |

零碳出行 自得‘骑’乐

活动简介：本次活动暂定在 11 月末举行。届时，联合国世界城市运动指导委员会主席 Eugenie L. Birch 教授一行 4 人出席主礼由 1000 位市民参加的“零碳出行·自得‘骑’乐”市民活动，主题是“从中国出发，零碳走向世界”。同时，为了表彰中国各个城市的参与热情，特为本次活动优秀参与者设立了“低碳市民”、“绿色大使”两项荣誉，并由联合国世界城市运动委员会主席 Eugenie L. Birch 教授亲自颁发有联合国副秘书长兼人居署主任 Joan Clos 博士签名的荣誉证书，届时，本次活动的图文内容将在链接了 160 个国家的联合国世界城市运动官方网站 (www.worldurbancampaign.org) 发布并展示一年。此活动将在全球 200 个城市（包括中国 100 个城市）举行，计划 2016 年 12 月 31 日联合国秘书长潘基文、副秘书长 Joan Clos 博士任期届满时以纷彩多样的形式结束。

支持机构：联合国人居署

主办机构：联合国世界城市运动

全球市长论坛理事会秘书处—国际市长交流中心

指导单位：深圳市盐田区人民政府

承办单位：深圳市金葵花投资策划有限公司

合作伙伴：招募中



CONTROVERSIAL TOURISM DOCUMENTARY RECEIVES SECOND RELEASE

引起争议的探讨哥斯达黎加旅游业发展的纪录片获得再次发布

By Robert Isenberg
作者 Robert Isenberg

Everybody knows that Costa Rica is a tourist's paradise. But in the documentary "The Goose with the Golden Eggs," we hear another side to the story: Not every kind of tourist is good for the country. Between 2009 and 2010, Dr. Martha Honey and a 15-person team studied the impact of the tourism industry on Costa Rica. Their findings were alarming: Many hotels were not up to code, cruise line passengers contributed little to the local economy, and swimming pools and golf courses were detrimental to local water supplies. The results of the groundbreaking study were filmed in the documentary, originally titled "Cracking the Golden Egg". It stirred controversy in 2011 and was withdrawn from circulation. After significant revision and a new title, the documentary has been re-released and is making rounds at the Environmental Film Festival. Dr. Honey hopes that it can stimulate a green and sustainable tourism industry in Costa Rica.

众所周知，哥斯达黎加是旅游者的天堂。然而纪录片“下金蛋的鹅”向我们展示了事情的另一面。旅游业带给这个国家的并不都是益处。2009年至2010年，Martha Honey博士和她的15人团队对哥斯达黎加旅游业产生的影响进行了研究。研究发现令人担忧：很多酒店的标准不达标，邮轮带来的游客对当地经济没有贡献，为发展旅游建设的游泳池和高尔夫球场等设施破坏了当地的供水系统。这些开创性的研究结果被拍成了一部纪录片，最初被命名为“打碎金蛋”，在2011年首次发行时引起巨大争议，进而被搁置。经过了重大调整和重新命名后，这部纪录片在今年重新发布，并在环保电影节上巡回展映。Honey博士希望它能促使哥斯达黎加的旅游业向一个环保的、可持续性的产业转变。



A cruise ship sits docked at the port in Limón on Costa Rica's Caribbean. Lindsay Fendt/The Tico Times

Everybody knows that Costa Rica is a tourists' paradise. But in the documentary "The Goose with the Golden Eggs," we hear another side to the story: The industry may be a boon in general, but not every kind of tourist is good for the country.

Originally titled "Cracking the Golden Egg," the film stirred controversy in 2011 and was withdrawn from circulation. After significant revision and a new title, the documentary has been re-released and is making rounds at film festivals.

An Alarming Study

When Dr. Martha Honey visited Costa Rica in 2008 to do a talk on tourism, she met residents who were concerned about the rampant development on the Pacific Coast of condos and large-scale hotels, along with infrastructure and businesses to accommodate cruise ships.

"It became clear that a lot of people were not on top of fast-paced development in Guanacaste and some of the challenges this was presenting," Honey recently recalled to The Tico Times. "We began talking about the possibility of doing a study. It became clear that this was something that would be welcomed by the Costa Rican government."

A seasoned journalist and expert on tourism development, Honey is co-founder and co-director of The Center for Responsible Travel (CREST), a nonprofit research institute based in Stanford University and Washington, D.C. Between 2009 and 2010, Honey and a 15-person team studied the impact of the tourism industry on Costa Rica, particularly in the northwestern province of Guanacaste and the Osa Peninsula, in the Southern Zone. The project received a grant from the environmentally focused Blue Moon Fund.

Their findings were alarming: Many hotels were not up to code, cruise line passengers contributed little to the local economy, and swimming pools and golf courses were detrimental to local water supplies. One of the leading contributors: Daniel Oduber International Airport in Liberia, which services direct flights from the United States, accelerating the flood of foreigners – and by extension, foreign entrepreneurs.

"It happened so quickly that it kind of caught Costa Ricans off-guard," Honey said. Because of the development hysteria, the study claimed that building projects were often hasty and conducted illegally. "Part of it was bureaucracy, and part of it was that developers found it easier to pay the fines," she said.



A Controversial Film

The CREST staff felt it had produced a groundbreaking study, but they couldn't expect the average citizen to read it. Such studies are often difficult to slog through, and many of the people affected by rampant development are not sophisticated readers. So CREST decided to commission a documentary.

"What was missing were the voices of people on the coast – how they had experienced this tremendous growth of tourism," recalled Honey.

CREST found filmmakers Charlene Music and Peter Jordan, a U.S. husband-and-wife team with lots of experience in global and progressive subjects. They interviewed locals on the Pacific Coast and put together a film that illustrated the findings in CREST's report.

When the film was first released in Costa Rica, CREST faced a great deal of criticism.

"Basically, we ran into some buzz saws," said Honey. "It caused a huge uproar, particularly from ICT [the Costa Rican Tourism Board]. And I think some of their criticisms were valid."

While Honey felt that the film was factually accurate, and CREST did not recall the copies that were already available in Costa Rica, they shelved it for two years. But not everyone was happy with this decision, and many organizations lobbied for the film to be rereleased.

Before committing to a second round, CREST found two major allies: the Corcovado Foundation, an organization dedicated to protecting Corcovado National Park, and Margarita Penón, former First Lady of Costa Rica (1986-1990) and a past lawmaker. Penón was interviewed in the film and has been one of its most ardent champions.

“It is our hope that this film and the CREST study will stimulate a much-needed public discussion of what types of tourism are most appropriate and beneficial in Costa Rica,” Penón said, as quoted in press material. “If properly managed, tourism can bring benefits to communities and to conservation, and Costa Rica can choose now to turn the tourism industry into a green and sustainable industry. It can choose not to kill the goose that lays golden eggs. We hope you will give us a hand in this endeavor.”

Still, CREST responded to scrutiny by modifying the original cut.

“We basically redid large parts of the film,” Honey said. “This is not a marketing film. This is for education. Costa Rica has the right stuff to do ecotourism well. Those ingredients rarely exist in other developing countries. Costa Rica is kind of an exception – not totally, but it certainly has its advantages: a strong middle class, good infrastructure, and an incredible park system. There’s an entrepreneurial spirit. All

those ingredients actually made it possible to move into ecotourism extremely rapidly.”

The revised version of “Golden Eggs” had its premiere at the World Bank in 2013, and the film recently debuted at the Environmental Film Festival in Washington, D.C. Copies are currently making rounds among policymakers in Costa Rica, and the Corcovado Foundation has been using the film extensively to educate supporters. The film is currently available for download, in Spanish and English, on CREST’s website for \$8.98.

“We’re very, very pleased,” said Honey of the film’s long road to redistribution. “A film, unlike a report, can really have an impact.”

Source:

THE TICO TIMES

<http://www.ticotimes.net/2014/04/29/controversial-tourism-documentary-receives-second-release>





國際市長交流中心 INTERNATIONAL MAYORS COMMUNICATION CENTRE

About International Mayors Communication Centre (IMCC)

International Mayor Communication Center, also known as IMCC, was established in 1999. IMCC, devotes itself to the development of communication and co-operation in the areas of economy and culture around the world. It is a consulting services provider specializing in city operations.

IMCC's objective is to support cross culture communication for win-win development and its mission is to be the communicator of urban cultures. We have built up strong and stable governmental relations and an international network. IMCC has won recognition and high praise from decision makers and stakeholders from cities around the world. Until now, IMCC has established a large co-operative network, which includes 4812 large-and-medium-sized foreign cities, 510,000 enterprises, 2,100 top venture capital institutions, 4,100 chambers of commerce, 1800 large funds, and 6,900 institutions relating to education, health care, culture, environmental protection energy, finance and city planning. IMCC has also set up a well-functioned communication mechanism with 15,354 international governmental and non-governmental organizations, and 19,514 leaders of the above organizations. IMCC emphasizes the promotion of economic and cultural co-operation between Chinese cities and foreign cities. IMCC has already helped 892 Chinese cities of all scales (including counties) establish good co-operative relationship with world cities, international organizations, top investing companies, enterprises, chambers of commerce and media.

IMCC's services encompass six fields: Intercity Communications, City Operations, Creative Conferencing, Media Relations, and High-end Training. It has become one of the top service providers in the Asia-Pacific region and the world.

Purpose: Convey Cultures for Mutual Development;

Mission: To Be the Communicator of Urban Cultures;

Vision: To Become One of the World's Best City Operator;

Planning Notion: Local Attention to Details Creates Global Greatness;

Talent Concept: To Develop Together with Individual Talent;

Service Philosophy: To Create Values and Reputation for Our Clients;

Core Value: To Be A Responsible Person.

Drawing on our global resources and professional operation team, IMCC has successfully cooperated with UN affiliated agencies, governments, international organizations, decisions makers of cities, global business and the medias.

国际市长交流中心 (IMCC) 官方概要

国际市长交流中心 (International Mayor Communication Centre, 简称 IMCC) 于 1999 年在香港创立 (前身是国际会议策划中心 HK-FAIR)。IMCC 致力于推动全球城市可持续发展的专业运营商, IMCC 以“融通文化, 共谋发展”为宗旨, 以“做世界城市文化的传播者”为使命, 已赢得全球城市决策者、利益相关者高度赞誉。

IMCC 宗旨: 融通文化, 共谋发展;

IMCC 使命: 做世界城市文化的传播者;

IMCC 目标: 建立全球城市与企业间有效合作网络;

IMCC 愿景: 成为全球优秀的城市运营商;

IMCC 策划理念: 以精雕细琢的局部, 打造波澜壮阔的全局;

IMCC 人才理念: 我尽我才, 共同成长;

IMCC 服务理念: 为客户创造财富和荣誉;

IMCC 核心理念: 做一个有责任感的人。

IMCC 与全球 (不包括中国城市) 4812 个大中型城市、51 万家企业、2100 家顶级风险投资机构、4100 家行业商会、1800 家大型基金, 以及全球 6900 家城市可持续发展组织的教育、卫生、文化、环保、能源、金融、城市规划等相关机构保持着良好的合作关系; 与全球 15354 个国际政府组织、非政府组织、19514 位主要领导人建立了良好的沟通渠道。

IMCC 注重推动中国城市与各国城市的经济、文化交流与合作, 现已协助中国 892 个大中小城市 (县) 与世界各国地方政府、全球著名投资商、企业、商会、NGO、传媒建立了良好的合作关系。

IMCC 服务领域为: 城市交流、城市运营、资本运作、会展创意、传媒公关、高端培训六大系列, 现已成为亚太地区的最优秀城市运营服务商。



Global Mayors Forum (GMF) Website
全球市长论坛 (GMF) 网址: <http://www.globalmayorsforum.org>

International Mayors Communication Centre (IMCC) Website
国际市长交流中心 (IMCC) 网址: <http://www.hk-imcc.com>

电话: 0755-8610 0516

传真: 0755-8610 0235

电子邮箱: info@hk-imcc.com

地址: 中国深圳市深南大道国际市长交流中心大厦 16 楼

BACK COVER STORY

Everybody knows that Costa Rica is a tourist's paradise. But in the documentary "The Goose with the Golden Eggs," we hear another side to the story: Not every kind of tourist is good for the country. Between 2009 and 2010, Dr. Martha Honey and a 15-person team studied the impact of the tourism industry on Costa Rica. Their findings were alarming: Many hotels were not up to code, cruise line passengers contributed little to the local economy, and swimming pools and golf courses were detrimental to local water supplies. The results of the groundbreaking study were filmed in the documentary, originally titled "Cracking the Golden Egg". It stirred controversy in 2011 and was withdrawn from circulation. After significant revision and a new title, the documentary has been re-released and is making rounds at the Environmental Film Festival. Dr. Honey hopes that it can stimulate a green and sustainable tourism industry in Costa Rica.

