



## FORM BEST PRACTICES CONTEST 2017

Municipality .....Wando..... Country .....Corea.....

Contact person Mr./Mrs. ....Ms. Jude. O. KIM..... Telephone ...82...2...2052...1754

E-mail .....cittaslowcorea@hanmail.net.....

Name project

Wando International Seaweeds EXPO

Category Certification Criteria: mark the category of your project

- Energy and environmental policies (politiche energetiche e ambientali);
- Infrastructure policies (politiche infrastrutturali);
- Quality of urban life policies (politiche per la qualita' urbana);
- Agricultural, touristic and artisan policies (politiche agricole, turistiche, artigiane);**
- Policies for hospitality, awareness and training (politiche per l'ospitalita, la consapevolezza e la formazione);
- Social cohesion (coesione sociale).

Summary project

Consisted of 265 islands Cittaslow Wando is rich in abalone, kelp and sea mustard agriculture and fisheries cover 87% of local economy. The county holds "**Wando International Seaweeds EXPO**" every year to promote the value of seaweed as future food, facilitate its commercialization, and make Wando world's 1<sup>st</sup> Mecca of the seaweeds industry. The festival helps promote Cittaslow Wando at home and abroad, and contributes to the development of the slow food industry.

Goal project



The Wando Seaweeds EXPO has three main goals to promote seaweeds' development potential as future food and energy.

1. To develop healthy food of traditional and cultural value
2. To increase the population's awareness of seaweeds as future food
3. To create added values by developing the seaweeds industry as the nation's new growth engine boosted by the convergence of seaweeds and high technology

Result project



1. The Wando Seaweeds EXPO 2014 is held under the theme “discovery of future life, seaweeds!” in Wando from April 11 to May 11.
2. Theme Zone, Eco Environment Zone, and Future Industry Zone have different exhibition and experience programs, including performances, contests, tasting seaweeds food, special events, etc.
3. Academic events like the 2014 Wando International Seaweeds Symposium and the eco Marine Town Forum helped strengthen the international cooperation between member towns.
4. The 2014 expo attracted 540,000 visitors.
5. A visitor and resident satisfaction survey shows that 70 percent of visitors and 47 percent of residents are satisfied with the expo in general (neutral: 30 percent).
6. The county of Wando concluded a memorandum of understanding (MOU) with the Gwangju·Jeollanamdo Education Office to encourage young students to participate in experiential activities.
7. The 2014 expo was reported in the textbook of 3 and 4 grades of elementary schools, and got a lot of attention from teachers, students, and parents, being loved as a living learning classroom for young students.

#### **Performances**

1. Raising global awareness on seaweeds
2. Seaweeds industry and securing Corea’s place by constructing the cluster cooperative system
3. Cultivating the local industry as the center of the seaweeds industry

#### **Eco Marine Town Forum (April 23 – 26, 2014)**

1. More than 150 participants from nine countries; England, Canada, Norway, South Africa, Australia, Finland, Italy, Turkey, and Corea
  - Gian Luca Marconi, President of the Cittaslow International
  - Jongsik Kim, Mayor of Cittaslow Wando, Corea
  - Pier Giorgio Oliveti, Secretary General of the Cittaslow International
  - Riitta El-Nemr, Mayor of Cittaslow Kristinestad, Finland
  - Trond Arne Pedersen, Mayor of Sokndal, Norway
  - Bernard Shaw, Coordinator of the British Cittaslow Network
  - Lori Iannidinardo, Mayor of Cittaslow Cowichan Bay, Canada
  - Doris Nayler, Mayor of Cittaslow Sedgefield, South Africa
  - Kym McHugh, Mayor of Cittaslow Goolwa, Australia
  - Tunç Soyer, Mayor of Cittaslow Seferihisar, Turkey
2. Highlighting the sustainable value, ecological value, and artistic value of marine towns, and developing a cooperation model for marine member towns.
3. Establishing the Wando Declaration through the discussion among marine towns, encouraging an international solidarity for the sustainable future of the marine and fishing industry
4. Enhancing the identity of Cittaslow Wando and raising its standing as eco marine town abroad.

#### **2014 Wando International Seaweeds Symposium (April 16-19, 2014)**

1. 20 great scholars from ten countries stressed the academic and industrial value of seaweeds, including seaweed ecosystem, seaweed farming technology, and the industrialization of microalgae.



#### Finance (costs and benefits)

##### **Income and employment**

1. \$ 115 million USD of total return, \$ 523,505 USD of added values, and 2,115 persons employed across the nation
2. \$ 8 million USD in Wando of total return, \$ 382,561 of added values, and 1,741 persons employed in Wando

##### **Added values**

1. Seaweeds products of \$ 612,798 USD were purchased by more than 90 businesses in Seaweeds Business Zone, contributing to increase in consumption of seaweeds in Korea.
2. Export contracts of \$ 36 million USD with Japanese seaweeds businesses and \$ 12 million USD with businesses from other countries in a foreign buyer consulting.

#### Staff (staff involved and use of time)

1. The EXPO organizing committee was established as a task force team by the Wando County, and is consisted of a chairman, a secretary general, and four task force teams (planning, promotion, management, and maintenance).
2. The eco Marine Town Forum was hosted by the Wando County and organized the National Cittaslow Corea Network, in cooperation with the help of the county clerk of the NCCN staff.
3. Mr. Pier Giorgio Oliveti, Secretary General and mayors of member towns from the world graced the event with their presentations.

#### Additional information (if necessarily)

1. The expo rediscovered the value of seaweeds, stressed the importance of seaweeds for source of better health, medicine, energy, etc., and presented the vision for future seaweeds industry.
2. The expo increased resident's awareness of how to use seaweeds, and further suggested the possibility to strengthen national competitiveness through the seaweeds industry.
3. The expo was an important chance to promote the Wando County as Cittaslow abroad while activating the slow food industry that feature local products of Wando.
4. When the Wando County is awarded, it will have a positive impact on other Corea's member towns while the county can be a model of marine member towns, helping the Cittaslow International raise its status in Corea.

Link website .....



(if available)

Once filled in this form please send it to: [info@cittaslow.net](mailto:info@cittaslow.net)  
- Participation Deadline 10 April 2017 -

### APPENDIX (photos)

The 2<sup>nd</sup> Wando International Seaweeds EXPO will be held under the theme "Seaweeds' Promise, Challenges for the Future!" from April 14 to May 7, 2017.



The Wando International Seaweeds EXPO 2014





eco Marine Town Forum (2014)



Healthy Food Zone



Kids Cooking Class



Awarded "The Most Beloved Brand of Korea"



eco Marine Town Forum  
eco Marine Town Forum





eco Marine Town Forum  
eco Marine Town Forum



The Wando Declaration

