



## Measures to Reduce the Potential Impact on the Sapporo Snow Festival during the 21<sup>st</sup> Century from Global Warming

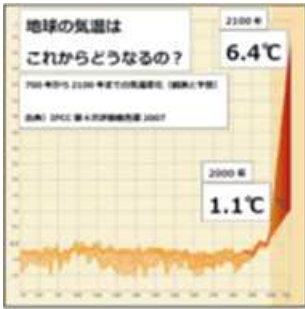


chart1

Average temperature of the Earth will increase by **5 degrees** over the coming century.

This will have a huge impact on Hokkaido's tourist industry and economy.

**Economic losses may reach 330 billion yen.**

**Unfeasible to hold the Snow Festival!!**

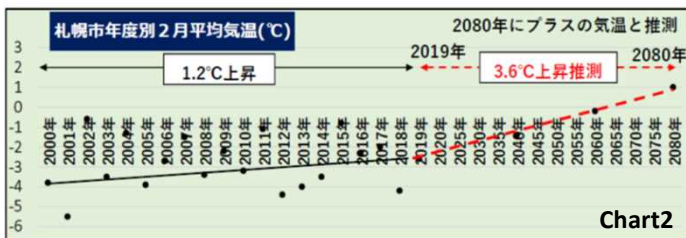
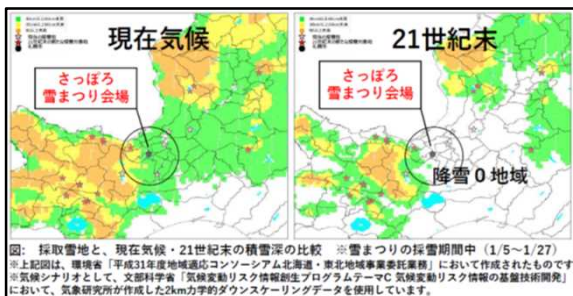


Chart2

There was a 1.2 degree rise in the average February temperature between 2000 and 2010. The average temperature will rise by 3.6 degrees over the next 60 years, even in a best case scenario.



2012年2月	1日	2日	3日	4日	5日	6日	7日
平均気温	-7.6	-7.8	-6.6	-6.3	-3	0.7	0.3
最高気温	-5.3	-6	-3.9	-1.7	-1	3.3	2.2
最低気温	-11	-11	-8.9	-9.3	-7.5	-3.9	-2.6
日照時間 (h)	0.5	4.6	4.3	3.4	2.9	5.5	0.6

When the snow festival was held, the average temperature exceeded 0 degrees when it ideally should be below zero.

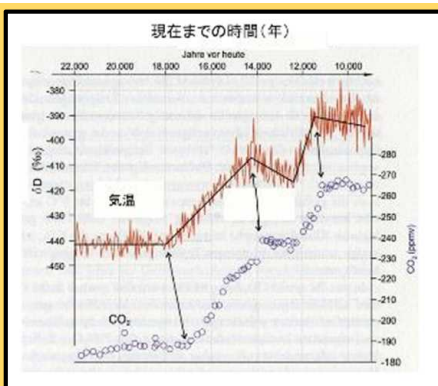
**It will become increasingly difficult to hold the event!**

Accidents involving ice sculptures collapsing occurred in 2012. →

**Global warming is becoming a serious matter worldwide!**

- coastal erosion
- typhoons
- floods → crops can't grow well.

## The reason behind global warming: carbon dioxide



### Society-wide Solution:

1. Reduce consumption of fossil fuels.
2. Change from gasoline cars to electric vehicles.

→ **60% reduction in car emissions**

### Things we can do as individuals:

- Turn off lights in rooms that no one is using
- Unplug devices from power plugs
- Use public transport