

PRESS RELEASE

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German city still benefiting from LivCom Award nearly a decade on

A former LivCom Award winner has found a novel way of capitalising on its LivCom Award success.

The city of Münster has been able to call itself a city with a high quality of life since October 2004 when it became the first German city to win the Gold LivCom Award. The Westphalian city came first in the category of cities with 200,000 to 750,000 inhabitants beating off entries including from Seattle, USA, Okayama, Japan, and Posen, Poland.

More than 450 towns and cities from throughout the world took part in the competition in 2004 and 53 were chosen as finalists. Judges selected Münster as a winner awarding the highest possible mark in all the five criteria categories. And now tourism is being boosted by “wellness weekends” that highlight the fact that North Rhine-Westphalia is not limited to large grey industrial and mining cities. Central to the promotion is not only the city of Münster’s beautiful medieval architecture and 1200 year history but it’s LivCom Award.

Environmental protection and an awareness of the environment form part of people’s everyday lives in Münster. These objectives are not only supported by the thousands of people of Münster, who cycle to work, to go shopping, to the theatre, to a meeting of citizens or a leisure time pursuit every day.

A spokesman said: “The guarantor for this environmentally aware lifestyle is the spirit of partnership between the city council and the citizens and a full interchange of ideas between the parties: Motivational incentives from the city

council administration and the politicians, more than 7,500 citizens in environmental protection and conservation groups as well as the unique "Münster feeling" on the part of all the citizens are the driving force behind this high level of environmental awareness."

LivCom chief executive and founder Alan Smith said: "Munster is a tremendous success story and it is exciting to see that its LivCom Award is still helping the city move forward."

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Note to editors:

The city of Al Ain, United Arab Emirates, is set to play host the 2012 finals of the International Awards for Liveable Communities (22nd-26th November).

At the awards finals, which have been held every year since 1997, judges evaluate the approach to individual criteria for sustainable development – enhancement of the landscape, heritage management, environmentally-sensitive practices, community sustainability and planning for the future.

The finals, which see representatives of the various towns and cities make their case to an international jury, last for five days, culminating in an awards ceremony. The closing date for entries to the 2012 finals is 31st May.

