

THE INTERNATIONAL AWARDS FOR LIVABLE
COMMUNITIES 2013 WHOLE CITY SUBMISSION
CATEGORY B (summary)

Wanli is a City with Brands of
Tourism
Wanli Crab
and Social Welfare

Wanli District, New Taipei City

2013 International Awards
for
Liveable Communities - Summary

Wanli is creating the brands of

Tourism 、 Wanli Crab and Social welfare



I. Improvement of Natural and Artificial Scenery



(I) Wanli, City of International Tourism ●●●

International Yehliu Geo Park has world-famous Queen's Head and gorgeous Venus Coastline. In addition, the number of visitors grew from around 560,000 in 2003 to 830,000 in 2008, and it even reached 2.7 millions in 2012 which made it grow by 382% in a decade. 96.3% of visitors are satisfied with the tourist attraction.



Queen's Head in 2013

(II) Protecting Natural Heritage ●●●

International Yehliu Geo Park adopts routing plan for tourists in peak months and reduces facilities to restore natural scenery. Yangmingshan National Park preserves volcanic scenery and ecology, restricts construction and exploitation actions and transforms agriculture there into ecological tourism. According to an investigation in 2012, around 1,037 hectares of cultivated lands were restored to natural forest, accounting for 75% of total cultivated lands.

(III) Improvement of Artificial Scenery ●●●

Creation of Urban and Rural Looks. With NTD 50 million each year and NTD 200 million in total for four years, green corridors in mountains and blue belts in water areas have been established to create features and looks of Wanli.

II. Art, Culture and Heritage



(I) Cultural Features ●●●

Over **30 activities** such as Yeliou Religious Festival (with over 100 years of history), homecoming of Matsu, the Sea Goddess (with 204 years of history), Wanli Matsu Cultural Festival, fishing village culture, aboriginal culture, festival and cultural activities are held annually with over **76,000 participants**.



Religious Diving Ceremony, Feb 2013

(II) Cultural and Natural Relics ●●●

- **Architectural Culture:** Masu Residence, Chao-Tian Temple, Tianzhen Building, Coral House, Gentleman Alley and fishing village experience center in Yehliu Elementary School.
- **Nine Publications on Local Culture**

III. Best Implementation of Environmental Protection



(I) Innovative Eco-Friendly Measures ●●●

- Reuse of ballcock, dog poop becoming gold, recycling secondhand medical supplies and **4,919 pieces** of secondhand clothing were received during **2012 and 2013**. These are use and sharing of resources.
- **Protecting Fish Resources—No Catching Young Crabs**
It is forbidden to catch fish with gill nets, trawl nets.

(I) Achievements of Continuous Management of Environment ●●●

- Beach Cleaning, Beach Clamming and Sponsoring Activity: **3,800** participants from 126 units have cleaned up **97,400** kilograms of garbage.
- **171** public restrooms and parks and **220** kilometers of vacant property and gutters are managed and maintained. Wanli District was awarded **2013** National Excellent Environmental Protection Demonstration Region.
- Installing **LED** streetlamps:
1,161 old streetlamps in Wanli have been replaced with LED lights with **2.4 times** of power saving and **2 times** of luminous efficiency and **65%** less of carbon emission.
- **11 hectares** of coreopsis are planted in fallow and **31 spots** of vacant land are planted with greens.



2013 Cosmos are planted on fallow lands for green fertilizer and landscape improvement

IV. Community Participation and Authorization



(I) Creating Wanli Crab Brand ●●●

Wanli, the largest place of production for crabs in Taiwan, has 80% of total catch in Taiwan. In 2012, related governmental departments cooperated with local fisheries association and restaurants to create “Wanli Crab,” a well-known brand. From brand conception to creation process, from marketing process to economic benefit, **over 3 times** of tourists have been attracted here and **NTD 300 million** of output values have increased.



2012 Parade of Crab Festival III) Create Brand Name for Tourism or trades and live Yuan.on Region of . mote exchange and recycle

(II) Creating Social Welfare Brand ●●●

Wanli District has constructed complete social security and welfare network with **13 items** of care measures.

In addition to budgets of Wanli Township Office, individuals or groups, public and private sectors to benefit 9,519 people, and over **NTD 103,252 thousand** of subsidies have been granted.



December 19, 2012
The Elderly Enjoyed Meals Together

V. Healthy Lifestyle



(I) Holding Various Healthy Activities and seminars ●●●

Each neighborhood and club has held 21 healthy activities with 8,800 participants and others with 49 seminars and 5,345 participants in total.

(II) Holding Large-Scale Health Competitions ●●●

Wanli District has co-sponsored [New Taipei City Wan Jin Shi International Marathon](#) and [Tour de Taiwan Cycling Competition](#) with 21,000 participants.

(III) Free Physical Check-Up and Examination ●●●

In 2012 and 2013, there were 12 items in physical check-ups for children, women, the elderly and adults with 4,112 people being examined, 253 of them having abnormalities in their bodies and 61 confirmed cases receiving follow-ups and treatments.

(IV) Complete Medical Care Resource System ●●●

4 nursing organizations in total with 391 people being placed. Eight medical care centers cooperate in the cross-regional medical care system.



New Taipei City
Wan Jin Shi International Marathon, 2013

VI. Strategy Planning



From vision shaping to mission constructing, **SWOT analysis** is adopted to view its internal strengths and weaknesses and its external opportunities and threats. In addition, management tools such as strategy management and TQM are used.

(I) Our Vision ●●●

Liveable, LOHAS, happy and healthy new city.

Creating three brands of “**tourism,**” “**Wanli Crab**” and “**social welfare.**”

(II) Our Service Philosophy ●●●

Each resident is the **master**; each tourist is the **benefactor**.

(III) Four Strategic Objectives ●●●