



ICLEI's Incheon Eco-efficiency Challenge

ICLEI, the leading global association of local governments for a sustainable future, is calling on cities worldwide to engage in a global eco-efficiency contest.

ICLEI launches the "Incheon Eco-efficiency Challenge" on 7 October 2010 at the Future of Cities congress in Incheon/South Korea, following intensive discussions among local leaders who conclude that eco-efficiency is feasible and crucial for developing a cities green economy.

A new paradigm for the future of cities

Buildings and urban infrastructure in the old industrialized economies are often dated and inefficient. Leaders of large, fast-growing cities in emerging economies have been ambitious; they have striven for the largest, tallest, longest, most prestigious.

Yet, glossy buildings, oversized roads and urban sprawl reflect planning patterns of the past. We are facing rapid environmental change, a shortage of resources such as water and arable land and the implications of climate change are looming.

What vision will urban development follow so that our cities have a future? For what achievements will city leaders of the future be recognized?

ICLEI's Incheon Eco-efficiency Challenge calls on local government decision makers worldwide to transform their city or town into an eco-efficient city of the future.

Why eco-efficiency?

- **Creating more with less:** We must and will transform our cities to become low-carbon and use natural resources as efficiently as possible. Eco-efficiency means using fewer resources to produce more goods and services while at the same time reducing society's negative effects on the environment. Cities must become models of eco-efficiency by innovating solutions to wastage, excess and inefficiency.
- **Eco-efficiency is economic efficiency:** We know that ecological efficiency is also a cornerstone for economic efficiency as less resource consumption is saving money in the short and long run, be it to reduce the continuous spending, e.g. for energy and water bills, to avoid investments with huge consequential charges or prevent from follow-up costs caused by old-fashioned believes.

Why do we need a challenge?

The Incheon Challenge provokes to think about the city's technological, material, energy source and process improvements in production and the usage and post-usage stage of existing and planned infrastructures.

The Incheon Challenge also asks local governments to think beyond energy, buildings, transportation, water, waste and land use and to also consider goods and services.

How to rise to the Challenge?

Local governments, municipal associations, national and sub-national governments, NGOs, urban researchers, urban consultants, local businesses or households can submit a report on an activity or project.

- They must prove that a project or activity has led to increased eco-efficiency of the infrastructure or the urban economy of a specific city.
- Which results were achieved over which time period? Guiding indicators could include, for example:
 - water usage per capita per sector, or reduction of water loss per capita
 - air pollution per cubic meter
 - waste production per capita, or waste recycling per unit of waste
 - resource use or energy intensity for goods or services
 - share of renewable energy, or energy intensity per (GDP) (unit)
 - CO2 emission per capita per GDP unit
 - modal split with non-motorized transport, or space used for transportation per mode per passenger
 - resource intensity per consumption dollar of household expenditure

ICLEI's Incheon Eco-efficiency Challenge - further information

ICLEI's Incheon Eco-efficiency Challenge is launched on 7 October 2010. Following the launch:

- ICLEI will publicize the Challenge globally through a variety of media.
- Local governments, municipal associations, national and sub-national governments, NGOs, urban researchers, urban consultants, local businesses or households are called upon to report to ICLEI any measured, proven increase in eco-efficiency of a city.

The increase in eco-efficiency can refer to the entire city as well as to a district, a facility, a building complex, an infrastructure – no matter whether it's the success of the municipality or of a private actor.

ICLEI will provide a submission form with further explanations.

- ICLEI will check submissions for eligibility and plausibility.
- ICLEI will present the examples of a proven increase eco-efficiency on a dedicated website.
- Outstanding successes (“eco-efficiency leaps”) will be publicly recognized and people responsible for the project invited to present at an ICLEI international conference.

Incheon Eco-efficiency Challenge
ICLEI – Local Governments for Sustainability
www.iclei.org/incheon2010