



INTERNATIONAL
CONFERENCE
NOVEMBER 28th – 29th 2013

The Honorable
Mr. Arnold Schwarzenegger
Oak Productions, Inc.
3110 Main Street
Suite 300
Santa Monica, CA 90405-5354
U.S.A.

Dear Mr. Schwarzenegger,

In less than two months we will be holding an important international conference on the impact of noise and air pollution in large cities on the health of their inhabitants called **BETTER CITIES FOR BETTER LIFE, Prague 2013**. And our fervent wish is for you to give a speech there.

Several weeks ago we finalised the scopes of the individual round tables and since that time we have obtained 40 registrations. We have invited more than 300 mayors and it would be a very bad sign if only one of those invited to Prague was missing. For example, the Mayor of Paris, Bertrand Delanoë, is sending his deputy, Mr Julien Bargeton; the Mayor of Berlin, Klaus Wowereit, has not made his final decision as to whether he will come by himself or send a delegate; the Mayor of Moscow, Mr Sergey Semionovich Sobyenin, is trying to find a way to travel to Prague to accompany the expert for noise and air pollution from Moscow, Mrs Polina Zakharova. The mayors of Sao Paulo and Maceió in Brazil, Riga in Latvia, The Hague in Holland, Banská Bystrica in Slovakia, Tbilisi and Batumi in Georgia, Asunción in Paraguay, Khanty-Mansiysk, Zaporizhia and Yaroslavl in Russia, Pretoria and Cape Town in South Africa, Izmir and Ankara in Turkey, Bucharest in Romania, Rabat and Casablanca in Morocco, Yerevan in Armenia and many others will come to Prague in person. Dozens of cities (Sevilla in Spain, Copenhagen in Denmark, Basel in Switzerland, Dresden in Germany, Bristol in Great Britain, Vienna in Austria and others) have informed us that they are searching for suitable projects to present in Prague, and that they will register as soon as they are ready. The Australian Government is sending a political representative.

However, we are generally disappointed with the low level of interest from mayors. Even though at least 50 or 60 mayors will probably confirm their participation in Prague in the coming weeks, it will still only be one third of those invited. This feels like a desperately low turnout to us, considering the gravity of the problem.

Even though I am not a politician, I have been living among politicians for 24 years and I know very well how demanding the job of a mayor is, since he/she alone has the executive competence to change something in the life of the citizens of his/her city. Therefore, the joint efforts of the mayors of our world could bring about some fundamental and systematic changes in the fight

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against the most powerful global enemy we face. We have no more time for halfway solutions. This is a unique opportunity to move on from grand words to less obvious but more important actions. To be proud of the least of our successful projects for reducing noise and air pollution in cities and present them to others. To learn to copy one another. To be unafraid to assume the shared responsibility for the health and lives of citizens around the world.

If mayors are as busy as they told us, we invite them to send their political representatives and city experts for noise and air pollution to Prague. Before they do, we ask them to find at least one successful solution in their cities and send us a brief description to supplement the first edition of the "World blue-green book for the health of citizens". Thus, they can make it clear that they care for the inhabitants of their cities.

For us it would be best of all if they could take part in the conference personally. There are few genuine personalities involved in municipal policy, and if the mayors of New York, London, Berlin, Paris, Moscow, Beijing and Tokyo could appear in Prague around one negotiating table, it would be the clearest possible demonstration to the world of your readiness to act. The USA, Great Britain, Germany, France, Russia, China and Japan are the principal world players, and should set an example for other countries in their roles as senior managers.

The International Telecommunication Union (ITU) that is sending a delegation from Geneva led by Hani Eskandar, Chief Technical Officer of the ICT Applications and Cybersecurity Division, focused on cooperation with WHO, has already confirmed its participation.

The program for the reduction of noise and air pollution has already been joined by many VIPs, such as the Czech hockey legend of the NHL Jaromír Jágř, the Ukrainian boxing star Vitali Klitchko, the Czech and British architect Eva Jiřičná, the Czech and Lebanese fashion designer Blanka Matragi, Charles Schumann, the German model for the clothing brands BALDESSARINI and Yohji Yamamoto, Vladimír Nippert, the Chairman of the International Society of Johann Gregor Mendel, the founder of modern genetics, Ivan Wichterle, a scientist and the son of Professor Otto Wichterle, the inventor of contact lenses, and we are negotiating with others. All of them will take part in the conference.

Dear Mr. Schwarzenegger, you are a world-famous personality in the worlds of sport, showbiz and politics, and thanks to all your success you have become a significant global role model. This is an important call to action, and now we ask you to lend your name and take part in BETTER CITIES FOR BETTER LIFE conference on November 28 and 29 in Prague, in doing so help us to pique the interest of the majority around the world who are still hesitating...

Unfortunately, we can not offer you any outlandish honorarium, because the organisers are mostly experts on noise and environment and physicians that have the best perspectives on the failing health of citizens. We are of course prepared to bear all of your travelling expenses (transport to Prague (business) and within Prague, accommodation (in a 5-star hotel) from November 27 to 29 (or until December 01), board and all expenses connected with the special gala evening on November 28).

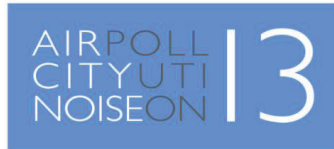


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If you would like to come to Prague with an entourage, we will be very happy. And we would be even happier if you could stay in Prague with your entourage until Sunday. Prague's Advent Market will start on Saturday, November 30, which is always a popular opportunity for the visitors of our capital city to slow their pace and savour these times. We would like to prepare a program for you so that you will fondly remember your visit to Prague for a long time.

You could enjoy some time with your friend, Vitali Klitschko, who, we hope, will be staying in Prague until Sunday.

I hope for a positive response and that we will have the pleasure to welcome you at Vaclav Havel Airport Prague on November 27.

Ivo Vanek

President of the International Conference **BETTER CITIES FOR BETTER LIFE, Prague 2013**

Prague, 06th October 2013

If you have any questions, I am at your disposal:

Mailing address:

BETTER CITIES FOR BETTER LIFE, Prague 2013

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