BETTER CITIES BUILT BY YOUTH
YouthfulCities is a global initiative that ranks the world's top cities from a youth perspective, amplifying the voice of urban youth globally while inspiring change locally.
How Youthful is your city?

VIBRANT . CREATIVE . DIVERSE . ENERGETIC . FUN . BRIGHT . CONNECTED
DID YOU KNOW?

50% of the world’s population is under 30 yrs old

50% of the world’s population lives in cities

AND ITS INCREASING
Youth (15-29 yrs.) are at the centre of urbanization.

They build a city’s competitive edge, stimulate development and find new solutions.

They add energy, vibrancy, creativity and digital age talent to cities.

They are the future of cities…. now!
YOUTH ARE
Smart
Healthy
Digital
Creative
Diverse
Influential
Connected
Citizens
CITIES ARE KEY ECONOMIC DRIVERS

It’s where:

People
Ideas
Money

Meet
THE BIG QUESTIONS

What makes a city youthful?

How do you build it?

Which cities take advantage of the positive economic, social and political potential of the Millennial Generation?

Which cities will get ahead?
GOALS

Build unprecedented knowledge about youth and cities
Amplify young urban perspectives on a global scale
Create youth driven ideas that build better cities
WHERE WE ARE SO FAR

Expanding to 35 more cities in 2014
YEAR #1: IMPACTS

25 CITIES
300+ PEOPLE
17 CITY VISITS
2000+ POINTS OF DATA
15 GLOBAL EVENTS
6 ACTIVE 3ONETWORKS
2 ACADEMIC PARTNERSHIPS
<table>
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<th>2015 YouthfulCitiesINDEX expanding to:</th>
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<td>Rio de Janeiro</td>
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<td>Quito</td>
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<td>Santiago</td>
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<td>Guatemala</td>
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<td>Vancouver</td>
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PROGRAMS
CONNECT

URBAN DECODER NETWORK
URBAN DECODER NETWORK

A global network of city builders

The youth researchers in each city who lead YouthfulCities locally.

Passionate, Insightful, Multitalented, Connected, Entrepreneurs & Communicators.
URBAN YOUTH SURVEY

A platform to voice local priorities

The opportunity for youth to voice what is important to them in their cities & how well their city is performing.

Goal: survey 100,000 youth in 2014
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<th>Urban Youth Survey Categories</th>
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<td>Civic Participation</td>
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<td>Diversity</td>
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<td>Digital Access</td>
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<tr>
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<td>Music &amp; Film</td>
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<td>Fashion &amp; Art</td>
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<td>Regional &amp; Global Connectivity</td>
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<tr>
<td>Public Space, Sport &amp; Gaming</td>
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<tr>
<td>Health</td>
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YOUTHFULCITIES INDEX
Data Collection & Ranking

The first global index that ranks the world’s cities from a unique youth perspective - with youth involved in every step of the process.

25 cities in 2013.
60+ cities in 2014.
80 indicators/city for 2014
100+ indicators for 2015
IMPACT OF THE YOUTHFULCITIES INDEX

• Learning about youth in your city
• Creating community conversations
• Adding credibility to youth passion
• Informing social policy & youth strategies
• Generating new ideas that build better cities
• Establishing best practices, share local learning
• Creating a global network of City Builders
YOUTHFULCITIES IN THE MEDIA

100+ unique media hits in over 20 countries
THE BENEFITS

Youth Development

YouthfulCities was created in collaboration with 1000s of youth around the world.

Members learn and grow in both a personal and professional capacity, in collaboration with our global network of youth leaders.

They receive skill-specific training in data collection, research analysis, project coordination, and community outreach.
THE BENEFITS

A Youthful Strategy

Collaborating with public, private and civic society to enhance youth strategies and policy development.

Equipping local urban stakeholders with the insight and information needed to engage, retain, and develop youth in their cities.
THE BENEFITS

Knowledge Development

Build local knowledge about youth interaction and engagement in cities.

Connecting cities to our current global framework of 25+ cities, generating a valuable assessment of urban challenges and youth development opportunities.

Comparing cities from a national perspective, and creating a comprehensive data resource that can be used by youth, government, and businesses.
THE BENEFITS

Economic and Social Development

Utilizing knowledge accrued through YouthfulCities programs to align businesses with Millennial workers.

Developing forward thinking strategies for economic & social development influenced by our data bank.

Coordinating a diverse network of young leaders across multiple sectors, enabling them to collaborate and pursue innovative business opportunities. Employing local youth to bring it all together.
CURIOUS? CONTACT US TO GET STARTED

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20 Years of working with great clients