YOUTHFULCITIES GLOBAL INDEX 2015 EXECUTIVE SUMMARY

RANKING THE WORLD'S 55 MOST YOUTHFUL CITIES

LETTER FROM THE GLOBAL DIRECTOR

SONJA MIOKOVIC
Global Director, YouthfulCities

Greetings!

Congratulations New York! The City that Never Sleeps is now deemed the '2015 Youthful City of the Year' — ranked the world's most attractive, best-suited city for young people aged 15 to 29.

It was a close contest this year. New York edged London to take the top spot. The research scored NYC particularly high in terms of Music, Film and Fashion. London was a close second, scoring well in Health and Travel. Berlin was found to have high levels of digital access. Last year's winner, Toronto, dropped to sixth place in the new ranking.

But a lower rank doesn't necessarily mean a city is less youthful than last year. For this year's Index we more than doubled the number of cities on the list, heating up the competition for those who ranked last year. We also increased the number of indicators we measure – all with an eye to building a bigger, better, more robust Index.

And remember, every single city on this list is youthful, regardless of its position. Of a total of 1,600 points, the lowest cities on the list accumulated roughly 40%, while the top cities on the list accumulated roughly 60%. This means that every city has something to celebrate – something that stands out as incredibly youthful, inspiring, dynamic and inventive. It also means that every city also has room for improvement. Opportunities to connect with youth to develop innovative and sustainable solutions for building better, more youthful cities.

ACKNOWLEDGEMENTS

We would like to extend an enormous thank you to our many partners and collaborators.

Countless champions of all ages have contributed to our immense success. These are our data collectors, academics and passionate city builders and volunteers from across all sectors.

A special thanks to the energy and enthusiasm that our network has contributed.

My enthusiastic thank you to the 500+ people at YouthfulCities — those youth decoders scattered around the globe in 55 countries. You worked long and hard collecting 5,555 points of data, using 101 different indicators, across 20 urban attributes (including transit, employment and sports).

The hard work of everyone at YouthfulCities IS making a difference.

The rich and comprehensive reservoir of youth-centric knowledge we have helped gather is empowering and engaging civic leaders to build better, connected, dynamic, open, fun, curious, inventive cities.

Civic leaders, policy makers and municipal strategists in cities around the world are beginning to recognize youth as their city's greatest assets. Youth are now widely recognized to be the world's largest untapped resource — and the secret sauce to driving a city's competitive edge, stimulating development, and finding new solutions to pressing urban problems.

Yes it's true! Youthful cities are on the rise. Together, we are at a time of unprecedented opportunity to transform the places we live, work and play.

Come join us! YouthfulCities is looking forward to partnering with municipalities the world over to attract and engage youth to fulfill their ambitions and shape the future of the planet. Check out page 11 of this report to see how we can engage youth in your community.

We invite you read the full report and reach out to join us. We look forward to speaking with you!

Sincerely,

Special Thanks To

Expatistan
COST OF LIVING INDEX

EXPATISTAN
WWW.EXPATISTAN.COM

The collaborative, crowd-sourced international cost of living index - We'd like to thank Expatistan for providing us full and open access to cost of living data in all our cities.

BY THE NUMBERS

The world's 55 most youthful cities

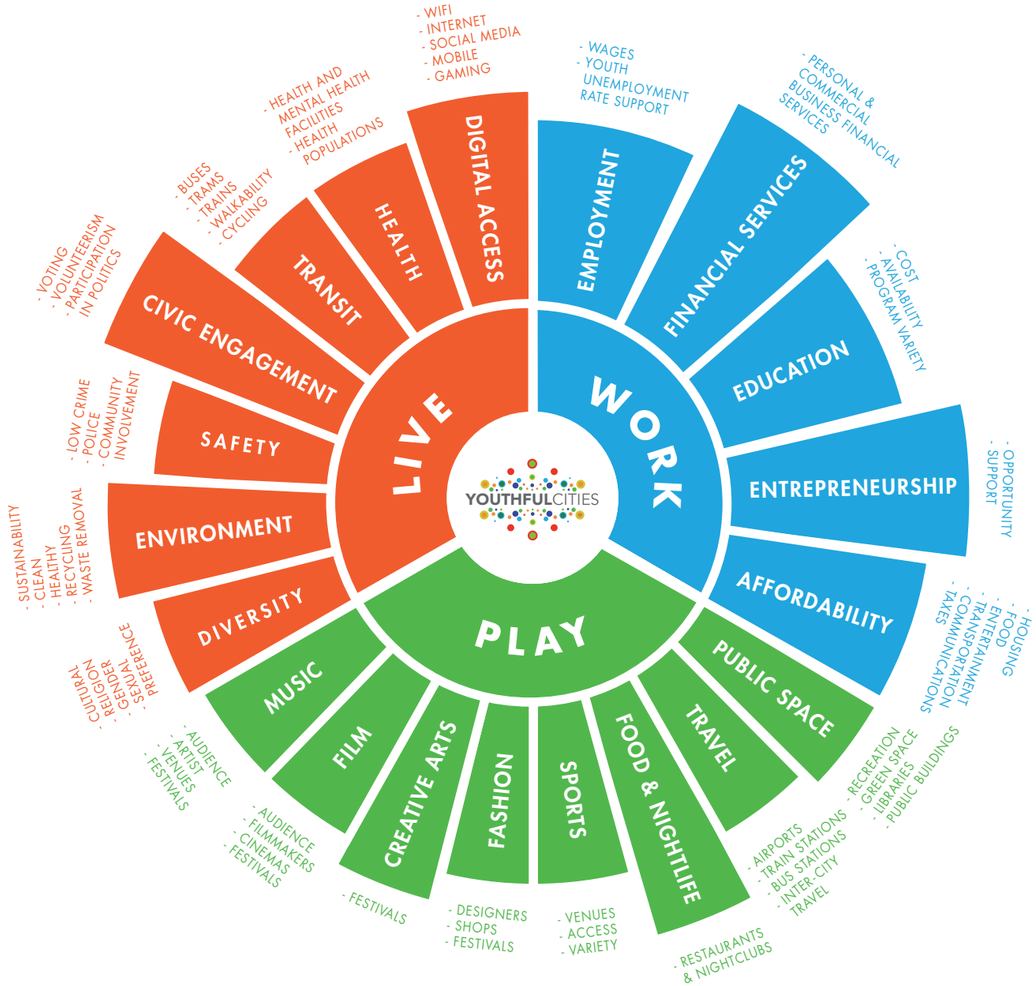
EUROPE
ASIA/AUSTRALIA
USA/CANADA
LATIN AMERICA
MIDDLE EAST
AFRICA

1. New York City 1024.12
2. London 1001.46
3. Berlin 924.37
4. San Francisco 915.93
5. Paris 886.59
6. Toronto 874.84
7. Chicago 874.25
8. Los Angeles 871.44
9. Mexico City 860.42
10. Amsterdam 858.79
11. Washington 836.77
12. Tokyo 836.64
13. Boston 811.02
14. Tel Aviv 810.86
15. Warsaw 804.85
16. Sydney 798.99
17. Vancouver 797.12
18. Montreal 791.42
19. Hong Kong 790.69
20. Santiago 789.18
21. Seoul 783.22
22. Madrid 781.38
23. Dallas 780.69
24. Rome 764.62
25. Detroit 764.57
26. Rio De Janeiro 759.16
27. Buenos Aires 758.97
28. Osaka 757.98
29. Bogota 750.92
30. Moscow 748.91
31. Sao Paulo 744.02
32. Lima 738.90
33. Miami 732.53
34. Quito 728.38
35. Johannesburg 708.91
36. Tehran 704.10
37. Shanghai 691.07
38. Karachi 687.86
39. Singapore 682.55
40. Mumbai 680.99
41. Jakarta 676.63
42. Delhi 676.16
43. Istanbul 666.32
44. Casablanca 644.11
45. Bangkok 642.59
46. Manila 637.02
47. Durban 635.32
48. Cairo 623.69
49. Lagos 615
50. Dubai 612.47
51. Nairobi 595.92
52. Beirut 545.02
53. Dar Es Salaam 515.38
54. Caracas 486.16
55. Accra 433.49

*Each city is scored out of a possible 1630 points.
We've included each city's total score.

THE 20 CRITICAL URBAN ATTRIBUTES

The most important urban attributes according to more than 10,000 youth surveyed since 2013 – these attributes make up the YouthfulCities Index



YOUTHFULCITIES IS A GLOBAL INITIATIVE TO RANK THE WORLD'S TOP 100 CITIES FROM A YOUTH PERSPECTIVE. AND LEAD A UNIQUE URBAN REGENERATION IN THE PROCESS.

WHY?
SIMPLY PUT,
CITIES ARE FULL OF YOUTH.

Youth are at the center of urbanization. They build a city's competitive edge, stimulate development and find new solutions. They are connectors. They are curious. They are inventive. They are dynamic. They are the future of cities.

In 2012 we discovered two amazing stats that set our social venture in motion: 50 per cent of the world's population is under 30 years of age and 50 per cent of the world's population now live in cities.

The future of the world will be determined by the progression of urbanization as it is molded by youth. While this provides strong motivation for cities to maximize the potential of youth, their opinions are often unrecognized. There are countless indexes and rankings of cities, but none with a youth perspective.

Until now.

We decided to find out what would happen if we were able to inspire and engage thousands of young people to reimagine the places where they live, work and play.

So… YouthfulCities was born!

We believe youth are good for cities and cities are good for youth. Every day we bring this belief to life by illuminating and decoding the global power of urban youthfulness. By building youth networks and diving into youth-driven urban data. By exposing insights that captivate leaders across all generations and sectors. And by generating inventive solutions from youth outward.

Each year with the help our booming Urban Decoder Network we

- Survey youth through the YouthfulCities Urban Attitudes Survey, gauging opinions of tens of thousands of youth (15 -29 year olds) globally
- Rank cities through the YouthfulCities Index – now ranking 50+ cities around the globe.
- Gather young innovators and influencers at the YouthfulCities Global Summit
- Work with open-minded businesses and municipalities to investigate and inspire youthfulness

And there is so much more to come.

We do all of this with the goal of leading cities toward youthfulness and boosting prosperity and happiness for all citizens of the world's 100 biggest cities by 2025.

HOW WE DEFINE YOUTH

Definitions of youth vary around the world – at YouthfulCities we built our own that is reflective of multiple regional definitions.

At YouthfulCities we define youth as those 15-29 years old. Definitions for youth range around the world. In regions such as Africa, LATIN AMERICA, and Asia youth is often defined as those 15-34 years old. In North America and Europe youth are normally defined as those between 15-24. With our definition we mitigate regional difference and represent the breadth of life stages that young people experience, from adolescence to adulthood.

OUR YOUTHFUL CITIES PRINCIPLES

At YouthfulCities we work hard to ensure that everything we do reflects the guiding principles that define our organization. Our foundational belief is that youth are good for cities and cities are good for youth – and we live by that every day.

PRINCIPLES

6 MONTHS OF HARD WORK BY OVER 500 PEOPLE COLLECTING 5,555 POINTS OF DATA ACROSS 20 ATTRIBUTES AND 55 COUNTRIES

WE ARE CONNECTORS
GENERATIONS, KNOWLEDGE, IDEAS, SECTORS

WE ARE DYNAMIC
FLEXIBLE AND NIMBLE IN SEEKING OUT OPPORTUNITIES

WE ARE OPEN
CELEBRATING DIVERSITY, INCLUSIVENESS, AND SHARING

WE ARE CURIOUS
EXPLORING, ASKING QUESTIONS, SEARCHING FOR DEEPER INSIGHTS

WE ARE INVENTIVE
FROM THE WAY WE WORK TO THE URBAN SOLUTIONS WE DEVELOP

WE ARE PLAYFUL
ENJOYING THE JOURNEY

BRINGING THE INDEX TO LIFE

Our Index doesn't come together overnight. Curious about what goes on behind the rankings? Read on!

How do cities rank from a youth perspective? That's the simple question we posed in 2013 when we started YouthfulCities. So we set out to design the tools to quantitatively answer that question.

To define what urban attributes matter to youth, we designed a massive survey of youth living in cities – the Urban Attitudes Survey. Over two years we have surveyed more than 10,000 youth around the world. The Survey identified 20 urban attributes that fit nicely into three key themes – Live, Work and Play (see page 13 for more details). Youth rated all attributes on a 10 point scale, telling us which ones were most important to them. They also told us how they perceived their city's performance on those same attributes.

Once we had a clear set of attributes on which to measure the youthfulness of cities, we confidently moved to designing and building the YouthfulCities Index. Within each of our 20 urban attributes, we identified key indicators that provide quantifiable measurements of how a city actually performs. For example, within the Live theme, one attribute is Transit. Within the Transit attribute, indicators include cost of transit, breadth of transit, hours of operation, bicycle share programs, and walkability, to name a few. In total we have developed more than 100 indicators across our 20 urban attributes. With the help of our global youth network, we collect the data for each indicator in each attribute, across each theme, in each of the 50+ cities in our index.

Six months of effort by hundreds of youth in some of the world's biggest cities leads to over 5,000 points of data – all dated, sourced, and then scientifically calculated to build the YouthfulCities Index and answer our founding question: how do cities rank from a youth perspective?

For a more detailed explanation of our methodology, please see page 100.

THE CITIES IN OUR INDEX

We've more than doubled our presence – we're now in 55 cities around the world.

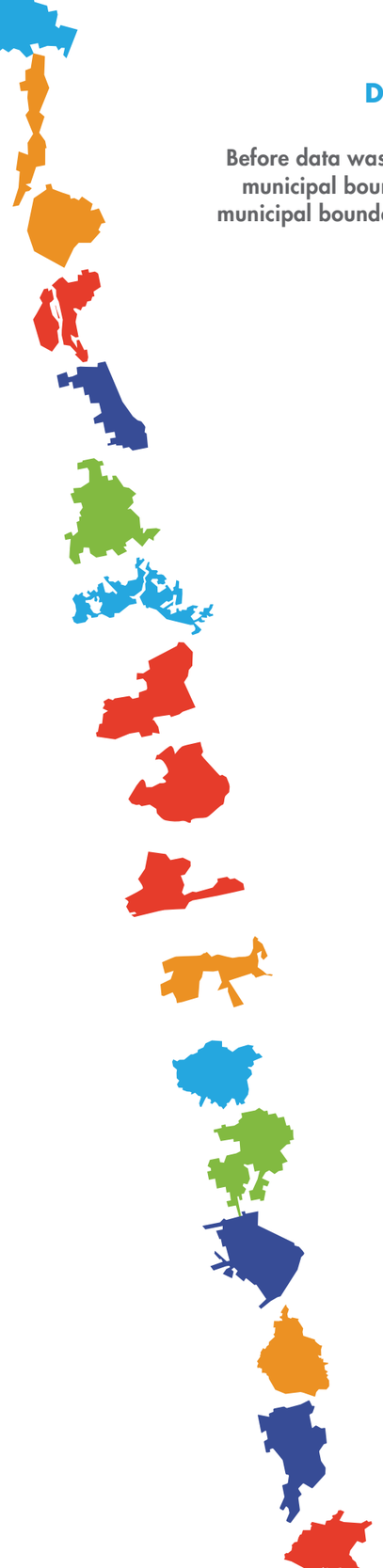
We selected the 55 cities in the Index based on three main considerations:

1. Population: What are the most populated cities in each of the 6 regions of the world?

2. Geographical representation within a region: Are we ensuring that cities are selected from different geographical areas within a region? (For example: In the USA, are we representing cities that span west coast to east coast?)

3. Local engagement: Do we have the local support of Urban Decoders, youth, and municipalities to ensure we can collect reliable and accurate information across all of our Attributes and indicators?

ACCRA
AMSTERDAM
BANGKOK
BEIRUT
BERLIN
BOGOTA
BOSTON
BUENOS AIRES
CAIRO
CARACAS
CASABLANCA
CHICAGO
DALLAS
DAR ES SALAAM
DETROIT
DUBAI
DURBAN
HONG KONG
ISTANBUL
JAKARTA
JOHANNESBURG
KARACHI
LAGOS
LIMA
LONDON
LOS ANGELES
MADRID
MANILA
MEXICO CITY
MIAMI
MONTREAL
MOSCOW
MUMBAI
NAIROBI
DELHI
NEW YORK CITY
OSAKA
PARIS
QUITO
RIO DE JANEIRO
ROME
SAN FRANCISCO
SANTIAGO
SAO PAULO
SEOUL
SHANGHAI
SINGAPORE
SYDNEY
TEHRAN
TEL AVIV
TOKYO
TORONTO
VANCOUVER
WARSAW
WASHINGTON, DC



DEFINING CITY BOUNDARIES

Before data was collected, Urban Decoders in each of the 55 cities set out the municipal boundaries for their city. These local representatives defined the municipal boundaries in a way that was relevant for youth and data collection.

City	Area (km²)	Definition Used
Accra	173	City of Accra
Amsterdam	164	City of Amsterdam
Bangkok	1568	City of Bangkok
Beirut	100	Urban Area of Beirut
Berlin	892	City of Berlin
Bogota	528	City of Bogotá
Boston	125	City of Boston; Massachusetts State Capital
Buenos Aires	203	City of Buenos Aires; Argentine Capital City
Cairo	528	City of Cairo
Caracas	817	The Metropolitan District of Caracas; The five municipalities of Libertador, Chacao, Sucre and El Hatillo
Casablanca	387	City of Casablanca
Chicago	606	City of Chicago
Dallas	999	City of Dallas
Dar Es Salaam	1393	City of Dar es Salaam
Delhi	1484	Urban Area of Delhi
Detroit	138	City of Detroit
Dubai	4114	City of Dubai
Durban	2292	Metropolitan Area of Durban
Hong Kong	1104	Hong Kong Special Administrative Region
Istanbul	5196	City-Province of Istanbul Metropolitan Municipality (MMI)
Jakarta	664	Special Capital Region of Jakarta
Johannesburg	1645	Metropolitan Johannesburg
Karachi	3527	City of Karachi
Lagos	738	City of Lagos
Lima	2819	City of Lima
London	1572	Greater London
Los Angeles	1302	City of Los Angeles
Madrid	605	City of Madrid
Manila	638	Metropolitan Manilla
Mexico City	1495	Federal District
Miami	4916	Miami-Dade County
Montreal	1545	Urban Area of Montreal
Moscow	2511	City of Moscow
Mumbai	458	City of Mumbai; Capital of Maharashtra state
Nairobi	696	City of Nairobi
New York City	786	The five boroughs of Brooklyn, Queens, Manhattan, Staten Island and the Bronx
Osaka	223	Designated City of Osaka
Paris	762	The urban area of Paris and Petit Couronne (departments 75, 92, 93, 94)
Quito	372	San Francisco de Quito
Rio De Janeiro	1200	Municipality of Rio de Janeiro
Rome	1287	City of Rome; Roma Capitale
San Francisco-Oakland	265	Combined cities of San Francisco and Oakland
Santiago	614	City of Santiago
Sao Paulo	1522	Municipality of Sao Paulo
Seoul	605	Special City of Seoul
Shanghai	3800	Urban Area of Shanghai
Singapore	718	Republic of Singapore
Sydney	12367	Metropolitan Sydney
Tehran	730	Urban Area of Tehran
Tel Aviv	170	Core Tel Aviv + Inner Metropolitan Ring
Tokyo	2187	Tokyo Metropolis
Toronto	630	City of Toronto; The old municipality of Metropolitan Toronto
Vancouver	114	City of Vancouver
Warsaw	517	Miasto stołeczne Warszawa; Capital City of Warsaw
Washington	177	District of Columbia

OUR INDEX METHODOLOGY

The YouthfulCities Index is the result of an inclusive six-month process, engaging hundreds of youth researchers around the world.

Data for the second annual YouthfulCities Global Index was collected between September 2014 and April 2015 and largely reflects information current for 2013-2014.

In November 2013 we launched the first YouthfulCities Global Index. Using primary and secondary data sources, it ranked 25 cities across 80 indicators for a total of 2,000 data points. Since then, we've nearly tripled our research database and more than doubled our list of cities. The result is that the second Index paints an even more robust, informed and reliable picture of how each city stacks up against the priorities of youth around the world.

One of our greatest challenges was developing a research methodology that provides results that are comparable across all cities.

Our methodology is made up of two key steps:

1. Determining what to measure in cities. We use our Urban Attitudes Survey: A quantitative survey of 9,000 youth living in cities around the world, asking what is important to youth about their cities. This led us to establish 20 Urban Attributes for measurement across all 55 cities.

2. Collecting data to measure important Attributes of cities: YouthfulCities Index: A massive global database that measures, compares, and ranks the 55 cities in our Index across 20 Urban Attributes using a total of 101 indicators. The indicators consist of primary and secondary data that Urban Decoders – our globally dispersed team of young urban researchers – collect locally and submit using collaborative, cloud-based research workbooks.

IMPORTANT NOTE: The Survey data is not used as Index data. It is only used to build a more inclusive and credible weighting system for the Index, ie. Safety is more important to youth than Fashion so the Index scores reflect this through weighting of scores based on the Survey results.

Checking the primary and secondary YouthfulCities Global Index data

Once work is collected and submitted, all data goes through a rigorous internal review and check. Every data point is submitted along with a reliable source. The internal YouthfulCities team, along with external academic advisors, goes over the data points and sources, flags anything that does not hold up to scrutiny, and, if necessary, uses our source database to replace the data point. All data checking is done collaboratively and can be tracked by all team members.

THE DATABASE FOR OUR SECOND INDEX CONTAINS

55 CITIES

-

WITH DATA ON 101 INDICATORS

-

ACROSS 20 URBAN ATTRIBUTES,

-

TOTALLING 5,555 POINTS OF DATA.

For a small percentage of indicators (8%) local-level data is not available. In these cases we use national-level data in order to begin to understand the local realities through a broader, national lens. For example, in the case of suicides, we use national, age standardized suicide rates since we think that facilitating a conversation through the use of national data is better than overlooking the reality regarding city-level suicide where it's not well reported.

Normalizing the YouthfulCities Global Index data

Once data is checked it needs to be normalized in order to accurately compare each city:

- Where necessary, data is converted to metric units
- All cost-based data is normalized to US dollars, measured against the average value of the local currency, January 1 to December 31, 2013
- Since we're motivated by a desire to measure cities from the perspective of youth, and since reliable average youth income data does not exist in the majority of the cities in our Index, we measure all cost indicators relative to one hour of minimum wage labour in US dollars in each city. For example:
  If minimum wage in a city is $10 and the cost of a movie ticket is $12, the cost of a movie ticket, tied to minimum wage, equals 1.2.

Comparing data from different years

Wherever possible, data was gathered from the same calendar. Given the different intervals of census deliveries and alternate data source availability, for some indicators we needed to compare data from different years. As a rule we only go back as far as five years.

Scale and boundary issues

For a very small number of indicators, city level data was unavailable. In these cases we collected data from province/state or national sources. To normalize the data collected from this larger sample we took the total population of a given city as a percentage of the total population of the broader area, and then multiplied the data collected from the broader area against the percentage that the city represented.

Cohort issues

When data was not available for youth aged 15 to 29 we used a weighting system to allow us to use data from differently defined groups. For example, if population data was not available for youth aged 15 to 29 but was available for 15 to 24 years and 25 to 34 years, we used the 15 to 24 years' data, and half of the total data from 25 to 34 years.

Hierarchy of data credibility

Primary and secondary data was collected from a number of sources. YouthfulCities collected primary data by talking to key sources in person, by email, and by telephone. Secondary data collection was done largely through online research. Our sources include census reports, municipal offices and websites, non-governmental organizations, academic sources (e.g. journal articles, development indexes and reports) and other online sources (e.g. crowdsourcing sites like expatistan.com).

Ranking the YouthfulCities Global Index data

Once all data is normalized, the 55 cities in the YouthfulCities Global Index are ranked using a scoring system that takes the normalized data from each of the 101 indicators and translates every data point into weighted scores via the following:

- For each indicator we have decided if a high number or a low number is the most desirable for youth. For example:
- In the number of entrepreneurship incubators indicator, a higher number of entrepreneurship incubators wins; versus,
- In the youth unemployment indicator, a lower youth unemployment rate wins.
- Raw scores are then translated into a value out of 100 using a relational scoring system:
- For high number indicators the highest number gains 100 points for that city.
- For low number indicators the lowest number gains 100 points for that city.
- Points are then allocated to other cities based on a differential equation.
- 100-(net difference to winning number x differential ratio)
- Each city's points are then translated into weighted scores based on the importance rankings determined for each urban Attribute. Importance rankings come from the 2014 Urban Attitudes Survey, which measured the average importance of the Attributes for youth. Values listed are out of 10.

Cities' overall scores and rankings

The overall index scores result from summing the average of the indicator scores across each Urban Attribute. For example, the Transit Attribute is made up of 10 indicators. Each city gets a score for each indicator in the Transit Attribute. The average of these 10 indicator scores makes up the Attribute score. All 20 Attribute scores are summed in order to determine a city's overall score and rank.

Inputed data

While reliable, robust and defensible data is available for the overwhelming majority of our indicators across all 55 cities, in an extreme minority of cases (<2%) reliable data simply does not exist. Where data does not exist we take a regional average in order to assign a score. Obtaining reliable and comparable data for the 55 cities is the most difficult part of the YouthfulCities Global Index process. We want to be as representative as possible in the data that we employ. If you feel you have a better way of measuring cities from a youth perspective, we want to hear from you!

BETTER CITIES BUILT BY YOUTH

That's the foundation behind YouthfulCities. And we make sure we live up to this ideal through everything we do, including our research.

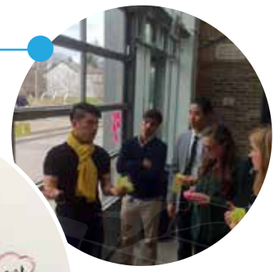
THE YOUTHFULCITIES GUIDING RESEARCH PRINCIPLES:

PRINCIPLES

- Puts first the needs and desires of youth in cities.
- Seeks to reduce subjectivity in the creation of categories and indicators as much as possible.
- Is relevant to as many youth as possible. We recognize that there are vast differences in education and income among youth around the world.
- Is as accurate as possible, given the known challenges of collecting comparable data within municipalities in a specific age range.
- Involves youth in every step of the process: from creation, to data collection, to interpretation and reporting.
- Is global and seeks to reduce regional biases.

WE'VE BEEN BUSY THIS YEAR!

In addition to hosting our first-ever Global Summit, we were also on the road attending conferences, events, and speaking engagements spreading the YouthfulCities love.



On April 26 to April 30 we hosted the first-ever **YouthfulCities Summit** in Toronto. We were thrilled to welcome over 100 youth leaders, innovators, and change-makers from all five regions of the world to collaborate and co-create in a 5-day interactive showcase.

Are you interested in hosting a future YouthfulCities Summit in your city? Please email us at info@youthfulcities.com.

What we've been up to since last year:

- Livable Cities Symposium
- Youth to Business Conference
- Open Data Summit
- New Cities Summit
- Purpose City Summit
- Youth Marketing Summit
- First Forum on Youth Policy
- World Urban Forum
- Urban Youth Research
- Erikson & Technology
- Megacities Summit
- Global Indicators Summit
- Discover Bahrain

MEET OUR URBAN DECODERS

Urban Decoders are our global team of local researchers. Our amazing team brings urban insights from 65 cities in 55 countries around the world.

VAIBHAV SINGH
DELHI

MARINO BOTTINI
ROME

IGNACIO CARTES
SANTIAGO

NATHALIE WEIRDAK
CARACAS
EDUCATION

CINDY GARCIA
BOGOTA

NARGES KHORAMSHAHI
TEHRAN

SEDA YILDIZ
ISTANBUL

OYINDAMOLA JOHNSON
DURBAN

NADEZHDA ZHEREBINA
MOSCOW

AVIGAIL VANTU
TEL AVIV

Rafia Lawal	Accra
Ralph Khoury	Beirut
Daniela Guitierrez	Bogota
Ihssane Lahlou	Casablanca
Francis kessy	Dar Es Salaam
Leen Romaneh	Dubai
Francis Anyaegbu	Lagos
Diego Padilla	Lima
Elizabeth Thongphanith	Montreal
Andres Lopez	Quito
Thinesh Kumar	Singapore
Anisha Johal	Vancouver
Viola Bojanowicz	Warsaw

HOW YOU CAN GET INVOLVED

YOUTH

Are you 15-29? Connected, engaged, curious, and inventive? Do you want to be the driving force behind a youth-led regeneration in your city? Do you want to join our dynamic global network of 10,000 peers in 50+ cities around the world?

Join in the conversation, globally or in your city — everyone is welcome! The YouthfulCities Index is a tool for you to make informed social impact in your city based on global empirical research in areas that matter to you.

We invite you to use the data from the Index to support your passions and ambitions. Let's face it, there is power in numbers and statistics, and we now have lots of them. Find out how your city is doing from a youth perspective and how it compares globally.

How to get involved:

- Fill out and promote the Urban Attitudes Survey (available in 22 languages)
- Request city-specific data
- Become an Urban Decoder
- Volunteer with your local YouthfulCities team

MUNICIPALITIES

Are you a civic leader? A policy maker or municipal strategist? Do you want to drive your city's competitive edge, stimulate development, and find new solutions for the most pressing urban problems? Do you want to build a more connected, dynamic, open, fun, curious, and inventive city?

Youth are a city's greatest assets, and also the biggest challenge. We facilitate the conversation.

YouthfulCities provides a platform and method to open this dialogue in a meaningful, innovative, and mutually beneficial way. We are looking to partner with municipalities around the world to develop and share knowledge that is key to building better cities with youth.

How to get involved:

- Promote the Urban Attitudes Survey and gain access to the results
- Add your city to the YouthfulCities Index
- Learn from your global peers, what's working and what's not
- Sponsor a Pop-Up Think Tank for local recommendations on what can make your city more youthful
- Create customized research on what is most important to your local realities
- Develop a Youth Engagement Strategy specific to your city
- Set up a municipal Youth Advisory Board
- Host a workshop for municipal employees which presents the importance of youth

Interested in joining our global movement? Send a specialized request to info@youthfulcities.com.

YOUTHFULCITIES IS LEADING A UNIQUE URBAN REGENERATION.

WE WANT YOU TO JOIN US.

BUSINESSES

Are you a business leader in search of great insights into the world's largest and most dynamic demographic? Do you want to learn how your business and brand actually live in the lives of users? Do you want to generate groundbreaking new ideas and inventive solutions that help drive your brand and business forward? Do you want to work with a global team of researchers, strategists, and social innovators?

Take a step beyond Corporate Social Responsibility and venture into a mutually beneficial relationship with a globally expanding and reputable organization.

OUR CLIENTS

adidas

QUITO

How to get involved:

- Request customized access the world's largest reservoir of urban youth-centric data to better understand the priorities of this key demographic
- Hire a customized Urban Decoder Unit to dig into what youth really think of your brand and your product
- Get a unique global perspective on what matters to youth in 65 of the world's most populated cities
- Develop Indicators that capture key insights into your business and your brand
- Engage your employees
- Learn key insights into how your company can retain and engage youth talent and maximize their full potential
- Sponsor a Category for our YouthfulCities Index that is vital to your business
- Identify key opportunities for youth engagement, market expansion, innovation, cause marketing applications

A YOUTHFUL PARTNERSHIP

YouthfulCities and the city of Quito join forces to generate unique urban innovations, from youth outward

Based on the success of the 2014 YouthfulCities Index, the City of Quito, Ecuador contacted YouthfulCities to build a partnership for 2015. Together we are working toward an output that will include a deep knowledge based of youth opinion and globally comparable data for the city and its youth. We all hope it will unleash prosperous social innovation in Quito and become an example for other cities to follow.

YouthfulCities has developed the following components of work with Quito that are being deployed over the course of 2015:

- The Urban Attitudes Survey - more than 1000 youth have already been survey in Quito about what is important to them in their city and how they feel Quito is performing in the same areas. Many more youth will be surveyed in the coming months.
- The YouthfulCities Index - The municipality worked with YouthfulCities and our local Urban Decoder to collect all the data required for entry into the 2015 YouthfulCities Index.
- The Young Innovator Network - Stimulated by the knowledge developed in the first two phases, a diverse group of young innovators from multiple sectors will be brought together to create new ideas and initiatives to make Quito an even more youthful city.

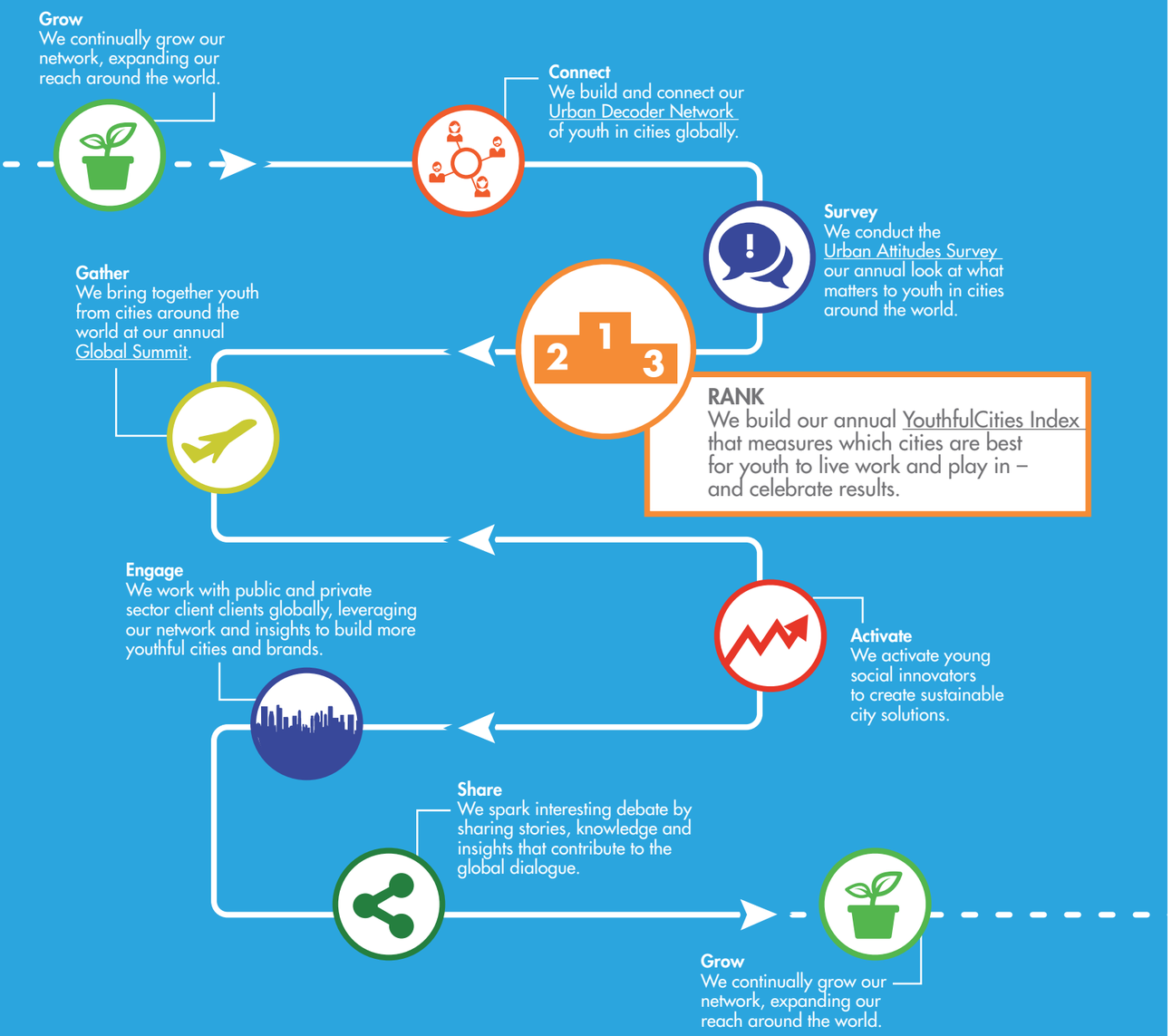
We are excited by the opportunity to work with Quito. Given its high ranking on civic engagement in the 2015 YouthfulCities Index, we hope to continue that success in other areas.

"DESIGNING EFFECTIVE PUBLIC POLICY AND IMPLEMENTING HIGH IMPACT PROJECTS TO GENERATE DEVELOPMENT IN QUITO REQUIRES A BETTER UNDERSTANDING OF OUR CITIZEN'S NEEDS AND OF OUR CURRENT REALITY. YOUTHFULCITIES' VISION AND WORK PROVIDES VALUABLE DATA ANALYSIS ABOUT OUR CITIES. THEY HAVE BECOME STRATEGIC ALLIES OF THE YOUTH, ORGANIZATIONS AND MUNICIPALITIES TO GENERATE SOCIAL INNOVATION AROUND THE WORLD."

- SECRETARY GENERAL – PLANNING AND OPEN GOVERNMENT

THE YOUTHFULCITIES ENGINE

YouthfulCities is leading a unique urban regeneration. We are building a global network of 15-29 year olds who dive deep into youth-driven urban knowledge to create far-reaching inventive solutions from youth outward. And, we are illuminating youthful stories around the world. This leads to the 100 biggest cities and their almost one billion inhabitants becoming more connected, dynamic, open, fun, curious and inventive. In other words, more youthful cities. It's a bold direction for a social enterprise that's only two years old. But we're not shy about it. These are the key components that keep our engine moving.



YOUTHFULCITIES

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Want to be part of our global movement?

Interested in discussing customized insights from the Index?

Get in touch!

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