



better cities built by youth

IN AUTUMN 2013

YOUTHFULCITIES will launch the world's first INDEX ranking cities from a youth perspective.

WHY?

More than 50% of the world's population is under 30
More than 50% of the world's population lives in cities.

Youth (15-29 yrs) are at the centre of urbanization. They add energy, vibrancy, creativity and digital age talent to cities. Youth build a city's competitive edge, stimulate development and find new solutions. They are the future of cities... now! Which cities are taking advantage of this positive economic, social and political potential? Which cities will get ahead?

YOUTHFULCITIES has worked with thousands of youth in 25 mega cities in the five major global regions to build a way to measure and map cities from a youth perspective. With more than 100 different indicators and 2500 points of data we are building an unparalleled base of knowledge about cities and youth. This ranking sets up a unique urban competition between the worlds great cities, YouthfulCities also amplifies the voice and creativity of youth to build better, smarter, greener, more prosperous, ingenious, respectful, playful, more dynamic cities.

And that's just the start. Next year we want to rank 100 cities.

MEASURING CITIES FROM A YOUTH PERSPECTIVE - THE INDEX CATEGORIES

BASED ON INPUT FROM MORE THAN 1500 YOUTH LIVING IN LARGEST CITIES IN THE WORLD

LIVE

A city with....

- affordability
- digital connectivity
- access to public transit
- lots of public/park space
- safety
- high political engagement
- diversity and acceptance
- environmental progressiveness

WORK

A city with....

- high post-secondary education access
- high youth employment
- lots of jobs in growth industries
- thriving young entrepreneurs
- access to banking

PLAY

A city with....

- a great music culture
- a fantastic film culture
- an amazing food/night club/bar scene
- great fashion
- lots of creative and arts festivals
- a thriving interactive gaming community
- lots of sports opportunities
- many youth-focused media outlets

Which of these cities will be 2013 YOUTHFULCITY of the year?

London
Paris
Berlin
Istanbul
Roma

Sao Paulo
Bogota
Lima
Mexico City
Buenos Aires

New York City
Los Angeles
Chicago
Toronto
Dallas

Tokyo
Mumbai
Seoul
Manila
Shanghai

Cairo
Lagos
Johannesburg
Kinshasa
Nairobi

THE EXPERIENCE TO MAKE IT HAPPEN

For the past 18 years Decode has worked with global corporations and NGOs to create ideas and initiatives built by youth that truly engage youth. Now with the founding of YouthfulCities, Decode will apply its deep expertise through a network of dedicated young social entrepreneurs in the 100 biggest cities in the world.



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YOUTHFULCITIES INDEX LAUNCH

AUTUMN 2013

The Regional Winners

Each major region of the world has five cities represented in the 2013 version of the YouthfulCities Index. For youth, the regional view of cities might be the most relevant, so YouthfulCities plans to launch the regional winners first. Eg. Europe's YouthfulCity for 2013. This regional approach also creates awareness about the Index and rankings on a global level. The announcement will be made by youth in the winning city in each region through a special event, press release and integrated social media campaign through our extensive urban networks.

The Global Winner

Once the regional winners have been announced one youth representative from each of the 25 cities in the 2013 Index will gather in London for a week long lead up to the announcement of the global winner. The week will be filled with executive meetings, open dialogue and social media expressions. It will culminate in the Global Winner Alt.Gala event to be held in a youthful location in London.

The Local City launches

The local launches will be led by youth in each of the 25 cities. It will be focused on identifying gaps and launching solutions toward making cities more attractive to youth and other generations. The detailed review of the index in each city will be balanced by the launch of new ideas for the city developed by 30 influential youth who are part of YouthfulCities' 30Network.

YOUTHFULCITIES INDEX ADVISORY BOARD TERMS OF REFERENCE

Index Background

We have been in touch with several academics and index creators since the inception of YouthfulCities to help guide the launch of our Index. We now want to formalize this building an Advisory Board to ensure that the index is of the highest quality possible.

To build the index we employed the following steps: Decode build an initial model of what matters to youth in cities based on its work with urban youth global. We then interviewed youth at the World Urban Forum in September 2012 to get a deeper and more global sense of the categories of measurement. Through this process 22 categories we identified as important. These categories were further vetted by youth acting as YouthfulCities coordinators in each of our 25 cities. We then created a survey (Google Forms) which was answered by more than 1500 youth across all 25 cities. The survey asked respondents to rate the importance of the categories from 1-10. All categories received a 6.9 rating or above. The average rating from the survey will be used to set the category weighting for the Index. Finally indicators to measure each category were developed. There are currently 100+ indicators. We wanted measurements that could be collected across all regions from credible sources. All indicators were loaded into Google worksheets on a city basis so that collection could begin. These sheets ask data collectors to input data, date and source. Currently we have collected almost half of the data (2500 data points overall - 1200 collected to date)

We are looking to the expertise of the Advisory Board to address the comparability of data, an issue many indexes run into. Governments and other sources have different definitions and timing for data.

What we need from our advisors:

Task: A review of definitions for each indicator. These were vetted initially so this is more of an orientation than edit. Of course if Advisors see ways to clarify indicators that could be helpful now and in future Indexes

Time Commitment 1-2 hours

A review of definitions for each indicator

Task: Help us build a data checking model that we can use to review and check data from each city. We will call and interview each board member to build a draft model. This will then be circulated to all Advisory Board members for approval.

Time Commitment 30 minutes for interview, 1 hour for review

Task: Spot check data from two indicators to ensure the model has been executed properly.

Time Commitment This may be up to individual Advisors, but we aim to keep this to less than 2 hours

Task. Attend final conference call to approve the Index

Time Commitment 1-2 hours

What we have to offer:

- Acknowledgement and recognition on YouthfulCities website and social media channels
- Access to the data for publishing research
- A stipend of \$500US