

Philips Livable Cities Award

Celebrating simple solutions
for your health and well-being



PHILIPS
sense and simplicity



Modern cities are thriving as increasing numbers of people recognize them as stimulating and rewarding environments in which to live, work and play. Latest statistics show that half of the world's population currently lives in a city, and this proportion is projected to increase to nearly two thirds by 2050.¹

Not only are more people living in cities: their average age is increasing, reflecting the demographic change experienced by the population in general. According to the World Health Organization, the proportion of people aged over 60 is projected to reach 22% by 2050.¹ The inevitable consequence of these two trends is that people are living longer alone in cities.

An ever-growing, and ageing, population has a specific set of needs: to feel safe and secure; remain connected to their fellow community members; and continue living independently – right into old age – with the necessary access to healthcare.

To effectively meet these challenges, and ensure that their citizens continue to live happy, healthy and fulfilled lives, cities will need to constantly innovate across a wide range of areas, including home healthcare, street safety, provision of outdoor community areas and healthy workplaces.

Philips recognizes and understands the complex challenges of 'keeping cities livable', and is committed to developing 'simple solutions' to meet these, with the aim of improving the quality of life for people in cities.

Everyone who is involved with cities and their suburbs – either personally or professionally – has the potential to make a valid contribution to improving their environment. That's why Philips has launched the Livable Cities Award, a global initiative designed to encourage individuals, community and non-governmental groups, and businesses to develop practical, achievable ideas for improving the health and well-being of people living in cities – ideas which can then be translated into reality.

A MESSAGE FROM RICHARD FLORIDA, CHAIR OF THE PHILIPS LIVABLE CITIES AWARD SUPERVISORY PANEL



Cities are perhaps the greatest expression of human civilization. We come together in cities to live, work, play, and create. Yet, as 21st century population and economic activity increasingly concentrates in cities, maintaining prosperity, vibrancy, and livability in all cities is a challenge. Some of our cities are centers of wealth, commerce, and innovation yet suffer from pollution, traffic, a lack of affordable housing,

and growing economic and social inequality. Other cities in emerging economies are accumulating great wealth but also confront widening social and economic gaps, pollution, and environmental degradation. And over one billion people fill the disadvantaged cities of the Third World. Here, the needs are basic – water, sewer infrastructure, housing, schools, and safety.

The world needs fresh new approaches to ensure the future livability and prosperity of our cities across three key dimensions:

First, livable cities must ensure the basic needs of survival—freedom from hunger, adequate shelter, functioning schools and hospitals, sound infrastructure, and safety.

Second, cities must capitalize on the human potential of their residents. Every human being is creative, and ensuring that each person utilizes their talents in a socially productive way must become a basic human right.

Third, livability must preserve the natural assets of cities. Just as we can no longer afford to waste human talent, we can no longer afford to damage our natural ecosystems either.

It's time to take these issues seriously. That's why I'm excited to be involved with the Philips Livable Cities Award which will honor outside-of-the-box thinkers who are developing novel strategies and practical solutions to help their communities become more livable, sustainable and prosperous, and that can be readily executed and replicated in communities worldwide.

Our cities need your help, and we look forward to your ideas.

AWARD DETAILS

WHO CAN ENTER?

The Award is open to the following:

- Individuals
- Community or non-governmental groups
- Businesses of any type or size



WHAT KIND OF SUBMISSIONS ARE WE LOOKING FOR?

We are looking for ideas and concepts that have not yet been implemented.

These ideas must:

- Demonstrate a 'simple solution' to the complex challenges of keeping cities livable;
- Be original, and not previously proposed or developed, either in whole or part, by anyone else;
- Be implementable within a maximum of two years

WHAT ARE THE AWARD CATEGORIES?

There are three Award categories:

- **Well-being Outdoors:** Initiatives that will help make citizens feel safe and secure in public spaces, or help create city identity and foster a sense of belonging;

- **Independent Living:** Initiatives that will help the growing number of elderly people living alone to feel secure and comfortable in a city, and/or enable them to live longer at home with the appropriate access to healthcare;
- **Healthy Lifestyle at Work and Home:** Initiatives that will support a healthy body and mind, whether through a person's surroundings or other essentials such as exercise, sleep and diet.

WHAT WILL THE AWARD CONSIST OF?

One overall winning idea from any of the three categories will receive a grant of €75,000. Two additional ideas from the remaining categories will also each receive grants of €25,000. In addition, the winners will have the opportunity to promote their ideas and their cities.

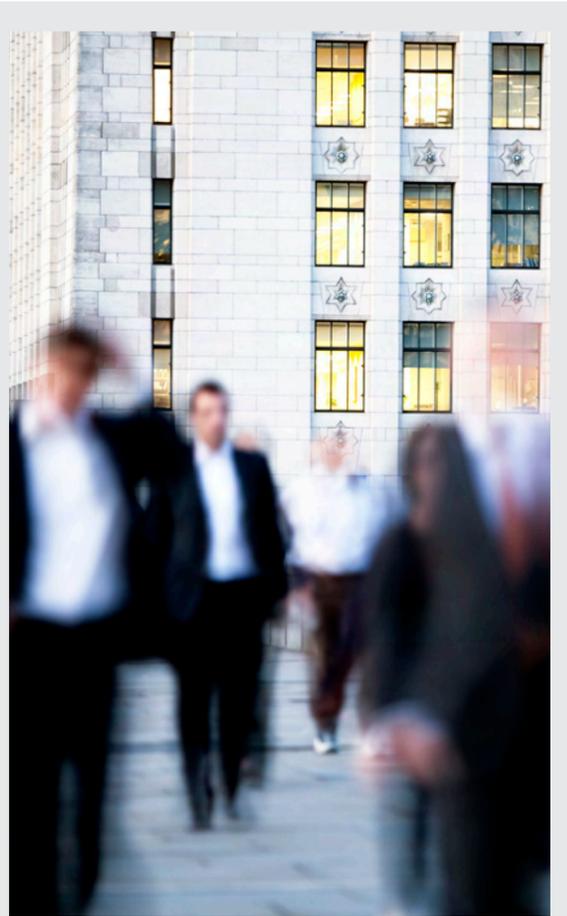


HOW CAN YOU SUBMIT AN ENTRY?

Submissions need to be made online at www.philips.com/because

Entries should include the following information:

- Objective of the initiative (what does it aim to achieve?)
- Rationale (how will it meet the requirements of the specific Award category?)
- A brief description of the concept
- Details of how it will be implemented
- Timeline for implementation (bearing in mind that all winning entries must be activated within two years)
- An estimate of the budget required to complete the initiative
- Key performance indicators (how will the effectiveness of the initiative be assessed?)



WHEN CAN ENTRIES BE SUBMITTED?

Entries can be submitted from 25 May 2010. The deadline for submissions is 5pm Central European Time on Thursday 28 October 2010.

HOW IS THE AWARD BEING ADMINISTERED?

The Award is being supervised by a panel of internationally respected experts in the field of livable cities. Chair of the panel is Richard Florida, author of *The Great Reset* and Director of the Martin Prosperity Institute and Professor

of Business and Creativity at the Rotman School of Management at the University of Toronto. Richard is a globally respected authority on new trends in business and community, and was recently named as one of the 'Best and Brightest' by Esquire Magazine.

Richard will be joined by three internationally renowned experts, each globally recognized as a thought leader in one of the Award categories. The supervisory panel will also include a representative from the Philips Center for Health and Well-being.

WHAT IS THE AWARD JUDGING PROCESS?

The Award judging process will start in November 2010 when the supervisory panel will meet to draw up a shortlist for each of the three Award categories.

In January 2011, all shortlisted entries will be published on the Philips Livable Cities Award website www.philips.com/because, where the general public will be able to vote for their favorite entry in each category.

The supervisory panel will reconvene in February to review the public vote and make a formal decision on the winners.

All shortlisted entrants will be invited to attend the Award Ceremony that will take place in April 2011.

For full terms and conditions visit the Philips Livable Cities Award website.

STILL HAVE QUESTIONS?

Visit www.philips.com/because or email awardsupport@philips.com.

YOU CAN MAKE A DIFFERENCE

Keeping a city livable presents substantial challenges and we need to marshal all the resources that we have available to meet them. We need to develop practical, achievable solutions for improving people's health and well-being in cities.

The greater the number of ideas received, the better the probability of developing truly effective solutions to the challenges of urban living – and the more livable the cities of tomorrow will become.



Reference

1. Global Age-Friendly Cities: A Guide. World Health Organization, 2007