

Bloomberg
Philanthropies

MAYORS
CHALLENGE

FINALISTS

2014

THE BOLDEST IDEAS ADVANCE TO THE FINALS



MEET THE WINNERS



ATHENS, GREECE

Synathina, a Public Platform for Engaged Citizens

Population: 660,000

Challenge: Civic Engagement

The devastating economic crisis has affected employment, infrastructure, as well as life in urban centers in Greece.

Athens will create an online platform that will connect the new dynamic input of civil society with local institutions and local government to collaboratively devise solutions to local

problems, ensuring solid foundations and sustainable policies for the revival of Athens' neighborhoods.



BARCELONA, SPAIN

Collaborative Care Networks for Better Aging

Population: 1,610,000

Challenge: Aging

More than one in five Barcelona residents is over 65, and by 2040, one in four will be. As lives grow longer, Barcelona – like many cities globally – is grappling with new health problems and debilitating social isolation. To address this growing problem, Barcelona will use digital and low-tech strategies to create a network of family

members, friends, neighbors, social workers, and volunteers who together make up a "trust network" for each at-risk elderly resident. This will help identify gaps in care, enable coordination of support, and promote quality of life.

"I am grateful to Bloomberg Philanthropies and Michael Bloomberg for the opportunity to promote and implement social innovation in our city. The Mayors Challenge inspired Barcelona to address the issue of isolation among elderly residents, and this prize will enable us to achieve a more connected and inclusive society. We are ready to make a difference.

"Because of the Mayors Challenge, the City of Barcelona is taking steps to ensure that the elderly maintain trust networks that improve their quality of life. Thanks to Bloomberg Philanthropies, we can dedicate resources and support to help families, friends, neighbors and professionals improve aging."

Barcelona Mayor Xavier Trias





KIRKLEES, UNITED KINGDOM

Kirklees Shares

Population: 430,000

Challenge: Social Capital

Budget cuts in Kirklees are eating into government programs and services. The city will embrace the sharing economy to make use of untapped local resources so it can do more with less. Kirklees will pool the idle assets of the government and non-profit sectors – from lawnmowers to trucks, unused space to citizens' skills and

expertise – and make these assets available through an online sharing platform that will allow for borrowing, bartering, and time-banking.



STOCKHOLM, SWEDEN

Biochar - for a Better City Ecosystem

Population: 900,000

Challenge: Environment

Stockholm, like many global cities, is confronting the effects of climate change. Stockholm will create a citywide program that activates citizens as front-line change agents to curb this escalating problem. Together, the city and its residents will produce biochar, an organic substance that increases tree growth, sequesters carbon,

and purifies storm water runoff. Citizens will bring their green waste to locations across the city for conversion to biochar and, ultimately, redistribution.



WARSAW, POLAND

Virtual Warsaw - Urban Information System for Visually Impaired

Population: 1,720,000

Challenge: Transportation/Accessibility

The blind and visually impaired are too often cut off from their peers and forced to spend huge amounts of time getting around cities. To facilitate mobility for the visually impaired, Warsaw will place thousands of beacons around the city that communicate with

users through mobile apps. These tools promise to transform lives, saving the visually impaired hours of travel per day and allowing them greater self-sufficiency.