



PRESS RELEASE - 24 September 2013 - BRUSSELS

## EUROCITIES partners Bloomberg Philanthropies in 2013-2014 Mayors Challenge

The Mayors Challenge is calling on Europe's most innovative mayors to come forward with bold ideas that help solve major urban challenges and improve city life. Modelled on a successful inaugural competition in the United States, the Mayors Challenge will award €5 million to the city with the best idea and €1 million to the four additional winners. Today's launch event took place in London and was opened by Michael R. Bloomberg, philanthropist and mayor of New York City, and the mayor of London, Boris Johnson. The other speakers were the mayor of Warsaw and president of EUROCITIES, Hanna Gronkiewicz-Waltz, and the mayor of Florence, Matteo Renzi.

Mayor Gronkiewicz-Waltz said:

"The Mayors Challenge represents the kind of creative problem solving and flexible funding that can help European cities innovate. Cities may sometimes be rivals but we do not compete like companies. What matters to us as mayors is what works. This is why EUROCITIES is delighted to be a partner in the Mayors Challenge."

Bloomberg Philanthropies aims to support early stage innovation from public sector leaders, spread the most effective ideas around the globe, and build an international network of top municipal innovators. EUROCITIES is a natural partner for Bloomberg Philanthropies in rolling out the Mayors Challenge in Europe. Other partners are the UK based innovation charity Nesta and the London School of Economics.

Ideas put forward for the Mayors Challenge should address a serious problem, improve public services and local government efficiency, and/or increase citizen engagement. They also need to have the potential to be transferred elsewhere. Approximately 600 cities across Europe are eligible to apply, and the prize money awarded to the winning cities will go towards implementation of the idea.

Cities wanting to participate in the Mayors Challenge will have to send in their expressions of interest by 11 November 2013. Applications will be due by 31 January 2014 and the winners will be announced in October 2014. Participating cities need to have a population of over 100,000 and be within the EU or from a European country from the list below.

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### Notes to editors

- Florence, London and Warsaw are all EUROCITIES members
- Participating cities need to be from one of the European Union member states or in any of the nations in Europe that are FP7 associated countries, namely: Albania; Austria; Belgium; Bosnia and Herzegovina; Bulgaria; Croatia; Cyprus; Czech Republic; Denmark; Estonia; Faroe Islands; Finland; France; Germany; Greece; Hungary; Iceland; Ireland; Italy; Latvia; Liechtenstein; Lithuania; Luxembourg; Macedonia; Malta; Moldova; Montenegro; Netherlands; Norway; Poland; Portugal; Romania; Serbia; Slovakia; Slovenia; Spain; Sweden; Switzerland; Turkey; United Kingdom.
- Mayors Challenge: <http://bloomberg.org/mayorschallenge>
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- EUROCITIES on Twitter: [www.twitter.com/eurocitiestweet](http://www.twitter.com/eurocitiestweet)

EUROCITIES is the political platform for major European cities towards the European institutions. We network the local governments of over 130 of Europe's largest cities and 40 partner cities that between them govern some 130 million citizens across 35 countries.

Bloomberg Philanthropies' mission is to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: Public Health, Environment, Education, Government Innovation, which includes the Mayors Challenge, and the Arts. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's charitable activities, including his foundation and his personal giving. In 2012, \$370 million was distributed. For more information, please visit [www.bloomberg.org](http://www.bloomberg.org).