



PRESS RELEASE - 23 April 2014 - BRUSSELS

Bloomberg Philanthropies shortlists 16 EUROCITIES members for Mayors Challenge

The Mayors Challenge calls on Europe's most innovative mayors to put forward bold ideas to help solve major urban challenges. Modelled on a successful inaugural edition in the United States, the Mayors Challenge will award €5 million to the city with the best idea, and a further four prizes on €1 million each. A total of 155 cities applied for the 2013-2014 edition, nearly half of which are EUROCITIES members.

Bloomberg Philanthropies has now selected 21 cities to move to the next stage: attending an 'ideas camp' in Berlin in June to refine their proposals before the winners are announced this autumn. Of the 21 cities, 16 are EUROCITIES members: Amsterdam; Athens; Barcelona; Bologna; Bristol, Brno; Cardiff; Florence; Gdansk; Lisbon; London; Madrid; Sofia; Stockholm; The Hague; and Warsaw.

Michael R. Bloomberg, philanthropist and former mayor of New York City, said: "Cities face many urgent challenges - from climate change to social isolation to youth unemployment. We need city leaders to continually reach for innovative new ways to address urban challenges - and then share what's working in the world. That's what the Mayors Challenge is all about."

The shortlisted ideas address a range of urban challenges, from youth unemployment to energy, health and obesity. Lisbon, for example, is exploring ways of transforming kinetic energy generated by the city's commuting traffic into electricity; while Amsterdam is using an online game to equip young people with employment skills and connect them with jobs and apprenticeships. More information on the projects can be found on the Mayors Challenge website.

The 21 finalists have populations ranging from fewer than 250,000 to over one million, and represent 11 countries across Europe.

ENDS

Notes to editors

- Mayors Challenge: mayorchallenge.bloomberg.org
- EUROCITIES: www.eurocities.eu
- EUROCITIES on Twitter: www.twitter.com/eurociestweet
- Rose Montgomery, communications executive: rose.montgomery@eurocities.eu

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.