YOUTHFULCITIES GLOBAL INDEX 2015

CITY OF SANTIAGO REPORT

INTRODUCTION

Welcome to the 2015 YouthfulCities City Report for Santiago. This year our Index is even bigger and better than last year. We've grown from 25 to 55 cities, and have increased the number of indicators we measure to 101. This means 5,555 points of data. Plus we've surveyed 10,000+ youth to find out what really matters to them in their cities. All with an eye to building the world's most comprehensive and detailed analysis of cities from a youth perspective. Dig in to the findings, enjoy the insights, and get in touch if you have any questions. We love talking about our work.

BY THE NUMBERS

The world's 55 most youthful cities

EUROPE
ASIA/AUSTRALIA
USA/CANADA
LATIN AMERICA
MIDDLE EAST
AFRICA

1. New York City 1024.12
2. London 1001.46
3. Berlin 924.37
4. San Francisco 915.93
5. Paris 886.59
6. Toronto 874.84
7. Chicago 874.25
8. Los Angeles 871.44
9. Mexico City 860.42
10. Amsterdam 858.79
11. Washington 836.77
12. Tokyo 836.64
13. Boston 811.02
14. Tel Aviv 810.86
15. Warsaw 804.85
16. Sydney 798.99
17. Vancouver 797.12
18. Montreal 791.42
19. Hong Kong 790.69
20. Santiago 789.18
21. Seoul 783.22
22. Madrid 781.38
23. Dallas 780.69
24. Rome 764.62
25. Detroit 764.57
26. Rio De Janeiro 759.16
27. Buenos Aires 758.97
28. Osaka 757.98
29. Bogota 750.92
30. Moscow 748.91
31. Sao Paulo 744.02
32. Lima 738.90
33. Miami 732.53
34. Quito 728.38
35. Johannesburg 708.91
36. Tehran 704.10
37. Shanghai 691.07
38. Karachi 687.86
39. Singapore 682.55
40. Mumbai 680.99
41. Jakarta 676.63
42. Delhi 676.16
43. Istanbul 666.32
44. Casablanca 644.11
45. Bangkok 642.59
46. Manila 637.02
47. Durban 635.32
48. Cairo 623.69
49. Lagos 615
50. Dubai 612.47
51. Nairobi 595.92
52. Beirut 545.02
53. Dar Es Salaam 515.38
54. Caracas 486.16
55. Accra 433.49

*Each city is scored out of a possible 1630 points.
We've included each city's total score.

SANTIAGO

Santiago finishes 2nd in the Latin America region and 20th overall in the 2015 Index with a score of 789.18 out of a possible 1630.

Total Population:
6,434,576

Youth Population:
25.15%

Santiago Area (km²):
641

Density (people/km²):
10479

In terms of where Santiago is right now, its TOP attributes are:

Employment 3rd

The employment attribute looks at the overall climate of youth employment in a city and measures the proactive tools and mechanisms in place to combat youth unemployment. It shows up as 6th on the list of top priorities for urban youth, and with 40 youth-focused employment centres (the highest overall) Santiago provides a functional support system for youth in need of jobs. The city's support system promotes its local employment programs and initiatives. To put that in perspective, only seven other cities in the Index have 20 or more youth employment centres, and the majority of the 55 cities have four or less.

Public space 2nd

The Public Space attribute, which measures the recreation, sports, and leisure activities provided by a city, shows up as the 2nd most important attribute in the play theme, and the 10th most important overall.

Santiago proves itself as a city with a not so hidden asset: its massive volume of green space. The city dwarfs the other cities in the Index, with more than double the amount of available green space per capita. The city also boasts a high number of public libraries (17th overall) and a respectable number of public sports facilities and fields (29th overall).

SANTIAGO

Entrepreneurship 8th

The entrepreneurship attribute measures the entrepreneurial culture fostered in a city. Santiago boasts 14 entrepreneurship incubators, a respectable number that lands it in 20th place overall and 3rd in the region. These, in part, account for the city's high finish in the total early stage entrepreneurship activity indicator, where it lands 7th overall and 2nd in the region. One area of entrepreneurship the city could immediately improve on is the age young entrepreneurs have to be to register a business. Santiago's minimum requirement of 18 years old puts it leagues behind Los Angeles, Miami, and San Francisco, the overall winners, where there is no minimum age requirement. Regionally, Rio De Janeiro and Sao Paulo finish ahead of Santiago, given their requirement that business registrants be 16 years old.

Elsewhere, the city has some major improvements to make in order for it to become an even more youthful city. The biggest areas of improvement can be made in:

Education 50th

Finishing 39th overall in the number of post-secondary institutions per capita, and 38th overall in the cost of tuition relative to an hour of minimum wage labour, Santiago has work to do in order to set up youth with the education access and options that they crave. While regional neighbours Sao Paulo, Lima, and Caracas all find themselves in similar positions in the education attribute,, cities from each geographical region (with the exception of Africa) find themselves in the top 20 of this attribute, and only 10 points separate 10th place from 30th place, proving how closely together cities in this attribute are lumped.

The easiest ways for the city to improve its ranking in this attribute are:

- Promote lower cost options: Where there are very obvious hierarchies of institutions, promote the merits of studying at lower cost universities in order to lower overall rates of student debt.
- Create lower cost options: Work toward establishing post-secondary education options that are accessible and affordable for all youth (where they don't already exist). This means building more low-cost options, or even open education models, for students.
- Support student living: Collaborate with student groups in order to provide full-time students with a housing subsidy (especially students who have relocated to a city to pursue education opportunities).

Food and nightlife 39th

Santiago has a ways to go in order to compete with other world cities in the attribute that looks at the accessibility, affordability, and extent of food, restaurant, and nightclub options. It finishes 46th for per capita number of restaurants and 36th for number of food festivals. Washington, D.C., at the top of the overall ranking, has nearly 150 restaurants per 10,000 people, compared to Santiago's 2.75.

The easiest ways for the city to improve its ranking in this attribute are:

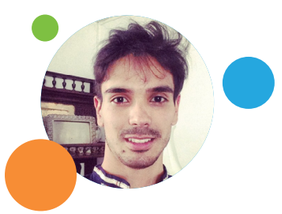
- Welcome the nightowls: If there are set hours for alcohol sales, create liquor licenses that allow certain types of establishments, in certain districts, to stay open later.
- Showcase youth talent: Highlight pioneering work in this industry by facilitating and promoting youth-led food festivals. Youth are often at the forefront of the local food and restaurant industry.
- Keep it local: Incentivize food festivals that promote locally sourced and sustainable food options.

Film 39th

The film attribute looks at the availability and affordability of film-based entertainment options in a city. Santiago's low finish in this attribute comes largely from its low number of film festivals - just 5 (46th overall), compared to global leader London's 80 and regional leader Bogota's 31. The city's performance in this attribute is also brought down by its relatively low per capita number of cinema seats - just 60 per 10,000 people (28th overall), a result that's dwarfed by Detroit's 427 per 10,000 people.

The easiest way for the city to improve its ranking in this attribute are:

- Give them space: Promote the local film industry by providing access to space for small film festivals.
- Foster incubation: Collaborate with the biggest local media employers to develop incubation spaces for young filmmakers, television writers, actors and producers, where they can seek work space, mentoring, and logistical support to get their ideas off the ground.



Ignacio Cartes - Urban Decoder

Ignacio Cartes, Urban Decoder and Global Delegate for YouthfulCities Santiago, says that "nightlife in Santiago needs more private initiatives in order to offer more restaurants, bars and clubs."

THE 20 CRITICAL URBAN ATTRIBUTES & 101 RESEARCH INDICATORS

LIVE

SAFETY
Age standardized road deaths
Food safety
Age standardized suicides
Homicides

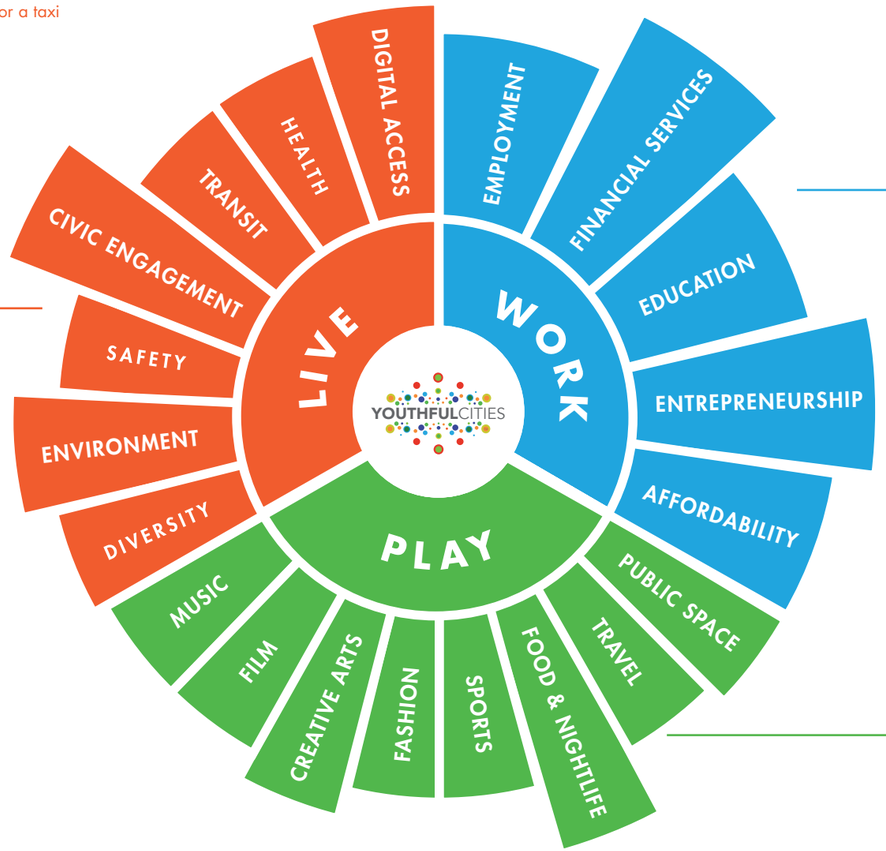
TRANSIT
KMs of dedicated public transportation
HRs/week dedicated public transit
Public bike rentals
KMs of bike paths
Commuter time by transit
Commuter time by foot
Commuter time by airport
Real time transit app
Density
Standing rate for a taxi

HEALTH
Number of public health clinics
Number of public sexual health clinics
Number of homeless shelters
Urban smoking scale
Mental health outpatient facilities
Doctor density

ENVIRONMENT
Municipal water scale
Smart cities initiatives scale
Quantity of annual recycled materials
Quantity of annual waste
Carbon emissions
Recycled materials

DIVERSITY
Languages to vote in
Diversity of food
Openness to LGBTQ
Openness to immigrants
Diversity of religion
Global gender gap index

CIVIC ENGAGEMENT
Voting age
Average age of city councillors (elected officials) in your city
Volunteer opportunities
Political influence - Youth advisory board
Volunteerism in high school scale



WORK

AFFORDABILITY
Consumption tax rate
Rental housing
GINI Coefficient
Cost of one prepaid cellular minute
Food - 12 eggs
Monthly transit pass
Price per square meter to buy an apartment
Tube of toothpaste

EMPLOYMENT
Youth unemployment rate
Employment initiatives and programs scale
Youth Employment Centres
Number of new jobs created in 2013

EDUCATION
Post-secondary institutions
Average cost of tuition
Full-time undergrad enrolment
Student housing
Student debt

ENTREPRENEURSHIP
Age at which you can register a business
Number of entrepreneurship Incubators
Total early stage entrepreneurial activity
Ease of doing business rank
Employment initiatives and programs scale

FINANCIAL ACCESS
Business banking availability
Personal Banking availability
Number of "Chartered" banks in your city
Online banking
Mobile banking
Financial literacy

PLAY

TRAVEL
Number of cities connected through direct flights
Getaway city bus cost
Getaway city bus time
Getaway city bus frequency
Getaway city plane cost
Getaway city plane time
Getaway city plane frequency
Hostel Stay

PUBLIC SPACE
Total green space/public space
Number of municipally maintained sports facilities/fields
Number of public libraries

MUSIC
Number of nightclubs
Music festivals

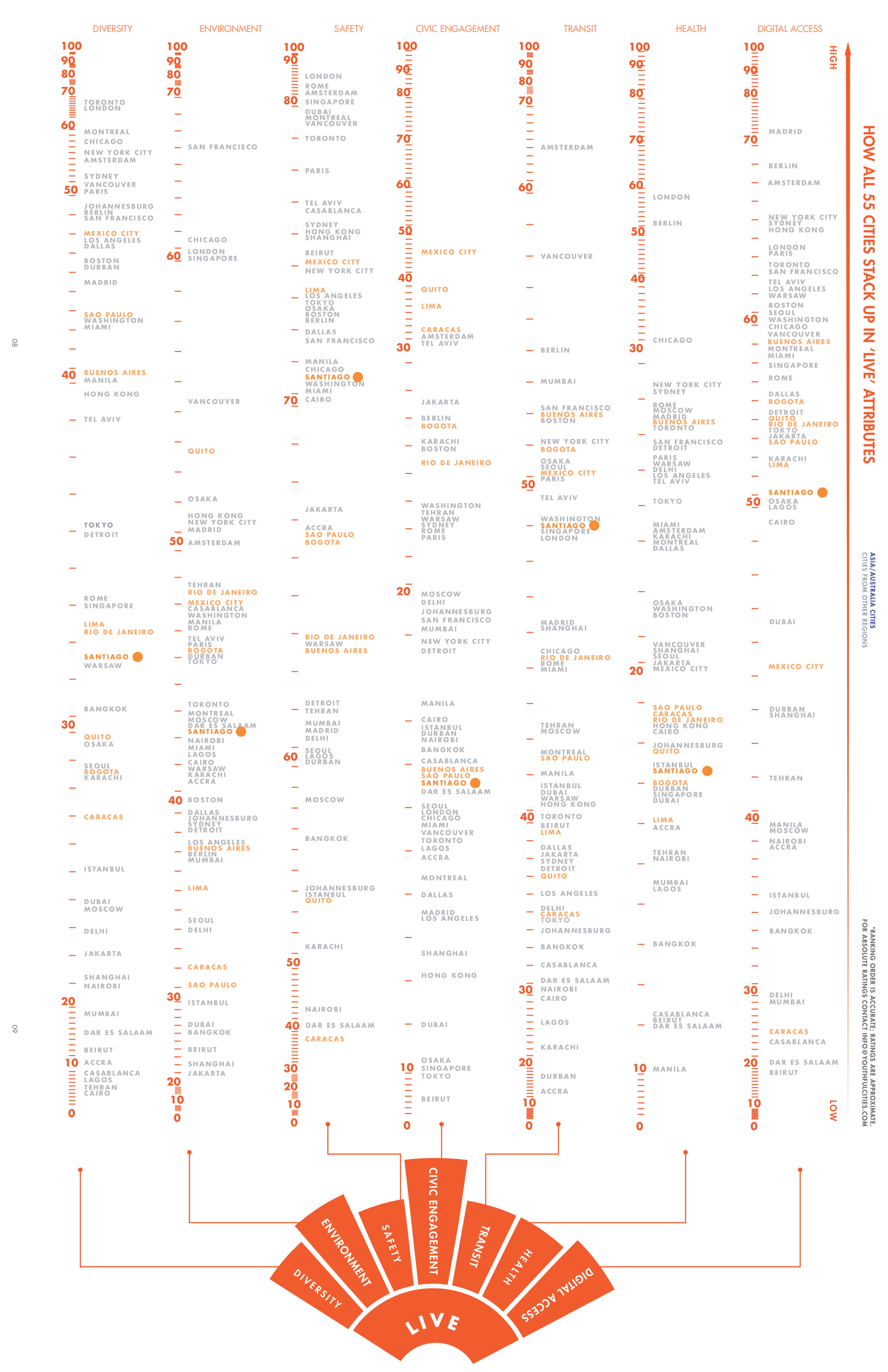
CREATIVE ARTS
Grafitti and street art
Number of design schools

SPORTS
Number of professional sports teams
Number of pro sports facilities
1 pair of sport shoes (Nike, Adidas, or similar)
1 month of gym membership in business district

FILM
Film festivals
Cost of a movie ticket
Number of cinema seats

FOOD & NIGHTLIFE
Number of restaurants in your city
Last call index
Number of food festivals
Food - fast food

FASHION
Young designer showcase scale
Number of fashion incubators


HOW ALL 55 CITIES STACK UP IN 'LIVE' ATTRIBUTES
HIGH
LOW
ASIA/AUSTRALIA CITIES
CITIES FROM OTHER REGIONS
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HOW ALL 55 CITIES STACK UP IN 'WORK' ATTRIBUTES

LATIN AMERICAN CITIES
CITIES FROM OTHER REGIONS

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HIGH → LOW

AFFORDABILITY

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ENTREPRENEURSHIP

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EDUCATION

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EMPLOYMENT

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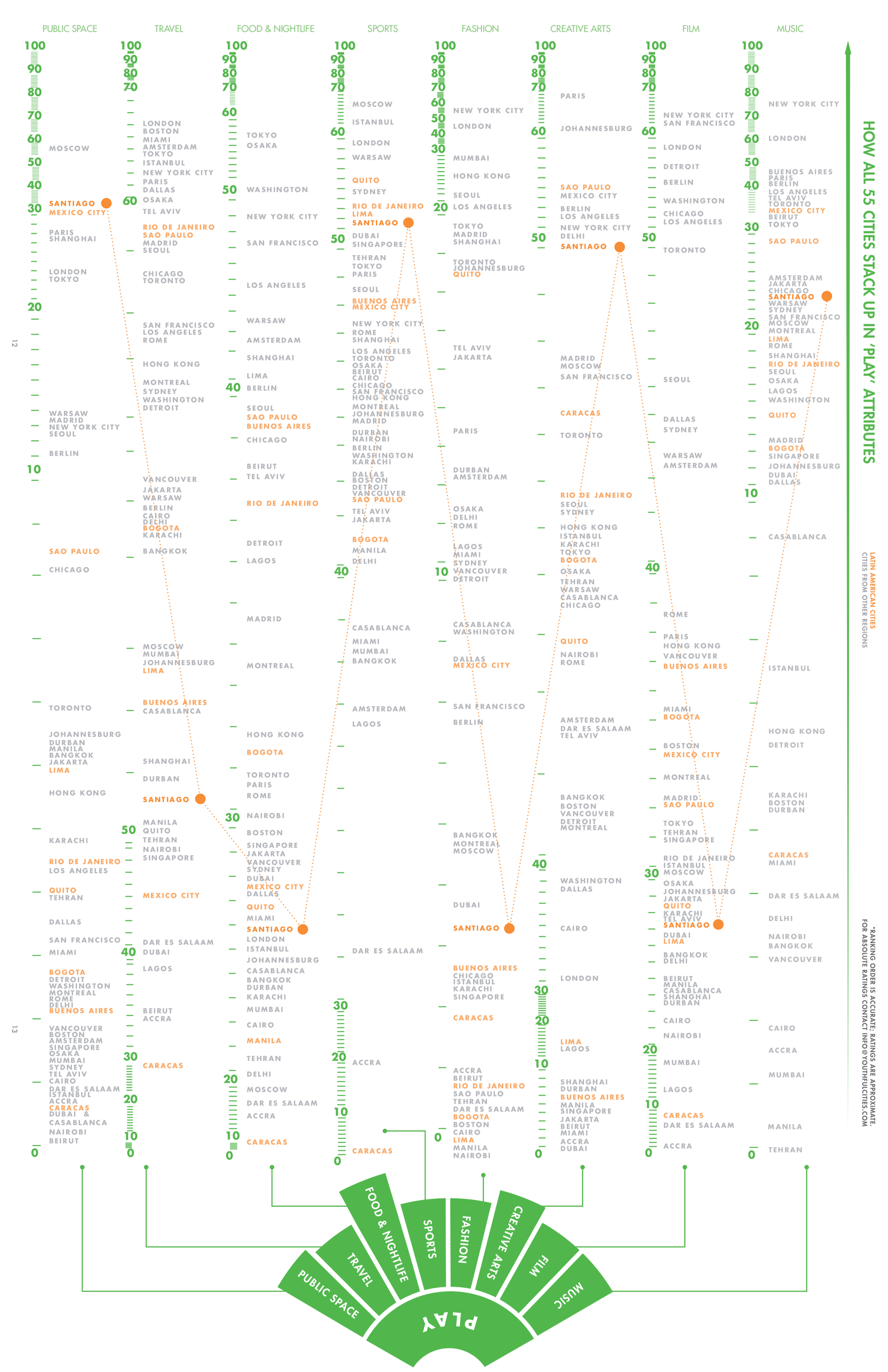
PUBLIC SPACE
TRAVEL
FOOD & NIGHTLIFE
SPORTS
FASHION
CREATIVE ARTS
FILM
MUSIC
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PLAY
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CREATIVE ARTS
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MUSIC
12
13

OUR INDEX METHODOLOGY

The YouthfulCities Index is the result of an inclusive six-month process, engaging hundreds of youth researchers around the world.

Data for the second annual YouthfulCities Global Index was collected between September 2014 and April 2015 and largely reflects information current for 2013-2014.

In November 2013 we launched the first YouthfulCities Global Index. Using primary and secondary data sources, it ranked 25 cities across 80 indicators for a total of 2,000 data points. Since then, we've nearly tripled our research database and more than doubled our list of cities. The result is that the second Index paints an even more robust, informed and reliable picture of how each city stacks up against the priorities of youth around the world.

One of our greatest challenges was developing a research methodology that provides results that are comparable across all cities.

Our methodology is made up of two key steps:

1. Determining what to measure in cities. We use our Urban Attitudes Survey: A quantitative survey of 9,000 youth living in cities around the world, asking what is important to youth about their cities. This led us to establish 20 Urban Attributes for measurement across all 55 cities.

2. Collecting data to measure important Attributes of cities: YouthfulCities Index: A massive global database that measures, compares, and ranks the 55 cities in our Index across 20 Urban Attributes using a total of 101 indicators. The indicators consist of primary and secondary data that Urban Decoders – our globally dispersed team of young urban researchers – collect locally and submit using collaborative, cloud-based research workbooks.

IMPORTANT NOTE: The Survey data is not used as Index data. It is only used to build a more inclusive and credible weighting system for the Index, ie. Safety is more important to youth than Fashion so the Index scores reflect this through weighting of scores based on the Survey results.

Checking the primary and secondary YouthfulCities Global Index data

Once work is collected and submitted, all data goes through a rigorous internal review and check. Every data point is submitted along with a reliable source. The internal YouthfulCities team, along with external academic advisors, goes over the data points and sources, flags anything that does not hold up to scrutiny, and, if necessary, uses our source database to replace the data point. All data checking is done collaboratively and can be tracked by all team members.

THE DATABASE FOR OUR SECOND INDEX CONTAINS

55 CITIES

-

WITH DATA ON 101 INDICATORS

-

ACROSS 20 URBAN ATTRIBUTES,

-

TOTALLING 5,555 POINTS OF DATA.

For a small percentage of indicators (8%) local-level data is not available. In these cases we use national-level data in order to begin to understand the local realities through a broader, national lens. For example, in the case of suicides, we use national, age standardized suicide rates since we think that facilitating a conversation through the use of national data is better than overlooking the reality regarding city-level suicide where it's not well reported.

Normalizing the YouthfulCities Global Index data

Once data is checked it needs to be normalized in order to accurately compare each city:

- Where necessary, data is converted to metric units
- All cost-based data is normalized to US dollars, measured against the average value of the local currency, January 1 to December 31, 2013
- Since we're motivated by a desire to measure cities from the perspective of youth, and since reliable average youth income data does not exist in the majority of the cities in our Index, we measure all cost indicators relative to one hour of minimum wage labour in US dollars in each city. For example:
  If minimum wage in a city is $10 and the cost of a movie ticket is $12, the cost of a movie ticket, tied to minimum wage, equals 1.2.

Comparing data from different years

Wherever possible, data was gathered from the same calendar. Given the different intervals of census deliveries and alternate data source availability, for some indicators we needed to compare data from different years. As a rule we only go back as far as five years.

Scale and boundary issues

For a very small number of indicators, city level data was unavailable. In these cases we collected data from province/state or national sources. To normalize the data collected from this larger sample we took the total population of a given city as a percentage of the total population of the broader area, and then multiplied the data collected from the broader area against the percentage that the city represented.

Cohort issues

When data was not available for youth aged 15 to 29 we used a weighting system to allow us to use data from differently defined groups. For example, if population data was not available for youth aged 15 to 29 but was available for 15 to 24 years and 25 to 34 years, we used the 15 to 24 years' data, and half of the total data from 25 to 34 years.

Hierarchy of data credibility

Primary and secondary data was collected from a number of sources. YouthfulCities collected primary data by talking to key sources in person, by email, and by telephone. Secondary data collection was done largely through online research. Our sources include census reports, municipal offices and websites, non-governmental organizations, academic sources (e.g. journal articles, development indexes and reports) and other online sources (e.g. crowdsourcing sites like expatistan.com).

Ranking the YouthfulCities Global Index data

Once all data is normalized, the 55 cities in the YouthfulCities Global Index are ranked using a scoring system that takes the normalized data from each of the 101 indicators and translates every data point into weighted scores via the following:

- For each indicator we have decided if a high number or a low number is the most desirable for youth. For example:
- In the number of entrepreneurship incubators indicator, a higher number of entrepreneurship incubators wins; versus,
- In the youth unemployment indicator, a lower youth unemployment rate wins.
- Raw scores are then translated into a value out of 100 using a relational scoring system:
- For high number indicators the highest number gains 100 points for that city.
- For low number indicators the lowest number gains 100 points for that city.
- Points are then allocated to other cities based on a differential equation.
- 100-(net difference to winning number x differential ratio)
- Each city's points are then translated into weighted scores based on the importance rankings determined for each urban Attribute. Importance rankings come from the 2014 Urban Attitudes Survey, which measured the average importance of the Attributes for youth. Values listed are out of 10.

Cities' overall scores and rankings

The overall index scores result from summing the average of the indicator scores across each Urban Attribute. For example, the Transit Attribute is made up of 10 indicators. Each city gets a score for each indicator in the Transit Attribute. The average of these 10 indicator scores makes up the Attribute score. All 20 Attribute scores are summed in order to determine a city's overall score and rank.

Inputed data

While reliable, robust and defensible data is available for the overwhelming majority of our indicators across all 55 cities, in an extreme minority of cases (<2%) reliable data simply does not exist. Where data does not exist we take a regional average in order to assign a score. Obtaining reliable and comparable data for the 55 cities is the most difficult part of the YouthfulCities Global Index process. We want to be as representative as possible in the data that we employ. If you feel you have a better way of measuring cities from a youth perspective, we want to hear from you!

YOUTHFULCITIES IS A GLOBAL INITIATIVE TO RANK THE WORLD'S TOP 100 CITIES FROM A YOUTH PERSPECTIVE. AND LEAD A UNIQUE URBAN REGENERATION IN THE PROCESS.

WHY?
SIMPLY PUT,
CITIES ARE FULL OF YOUTH.

Youth are at the center of urbanization. They build a city's competitive edge, stimulate development and find new solutions. They are connectors. They are curious. They are inventive. They are dynamic. They are the future of cities.

In 2012 we discovered two amazing stats that set our social venture in motion: 50 per cent of the world's population is under 30 years of age and 50 per cent of the world's population now live in cities.

The future of the world will be determined by the progression of urbanization as it is molded by youth. While this provides strong motivation for cities to maximize the potential of youth, their opinions are often unrecognized. There are countless indexes and rankings of cities, but none with a youth perspective.

Until now.

We decided to find out what would happen if we were able to inspire and engage thousands of young people to reimagine the places where they live, work and play.

So… YouthfulCities was born!

We believe youth are good for cities and cities are good for youth. Every day we bring this belief to life by illuminating and decoding the global power of urban youthfulness. By building youth networks and diving into youth-driven urban data. By exposing insights that captivate leaders across all generations and sectors. And by generating inventive solutions from youth outward.

Each year with the help our booming Urban Decoder Network we

- Survey youth through the YouthfulCities Urban Attitudes Survey, gauging opinions of tens of thousands of youth (15 -29 year olds) globally
- Rank cities through the YouthfulCities Index – now ranking 50+ cities around the globe.
- Gather young innovators and influencers at the YouthfulCities Global Summit
- Work with open-minded businesses and municipalities to investigate and inspire youthfulness

And there is so much more to come.

We do all of this with the goal of leading cities toward youthfulness and boosting prosperity and happiness for all citizens of the world's 100 biggest cities by 2025.

HOW WE DEFINE YOUTH

Definitions of youth vary around the world – at YouthfulCities we built our own that is reflective of multiple regional definitions.

At YouthfulCities we define youth as those 15-29 years old. Definitions for youth range around the world. In regions such as Africa, LATIN AMERICA, and Asia youth is often defined as those 15-34 years old. In North America and Europe youth are normally defined as those between 15-24. With our definition we mitigate regional difference and represent the breadth of life stages that young people experience, from adolescence to adulthood.

A YOUTHFUL PARTNERSHIP

YouthfulCities and the city of Quito join forces to generate unique urban innovations, from youth outward

Based on the success of the 2014 YouthfulCities Index, the City of Quito, Ecuador contacted YouthfulCities to build a partnership for 2015. Together we are working toward an output that will include a deep knowledge based of youth opinion and globally comparable data for the city and its youth. We all hope it will unleash prosperous social innovation in Quito and become an example for other cities to follow.

YouthfulCities has developed the following components of work with Quito that are being deployed over the course of 2015:

- The Urban Attitudes Survey - more than 1000 youth have already been survey in Quito about what is important to them in their city and how they feel Quito is performing in the same areas. Many more youth will be surveyed in the coming months.
- The YouthfulCities Index - The municipality worked with YouthfulCities and our local Urban Decoder to collect all the data required for entry into the 2015 YouthfulCities Index.
- The Young Innovator Network - Stimulated by the knowledge developed in the first two phases, a diverse group of young innovators from multiple sectors will be brought together to create new ideas and initiatives to make Quito an even more youthful city.

We are excited by the opportunity to work with Quito. Given its high ranking on civic engagement in the 2015 YouthfulCities Index, we hope to continue that success in other areas.

- MAURICIO RODAS ESPINEL, MAYOR OF QUITO

"YOUTH IS ESSENTIAL IN PROVIDING INNOVATIVE, NOVEL AND CREATIVE IDEAS TO SOLVE THE CURRENT PROBLEMS OF QUITO. THE TALENT THAT YOUTH ENCOMPASS, WITH THEIR CONSTANT AND ACTIVE PARTICIPATION, WILL HELP US BUILD A CITY OF INVOLVED CITIZENS THAT DEVELOP ALTERNATIVES TO IMPROVE OUR OVERALL QUALITY OF LIFE. OUR CITY IS A PLACE FOR EVERYONE WITHOUT PREJUDICE, AND AS SUCH, EVERYONE IS OBLIGED TO GENERATE A SUSTAINED COMMITMENT; A COMMITMENT FOR QUITO"

"DESIGNING EFFECTIVE PUBLIC POLICY AND IMPLEMENTING HIGH IMPACT PROJECTS TO GENERATE DEVELOPMENT IN QUITO REQUIRES A BETTER UNDERSTANDING OF OUR CITIZEN'S NEEDS AND OF OUR CURRENT REALITY. YOUTHFULCITIES' VISION AND WORK PROVIDES VALUABLE DATA ANALYSIS ABOUT OUR CITIES. THEY HAVE BECOME STRATEGIC ALLIES OF THE YOUTH, ORGANIZATIONS AND MUNICIPALITIES TO GENERATE SOCIAL INNOVATION AROUND THE WORLD."

- CAROLINA POZO, SECRETARY GENERAL – PLANNING AND OPEN GOVERNMENT

HOW YOU CAN GET INVOLVED

YOUTH

Are you 15-29? Connected, engaged, curious, and inventive? Do you want to be the driving force behind a youth-led regeneration in your city? Do you want to join our dynamic global network of 10,000 peers in 50+ cities around the world?

Join in the conversation, globally or in your city — everyone is welcome! The YouthfulCities Index is a tool for you to make informed social impact in your city based on global empirical research in areas that matter to you.

We invite you to use the data from the Index to support your passions and ambitions. Let's face it, there is power in numbers and statistics, and we now have lots of them. Find out how your city is doing from a youth perspective and how it compares globally.

How to get involved:

- Fill out and promote the Urban Attitudes Survey (available in 22 languages)
- Request city-specific data
- Become an Urban Decoder
- Volunteer with your local YouthfulCities team

MUNICIPALITIES

Are you a civic leader? A policy maker or municipal strategist? Do you want to drive your city's competitive edge, stimulate development, and find new solutions for the most pressing urban problems? Do you want to build a more connected, dynamic, open, fun, curious, and inventive city?

Youth are a city's greatest assets, and also the biggest challenge. We facilitate the conversation.

YouthfulCities provides a platform and method to open this dialogue in a meaningful, innovative, and mutually beneficial way. We are looking to partner with municipalities around the world to develop and share knowledge that is key to building better cities with youth.

How to get involved:

- Promote the Urban Attitudes Survey and gain access to the results
- Add your city to the YouthfulCities Index
- Learn from your global peers, what's working and what's not
- Sponsor a Pop-Up Think Tank for local recommendations on what can make your city more youthful
- Create customized research on what is most important to your local realities
- Develop a Youth Engagement Strategy specific to your city
- Set up a municipal Youth Advisory Board
- Host a workshop for municipal employees which presents the importance of youth

Interested in joining our global movement? Send a specialized request to info@youthfulcities.com.

YOUTHFULCITIES IS LEADING A UNIQUE URBAN REGENERATION.

WE WANT YOU TO JOIN US.

Based on the success of the 2014 YouthfulCities Index, Adidas hired YouthfulCities to research the future of urban sport in the world's biggest cities. We have completed in eight cities so far: London, Paris, New York City, Tokyo, Shanghai, Moscow, Los Angeles and Istanbul. The Research provides a micro view into the lives of urban youth in each city, including drivers, influencers, motivations and values. YouthfulCities recruited researchers, or "Decoders" as we call them, in each city. By tapping into our global network of urban influencers and tastemakers, the best possible candidates were selected to lead the work. So far, 42 youth respondents have been interviewed in each city, for a total of 336 across the eight cities. In sum, this bespoke research, in combination with YouthfulCities' existing database has provided insight into the unique opportunities for Adidas in each city and for each segmentation.

BUSINESSES

Are you a business leader in search of great insights into the world's largest and most dynamic demographic? Do you want to learn how your business and brand actually live in the lives of users? Do you want to generate groundbreaking new ideas and inventive solutions that help drive your brand and business forward? Do you want to work with a global team of researchers, strategists, and social innovators?

Take a step beyond Corporate Social Responsibility and venture into a mutually beneficial relationship with a globally expanding and reputable organization.

OUR CLIENTS

adidas

QUITO

How to get involved:

- Request customized access the world's largest reservoir of urban youth-centric data to better understand the priorities of this key demographic
- Hire a customized Urban Decoder Unit to dig into what youth really think of your brand and your product
- Get a unique global perspective on what matters to youth in 55 of the world's most populated cities
- Develop Indicators that capture key insights into your business and your brand
- Engage your employees
- Learn key insights into how your company can retain and engage youth talent and maximize their full potential
- Sponsor a Category for our YouthfulCities Index that is vital to your business
- Identify key opportunities for youth engagement, market expansion, innovation, cause marketing applications

YOUTHFULCITIES

YouthfulCities is leading a unique urban regeneration.

We are building a global network of 15 - to 29-year-olds who dive deep into youth-driven urban knowledge to create far-reaching inventive solutions from youth outward. And, we are illuminating youthful stories around the world. This leads to the 100 biggest cities and their almost one billion inhabitants becoming more connected, dynamic, open, fun, curious, and inventive – In other words, more youthful cities.

It's a bold direction for a social enterprise that's only two years old.

But we're not shy about it.

Want to be part of our global movement?

Interested in discussing customized insights from the Index?

Get in touch!

info@youthfulcities.com