

Accelerating your future as a more inclusive, sustainable & livable city

An invitation to be a global Founding Member





of the world's **population** will live in cities by 2050



of **global GDP** generated from cities



of global **CO2 emissions**



of the world's **patented inventions**

A blurred, black and white photograph of a large crowd of people walking in a city street, viewed from a low angle. A white arc is drawn over the bottom half of the image.

Cities have become **THE** driver for global economic growth, innovation and governance

Source: OECD, World Bank, CityLab

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Facilitating a new model of public-private partnership

To enable connection, co-creation and scale.



1

City Possible
Global Network

In September, the City Possible global network will launch with its founding members from across the globe to discuss their challenges, best practices and pain points.

- **Founding members** aim to include cities, community representatives, businesses and academics
- **Cities sharing** successes and failures will dictate the conversation to shift the market to respond to their challenges
- **Access to City Possible eco-system** including corporate partners, academics and experts
- Surface **common challenges** to address in Urban Co-Development Center



Joining the Network only requires agreement and approval of participation.

City Possible is established on **"Superpower of the Collaboration"** - we are better working together to co-develop solutions for future cities.

2

Urban Co-development Centers

The Urban Co-Development Centers join cities and partners to co-develop, test and pilot new digital technologies with the intention to scale.

- **Design** – co-development of solution’s technical components through design thinking methods with all partners
- **Development** – All partners create and merge their components of the solution
- **Testing** - Assure combined components of the solution work together
- **Pilot** - Assess solution, refine and prepare for scale out

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All partners involved in co-development process contribute. Contributions could potentially include resources, staff time allocation, data insights, access, technologies, etc.

All stakeholders (including the cities) agree on contributions during the design phase of co-development.

3

Solution Scaling

The City Possible Network will aim to develop investment models that help other cities adopt digital technologies more rapidly.

- **Scale to other Cities** – Solution deployed to other cities / customers
- **Support solutions** - The network eco-system of business partners, start-ups and academic institutions allows access to multiple go-to-market channels.
- **Investment Management**– Return revenue shares to all partners in co-development process

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Solutions aimed at delivering positive impact in cities support partners' business models.

Urban tech solutions can create more inclusive, accessible and livable communities aligning with partners' goals. City Possible fosters the **creation of sustainable solutions** throughout the network.

Possibilities in action

- ▶ By enabling Transport for London (TfL) to accept open loop payments, Mastercard helps them **save over 100 million GBP** per year.
- ▶ In Chicago, Mastercard **brought together partners** to find ways to spread riders of 'L' trains across peak times for a better journey and more efficient operational costs
- ▶ Working with major cities and partners to create programs that **enables citizens to own their identity** and obtain access to financial institutions and services.*

*subject to formal written agreement of the parties



Benefits of the City Possible Global Network to Members*

- Invitations to City Possible to global workshops, convenings and features at major industry events
 - **Save the date Thursday, November 15th at Smart City Expo World Congress in Barcelona**
- Opportunity to meet other city leaders and cultivate an international network
- *Join the City Possible virtual community forum*
- Contribute and publish thought leadership content in international media
- Feedback and insights from City Possible corporate partners on urban technologies
- Access corporate partnerships and host City Possible solution co-development opportunities
- Leverage City Possible academic partners' research content and opportunity to propose topics for further research and evaluation



Commitments to join City Possible Global Network*

- Top level leadership support of participation
- Commitment to engage from top-level decision maker (CTO, CIO, Deputy Mayor, Vice Mayor) and senior staff
- Allow staff to allocate time and resources to participate in City Possible global network
- Articulate goals, milestones and indicators consistent with their local agenda on urban technologies
- Build out a mentor networking programing for emerging city leaders and public servants



Network Engagement Opportunities*

Convenings

- Workshop held at major industry event to gather city leaders with network members
- Opportunity to engage with industry peers and surface shared challenges
- Spotlighted in the Mastercard activation area and potential speaking engagements at major industry events

Accelerators

- Two day experiences facilitated by academic partner for top-level city leader and 2-3 team members
- Deep dive into topic relevant to digital transformation
- Opportunity to showcase your city as global leader
- Surface shared pain points for solution development and thought leadership published content

Virtual Forum

- Online engagement portal maintained by academic partner for city leaders to share challenges, learnings and successes plus content
- Constant source of inspiration, thought leadership and feedback
- Repository of best practices and other shared resources

We aim to announce the City Possible Founding Members at New Economic Forum's Sooner than you Think in Singapore on September 5th.

Join City Possible as a Founding Member:

1

Invitation Received ✓

- Align city commitment
- Consult Mastercard with questions

July – August 2018



2

Act!

- Consult City legal team to execute MoU
- Return to Maddie Callis to be included in announcement by August 21st, 2018

August 2018



3

Secure Status as Founding Member

- Circulate press release for contribution and quotes
- Receive optional press release for City and social media posts

Early September 2018

Questions: Maddie Callis
Director of City Possible
maddie.callis@mastercard.com
+1-914-608-8199

Calling on our collective superpower!

We're already working with over 100 cities.

"Together, we can make cities more inclusive, more responsive and more sustainable – ensuring no city starts anywhere other than where the last ended!"

Miguel Gamino Jr
EVP, Global Cities, Mastercard



Let's get started!

Contact - maddie.callis@mastercard.com

Visit - citypossible.com



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