

Dear Mayor Vapaavuori,

Throughout my time in public service, I've formed a strong belief that the best way to accelerate positive urban development is by sharing expertise and learnings among cities. The most successful cities of the future will harness this "collective super power" so that no city need start anywhere other than where the last city ended.

We all understand that today's urban challenges are best solved through collaboration. From affordable access to essential services such as transportation and housing to rejuvenating public spaces – residents and visitors expect that cities make good use of resources, seek best practices and harness emerging technologies.

That is why Mastercard has introduced City Possible, a new model of public-private partnerships for urban development. City Possible brings together cities, communities, academics and businesses to discuss challenges, exchange learnings and prioritize action towards enabling digital transformation that is inclusive, equitable and sustainable.

It is my honor to invite the City of Helsinki to join City Possible as a Founding Member City.

The City Possible network will consist of global city leaders and leading academic institutions, facilitating ongoing, virtual dialogue for consistent engagement. Our next physical convening will be during Smart Cities Expo World Congress in Barcelona (November 13-15).

To join the City Possible network as a founding city please sign and return the attached Memorandum of Understanding (MoU) by August 17th, 2018. Maddie Callis (maddie.callis@mastercard.com) on my team is available to answer questions and support you through the joining process. We aim to announce the Founding Member Cities globally on September 5, 2018.

Regards,

Miguel

Miguel A. Gamiño Jr.
Executive Vice President
Global Cities | Enterprise Partnerships