Global Trends and Philips Dialogues

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PHILIPS

Trends and Dialogues

Livable Cities will define the future for all of us – including Philips.

Ever since Roman times, philosophers have pondered Civitas et Urbs – how human civilisations can thrive in urban surroundings. Today, the dizzying pace of urban growth makes such study more urgent than ever.

Only by making the Livable City idea a global priority, can we ensure that future existence for up to three quarters of the earth's population will be inclusive, productive and sustainable.

The Livable City is not only a fit environment for mankind, but also a chance for mankind to respect his environment and the sustainability imperative.

This quarter's issue of Philips Trends and Dialogues celebrates the Livable City. We profile the winner and shortlisted submissions for the Philips Livable City Award announced April 27th. We explain the thinking – and the thinkers – behind the initiative.

We deliver a topical update from the Livable Cities think tank of the Philips Center for Health and Well-being. We review thought-leading survey research, and we discuss how innovative lighting solutions can make our cities more livable.

We hope you will dip in, and find that these are all good ideas worth spreading and discussing.

Koen Joosse, Editor-in-Chief

Global Trends and Philips Dialogues

Decoding the Livable City

Assessing a city's 'livability' profile is an important milestone on the road to a successful urban future. A work-in-progress report from the Livable Cities think tank, an important activity of The Philips Center for Health and Well-being.

By Shipra Narang

Few assignments can be as complex as defining what makes a city successful, both in terms of its environmental dimension, and the social, cultural and economic factors that attract and retain populations to ensure growth and vibrancy – and livability.

And such a definition shouldn't only satisfy urban planners and policymakers, but also ordinary city-dwellers, if we are to decode how a fit-for-the-future city should evolve and be sustained in emerging markets. At the same time, a great city shouldn't just be livable – it should be lovable too.

Midway through its two-year assignment to discover what makes a livable city and present tools for self-assessment, our nine-strong team of specialists has identified three important and interlinked ingredients of a livable city. We believe these can capture and reflect all aspects of city life.

The model is built around the three core attributes of: Authenticity, Inclusiveness, and Resilience. The three ingredients [see chart on page 7] in our model allow us to analyze common characteristics of cities that transcend geographies, cultures and cycles of economic growth.

Additionally, each attribute is viewed from the twin dimensions of eco-system (the environmental dimension) and society (culture, economics and technology). The three pillars of the model can be explained as follows:

Authenticity is the ability to maintain the local character of the city, the local heritage, culture and environment. At the same time, a city needs to evolve and accommodate social, economic and technological changes. This evolution needs to be sustainable and match the expectations of the citizens.

Inclusiveness is about creating social integration and cohesion. Inclusive cities are open for participation from the widest range of civil society, irrespective of gender, age, ethnicity, cultural heritage, beliefs religion and economic status. Inhabitants should have equal opportunities to participate in the activities of a city. Inclusiveness enhances community feelings, the sense of ownership towards the city, the sense of belonging to a place.

Resilience focuses on adaptability, flexibility and balance. It is about the ability of a city to "invent" or "re-invent" itself in response to shocks and stresses, to harmoniously accommodate old and new values, and to adapt the functions and requirements of the city. It illustrates a city's capacity to balance continuity with change, heritage and innovation, natural spaces and the natural environment, to the benefit of its inhabitants.

In contrast to rising numbers of city rankings based on GDP per capita or lifestyle criteria compiled by external experts, the work being developed by the Philips think tank is holistic in nature and targets the many intangibles which contribute to real livability, civic pride and innovation. It is an assessment driven by local stakeholders, in which participation by all segments of city-dwellers is indispensable.

In this respect, the think tank's work is complementary to the mind-set and popular participation that inspires the Philips Livable Cities Award [see feature article in this edition]. The eight projects chosen as finalists, can be viewed as championing many of the values captured by the think tank's own discussions.

The think tank is now developing self-assessment systems that can help city administrators and communities to shape their growth and livability aspirations. By 2012, we hope these will provide inclusive tools for policymakers and community groups seeking to evaluate and guide their urban 'livability' in holistic terms.

The objective is not to create a benchmarking or ranking system, but a self-assessment framework for cities using a mix of core and optional indicators, which cities can combine in different ways to suit their contexts.

Working with partners including the Center for Livable Cities in Singapore, the next step is to develop prototype self-assessment models to be tested in conjunction with a small group of cities. Self-assessments would typically allow cities to see how they perform against indicators of authenticy, resilience and inclusiveness.

The think tank is already planning to reach out to other global networks such as the United Cities and Local Governments (UCLG), which represents 1,000 cities in over 90 nations, and the C40 – a group of the top 40 mayors worldwide bringing together 40 cities working on climate change.

The long-term objective is to contribute to these and other global initiatives under the aegis of the United Nations, to address two of humanity's most pressing challenges – rapid urbanization and environmental protection.

We believe that in 2012, when the think tank's work is completed, the thinking on livability and the development of self-assessment tool will offer a new way of envisioning city life that's appropriate for addressing the multiple challenges of emerging market cities.

This wide range of intangibles in the assessment of urban 'livability' will ensure that when using this tool, people will have opportunities to focus on opportunity, sustainability, and diversity – not simply old-style living standards. In this respect, the think tank's work is in step with other government and private sector initiatives to track human "life satisfaction" -- including the Philips Index for Health and Well-being.

Generating an evaluation template that cuts across the traditional disciplines of social science, city planning and economics to create a new "mix" is an exciting challenge for urbanists. It is also timely, with the twin themes of urban development and environmental sustainability emerging as humanity's biggest future challenges.

For more information and to join the dialogue, please visit The Center's website at www. philips-thecenter.org/livable-cities or join 3000 others in our Healthy, Livable Cities debate on Linked In at http://partnerlinkedin.com/ creatinghealthylivablecities

1. Reon Brand, Senior Director, Strategic Futures, Philips Design
2. Dr. Freek Colombijn, Associate Professor and Head of Department, Department of Social and Cultural Anthropology, VU University Amsterdam
3. Peter Head OBE, Chairman of Global Planning, ARUP
4. Dan Hoornweg, Lead Urban Specialist, Cities and Climate Change, Urban Development, World Bank
5. Dr Shipra Narang Suri, International urban consultant. Associate, PRDU & Member, ISOCARP
6. Olivier Piccolin, Senior Vice President & General Manager Asia Commercial Lighting, Philips
7. Sanjay Prakash, Sanjay Prakash and Associates & Indian Institute for Human Settlements
8. Darko Radovic, Professor of Architecture and Urban Design, Keio University, Tokyo
9. Simon Tay, Chairman, Singapore Institute of International Affairs

Shipra Narang

Dr. Shipra Narang Suri is an international urban consultant, an Associate of the Post-War Reconstruction and Development Unit (PRDU) at the University of York (U.K.), and a long-standing member of ISOCARP. She has extensive field experience from Asia, Africa and the Balkans in the areas of urban governance, urban planning and management, and post-conflict recovery. She has regularly provided policy support to national and local governments, and has also undertaken a wide range of project formulation, training material development, and capacity building activities in the aforementioned areas. She has been a consultant for UNESCO, UN-HABITAT and UNDP amongst other assignments. Dr. Narang Suri has a Ph.D. in Post-War Recovery Studies from the Department of Politics at the University of York, and is currently based in New Delhi, India. Members of the Philips Center for Health and Well-being Livable Cities Think Tank

A livable and lovable city?*

The Philips Livable Cities think tank believes that livable cities are successful cities. They have identified three important and interlinked ingredients of a livable city:

Resilience

focuses on adaptability, flexibility and balance. It is about the ability of a city to 'invent' or 're-invent' itself through shocks and stresses, to harmoniously accommodate old and new values, and to adapt the functions and requirements of the city. It illustrates a city's capacity to balance continuity with change, heritage and innovation, natural spaces and the urban environment to the benefit of its inhabitants.
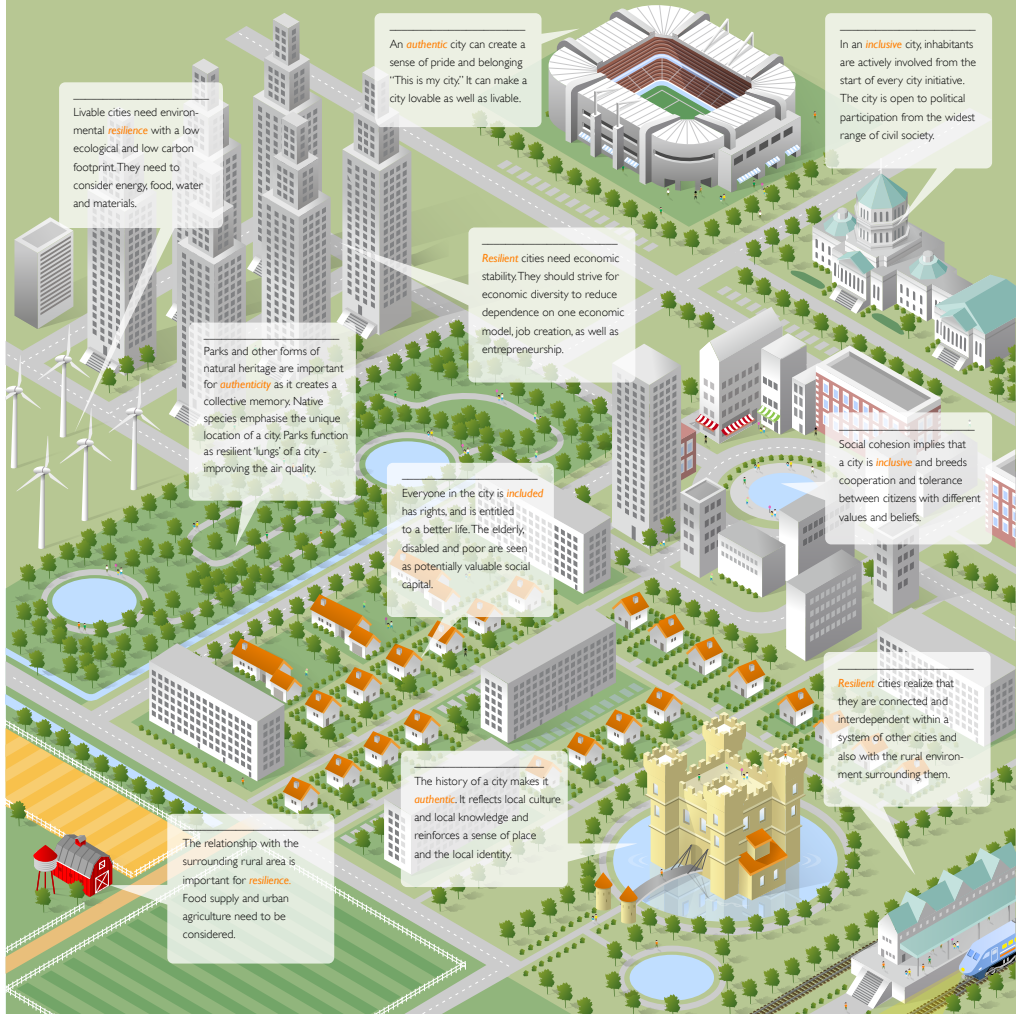
Inclusiveness

is about creating social integration and cohesion. Inclusive cities are open for participation from the widest range of civil society, irrespective of gender, age, ethnicity, cultural heritage, beliefs, religion and economic status. Inhabitants should have equal opportunities to participate in the activities of a city. Inclusiveness enhances community feelings, the sense of ownership towards the city, the sense of belonging to a place.

Authenticity

is the ability to maintain the local character of the city, the local heritage, culture and environment. At the same time, a city needs to accommodate social, economic and technological changes – and evolve itself. This evolution needs to be sustainable and match the expectations of the citizens.

Lovable cities reference based on a concept by Darko Radovic, Keio University Tokyo, first presented at the think tank meeting in Singapore on 20/01/2011

An *authentic* city can create a sense of pride and belonging "This is my city." It can make a city lovable as well as livable.

In an *inclusive* city, inhabitants are actively involved from the start of every city initiative. The city is open to political participation from the widest range of civil society.

Livable cities need environmental *resilience* with a low ecological and low carbon footprint. They need to consider energy, food, water and materials.

Resilient cities need economic stability. They should strive for economic diversity to reduce dependence on one economic model, job creation, as well as entrepreneurship.

Parks and other forms of natural heritage are important for *authenticity* as it creates a collective memory. Native species emphasise the unique location of a city. Parks function as resilient 'lungs' of a city - improving the air quality.

Social cohesion implies that a city is *inclusive* and breeds cooperation and tolerance between citizens with different values and beliefs.

Everyone in the city is *included* has rights, and is entitled to a better life. The elderly, disabled and poor are seen as potentially valuable social capital.

Resilient cities realize that they are connected and interdependent within a system of other cities and also with the rural environment surrounding them.

The history of a city makes it *authentic*. It reflects local culture and local knowledge and reinforces a sense of place and the local identity.

The relationship with the surrounding rural area is important for *resilience*. Food supply and urban agriculture need to be considered.

The Philips Center for Health & Well-being is focused on improving the lives of people around the world. The Insight Series shares the work-in-progress of the think tanks operating within The Philips Center for Health & Well-being. Through illustrating a snapshot or a concept, they are aimed at stimulating discussion and debate around critical challenges in improving health & well-being worldwide.

Jurors in the Global Debate

When members of the Supervisory Panel** of judges for the Philips Livable Cities Award gathered in New York city in late 2010, they also took time to share their views on what makes a livable city.

The result was a Livable Cities webcast that focused on three key themes: "keeping the city moving; "I am my city", and "generations of my city."

You can view the webcast on http://www.because.philips.com/livable-cities-award/livable-cities-leading-the-global-debate-webcast/

Here we briefly summarise each of the three debates.

1. Keeping My City Moving.

When it comes to keeping populations active and healthy, who is ultimately responsible – municipal governments or individual themselves? And how can we change collective behaviour to ensure health and well-being?

London's former mayor Ken Livingstone has no doubt the best way to influence people is to "skew the market" to drive behavioral change. He cited the innovative inner city congestion charge introduced during his mandate, which encouraged

a switch from private cars and raised the number of daily bus journeys from 4 million to 6 million. In just the same way, Livingstone believes government has a duty to encourage more healthy behavior.

As urban life has become more pressured and people become more isolated – in part because of recourse to on-line forms of entertainment and the growth of a more materialistic approach to life -- Livingstone believes people should recall the benefits of community behavior that held sway a generation ago. "Contact with other people, is what is rewarding, what defines humanity." Programs to encourage healthy interaction at community level need to be encouraged.

Another key factor for Livingstone is the willingness of cities to be open and to accept a multi-cultural future. Coincidence or not, he notes that London and New York are the world's only two genuinely global financial centers – and are both cities where more than one third of the population was born somewhere else. "You have to grow with this dynamism: It's better to adapt to change than try to hold it back" notes Livingstone.

Katy Hartley, Director of The Philips Center for Health and Well-being, points out that 90% of respondents to the Philips Index for Health Well-

being survey said they felt responsible for their own wellbeing. Nevertheless, 50% said they ignored doctor's advice, and 40% admitted to not being as fit as they could be. She highlights examples of how people's desire for fun and healthy competition can be stimulated by governments to promote health. In the Netherlands, there have been contests between city neighborhoods using activity monitors.

2. I am My City

How important is it building a city up to become a successful brand?

Dr Richard Florida, chair of the panel, notes that whereas once we defined ourselves through our careers, or family life, today the city where we realise our ambitions is becoming increasingly important to our own identity. Meanwhile cities, rather than nations, are competing and although this may encourage a "top-down" marketing approach from city leaders, they should realise "the brand identity for a city is "us" – so it should reflect diversity of opinion.

Florida believes the linkage of many cities with their industrial past has done a disservice. We see cities as great places of production, and so tend to focus on the need for infrastructure and efficiency. But equally important is the "quality of place" – what cities do to engage citizens and make them fulfilled. Surveys show the elements that make respondents feel better – trees, green spaces, or fine traditional architecture – repeatedly score higher than economic factors.

Great sporting events and the stadia to house them do create branding opportunities – yet are no substitute for direct access by citizens, "not just as spectators, but to get involved," says Florida. What defines a successful city brand is its authenticity, and there's no better example of the city "becoming part of who you are" than the "I Love NY" brand says Florida.

Ismael Fernandez Mejia cites the 19th century identity of Paris as a "city of art" to show that branding has in fact been around for a long time, and that to be authentic it must reflect the real qualities of citizens, because "people make the city."

Organisers of Olympic events should remember that after the athletes move on, the infrastructure remains. So such events should be designed for lasting benefit.

3. Generations of My City

How can the city successfully accommodate the needs of older people?

The real challenge for cities is not to integrate the elderly retiree generations, says Sir Ken Robinson, but to integrate the old and young inside the community, for both have much to learn from the other.

City planners shouldn't succumb to a linear view based on the primacy of infrastructure and economics – where elderly are considered to have little more to offer society. Instead a more organic view sees the presence of older people as essential to neighbourhoods, to education and to cultural production. The accumulated wisdom of the elderly should be prized and shared, as a way to benefit society.

Richard Florida notes the expectation that elderly people would retire to sunbelt communities has been overturned: now many find more energy and warmth and culture in the city. So we must build human infrastructure that supports not only the young but the old as well. With hindsight, the post World War II car-and-suburb culture that dominated US life was instrumental in creating huge numbers of isolated people cut off from social cohesion, and with poor physical health.

Florida believes we are at the cusp of a new model for human development: "we've finally realised that we need much more human, sustainable, active cities. That's what will make us healthier, more purposeful, more rounded people."

Katy Hartley notes the survey findings from the Philips Index for Health and Well-being show that many of us expect to live to a "ripe old age," while subjective life expectancy is for 80 years. That means cities must prepare for this demographic shift, and raise engagement to see us though life's transitions. It's a positive sign that the survey shows people over 65 tend to feel a lot fitter than younger counterparts and plan to remain as fit as possible.

The Supervisory Panel**

Richard Florida
Director of the Martin Prosperity Institute and Professor of Business and Creativity at the Rotman School of Management, University of Toronto & Chair of Supervisory Panel.

Everette Dennis
Director, International Longevity Centre.
Everette Dennis is an administrator, educator and institution-builder who is executive director of the International Longevity Center-USA

Sir Ken Robinson
Creativity Expert and President Emeritus, University of Warwick

Sir Ken Robinson is an internationally recognized leader in the development of creative strategy, innovation and human resources.

Ismael Fernandez Mejia
Architect and Urban Planner, ISOCARP President
Ismael Fernández Mejía is a Mexican Architect, Urban Planner, Consultant in Urban Development Projects and Infrastructure and is the current President of ISOCARP.

Katy Hartley
Director for The Philips Center for Health & Well-being.

Ken Livingstone
Mayor of London 2000 – 2008
Ken Livingstone is a Londoner first and foremost. Ken is a broadcaster and politician who became London's first elected mayor in May 2000.
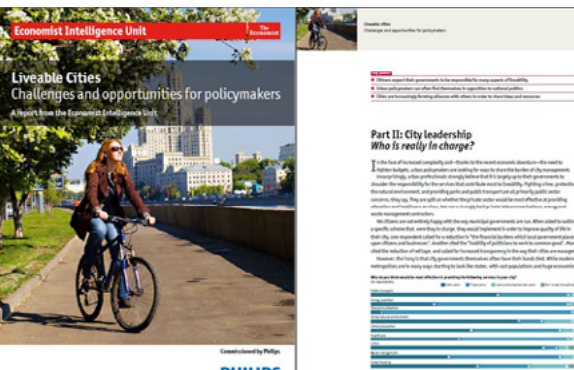
The Science of City Living

New tools for assessing urban 'livability' that measure quality of life and sustainability, are joining older yardsticks such as per capita income. Philips commissioned two surveys by the Economist Intelligence Unit that looked into the citizens' expectations and at the relation between livability and economic development. This article provides a review of the latest thinking, and illustrates how innovation in city lighting can deliver some quick wins.

By Cees Bijl and Peter Maskell

Defining what makes a city truly livable is gaining increasing interest as a new branch of economic science. Propelled by the two great forces shaping our future – urbanization and environmental priorities – thought leaders are developing studies that blend environmental, socio-cultural and economic analysis of urban life.

The objective is to support communities and leaders facing the challenges or opportunities of managing large cities, linked to urban living and economic growth.

To feed this debate, Philips commissioned The Economist Intelligence Unit, to research and publish a pair of reports on the topic of Liveanomics – the name it invented for this new study area – and to organize two well-attended stakeholder debates in Brussels and London to discuss the findings.

The first report (Liveable Cities) is a survey showing what people want from their cities is far more varied than the process-driven solutions offered by traditional urban planning. City leaders or policymakers should be alert to the 'wisdom of crowds' and seek broader definitions for standards of living.

While the survey's 575 respondents showed predictable concern for mainstream stress issues such as urban transport, availability of jobs and safety or security, there was rising concern too for quality of life issues.

Access to parks and green spaces, access to quality healthcare, layout and quality of city planning, and access to culture, all figure prominently. In fact, community involvement and devolution of power to local level is a stepping-stone to more life satisfaction and greater urban 'livability.'

The second paper (Liveanomics) demonstrates that investing in a higher quality of city life will attract workers and successful industries – rather than vice versa. Because businesses place such high priority on a skilled urban workforce, making the city a magnet for talent has positive economic consequences – as well as nurturing pride and a sense of place.

Therefore any city's ability to deliver more care services for the young, the elderly, and the sick, together with green spaces and a strong city brand identity linked to high-quality built environment, is of rising importance.

Destined to become the home for an estimated 75 percent of the earth's population, cities are already responsible for 75% of global energy consumption. The sustainability imperative means that livability in cities is closely linked to conservation and a reduction in ballooning carbon footprints.

So, how and where to deliver some "quick wins" to help transform our future? One place to start is lighting, which consumes 19 percent of all electric power globally. Two thirds of this total is consumed by commercial and public buildings in cities, while a further 15 percent goes on street lighting.

Yet much urban lighting is old, inefficient – and unlikely to deliver benefits such as enhanced safety and security. Nor can old lighting effectively enhance the visibility of public buildings or promote city pride.

By contrast, new generation lighting – notably the use of LED systems – contributes more than energy efficiency and economic development to the city. Life is enhanced by light in ways that are integral to urban livability. In fact, lighting is an important enabler of health and well-being.

Authenticity, for example, has been identified as an important contributor to city livability (see article on page 4). The use of endless and dynamic color palettes with LED lighting has been used by Philips to enhance civic pride by transforming spaces as diverse as the exterior of London's Natural History Museum, the interior of a public library in Skemersdale, UK – and numerous trophy projects that now transform skylines from Boston to Paris to China's Guangzhou. As another example, in part of Eindhoven in the Netherlands, the hard urban infrastructure of concrete lamp-posts has been replaced by clutter-free "starry sky" lighting arrays.

Inclusiveness is another livability aspect that can be greatly enhanced with lighting solutions, not in the least by boosting safety and security in streets, pedestrian areas, parks and green spaces. Examples of how lighting can help advancement in this respect and provide additional benefits are numerous.

In the greater London district of Redbridge, the Philips CosmoPolis street lighting system combines the aesthetic advantages of white light with improved security of the region while operating costs have fallen substantially for the public authority. In the Italian city of Florence, "Light on demand" intelligent luminaires brighten to ensure the safety of passing pedestrians, before dimming to save energy and meet public demand for a proper night sky.

Inclusiveness enhancement through lighting can also be achieved in cities in nations that may lack dedicated facilities for sport. Here, on-demand solutions like solar-powered LED floodlighting can foster social cohesion by creating spaces for football or basketball in the evenings.

A living proof of the relation between livability and economic growth has been the achieved in Recife, Brazil, where illumination of the city's beach area has transformed the waterfront's social and economic potential. Equally interesting and exciting are recent research programs performed in UK, Germany and the Netherlands that all found that concentration and learning levels among schoolchildren rose substantially in classrooms fitted with the Philips SchoolVision system, giving teachers a choice of lighting settings to create different ambiances.

So, whenever city leaders or policymakers need solutions that enhance the quality of city life across a broad spectrum and so make their community more competitive, vibrant and healthy in holistic terms, lighting is the natural choice. In contrast to more classical infrastructure projects whose advantages may take years or decades to become visible, lighting delivers immediate and dramatic improvements in city livability.

When it comes to quality of life and sustainability in the cities of tomorrow, new lighting technologies offer solutions that are both green and socially appropriate. Enhancing life with light is one important way of transforming into everyday reality the broader ideas of 'livability,' that are now being transformed by academics and social commentators into a new science of city living.

The full publications by Economist Intelligence Unit as well as webcasts of the stakeholder debates can be found at http://www.because. philips.com/well-being-outdoors/

Cees Bijl

Cees Bijl is the Global Segment Leader for the Outdoor segment of Philips Lighting which addresses all the business Philips Lighting has with customers in the Outdoor market segment. Before Cees was the Chief Strategy Officer of Philips Lighting. He joined Philips in the Corporate Strategy Dept. from a long career in Strategy consulting with Roland Berger and Arthur D. Little for which he held several managerial posts in the Netherlands and USA.

Peter Maskell

Peter Maskell is Chairman & Managing Director of Philips Electronics UK, as well as Managing Director of Philips Lighting in the UK, Ireland and South Africa. Peter draws on over 30 years' experience in the Lighting industry, having joined Philips in 1980. Under his leadership, Philips has introduced a new approach to the lighting market in the UK, moving from focusing on lighting components and bulbs, to solutions and applications.

Eight Finalist Entries for the Philips Livable Cities Award selected by Supervisory Panel

Water

Winner

Rainwater Aggregation, Sana'a, Yemen

Bringing significant health benefits to the city's population.

In Sana'a, Yemen, water can quickly become scarce, posing a risk to vulnerable city residents. Sabrina Faber's shortlisted idea of 'Rainwater Aggregation' addresses this problem by using existing flat rooftops to capture, filter and store water during rainy periods.

Neighborhood

Neighbourhood Network Scheme, Abeokuta, Nigeria

Helping elderly citizens live independently and more securely within their city.

Michael Iyanro's idea proposes the development of a 'Neighborhood Network Scheme' in Abeokuta, Nigeria, by providing access to a network of welfare services, designed to help elderly citizens live independently and more securely within their city.

Sport

Smart Grid Athletic Light, New York City, USA

Allowing city sports facilities to open for longer - creating a fitter, healthier population.

Andrew Burdick's 'Smart Grid Athletic Light' shortlisted idea involves modular solar or wind-powered streetlights connected to a 'smart grid', allowing children and sports teams to play later in the day in a well-lit and safer environment.

Mobility

Additional Winner

Plaza Movil Street Park, Buenos Aires, Argentina

Creating recreational spaces for local communities to relax, play, meet and chat.

Manuel Rapoport's 'Plaza Movil Street Park' idea would see Buenos Aires' streets temporarily closed to traffic during weekends and public holidays, and portable playground equipment and benches used to convert them into recreational spaces.

Care

IQare, Edinburgh, Scotland
Creating sustainable communities and networks throughout the city.
Eve Hatton's shortlisted idea, 'iQare', works by simplifying how elderly people in Edinburgh, UK, access the latest digital tools. Thus making it easier to remain independent, stay in touch with friends and family, and access service providers and retailers.

Shade

Additional Winner

Kampala, Uganda.
Providing shelter and education for those most at need.
James Kityo's idea involves creating 45 'Shade Stands' across Uganda's capital, Kampala, providing shelter against both the hot sun and torrential rain, and displaying posters about health education topics.

Regeneration

Design your own Park Contest, Binghampton, USA
Creating a vibrant area for the whole community to enjoy.
In many cities, neglected urban spaces are seen as unsightly and unusable areas of land. David Sloan Wilson's shortlisted 'Design Your Own Park Competition' idea would turn these areas into a space Binghamton residents can use and be proud of.

Education

Health education for the deaf, Embu, Kenya.
Helping deaf children learn critical health and life skills.
Jacob Ireri has submitted an idea to address the significant challenges faced by deaf children in Embu, Kenya. His 'Health Education Initiative for the Deaf' aims to promote health-related information through the teaching of Kenyan Sign Language.

Good Ideas Worth Spreading

Encouraging the spread of practical solutions that allow people everywhere to improve their urban environments is also a great way to spread the Philips vision of sense and simplicity.

By Gabriele Wrede

The Philips Livable Cities Award gives change agents, enthusiasts and social entrepreneurs a public platform for demonstrating to the world the importance of their innovations and appropriate technologies. For the Award, individuals and community or non-governmental organizations and businesses were asked to submit their ideas for innovative, meaningful and achievable ideas to improve the health and well-being of city-dwellers across the world.

The finalists with some of the jurors

The hundreds of entries to the competition show how widespread is the ambition – and now the opportunity – to deliver practical solutions that city-dwellers can implement everywhere to improve the quality of urban life. Just the same ambition drives Philips.

The Philips brand promise of sense and simplicity provides a thematic backdrop for the Livable Cities Award. All the submissions are useful examples of how much change can be brought to communities using simple, yet advanced and innovative practical solutions. Products and services that very much bring to life for what the Philips brand is globally known: it's advanced and easy to experience products that are designed around its user. Perhaps these principles could also be useful in the livable city.

For example, Eve Hatton's shortlisted 'iQare' which uses digital tools to help elderly folk in the Scottish city Edinburgh stay in touch, is certainly advanced. And what could be easier to experience than a "pop-up" street park that transforms neighborhoods on weekends, as conceived by Manuel Rapoport of Buenos Aires, Argentina? Projects such as the neighborhood network scheme from Nigeria's Michael Inrayo or Michael Burdick's smart power grid for night-time sports in New York City, are both patently designed around user needs.

All shortlisted submissions in the categories of independent living, well-being outdoors and healthy lifestyle, were on view at a special exhibition coinciding with the Award ceremony in Amsterdam's Rijksmuseum April 27th.

The winning idea 'Rainwater Aggregation in Sana'a' by Sabrina Faber from Sana'a, Yemen was praised by the supervisory panel for its unique approach to modifying existing structures in Sana'a to capture, filter and store rooftop rainwater. Through her scheme, Sabrina hopes to help solve the water shortages commonly experienced in the city during dry spells, whilst providing clean drinking water. This could potentially result in significant health benefits for the whole population.

Winner Sabrina Faber with Harry Hendriks (left, CEO Philips Netherlands) and jury member Richard Florida

To help translate these ideas into reality, three grants totaling €125,000 were awarded during the ceremony celebration on April 27 in Amsterdam. Sabrina Faber's overall winning idea will receive a grant of €75,000, while two additional ideas will receive grants of €25,000.

Communication and building community awareness has been a powerful component of the Livable Cities Award process. This has been an inclusive process. After the Supervisory Panel produced its shortlist of eight projects, these were submitted to a popular vote. The project receiving the most public votes receives one additional nomination to sit alongside the nominations of the Supervisory Panel.

Votes were cast on the dedicated website (http://www.because.philips.com/livable-cities-award/) which featured short videos of each of the finalists.

More than 30,000 distinct users logged their vote, and the process stimulated substantial local PR activity surrounding the Award. Publicity associated with the event includes broadcast interviews with the winner on the CNN network.

It has been innovative, too, because the campaign to reach these voters and other stakeholders made extensive use of online and social media tools including YouTube, Twitter, Facebook and LinkedIn, where there are dedicated special interest groups. These have provided lively platform for discussion among a wider group including NGOs and specialists.

Looking forwards, Philips plans to evolve the Award process and expand its scope to cover new topics in the field of health and well-being. This ambition matches an increasingly holistic vision of the ways that Philips can interact with communities to improve quality of life, and to foster initiatives and creativity at street-level.

More information about the winning entries and the progress of each project can be found by visiting www.philips.com/because/livable-cities-award

Information regarding The Philips Livable Cities Award is also widely available in the social media space:
• Twitter: http://twitter.com/#!/LivableCities
• YouTube: http://www.youtube.com/user/livablecities
• Facebook: http://www.facebook.com/#!/philips
• Linkedin: www.linkedin.com/groups?home=&gid=3159466

Gabriele Wrede

Gabriele Wrede is Global Head of Brand Strategy & Communications at Philips International. She joined Philips three years ago, as Head of Brand Management within Consumer Lifestyle. Before Gabriele was heading the global Marketing and PR team at the international luxury brand Montblanc, after having held long-term MarCom and product marketing positions in the FMCG industry (such like Carlsberg Brewing Group). She has a Master in Business Adminstration from the University of Lueneburg/Germany.

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