

Urban Age

The World Bank Institute and the Urban Age Institute have jointly signed an MOU to work together to advance the mission of capacity building in the Bank's client countries

The Urban Age Institute

is an independent non-profit 'think-and-do tank' working to support innovators based inside the world's cities. It publishes *Urban Age Magazine* and delivers programs around the globe.



Growing numbers of city managers and mayors sense the need to access new knowledge about the emerging challenges and interlocking problems inside their cities. These municipal leaders are seeking out the innovative solutions that some cities may have already found. A number of organizations—led by the UAI and its partners organizations—are focusing on “an agenda for sustainable urban development.”

Fostering an exchange of knowledge among cities is not easy—especially when it aims to encourage innovation and reform. Knowledge gaps about key issues now limit the understanding of options available to all of the key city decision-makers (mayors, chief executives, professional staff plus NGO leaders and corporate managers). Isolated but sometimes promising solutions created in one city can, if properly nurtured, stimulate new directions in other cities. Although no single forum currently addresses common policy agendas for the future of ur-

ban development, UAI is making every effort to work closely with those already responding to the challenge.

UAI is working to stimulate international debate, dialogue and research on issues that effect the quality of life inside cities everywhere. As a communications vehicle, it gathers, synthesizes and communicates information and ideas about city issues to create a community of informed citizens. UAI works with a variety of organizations reflecting a multitude of international city voices (including governments, academia, private corporations and NGOs) to identify, assess and publicize innovative sustainable solutions to the planet's most pressing urban problems.

UAI serves as the prime link between 'problems' and 'solutions.' By creating engaging, interesting and interactive opportunities for city leaders to meet and interact, UAI's projects are designed in conjunction with the city leaders. UAI is the place where urban innovators come to learn about the issues and find the answers.

Since its birth in 1990, *Urban Age Magazine* has:

- served as a global forum for city leaders to promote the exchange of knowledge, ideas and information about issues such as governance, technology, housing, transportation,

Urban Age Magazine is marked by:

- **Independence**—The magazine is not associated with a single entity. As a freestanding institution it delivers credible content and the best information available about cities to city leaders working to realize their community's vision of sustainable development and economic growth.
- **Knowing the Audience**—The magazine knows and answers the editorial needs of its core audience because they participate in the development of ideas and issues (through participation in focus groups and active membership in the editorial board).
- **Global Point of View**—The editors and writers possess a global perspective.
- **Transnational Network**—The magazine is the information locus of a global network of urban alliances with established relationships to international organizations, local government leaders, business, journalists and researchers.
- **Communications**—No other magazine, in any language, focuses solely on stimulating, synthesizing and communicating issues, trends and best practices of international urban development.

finance, environment, poverty and cultural identity.

- influenced urban policies at the local, national and international levels.
- worked in partnership with municipalities and universities to identify trends and successes in urban development and to facilitate research needs on critical urban issues.

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