



WHATWORKS

New Cities Summit to give floor to world's leading urban innovators – Jakarta, June 9 -11

- The New Cities Foundation announces 9 innovators selected for “WhatWorks” talk series at the New Cities Summit
- Each innovator to give a 6-minute talk about the urban solution they have developed
- New Cities Summit to attract 800 urban leaders and thinkers to Jakarta on June 9 -11

Paris, France and Jakarta, Indonesia – May 13, 2015. The New Cities Foundation announced the names of nine outstanding urban innovators who will feature in the popular “WhatWorks” short-talk series at the New Cities Summit in Jakarta on June 9-11.

Every year, the New Cities Foundation selects 10-12 pioneering individuals who are tackling some of the greatest urban challenges of our time.

Each innovator takes to the main stage of the New Cities Summit and has six minutes to inspire the global audience of 800 urban leaders and thinkers with the story behind their innovation.

Meet the 2015 WhatWorks Innovators:

Tomi Alakoski, Founder and Executive Director, Me & MyCity, Helsinki, Finland – a city-inspired learning concept for sixth-grade students focusing on entrepreneurship, the economy and society <http://bit.ly/ww-me-mycity>

Emily Brooke, CEO and Founder, Blaze, London, UK – creator of Laserlight, a revolutionary safety device for urban cyclists <http://bit.ly/ww-Blaze>

Rose Broome, Co-Founder and CEO, HandUp, San Francisco, USA – a technology platform for donating directly to homeless individuals and neighbors in need, via personalized web profiles <http://bit.ly/ww-HandUp>

Nadiem Makarim, CEO, GO-JEK, Jakarta, Indonesia - a social enterprise that brings together experienced and trustworthy ojek (motorcycle taxi) drivers to deliver a one-stop convenience service for Jakartans <http://bit.ly/ww-GOJEK>

Prashant Mehra, Founder, I Got Garbage, Bangalore, India - an initiative that transforms ragpickers into recycling managers to create new solutions for waste management in India <http://bit.ly/ww-IGotGarbage>

Jessica Ruas Quartara, Co-Creator, AirHuerta, Lima, Peru - an advertising billboard that converts humidity in the air into clean water that can be drunk or used to irrigate crops for urban farming <http://bit.ly/ww-AirHuerta>

Volunteer, The Ugly Indian, Bangalore, India – an anonymous citizen movement that unites people to fix, clean and beautify broken, dirty or ugly spots (footpaths, walls, public corridors, etc.) throughout the city <http://bit.ly/ww-TheUglyIndian>

Etienne Turpin, Co-Principal Investigator, PetaJakarta, Jakarta, Indonesia – an open source, community-led platform to collect and disseminate information about flooding in Jakarta <http://bit.ly/ww-PetaJakarta>

Marion Waller, Lead Advisor, Reinventing Paris, Paris, France – an international contest calling upon the best architects, startups, researchers and innovators to form original teams and transform 23 Parisian municipal sites <http://bit.ly/ww-ReinventerParis>

Naureen Kabir, Director of Innovation and Research, New Cities Foundation, said: *“Spanning from waste management to cycle safety and participatory urban design, this year’s selection of WhatWorks innovators captures the huge impact that individuals and startups can have on our cities, and society at large. We know they will inspire our Summit audience with their originality and drive to improve cities. In turn, the Summit is an unparalleled platform for WhatWorks projects to be developed, scaled and replicated for the benefit of Jakarta and other cities worldwide.”*

According to surveys, WhatWorks is the top-rated strand of the New Cities Summit, an annual event which draws 800 participants from across the world and across sectors, including mayors, CEOs, urban planners, architects, designers, thinkers and cultural leaders. Over 80 global speakers are expected.

The theme of the New Cities Summit 2015 is *“Seizing the Urban Moment: Cities at the Heart of Growth and Development”*.

Following the New Cities Summit 2015, all nine speakers will become part of the New Cities Foundation’s WhatWorks community of urban innovators, which now counts over 40 projects. All WhatWorks profiles and projects are accessible via an online platform: <http://bit.ly/wwncf>

Ends

International press contact:

Marina Bradbury
Communications & Media Relations Manager
New Cities Foundation

mbradbury@newcitiesfoundation.org

33 6 17 79 17 72

Local press contact:

Wulan Suling

Edelman Jakarta

wulan.suling@edelman.com

newcities@edelman.com

62 21 721 59000

About the New Cities Summit

Organized by the New Cities Foundation, the New Cities Summit is the premier global leadership event on the future of cities. Fostering positive urban change, the high level gathering advocates cross-sector collaboration through network building, cutting-edge forums and lively discussion. The Summit showcases and disseminates the best ideas on the future of cities and generates concrete, scalable solutions capable of being adopted and replicated across the world. The speaker program is constructed by the New Cities Foundation, with the support of its members and partners, to reflect the most incisive, innovative thinking on the future city. The New Cities Summit 2015 will be hosted in Jakarta, Indonesia from June 9 – 11, following past editions in Dallas (2014), São Paulo (2013) and Paris (2012).

Find out more about past editions: <http://www.newcitiesfoundation.org/new-cities-summit/>

www.newcityessummit2015.org

Twitter: @NewCitiesFound [#ncs2015](https://twitter.com/NewCitiesFound)

About WhatWorks

WhatWorks is a series of short talks, presented each year at the New Cities Summit, by urban innovators across a variety of disciplines and regions. The talks are aimed at telling the stories of dynamic entrepreneurs who have had a notable impact on their urban community. Speakers have 6 minutes to engage a high-level audience and present the projects they have implemented to solve the great urban challenges of our time.

WhatWorks 2015: <http://www.newcityessummit2015.org/what-works/>

WhatWorks community: <http://bit.ly/wwncf>

Twitter: [@newcitiesfound](https://twitter.com/newcitiesfound) [#whatworksincities](https://twitter.com/newcitiesfound)

About the New Cities Foundation

The New Cities Foundation's mission is to shape a better urban future for all by generating and scaling ideas and solutions through events, research and urban innovation projects. In all of its activities, the Foundation works with leaders from business, government, academia, civil society, the media and the arts. Each year, the New Cities Foundation organizes the New Cities Summit, the leading global event on the future of cities. The Foundation also organizes other global initiatives including Cityquest – a community of the builders of large-scale new city projects and their partners – and Cities on the Move, an event and leadership platform on the future of urban mobility. An independent, non-profit organization, the New Cities Foundation was created in 2010 and is financed by its members and partners. Overall, its members include some of the most forward-thinking companies, universities, cities and city organizations from around the world. The New Cities Foundation's Founding Members are Cisco and Ericsson. The Foundation is based in Geneva and its head office is in Paris.

www.newcitiesfoundation.org

Facebook: [/NewCitiesFoundation](https://www.facebook.com/NewCitiesFoundation)

Twitter: [@newcitiesfound](https://twitter.com/newcitiesfound)