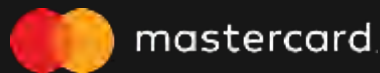


Facing Social Challenges & Building Inclusive Cities

Jody Barnett, Vice President Global Cities Development



citypossible™
Pioneered by Mastercard

United by the Challenge

Cities drive economic growth and innovation...

70%

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

80%

of global GDP
generated from cities

...but infrastructure is
strained by urbanization



ENVIRONMENT

70%

of global CO2 emissions



HOUSING

850_{MM}

living in informal
urban settlements



MOBILITY

79%

increase in automobile sales
by 2025



start with the possible...



Pioneered by Mastercard



60+ Cities have
joined the City
Possible Global
Network

Helping 200+ cities
become more
inclusive and
sustainable

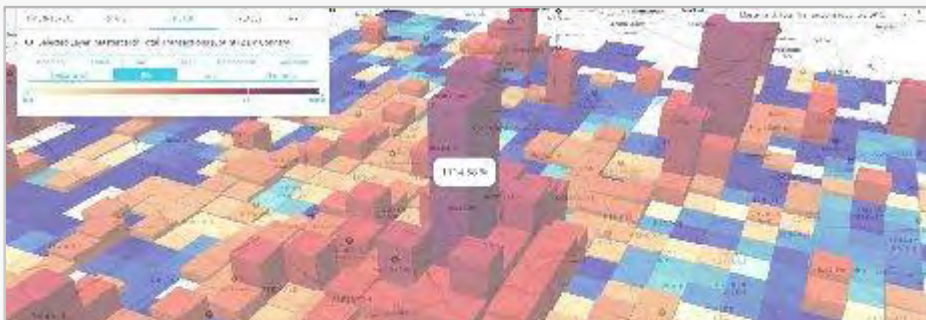
A new model of public-private partnership to co-create
inclusive solutions to the most pressing urban issues.



...Cities have traditionally relied on modelled, anecdotal, out-of-date and/or survey-based data to estimate levels of economic activity

introducing

 **cityinsights**



convenient access to the analytics
needed in order to understand the
'economic health' of the community



Combine visualizations with meaningful statistics based on Mastercard datasets, optimized through external datasets (open source, city-owned) to produce a single, comprehensive solution



Multi-dimensional, enabling end users to explore their cities along the dimensions of both geography and time



Truly hyperlocal – pinpointing trends and anomalies, street-to-street & day-to-day



Built around an intuitive, easy to navigate user interface

Analyzed the impact of Storm Ophelia on retail spending to gain insights on the economic impact of severe weather

Dublin London

Chicago
Studied retail spending trends before and after major city events to gain economic impact insights at a macro and hyper local level

Drew insights from anonymous and aggregated merchant spend by international tourists to help city planners personalize tourist experiences



Imagine the possibilities:

- Tackle the drivers and impact of congestion
- Optimize the reach of public transportation
- Improve retailer mix, inform new site selection
- Assess route based events
- Identify the boroughs most deserving of investment and measure the efficacy of investment allocations over time

*“Through City Possible we have been able to draw on Mastercard’s data analytics capabilities, testing an Economic Development Platform to better understand the impact of specific events...and how they might **drive policy decisions** on the local retail industry.”*

Jamie Cudden
Smart City Program Manager
Dublin City Council

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Thank you



Visit the City Possible Plaza, or
check us out @ citypossible.com



cityinsights