

Citi Foundation



Investing in Urban Innovation



Table of Contents

Message to Our Stakeholders	4
Inclusive & Resilient Urban Progress	5
Helping Build Better Cities	6
Stories of Progress	10
Citi Volunteers	14

Message to Our Stakeholders

The world is becoming more urban at an unprecedented rate.

More than half the world's population lives in cities and, by 2050, this number is projected to rise to 70 percent. While rapid growth in cities can spur development by attracting business and creating jobs, it can also place an enormous strain on local governments, infrastructure, and the environment while deepening inequality for low-income residents.

There isn't a one-size-fits-all solution to the wide array of challenges facing cities today. However, there are key ingredients to a strong, resilient city that guide our philanthropic investments in expanding urban centers. From sustainable infrastructure to thriving small businesses, to access to good-paying jobs, we direct our resources and expertise to effecting change around these core building blocks that can lead to urban progress.

The pages ahead offer a snapshot of how the Citi Foundation is working with our partners and stakeholders to help make cities safer, more accessible and economically inclusive for *all* residents. We know that cities often are where the future happens first, and catalyzing initiatives like the United Nations Sustainable Development Goals (SDGs) inspire a shared sense of cross-sector responsibility to invest in our future. At the Citi Foundation, we are committed to doing our part, together.

Brandee McHale
President, Citi Foundation

Inclusive & Resilient Urban Progress

Through decades of engaging in communities, we have seen that solutions lie in making sure that the **CORE BUILDING BLOCKS** of inclusive, resilient and economically vibrant cities and communities, like sound infrastructure, affordable housing and employment opportunities, are in place. We believe that, with our resources and expertise, we are uniquely positioned to effect change around a number of these key building blocks. The Citi Foundation has invested nearly \$85 million in catalyzing urban innovation over the last five years.

FINANCIAL
INCLUSION



THRIVING SMALL
BUSINESSES



INNOVATIVE LOCAL GOVERNMENT AND
COMMUNITY CHANGE AGENTS



AFFORDABLE
HOUSING AND
HOMEOWNERSHIP



FUTURE
OF WORK



INFRASTRUCTURE



Helping Build Better Cities

In partnership with local governments, community-based organizations, the private sector, and research institutions, the Citi Foundation supports programs that are tackling long-standing challenges faced by cities. Below are examples of these programs from around the world that are helping build vibrant, sustainable urban centers and increasing economic opportunities for low-income residents.

Global

Accelerating Investments in Sustainable Urban Solutions

Financing Sustainable Cities Initiative | Multi-Region

The Financing Sustainable Cities Initiative is a partnership between the WRI Ross Center for Sustainable Cities and C40 Cities Climate Leadership Group that helps cities identify, implement and scale new funding mechanisms towards sustainable urban solutions that improve access and living conditions for all residents. Read about how the first bike share system in India is transforming transportation options for residents and tackling pollution on page 13.

North America

Fostering Municipal Innovation

City Accelerator | United States

The City Accelerator, launched with Living Cities, promotes collaboration between urban leaders to help municipalities run more effectively and generate economic opportunities for low-income residents. The initiative works directly with select U.S. cities to develop and implement innovative solutions on a range of issues – from deepening civic engagement to increasing access to city contracts for minority- and women-owned businesses. Read how the City of Philadelphia is helping vulnerable seniors on page 10.



Catalyzing Economic Opportunity

Community Progress Makers Fund | United States

The Community Progress Makers Fund supports NGOs that are driving economic opportunities in their communities by tackling longstanding urban challenges, from economic development and affordable housing to environmental sustainability and infrastructure. Read about the Cuellar family's story on page 12.

Asia Pacific

Advancing Environmental Sustainability

Greening China's Urban Districts and Towns Program | China

The Energy Foundation China is working with municipal leaders on advancing urban sustainable development in the Shenzhen region and other municipalities. Through technical assistance and capacity-building support, the program is enabling China's urban districts and towns to pursue low-carbon policies and practices that are making urban centers more sustainable, green and livable for their residents.

Boosting Entrepreneurship

Pathways to Local Markets in Hong Kong | China

The Hong Kong Council of Social Service is bringing marginalized local urban entrepreneurs into the economic mainstream by providing them with entrepreneurship, business training and a platform to bring their products to market.

Revitalizing Neighborhoods

Green Transformation Program: Downtown Kuala Lumpur | Malaysia

Think City is working with its community partners and contributing to making Kuala Lumpur more green, sustainable and livable by retrofitting buildings with green infrastructure, repurposing underutilized public spaces for community use, and promoting cultural activities. Together these efforts are revitalizing neglected areas, attracting more residents and spurring greater economic activity in the city's center.

Europe, Middle East & Africa

Strengthening Money-Management Skills

Sustainable Urban Community Centers for the Employment of Citizens Project | Russia

The Center of Social Technologies Garant is enabling community centers in Russia to serve as training hubs that will deliver financial literacy programming and entrepreneurship skills training to low-income residents.

Creating Jobs and Food Solutions

Food for London Initiative | United Kingdom

In partnership with the *London Evening Standard* and The Felix Project, The London Community Foundation is addressing two of London's most critical challenges – food waste and youth unemployment. The Food for London initiative is helping local NGOs develop sustainable solutions to urban food poverty while also training and connecting young people to newly created jobs within the food distribution chain.

Helping Small Businesses Thrive

Mobile Box Shop Stores Program | South Africa

TechnoServe is helping small business owners grow by linking them to pop-up shops in urban South African townships, while also training young people to qualify for the new jobs that result from business expansion.

Latin America

Safe and Sustainable City Centers

Zone 40 Program | Brazil

The Institute for Transportation and Development Policy's Zone 40 Program is improving access to economic corridors and cutting down on greenhouse gases by making São Paulo a more walkable, safer city through the implementation of reduced speed zones. Read about how São Paulo residents are benefiting from more walkable neighborhoods on page 11.

Complete Streets Initiative | Brazil

The World Resource Institute is helping seven state capitals (São Paulo, Fortaleza, Porto Alegre, João Pessoa, Salvador, Recife and Brasília) to make their streets safer, more convenient and accessible by implementing new transportation and urban design policies that take into consideration the ages and physical abilities of all their residents.

Stories of Progress



Changing Culture by Changing Behaviors

Philadelphia, United States

The City of Philadelphia – one of the three cities that participated in the City Accelerator in 2014 – explored new ways to increase resident participation in obtaining subsidies. City officials tested the use of different colored envelopes and innovative marketing tactics to ensure low-income seniors were signing up for subsidies offering a 25 percent reduction in their water bills. As a result, participation rates in the program improved by 178 percent, and hundreds of Philadelphia’s most vulnerable seniors are now receiving a discount that is making managing their household bills easier.

“More Philadelphians are increasing their disposable income to pay bills and to buy goods and services.”

Philadelphia’s success with the City Accelerator led to the launch of GovLabPHL, a multi-agency team headed by the Mayor’s Policy Office and focused on developing innovative and evidence-based practice in city government.

“As a result of the City Accelerator, more Philadelphians are receiving the taxpayer benefits to which they are entitled, increasing their disposable income to pay bills and to buy goods and services,” said Philadelphia Mayor Jim Kenney. “Hundreds of our most vulnerable seniors are now receiving a discount that will make managing their household bills easier.”



Making Streets Safer

São Paulo, Brazil

Between 2010 and 2014, 160,000 people were injured and 6,000 died in traffic crashes in São Paulo. With a metropolitan population of over 20 million inhabitants, traffic congestion, urban mobility and road safety are at the core of São Paulo’s socio-economic and environmental challenges.

“Now it’s a place where people walk slower. Cars slow down. There is mutual respect.”

Since 2016, the Institute for Transportation and Development Policy (ITDP) has been working to change the mobility paradigm in São Paulo, increase safety for pedestrians and contribute to São Paulo’s social and economic development through the implementation of reduced speed zones.

“The sidewalks are flawed, so we don’t have the appropriate physical space for people to walk,” said São Paulo resident Elizabete Xavier.

By aligning zones in low-income areas of São Paulo with international best practices in transit-oriented development, street design and road safety principles, ITDP is supporting the development of safe, walkable, and sustainable neighborhoods. Through improved access for pedestrians and cyclists, improved traffic conditions and lower greenhouse gas emissions, people will ultimately be reconnected to the opportunities that cities have to offer.

“Now it’s a place where people walk slower,” says Zuleide Muller, a local resident. “Cars slow down. There is mutual respect.”



Three Generations of Resilience

San Francisco, United States

“My family has called the Mission District ‘home’ for almost three decades,” said Ana Cuellar, a resident in San Francisco’s Mission District. “My mom and grandma raised me in this studio apartment from the day I was born. When we first noticed a ‘for sale’ sign go up in front of our building, we feared the worst. We worried we’d lose our home because we’ve seen families like ours get pushed out of the neighborhood.”

Ana is the first in her family to go to college. When the only home she had known all her life went up for sale, the Mission Economic Development Agency (MEDA) stepped in. Working with the City of San Francisco, MEDA purchased the 13-unit building where the Cuellar family lives so that they and their neighbors – all vulnerable to eviction – could stay in their longtime homes.

“My neighbors watched me grow up and I’ve watched them start families. We’ve seen each other grow into the people we are now.”

MEDA works to improve economic and social conditions for Latino families in San Francisco’s Mission District while preserving the cultural identity of the community. As a Community Progress Maker, MEDA has pursued new strategies to create greater housing stability, pathways to economic progress, and improved educational and employment outcomes for low- and moderate-income Latino families in the Mission District who are adversely impacted by rising housing costs in their neighborhood and citywide.

“My neighbors watched me grow up and I’ve watched them start families. We’ve seen each other grow into the people we are now,” says Ana, who is studying to become a veterinarian and hopes to serve low-income families in the Mission. “Our roots here run deep. And they’re stronger than ever.”

Transforming Transport

Bhopal, India

The fast-growing ownership of motorized private vehicles in Bhopal was causing an increase in road traffic, leading to high levels of noise and air pollution. Bhopal had low levels of bicycle ridership, in part due to the lack of infrastructure to support and ensure the safety of cyclists. In an effort to tackle these issues, foster an urban bike culture and increase general city accessibility, the Municipal Corporation of Bhopal sought to provide India with its first-ever bike-share system and designated bike lanes. Through its partnership with the Citi Foundation and the Financing Sustainable Cities Initiative (FSCI), the WRI Ross Center for Sustainable Cities and WRI India provided technical support to the city to help launch the program.

For the first two months, the system attracted one rider every five minutes and had more than 17,000 registered members.

In early 2017, the city launched trial runs with stations at prominent locations. By June, the full system launched with 500 bicycles and 50 docking stations. For the first two months, the system attracted one rider every five minutes and had more than 17,000 registered members. That number grew to more than 30,000 by March 2018.

Apart from the bicycles and docking stations, the city has also invested in the infrastructure to help protect cyclists by building a 12-kilometer long, five-meter wide cycle track on city streets. Plans are in the works for another 55-kilometer cycle and pedestrian network. The city will also undertake intersection improvements and street design works to further improve safety.

The WRI FSCI team supported the Municipal Corporation of Bhopal throughout the project preparation stages through capacity-building sessions, dialogue with the potential bike operators, preparation of required documentation and technical assistance throughout the system installation process.

Citi Volunteers



As champions of progress in the cities where we live and work, Citi is helping provide solutions to some of the world's toughest challenges. One of our greatest assets is our people. Mobilizing our human capital is central to our goals of creating shared value and supporting communities where individuals and families can thrive. Citi employees worldwide use their professional skills, expertise and time by volunteering directly with community partners to promote progress.

Global Community Day

Citi employees volunteer year-round, and the establishment of Global Community Day in 2006 has provided an annual opportunity for tens of thousands of Citi employees, along with their families and friends, to come together as a global volunteer team to use their time, skills and expertise to make a difference in more than 500 cities. The annual activities focus on a range of local needs – from urban revitalization to environmental conservation to literacy and education. Global Community Day is one of the many ways Citi shows its commitment to the communities where we have a presence.

To learn more about the Citi Foundation, visit citifoundation.com.

© 2018 Citigroup Inc.
Citi, Citi with Arc Design and Citibank are
trademarks and servicemarks of Citigroup Inc.
(and its affiliates) and are used and registered
throughout the world.

Citi Foundation

