

APPLICATION GUIDE



WELLBEING CITIES

ADVANCING AND CELEBRATING
URBAN WELLBEING





wellbeing cities
mieux vivre en ville

WHAT IS THE WELLBEING CITIES AWARD?

The only of its kind, the **Award** is the highlight of our Wellbeing Cities initiative. It celebrates cities around the world transforming urban life by placing wellbeing at the heart of their policy and planning.

Since 2018, the Award has recognized more than 35 cities on all five continents for exemplary wellbeing initiatives - and has brought more than 1,000 global leaders and urban experts together to discuss wellbeing.

For the Award's third edition, we are rewarding cities that are actively integrating equity, health, and wellbeing into their long-term plans.

NewCities is an international, independent nonprofit based in Montréal committed to shaping a better urban future.

>> Find out about previous editions here.

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1. WHY APPLY?

Be Part of the Movement

APPLY BY APRIL 10TH TO BECOME THE 2021 WELLBEING CITY

- ✓ JOIN OUR GLOBAL COHORT OF WELLBEING CITIES
- ✓ SHOWCASE YOUR WELLBEING INITIATIVES TO OUR INTERNATIONAL NETWORK
- ✓ SHARE BEST PRACTICES WITH INSPIRING CITY OFFICIALS
- ✓ COMMIT TO URBAN WELLBEING BY ENDORSING THE [DECLARATION OF MONTRÉAL ON WELLBEING IN CITIES](#)

In 2021, five finalist cities will be selected among applicants for their **outstanding wellbeing initiatives** and invited to **take part in a global creative content campaign**.

Our jury of urban experts will help uncover the 2021 Wellbeing City from the group of finalists.

BENEFITS FOR THE FIVE FINALIST CITIES:

Award Ceremony:

- ✓ **Mini-videos** showcasing your innovative project and its results in your community during the **Award Ceremony** in front of international leaders
- ✓ **Private conversation** with other finalist mayors and Montréal Mayor Valérie Plante

Creative Content Campaign:

- ✓ **Promotion** of mini-videos and your initiatives across our networks and media partners (see next slide)
- ✓ **Press coverage** in English and in your local language
- ✓ Invitation to **present your initiative** during our series of webinars and podcasts
- ✓ **Social Media Campaign** and creative assets to promote your city
- ✓ Feature in our Wellbeing Cities **Report**

EXTRA BENEFITS FOR THE WELLBEING CITY 2021:

- + Fireside Chat with Montréal Mayor Valérie Plante to be streamed LIVE and made available as a **podcast**.
- + Co-creation of a special **editorial feature** (infographics, curated articles, and more)
- + Special **creative assets** as the Wellbeing City Winner.

OUR GLOBAL NETWORK OF FOLLOWERS, VIEWERS & READERS

NewCities

80,000+

Social Media Followers

Wellbeing Cities 2020

3.1 M

Social Media Reach
#WellbeingCitiesAward

9 OFFICIAL MEDIA PARTNERS

Including Le Monde Cities
& HuffPost

20+ ARTICLES

published worldwide with a 32.7M
potential reach in the news

20,000+ VISITS

on NewCities website

3,500 USERS

on our all-virtual dedicated
platform Bizzabo



POLITICO

Le Monde

The NewTimes
Innovating the Urban Landscape

Smart
Cities
World

SHAREABLE

CitiesToday
Connecting the world's urban leaders

DESIGN
EXCHANGE

All
Things
Urban

MEET OUR AWARD-WINNING CITIES FROM 2019 & 2020

“The fact that our sustainable mobility strategy and our commitment to the environment are acknowledged on an international level fills us with pride and drives us to continue transforming the city to take care of our planet.

Horacio Rodríguez Larreta, Mayor Buenos Aires, 2020 Wellbeing City

Click on our Wellbeing Cities to learn more about their initiatives.



Bordeaux, France



Buenos Aires, Argentina



Curitiba, Brazil



Curridabat, Costa Rica



New York, USA



Lisbon, Portugal



Kigali, Rwanda



Milan, Italy



Pune, India



Santa Monica, USA



2. APPLICATION PROCESS

2.1 Before you start

- Confirm your eligibility to apply with the following criteria:
 - You must be a representative of a city or work for a regional or national authority that coordinates with cities in a given territory.
 - You should describe an initiative or strategy that has been implemented in a city and that aims to improve the wellbeing of its residents.
 - Submit your application on behalf of a single city.
 - The application must be approved by a senior staff member or elected official who has the authority to enroll the city in the Wellbeing Cities Award.
 - The initiative must be either ongoing, about to close with tangible outcomes, or have ended after December 1st, 2018.
- Prepare your answers in advance to fill in the [Application Form](#) more efficiently (see 3.1).
- Only applications submitted in English will be reviewed.
- Read the [Terms and Conditions](#)
- Prepare your payment method for the processing **fee of US \$200** (credit card or wire transfer).

2.2 Round 1

i. Areas of impact

The Wellbeing Cities Award uses the word wellbeing to refer to a desired outcome of planning and policy which increases citizens' quality of life and which can be achieved by tackling challenges in the areas of sustainable environment, public health, community, economic opportunity (in any order or combination).

We believe that quality of life and wellbeing can be affected in many ways, and are interested in discovering cities' various definitions of wellbeing within their own contexts.

In order to help us better understand and evaluate your application, we ask you to identify up to **3 Areas of Impact** under which your initiative falls among the following:

- Building a vibrant urban economy
- Integrating nature and biodiversity
- Planning for better urban health
- Prioritizing wellbeing
- Supporting cohesive communities

For example, a sustainable mobility initiative - such as cycling infrastructure - could fit the areas of urban health & nature and biodiversity.

ii. Criteria and grading scale (see Annex II)

The Award seeks to recognize cities that are leveraging a holistic approach to urban wellbeing. To reflect this vision, applications are evaluated and graded on a scale of 1-5 along the following criteria:

- Impact & Achievement
- Equity & Accessibility
- Collaboration & Stakeholder Involvement
- Sustained impact & Adaptability

iii. After submitting your application

Once you submit your application to the first round of evaluations, you will receive a confirmation email. In case you don't receive it, please reach out to our team at

wellbeing@newcities.org

We will update you on your application status once we have reviewed it, which will take a few weeks. Five finalist cities will be selected to move forward with the second round of applications.

2.3 Round 2

i. Shortlisted & communications campaign

Once the first round closes on **April 10th**, NewCities will review the applications received and select the Top 5 initiatives.

The five finalist cities that submitted them will be invited to collaborate on a campaign of creative content showcasing their initiatives and sharing best practices with our global network through a mini-video series, webinars, podcasts, and more.

Dedicated promotion across our channels will launch in May.

ii. Pitch

In April, the finalist cities will pitch their wellbeing projects and accomplishments to our jury of urban experts. The jury will deliberate and vote for the Wellbeing City of the year.

iii. Award Ceremony

The Award Ceremony will take place on June 15, 2021 at the Centre Phi, in Montréal as a hybrid event and will be live-streamed to our online community counting 80,000+ urban-focused professionals. The Mayors of the finalists cities are invited to join the ceremony virtually.



3. ANNEXES

3.1 Application Questions

In the first section, you will be invited to identify a contact point from your organization (mandatory) and a communications contact (optional). You will also need to provide general information on your city, such as its name, province or state, country, population size, municipal budget (in USD, optional), the name of its Mayor.

Wellbeing in your city

This section is to get an overview of wellbeing in your city.

- How does your city define wellbeing?
- Please list up to three key reasons why you think your city should be recognized as the 2021 City of Wellbeing.

Your initiative or strategy

- General information about your initiative (name, state of progress, timeline, areas of impact)
- What challenge(s) related to wellbeing does your initiative or strategy seek to address?
- Elevator pitch: Please describe your initiative. How does it respond to the challenge(s) identified? It should be clear how your initiative fits into the areas of impact identified above.
- When designing this initiative or strategy, who or what inspired you? (optional)

Criteria

In this section, you will be asked questions that will help us evaluate your initiative along the Award's four criteria (see 3.2).

- **Impact & Achievement:** What are some specific examples of the anticipated or observed impacts of your initiative? How do you or will you measure the achievement of these results on your citizens' wellbeing? Provide a list of at least 3 indicators and the rationale behind each.
- **Equity & Accessibility:** How did you consider equity & accessibility when designing your initiative? What public-facing participatory tools and approaches have you or do you plan to use throughout the planning, design, and implementation of the initiative?
- **Collaboration & Stakeholder Involvement:** What cross-sectoral partnerships or collaborations have you or do you plan to establish to support your initiative from conception to implementation and promotion?
- **Sustained impact & Adaptability:** How do you or will you ensure your initiative's long-term, sustained impact? In the context of the COVID-19 crisis, how did you or do you plan to adapt your initiative?

You will have the opportunity to submit **ONE** short supporting document, short video, or other content highlighting your initiative or strategy.

3.2 Criteria & Grading Scale

The Award seeks to recognize cities that are leveraging a holistic approach to urban wellbeing. To reflect this vision, applications are evaluated and graded on a scale of 1-5 along the following criteria.

Applications are evaluated by dedicated staff on the NewCities team and our Jury of Experts.

GRADING MATRIX	Impact & Achievement	Equity & Accessibility	Collaboration & Stakeholder Involvement	Sustained impact & Adaptability
5	<p>Strong evidence and explanation of the tangible results of the initiative. Three or more key indicators are included and fit into the overall strategy to measure the impact and achievement.</p>	<p>Demonstrates thorough use of evidenced-based, participatory approach to promote equity and accessibility. Utilizes participatory processes with the public throughout planning, design, and implementation of initiative.</p>	<p>Strong evidence of cross-sectoral practices and establishment of stakeholder networks to support implementation and promotion of the initiative.</p>	<p>Realistic long-term targets that take into account uncertainty. Strong evidence of contingency plans to address potential risks that could impact the initiative.</p>
4	<p>Evidence of the impact of the initiative is not as strong. Indicators and their results are ill-defined. But, some basic measuring tools are identified to evaluate impact and achievement</p>	<p>Utilizes clear, evidenced-based approach to address and promote equity and accessibility. May utilize some public-facing participatory methods throughout the planning, design, and implementation of the initiative.</p>	<p>Some suggestion of cross-sectoral practices and stakeholder networks to promote and support the initiative.</p>	<p>Some long-term planning but has yet to fully envision the sustainability of the initiative over time. Potentially adaptable but not explicitly so. Risk seems to be considered but the contingency plan is not fully thought out.</p>
1	<p>Little to no measuring tools or evidence to evaluate impact and achievement.. Little to no evidence of there being results of the initiative.</p>	<p>Little to no awareness of who it will impact and who might not benefit from the initiative. None of the indicators measure equity and accessibility of the initiative.</p>	<p>Little evidence or plans of collaboration with other sectors and stakeholders.</p>	<p>Ill-defined targets on the long term scale. No clear assessment of potential risks and how to address them.</p>

3.3 Frequently Asked Questions

Who can apply?

Can I apply on behalf of a partnership (e.g. two or more cities, city and regional government, city and business, city and nonprofit organization, etc.)?

If the presented initiative was implemented by a consortium of actors, e.g. the municipal authority together with a group of local businesses and/or non-profit organizations, it is eligible to be submitted for evaluation in the Wellbeing Cities Award. In this case, the application form should reflect the role of supporting partners of the initiative and clearly describe the role of the city as the lead partner.

Initiatives in which the city played a secondary role will not be considered.

Additionally, the application must be submitted on behalf of the City and be approved by a senior staff member or elected official who has the authority to enroll the City in the Wellbeing Cities Award.

My city applied to the 2019 or 2020 Wellbeing Cities Award. Can we submit an application to the 2021 edition?

We accept applications from former applicant cities and former finalist cities, but winning cities of previous editions cannot apply to the 2021 Award.

Can I apply on behalf of a partnership (e.g. two or more cities, city and regional government, city and business, city and nonprofit organization, etc.)?

You may not submit an application if you are a private citizen and if you do not work for or represent a city in any capacity. However, if you know of a city or initiative that you think deserves to be highlighted by the Wellbeing Cities Award, you can nominate it by writing to wellbeing@newcities.org.

I work for a national or regional authority. Can I submit an application?

You may submit an application if you are a representative of a regional or national authority that coordinates and works with cities in a given territory. However, the application must be submitted on behalf of the city and be approved by a senior staff member or elected official who has the authority to enroll the city in the Wellbeing Cities Award.

3.3 Frequently Asked Questions

Application process

Can I submit several applications?

Yes. Each applicant may submit up to two initiatives. In order to do so, you will need to tick the designated box in the application form. The processing fee will only be collected once.

A city may be a finalist for one initiative only.

How much does it cost to apply?

We ask applicants to pay a processing fee of **US \$ 200**. Payment can be made through credit card on our secure application platform, or upon request via a wire transfer. No other fee will be collected at any time during the application process.

Can I save and return to my application form later?

The online application platform allows you to save your answers on the form if you wish to finish completing it at a later date. Remember to save the link to your form - and you may also contact the NewCities team at wellbeing@newcities.org if you have lost access to it.



ANY QUESTIONS

ABOUT YOUR APPLICATION?

CONTACT

NewCities Team
wellbeing@newcities.org
www.newcities.org

We look forward to learning more
about your initiative!