



DEUTSCHE BANK URBAN AGE AWARD 2014 DELHI

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May 28, New Delhi: Alfred Herrhausen Society, the international forum of Deutsche Bank, announces the seventh Deutsche Bank Urban Age Award, which looks to recognise exemplary projects which are improving the quality of life and urban environment in the wider Delhi area.

The \$100,000 award was set-up to recognise and celebrate creative solutions to the problems and opportunities that face more than half the world's population now living in cities. The award focuses on projects that use partnerships to benefit communities and local residents by improving their urban environments. It seeks to encourage citizens, policy-makers, private business and non-governmental organisations to take a proactive role in creating shared responsibilities for the cities of the 21st century – mankind's first truly 'urban' age.

Since Mumbai, the award has travelled to Sao Paulo in 2008, Istanbul in 2009, Mexico City in 2010, Cape Town in 2012 and most recently to Rio de Janeiro in 2013. Winning projects have included, amongst others, community centres in low-income neighbourhoods in Mexico City, childcare shelters and recycling initiatives in Cape Town, and a housing improvement project in Sao Paulo.

The travelling award worth USD 100 000 (INR 48 lakhs) was first launched in 2007 in Mumbai, and that year was jointly presented to Triratana Prerana Mandal (TPM) a **community toilet initiative** and to Mumbai Waterfronts Development Centre, an open waterfront restoration project. The first award presentation ceremony was attended by German Chancellor Angela Merkel along with legendary actress and prominent social-worker Shabana Azmi.

The award is adjudicated by an independent jury following an open call for applications. The call for applications for the Delhi award opens on 29th May and closes on 15th August 2014. The jury will be announced shortly.

Thomas Matussek, Managing Director of the Alfred Herrhausen Society says about the opportunities for Delhi: "In the last 20 years Delhi has grown into one of the biggest metropolitan areas on earth. At the same time, however, the number of challenges facing the city has also grown exponentially. Today hundreds of private citizens and social initiatives are active in neighbourhoods, bastis, formal and informal settlements to help people in the city. The Deutsche Bank Urban Age Award is a great opportunity to appreciate and honour these unsung heroes of our time."

For more information on the award, visit www.DBUAaward.com

A project by



In association with



Notes to Editors:

- The award is associated with the Urban Age project, a worldwide investigation into the future of cities jointly initiated by Deutsche Bank's Alfred Herrhausen Society, and LSE Cities at the London School of Economics and Political Science.
- The non-profit **Alfred Herrhausen Society** (AHS) is the international forum of Deutsche Bank. Its work focuses on new forms of governance as a response to the challenges of the 21st century. The Alfred Herrhausen Society seeks traces of the future in the present and conceptualises relevant themes for analysis and debate. It works with international partners across a range of fields, including policy, academia and business, to organise forums for discussion worldwide. It forges international networks and builds temporary institutions to help to find better solutions to global challenges. It targets future decision-makers, but also attempts to make its work accessible to a wide public audience. The society is dedicated to the work of Alfred Herrhausen, former spokesman of the Deutsche Bank board of directors, who advocated the idea of corporate social responsibility in an exemplary manner until his assassination by terrorists in 1989.
- The **Urban Age** Programme jointly organised with LSE Cities and Deutsche Bank's Alfred Herrhausen Society, is an international investigation of the spatial and social dynamics of cities centred on an annual conference, research initiative and publication. Since 2005, over twelve conferences have been held in rapidly urbanising regions in Africa and Asia, as well as in mature urban regions in the Americas and Europe. The Urban Age catalyses the exchange of information, experiences and data across a global network of cities. The conferences operate as mobile laboratories, testing and sampling the social and physical characteristics of global cities through expert presentations and testimonials, research, site visits, mapping and informal information exchange.

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