



2025 GLOBAL MAYORS CHALLENGE

APPLICATIONS ARE NOW OPEN

Bloomberg
Philanthropies

MAYORS
CHALLENGE

CORE CITY SERVICES, REIMAGINED.

The Bloomberg Philanthropies 2025 Global Mayors Challenge invites mayors from around the world to reimagine an essential city service that impacts residents' lives.

Cities from anywhere in the world with over 100,000 residents are encouraged to apply. Fifty finalists will receive \$50,000 and participate in Bloomberg Philanthropies' prestigious global Ideas Camp to test and refine their ideas. The 25 cities with the most inventive ideas

will each be awarded \$1 million and operational assistance to bring their ideas to life. Winners will receive bespoke support from innovation and data experts, implementation coaches, and peer innovators from cities around the globe.

To learn more about the Challenge, please visit mayorschallenge.bloomberg.org

Questions about participation? Send us an email: mayorschallenge@bloomberg.org

ABOUT THIS YEAR'S CHALLENGE

Applications must focus on a "core city service," which we define as citywide, resident-facing, and that falls under the municipality's authority.

Bloomberg Philanthropies and its advisory council will select 25 winners based on three key criteria:

- 1. NOVELTY**
- 2. POTENTIAL FOR IMPACT**
- 3. ABILITY TO DELIVER**

In most cities, core city services include many of the following:



PUBLIC TRANSPORTATION



PUBLIC EDUCATION



PUBLIC SAFETY



**PUBLIC LIBRARIES, PARKS,
AND RECREATION**



HEALTH CARE



SOCIAL SERVICES



INTERNET CONNECTIVITY



HOUSING AND SHELTER



**CLEAN WATER, AIR,
AND INFRASTRUCTURE**



**WASTE MANAGEMENT
AND SANITATION**



**ECONOMIC AND WORKFORCE
DEVELOPMENT**



ENERGY USE



CITIES CARE FOR

THE WELL-BEING

OF THE WORLD

Bloomberg
Philanthropies

**MAYORS
CHALLENGE**

TIMELINE

OCTOBER 2024

Competition launch

Cities with populations of 100,000 or more are invited to join the 2025 Global Mayors Challenge.

Visit [our website](#) to find more information and apply.

OCTOBER–DECEMBER

Learn more and complete your application

Cities will have access to support designed to guide them through the application process. This includes workshops, toolkits, and office hours.

DECEMBER 20, 2024, 11:59PM EST

Submit your idea!

FEBRUARY 2025

50 Finalists Announced

The 50 most promising ideas will advance in the competition.

MARCH–JULY 2025

Take your idea from good to great

50 finalists will receive piloting funds and expert coaching to improve their ideas, and will receive an invitation to the Bloomberg Philanthropies prestigious global Ideas Camp to launch the work.

JULY 2025

Resubmit your proposal

Finalists resubmit their improved ideas.

OCTOBER 2025

Winners announced

25 winners will receive \$1M each in prize money, additional operational assistance and dedicated coaching support.

WHY SHOULD MY CITY APPLY?



FUNDING



**GLOBAL
RECOGNITION**



**WORLD CLASS
TECHNICAL
SUPPORT**



**GLOBAL PEER
COMMUNITY**

FAQ

Who is eligible to apply for the 2025 Global Mayors Challenge?

Municipalities with over 100,000 residents are eligible to apply with the support of their mayors (or officials of equivalent position, such as the city's chief executive).

How do I apply?

The application is available on the website. We recommend reading through the entire application before starting!

My primary language is not English. Can I submit my application in my preferred language?

Absolutely! We encourage you to submit your application in your city's preferred language. Challenge materials and live programming are offered in Arabic, English, French, Portuguese, and Spanish.

What ideas are "Mayors Challenge" innovative?

When evaluating applications, we consider three criteria:

- **Novel:** is it new, never-been-done before?
- **Doable:** can it be implemented?
- **Impactful:** does this meaningfully change the day-to-day experience/lives of your residents?

Is a focus on core service delivery required? What city services would be considered "core services"?

A "core city service" must be citywide, resident-facing, and fall under the municipality's authority. Examples may include, but are not limited to: public safety, power/energy, education, waste management, water & sanitation, public health, emergency response, economic development, public spaces, transit and social services.

APPLICATIONS ARE DUE BY

DECEMBER 20, 2024 BEFORE MIDNIGHT EST

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