CitiIQ to Sponsor Better Cities Film Festival
UN Habitat 10, Abu Dhabi, February 10-13, 2020

TORONTO, February 10, 2020 - CitiIQ, a revolutionary cloud-based system that measures the overall health and well-being of cities, has announced its sponsorship of the first UN-Habitat Better Cities Film Festival. This unique experience is taking place during the Tenth Session of the World Urban Forum (WUF10) in Abu Dhabi, United Arab Emirates from 8 – 13 February 2020.

The festival, organized in partnership with First+Main Films, will feature compelling films from around the world on urban issues including the theme of this year’s World Urban Forum - Cities of Opportunities: Connecting Culture and Innovation.

“We are always thrilled when the innovative strategies of cities are shared for the benefit of others,” said Don Simmonds, Chief Executive Officer of CitiIQ. “Highlighting the creativity of progressive cities on the big screen is a very encouraging way to advance successful new ideas around the globe and it is an honour for CitiIQ to be associated with the Festival.”

“First+Main Films launched Better Cities Film Festival, because we believe in the power of storytelling to inspire and empower cities and communities. We are proud to partner with UN-Habitat in order to bring the festival to the world’s leading conference on cities,” said Dr. Chris Elisara, co-founder of First+Main Films. After WUF10 the UN-Habitat Better Cities Film Festival’s “Best of Fest” reel will become a traveling festival available for screenings at other UN-Habitat and UN events and cities, and towns around the world.

The best films will be recognized at the World Urban Forum, as judged by a panel of top urbanists and filmmakers. CitiIQ will present the award for the Best Film in the Better Technology and Innovation category.

The World Urban Forum (WUF) is the leading conference on cities. WUF was established in 2001 by the United Nations to address one of the most pressing issues facing the world today: rapid urbanization and its impact on communities, cities, economies, climate change and policies.
First+Main Films is a creative studio specializing in storytelling for cities, towns, and neighbourhoods through films that foster civic pride, build community and spark imagination. For more information go to [www.bettercitiesfilmfestival.com](http://www.bettercitiesfilmfestival.com)

Watch this video about the CitiIQ measurement system. For more information contact [info@ciitiiq.com](mailto:info@ciitiiq.com)

**About CitiIQ:**

CitiIQ is a comprehensive system that objectively measures the overall health and wellbeing of a city. Using an intuitive online dashboard style interface, a city’s measurements are made readily available to clients through a cloud-based annual subscription. CitiIQ scores 35 essential elements called Considerations, within a framework of the five prioritized Dimensions of Basic Needs, Competitiveness, Opportunity, Livability, and Destiny. Often used as a diagnostic tool, CitiIQ considers the economic, environmental, social and cultural infrastructures of a city using an algorithm that normalizes scores for over 110 data points or Indicators. By scoring each Indicator, Consideration and Dimension out of 100, clients are provided with a comparable, holistic picture of a city’s strengths and weaknesses. Non-linear aggregation is used to more adequately reflect the multi-faceted aspects of a city through the human lens, the true measure of a city’s success. Scores for each Indicator, Consideration, Dimension and the Total City Score are updated quarterly and are made available immediately through the interface (BI). Working to become the global standard for city diagnostics, CitiIQ employs an evidence-based methodology that informs human-centric design to help a city, community or town reach its full potential.