



### **Robert Barnard – Co-founder, Youthful Cities**

In 2012, Robert co-founded YouthfulCities to amplify the power of urban youth globally, making cities better in the process. Using his three decades of experience in youth engagement and innovation, Youthful Cities focuses on the critical nexus of youth (15-29 yrs) and cities. After all, if cities are the world's progress engine, youth are the engineers.

Youthful Cities creates data-driven solutions to spur urban social innovation and positive change led by young people. It builds indexes that measure and rank cities, web apps to help young people use data to make better decisions about the cities they live in or want to live in, and it manages an open data hub called The Grid to make data accessible. Youthful Cities also hosts summits and runs labs to bring young people and other generations together to build connected, dynamic, open, inventive, curious, and playful cities...youthful cities.

Youthful Cities is now on a quest to make 100 cities around the world truly youthful vibrant attractive and youth-engaged over the next decade.

Robert began his entrepreneurial career at age 19 with the launch of his own beachwear clothing line called Osprey Reef which attained Canada-wide distribution. At age 23 Robert founded Generation 2000, a Canadian NGO committed to informing and inspiring youth to take action. The high school program reached 1200 high schools and over 750,000 students in Canada between 1991-1995. And then in 1994, he co-founded Decode - a global innovation and insight firm focused on understanding and connecting with younger generations. For almost three decades Robert has led a passionate team of young and youthful people to discover and develop what's next.

Along the way....and in no particular order... Robert has spoken to audiences around the world about younger generations, co-authored the best-selling book on Generation X - Chips and Pop: decoding the Nexus Generation, served on many NGO Boards of Directors such as Street Kids International, been a bank teller, tennis instructor, a recipient of Canada's Top 40 Under 40 Award, and pizza delivery guy.