

## News release

November 3, 2014

### **AkzoNobel and The Economist Intelligence Unit investigate future cities**

AkzoNobel has partnered with The Economist Intelligence Unit (EIU) – the business research arm of The Economist Group – to explore what makes urban areas sustainable and examine how cities can become more liveable.

The EIU will engage with a team of expert thinkers and writers over the next few months, culminating in the distribution of a high-profile report in January 2015.

Showcased via a series of interviews and blogs on The EIU's thought leadership website, topics to be covered will include how to make transport more accessible, the benefits of empowering communities to improve their environment, learning how to integrate slums and assessing what can be done to make cities more age-friendly.

The aim of the cooperation is to bring together leading independent commentators from across the world and invite them to give their own views on how our cities can better serve the people who live and work there.

AkzoNobel is already working to improving the world's urban areas through its Human Cities initiative, which is designed to address some of the key challenges of the 21<sup>st</sup> century.

Published today, the introductory EIU article stresses that "to appreciate and realise the value of people in a city means creating and designing environments where human interaction can thrive." You can read the full story on [www.akzonobel.com/EIU](http://www.akzonobel.com/EIU)

Contributors who have been lined up to take part in the series include Founder of Exploration Architecture, Michael Pawlyn; Executive Director of LSE Cities, Philipp Rode; and CEO of Living PlanIT, Steve Lewis.

Respected around the globe, The EIU has a wealth of experience in helping business and industry understand how the world is changing and what opportunities and risks need to be taken into account.

This latest development builds on AkzoNobel's recent commitment to the Clinton Global Initiative, which established a partnership with The Rockefeller Foundation through its 100 Resilient Cities program.

To learn more about Human Cities, visit [www.akzonobel.com/humancities](http://www.akzonobel.com/humancities)

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**Not for publication – for more information**

**About AkzoNobel:**

AkzoNobel is a leading global paints and coatings company and a major producer of specialty chemicals. We supply industries and consumers worldwide with innovative products and are passionate about developing sustainable answers for our customers. Our portfolio includes well-known brands such as Dulux, Sikkens, International and Eka. Headquartered in Amsterdam, the Netherlands, we are consistently ranked as one of the leaders in the area of sustainability. With operations in more than 80 countries, our 50,000 people around the world are committed to delivering leading products and technologies to meet the growing demands of our fast-changing world.

AkzoNobel

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**About The Economist Intelligence Unit:**

The Economist Intelligence Unit is the world leader in global business intelligence. It is the business-to-business arm of The Economist Group, which publishes The Economist newspaper. As the world's leading provider of country intelligence, The Economist Intelligence Unit helps executives make better business decisions by providing timely, reliable and impartial analysis on worldwide market trends and business strategies. More information about The Economist Intelligence Unit can be found at [www.eiu.com](http://www.eiu.com) or follow us on [www.twitter.com/theeiu](http://www.twitter.com/theeiu).