



Bernard
van Leer
FOUNDATION

About Urban95



URBAN95

If you could see a city from an elevation of 95 cm – **the average height of a healthy 3-year-old** – what would you do differently?

Urban95 is the Bernard van Leer Foundation's strategy to work with urban planners, architects, engineers and city managers **to incorporate a focus on early childhood development into the planning and management of cities.**

Our goal is to support healthier, safer and more exciting urban neighbourhoods for young children, for those who care for them, and for everyone.



WHAT WE WORK ON: URBAN95 FOCUS AREAS

Urban95 cities are working to pilot and scale cost-effective innovations in:



Public space

Transforming existing physical spaces into places for young children to play and explore nature, and for their caregivers to meet and rest.



Mobility

Making it possible for caregivers and young children to walk or cycle to healthcare, childcare, a safe place to play, and a source of healthy food.



Data-driven decision-making

Collecting neighbourhood-level data on young children and caregivers and using it to better target resources and facilitate coordination across sectors.



Parent coaching

Providing parents and other caregivers with information on early childhood development through the existing services and structures.

WHAT WE DO: URBAN95 PARTNERSHIPS

At the heart of Urban95 are multi-year partnerships with pioneering cities around the world.

We support these cities with technical and financial assistance to pilot and scale innovations in the Urban95 focus areas of public space, mobility, data management and parent coaching.

We also seek out opportunities to introduce young children into the global conversation about the future of cities.

These include:

Partnerships with universities and other institutions that train urban planners, designers and managers

Convenings that bring together experts in urban issues and in early childhood development

Advocacy to make the case for cities that meet the needs of young children and their families



About the Bernard van Leer Foundation

At the Bernard van Leer Foundation, we believe that giving all children a good start in life is both the right thing to do and the best way to build healthy, prosperous and creative societies.

We share insights, innovations and best practices from around the world on what works in early childhood development. This work is underpinned by our programmes in a diverse set of core countries. Currently, these include Brazil, Côte d'Ivoire, India, Israel, the Netherlands, Peru and Turkey. We are also launching a regional initiative to support Syrian families forcibly displaced across the Middle East and Europe.

Our 2016-2020 strategy: transition to scale

After five decades of investing in early childhood development, the Bernard van Leer Foundation is entering a new phase where we believe the major challenge is the transition to scale. Plenty of ideas to improve the youngest children's health, nutrition, protection and learning have proven their worth in small-scale projects – but how do we effectively reach hundreds of thousands or millions of children?

Our strategy will help answer this question by building partnerships in three areas:

Parents+ Combining coaching for parents in early childhood development with services that meet families' basic needs.



Urban95 Incorporating a focus on early childhood development into the planning and management of cities.



Building Blocks Promoting the science of nurturing care and sharing best practices in how to transition successful early childhood programmes to scale.



If we want to make cities livable for everyone, planning from **the vantage point of a toddler** is the best place to start.

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