



2025 APPLICATION TASK - Cities of the Future

Example of creative presentation

APPLICATION TASK TOPIC

Cities are evolving faster than ever before, with over half of the global population now living in urban areas. These cities face a range of complex challenges: population growth, environmental sustainability, economic inequality, and the need for resilient infrastructure. As they expand, cities also hold incredible potential to shape the future of human connection, innovation, and quality of life.

The question is: How should we envision and create the cities of tomorrow?

With technology advancing rapidly, cities of the future could be more efficient, sustainable, and inclusive than we ever imagined. At the same time, design plays a crucial role in creating spaces that are not only functional but also enriching and human-centred. And from a business perspective, new economic models and solutions will be essential to make these cities viable, inclusive, and adaptable.

HOW TO APPROACH

Your task is to imagine and propose a vision for the cities of the future. You can pick a specific city that you are familiar with or keep it general.

Check out the steps below to learn more about how to approach the task.





APPLICATION INSTRUCTION

- **Familiarise yourself with the task** and read through the instructions thoroughly.
- **Check out** the resources for inspiration down below, as well as the evaluation and grading criteria.

Identify one challenge urban areas face (e.g., sustainable energy, public transportation, affordable housing, social equity, or accessible public spaces) **in connection with your priority program.**

Describe why this challenge is significant and how it currently impacts urban living. Think about how this problem might evolve in the coming decades.

Propose a solution from the perspective of technology, business, or design—or a combination of these areas. Consider how your vision could redefine urban living and contribute to a sustainable, connected, and innovative future.

HOW TO SUBMIT YOUR TASK

Time Frame:

Your response should be designed to be reviewed in just 3 minutes. Only the first 3 minutes of content will be assessed, so ensure that your key points are clear and concise within this time limit.

Format:

Let your creativity shine! We encourage you to think outside the box—submit your response as a video, presentation, podcast, or another engaging format. Pure text submissions, regardless of format, will not be accepted, as we're looking to see how you express ideas creatively and innovatively. Please make sure your response is in English.

Use of AI:

If you choose to use AI in any part of your submission, you must explain how it was used. Include an appendix with the prompts and outputs generated by AI to provide transparency in your process.

Do's & Don'ts

Do's:

- Embrace creativity and think outside the box.
- Use engaging formats such as videos, podcasts, presentations with visuals, infographics, diagrams, etc.
- Ensure your submission can be reviewed **within 3 minutes.**
- Include an appendix clearly documenting any AI usage and prompts.
- **Submit your task in English.**

Don'ts:

- Submit pure text (essay-style) responses.
- Exceed the 3-minute review limit.
- Submit your task in a language other than English.





We do not accept text files or pure text based submissions

We accept the following file types: **JPG, PNG, PDF, MP3, AIF MOV or MP4.**

RESOURCES FOR INSPIRATION

If you feel stuck, take some time to review these resources for inspiration:

- [Urbanisation](#)
- [Gentrification](#)
- [5 big challenges facing big cities of the future](#)
- [Songdo- smart city](#)
- [Masdar city](#)
- [Amsterdam's circular economy](#)





EASY TIPS THAT COME IN HANDY

- Check if your idea already exists. If it does, add your own USP and make sure to elevate your idea to make it your own. We will review many ideas - Does yours stand out?
- Read the instructions thoroughly and make sure to not miss any steps.
- Pro Tip: Check out the inspiration resources and the grading criteria.
- Use facts, numbers, and examples to back up your ideas and show they really work.
- Connecting your response to your first priority program only will not impact your chances of getting accepted into a program of lower priority.
- Encouraging or promoting discrimination of any group of people is not allowed. Such submissions will receive a score of 0 and the application will be rejected.