

# The WCCD and ISO 37120: Created by Cities, for Cities



## What is the World Council on City Data (WCCD)?

The World Council on City Data (WCCD) and ISO 37120 were both officially launched at the Global Cities Summit on May 15th, 2014. The WCCD coordinates all efforts on open source city data to ensure a consistent and comprehensive platform for standardized urban metrics. The WCCD is a global hub for creative learning partnerships across cities, international organizations, corporate partners, and academia to further innovation, envision alternative futures, and build better and more livable cities. The WCCD has identified 20 foundation cities to adopt ISO 37120 and to help build the WCCD.

## What is ISO 37120?

As part of a new series of International Standards being developed for a holistic and integrated approach to sustainable development and resilience under TC268 Sustainable Development of Communities, ISO 37120 establishes a set of standardized indicators that provide a uniform approach to what is measured, and how that measurement is to be undertaken. This International Standard does not provide a value judgement, or numeric thresholds on what a particular city should choose as appropriate targets for the indicators. ISO 37120 defines and establishes definitions and methodologies for a set of indicators to steer and measure the performance of city services and quality of life.

## How can I join the WCCD and become an ISO 37120 city?

**Please visit our website [www.dataforcities.org](http://www.dataforcities.org) and fill out an Expression of Interest form.**

# Who are the users of ISO 37120?

This International Standard is applicable to any city, municipality or local government that undertakes to measure its performance in a comparable and verifiable manner, irrespective of size and location or level of development.

## How can ISO 37120 help cities?

Standardized indicators enable cities to assess their performance and measure progress over time and also to draw comparative lessons from other cities locally and globally. It also helps to guide policy, planning and management across multiple sectors and stakeholders.

In this age of urbanization, city indicators can be used as critical tools for city managers, politicians, researchers, business leaders, planners, designers and other professionals to help ensure policies are put into practice that promote liveable, tolerant, inclusive, sustainable, resilient, economically attractive and prosperous cities globally. Cities need indicators to measure their performance for improving quality of life and sustainability globally. The WCCD and ISO 37120 provide an open source, independently verified data platform which helps to build smart and sustainable cities worldwide.

## ISO 37120 - Benefits of Standardized Indicators

- **More effective governance and delivery of services**
- **Local and international benchmarking and planning**
- **Informed decision making for policy makers and city managers**
- **Learning across cities**
- **Recognition by international entities**
- **Leverage for funding by cities with senior levels of government**
- **Framework for sustainability planning**
- **Transparency and open data for investment attractiveness**

**World Council on City Data**  
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Email: [info@dataforcities.org](mailto:info@dataforcities.org)  
Tel: +1.416.966.2368

