



## Press release

Brussels/London, 4 June 2013

# POLIS AND H3B MEDIA JOIN FORCES FOR EXCITING "THINKING CITIES" MULTIMEDIA PROJECT

Polis, the network of European cities and regions for innovative transport solutions, and H3B Media, publishers of *Thinking Highways* magazine, are pleased to announce the launch of a joint venture multimedia project, *Thinking Cities*.

*Thinking Cities* is a print and online publication, a tablet app, a website, a podcast and a webinar series, focusing on shaping thought in intelligent innovation in transport for cities and regions. The magazine will be launched at the 2013 Annual Polis Conference in Brussels on 4 December.

Never before have urban and regional planning authorities had so much information and data at their disposal. Shaping integrated strategies addressing economic, social and environmental aspects requires access to and exchange of information as well as the right framework for making the best use of it. The keys to the truly Thinking City are now at the fingertips of those responsible for the design, planning and integration of our urban spaces and regions. *Thinking Cities* brings together the vision, the tools and the technology cities and regions need to find sustainable solutions that answer the challenges deriving from demographic development and climate change, and to successfully implement their policy agenda.

*Thinking Cities* editorial content is divided into four distinct areas, supporting Polis' central pillars:

- Environment and Health in Transport
- Mobility, Multimodality and Traffic Efficiency
- Transport Safety and Security
- Social and Economic Challenges of Transport

"*Thinking Cities* will give cities and regions a central platform for European and international exchange. It will allow them to move towards the centre of debate, and to engage in the discourse about new and sustainable transport solutions in cities and regions," says Polis Secretary General Sylvain Haon. "*Thinking Cities* is an exciting opportunity for Polis and its members as it will help stakeholders understand the central role local and regional authorities play in achieving transport innovation."

For more information on *Thinking Cities* please contact Dagmar Röller from Polis at [DRoeller@polisnetwork.eu](mailto:DRoeller@polisnetwork.eu) or Kevin Borrás, editor-in-chief at [kevin@h3bm.com](mailto:kevin@h3bm.com).

A landing page for the website, <http://thinkingcities.com> is online now and the full site will be launched in due course, featuring details of forthcoming *Thinking Cities*-related events. A media pack is available upon request.



### Notes to editors:

**Polis** is a network of European cities and regions working together to develop innovative technologies and policies for local transport. Polis supports the exchange of experiences and the transfer of knowledge between European local and regional authorities. The Italian city of Perugia holds the 2013 presidency of the Polis network. Polis has a permanent secretariat located in Brussels.

[www.polisnetwork.eu](http://www.polisnetwork.eu)

**H3B Media Ltd** are a London based provider of multimedia solutions for the ITS and advanced traffic and transport management sectors. Its flagship title *Thinking Highways* is now in its eighth year of publication with a circulation of over 20,000 professionals. *Thinking Cities* will be H3B Media's second publishing joint venture after the successful April 2013 launch of the UK's first dedicated ITS title, SMART Highways.