



R U N W I T H I T
S y n t h e t i c s

RUNWITHIT Synthetics (RWI) accepts an award from UNIDO's Innovative Solutions in Cleantech and Sustainable Land Management Global Call

Edmonton, Alberta, October 26, 2021 –RUNWITHIT Synthetics Inc. (RWI) wins the category of “Decarbonizing Growing Urban Environments” from the UNIDO Innovative Solutions in Cleantech and Sustainable Land Management Global Call 2021.

The United Nations Industrial Development Organization (UNIDO) is a division of the United Nations that focuses on industrial development. Their goal is to reduce poverty and promote inclusive globalization and environmental sustainability. A recording of the official award ceremony from Remscheid, Germany, on October 26, 2021, is available at UNIDO Global Call 2021.

This year's call solicited solutions for Cleantech and Sustainable Land Management to mitigate climate change effects and support inclusive and sustainable economic development. The call intends to highlight solutions that are ready to be implemented globally. RWI's submission to the “Decarbonizing Growing Urban Environments” area led both in usability and scalability. Out of 254 applications from 71 countries, winners were announced in four categories: 1) decarbonizing growing urban environments, 2) clean and efficient energy generation and storage, 3) circular production and industrial processes, and 4) sustainable land management.

RWI's Synthetic Cities will now be showcased at the UNFCCC Global Innovation Hub Pavilion at COP26 in Glasgow.

Myrna Bittner, RWI's CEO, says, “Our models put people at the centre of decarbonization. How we change minds is central to taking the rapid actions required to reduce our emission-heavy economies and reach GHG emissions targets.”

RWIs living models of any city or region in the world not only help decision-makers boldly innovate and trial their policies, technologies and infrastructure solutions “in silico,” they also quantify the impacts of their choices with hyper-localized, compelling, data-supported visualizations.

Beyond more well-known impact KPI's, RWI adds impact calculations that highlight the outcomes for a region's lives and livelihoods, access, barriers, economics, and resilience for even the most marginalized vulnerable people, as well as those with complex intersectionalities. Ms. Bittner adds

“Sustainability is inseparable from equity, and RWIs synthetic populations can quantify decarbonization equity across all mobility, energy, and resilience choices.”

RUNWITHIT Synthetics is a women-led, certified Aboriginal business that accelerates the design and de-risking of complex global systems. RWI works with global leaders who see opportunities to take action ahead of disruptive change. Through the intersections of people, technology, and infrastructure, RWI creates synthetic models, which are living geospatial models of cities, their citizens, activity, and infrastructure like roadways and utilities. Limitless scenarios are then dialled forward to analyze, compare, validate, and quantify future unexpected emergent ripple effects and outcomes.

