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Earth's environmental problems are far from being resolved. A large part of these are due to ever-growing cities. Despite more efforts made to improve cities, it has been difficult to change cities. One of the fundamental reasons is that people are not motivated to help change their cities. Apathy is now the number one obstacle to positive change. There is hope and Love is the antidote.

What you love, you will sustain. Cities of Love aims to urge, persuade and provoke fellow residents of our earth to collectively shape the cities we live in. To achieve this, her residents must again uncover the reasons to love and therefore sustain her cities. To this end, Cities of Love tries to identify the ingredients that could possibly be the reasons for such active love. When a city is filled by the people who love their cities, then can a city have a greater chance of advancing towards a better tomorrow. Love is a mighty force to be reckoned with