

MARCH 19TH, 2015

TEL AVIV GLOBAL CITY SCHOLARSHIPS 2015

CALL FOR PROPOSALS:

SCHOLARSHIPS FOR RESEARCH OF TEL AVIV AS A GLOBAL CITY

The *Tel Aviv Global & Tourism Administration* is offering scholarships to support research students (Masters and Doctoral) who bring forward innovative research on the Tel Aviv metropolitan area and, in particular, on Tel Aviv's stance as a Global City. Following two successful rounds of scholarships in 2013-4, three **Tel-Aviv Global City Scholarships** are offered this year in partnership with **the Foundation for Support and Development of the Construction Field in Israel, Eldar Group** and **the Canada-Israel Group**.

THE TEL AVIV GLOBAL CITY SCHOLARSHIPS award: **7,500** NIS for each scholarship (approximately €1,700 each)

THE TEL AVIV GLOBAL CITY SCHOLARSHIPS are intended to support research on a wide range of topics, phenomena and methodologies and could be theoretical or empirical in emphasis. Research should, nevertheless, directly address the many aspects of Tel Aviv as a Global City: history; lifestyle; administration and governance; economy, innovation and business; culture, art, literature and creativity; architecture and urban planning; immigration and social divisions; nature, environment and the outdoors; education, science and research; and Tel Aviv in comparative, global context.

Along with the scholarship, The *Tel Aviv Global & Tourism Administration* will provide the researcher with support in establishing contacts with international opinion leaders, researchers and practitioners whose work is related with, and possibly advances, the research project.

Appendix:

- A. Submission of Applications for the TEL AVIV GLOBAL CITY SCHOLARSHIPS
- B. Rights and obligations of the Tel Aviv Global & Tourism Administration
- C. Tel Aviv - A Beta Site for Research
- D. About Tel Aviv Global & Tourism
- E. 2014 Tel Aviv Global City Scholarships

A. Submission of Applications for the TEL AVIV GLOBAL CITY SCHOLARSHIPS

I. Eligibility:

Masters and Doctoral students who are currently registered with a recognized academic institution, in

Israel and abroad.

II. Required documents:

1. An application form, which includes personal details and an abstract of the research project (no longer than 500 words)
2. Two recommendation letters, one of which must be from the student's research supervisor. The letters must clearly indicate that the proposal is a part of an academic study (Master's thesis or PhD dissertation)
3. *Curriculum Vitae*

* All application documents must be written in English and must be in PDF format.

* The application should be mailed to: findler_y@mail.tel-aviv.gov.il

To download an application form and further information:

<http://www.tel-aviv.gov.il/eng/Study/Pages/AcademicPortal.aspx?tm=5&sm=29>

III. Timeline:

Proposals must be submitted in full **no later than Tuesday, May 19th, 2015**

The selected proposals will be publicly announced on Monday, June 22nd, 2015

IV. Evaluation process:

Applications are examined by a panel of judges, which is chaired by **Dr. Emily Silverman of The Hebrew University of Jerusalem**, serving as Director of the Academic Program of *the Tel Aviv Global & Tourism Administration*. The judges' panel includes academics and practitioners, representatives of the Tel Aviv-Yafo Municipality and of public agencies, from Israel and abroad.

1. Criteria by which the panel will follow:
 - a. Originality of research;
 - b. Researcher qualifications;
 - c. The extent to which the research promotes the strategic goals of the *Tel Aviv Global & Tourism Administration*;
 - d. The scientific or practical value of the study.
2. Grounds for rejection will not be published.
3. The panel at its sole discretion may select any or no proposals and published its decisions without any specifications.
4. The decision of the panel will be considered final.
5. The decision will be subject to the absolute discretion of Tel Aviv Global & Tourism.

V. Schedule:

1. The selected proposals will be published on Monday, June 22nd, 2015, on the Tel Aviv Research Portal:
<http://www.tel-aviv.gov.il/eng/Study/Pages/AcademicPortal.aspx?tm=5&sm=29>
2. The scholarships will come into effect on July 15st 2015
3. No later than July 31st, 2015, an amount of 7,500 NIS (approximately €1700) will be transferred to the researcher.
4. No later than August 1st, 2015, the researcher will be required to submit both the research paper and a summary of the work (to include up to 1000 words, in English).

B. Rights and obligations of *the Tel Aviv Global & Tourism Administration*:

- Submission of an application serves as consent for use of the research proposal, as described in the application, for promotional purposes, including posting of the material on the website of *the Tel Aviv Global & Tourism Administration*, mention of the researcher's name and title of the study.
- *The Tel Aviv Global & Tourism Administration* will work to support the winning research students to advance their studies in every way possible.

For further information and questions regarding the scholarship, please contact

Ms. Yael Findler

+972 (0)3-7253861

Findler_y@mail.tel-aviv.gov.il

C. Tel Aviv - A Beta Site for Research

If you are in the process of collecting data for research regarding Tel Aviv, Tel Aviv Global & Tourism will connect you with the relevant units and departments of the Tel Aviv-Yafo Municipality, with their vast data archives of the City.

Think of a topic worthy of research and possible data that would be appropriate for such research; then come to us. We will make every effort possible to connect you with data and other information to facilitate such research.

Tel Aviv and its metropolitan area are a prime example of a Global City, while also uniquely Israeli. With that, Tel Aviv is an ideal site for research about all dimensions of urban life in the era of globalization.

For further information and questions regarding **Tel Aviv as a Beta Site for Research**:

Ms. Yael Findler +972 (0)3-7253861 findler_y@mail.tel-aviv.gov.il

D. About Tel Aviv Global & Tourism:

I. Tel Aviv Global & Tourism:

The *Tel Aviv Global & Tourism Administration* is a strategic unit affiliated with the Municipality of Tel Aviv-Yafo. The Administration is aimed at positioning Tel Aviv as a leading Global City, pursuing strategies and projects in the fields of global economic development, tourism and global communication.

As part of its activities, Tel Aviv Global & Tourism is seeking to position Tel Aviv as a center for innovative research focusing on Tel Aviv and the metropolitan area in various fields. For this aim, Administration is offering a research scholarship.

II. What is a Global City? Background:

Relying on local assets that have a recognized global advantage, global cities are constantly competing with each other for the ability to draw investments, new technology businesses, scientific capabilities, creative talents, international institutions, flows of visitors, urban development and large-scale events. A city that aspires to be a key player in the global arena must formulate a global strategy that enhances its ability to compete effectively for those resources.

A city's competitive capacity is primarily determined by its existing assets and resources and its ability to develop a supportive environment that can attract what it lacks. A city's existing assets and resources can be divided into five major categories:

The quality of life that the city offers both its residents and its visitors. This category is comprised of a wide variety of elements, such as standard of living, environmental qualities, access to health systems, etc;

The ability to encourage, develop and foster the innovativeness of the city's human resource, which is the most important competitive element. It can be measured in the quality of higher education, the scope of investment in research, professional skills, etc; **The image and brand that the city conveys** both to the world and to its residents, as well as implementation of the brand and the degree of recognition it receives;

The economic environment provided by the city, which includes not only quantitative economic indices, but also elements, that cannot be quantified – e.g. the ease of doing business in the city; **Internal and external connectivity,** which can be measured by the geographic range covered by the local airports, intra-city and inter-city mass transit systems, the road network, communications infrastructure, etc.

E. 2013-2014 Tel Aviv Global City Scholarships:

The second round of scholarships was awarded to three Israeli students whose research stood out as for their research excellence and for relevance to the mission of The *Tel Aviv Global & Tourism Administration*. The winners of the 2014 Scholarships are:

I. Ms. Nufar Avni, PhD candidate at the School of Urban Planning, McGill University, Montreal, Canada, For her research "Local Policy in a Global World: Cultural Policy in Tel Aviv from an International Perspective".

II. Ms. Aya Haya Greenfeld, PhD student, the Department of Geography and Environment, Bar Ilan University, for her research "The perception of preservation, resonate through times: The case of Tel Aviv-Yafo".

III. Ms. Ruth Abraham, master's student in the Geography Department, the Hebrew University of Jerusalem, for her research "Urban squatting: Creative Independent Activities in Vacant Urban Spaces in Tel Aviv".

The first round of were awarded to two Israeli students whose research stood out as for their research excellence and for their relevance to the mission of The *Tel Aviv Global & Tourism Administration*. The winners of the 2013 Scholarships are:

I. Ms. Ayelet Arieli, master's student at the Porter School for Environmental Studies at Tel Aviv University, was awarded the **Bar Drora Scholarship**, for her Master's thesis study, titled "The effect of dog ownership on lifestyle and the public sphere in the City of Tel-Aviv."

II. Mr. Tal Shamur, PhD student at the Department of Sociology and Anthropology at University of Haifa, was awarded the **Tel Aviv Scholarship for Urban Innovation and Development**, for his dissertation study, titled "Whose neighborhood is this? An ethnographic study of belonging and identity in the urban space of HaTikva neighborhood."

Mr. Yaniv Halily, Masters student in International Marketing at Birkbeck University of London, was given honorary mention, for his Master's thesis, titled "How city branding may overcome a political crisis: The example of the City of Tel Aviv".