<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tel Aviv – The Smart City</td>
<td>6</td>
</tr>
<tr>
<td>Our Vision</td>
<td>8</td>
</tr>
<tr>
<td>Our Model</td>
<td>9</td>
</tr>
<tr>
<td>Smart Citymaking</td>
<td>11</td>
</tr>
<tr>
<td>Engagement Projects</td>
<td>12</td>
</tr>
<tr>
<td>&gt; Residents Club and City Card</td>
<td></td>
</tr>
<tr>
<td>&gt; Public Participation</td>
<td></td>
</tr>
<tr>
<td>&gt; Mobile – Tel Aviv App</td>
<td>106 Hazard App</td>
</tr>
<tr>
<td>&gt; WiFi</td>
<td></td>
</tr>
<tr>
<td>&gt; Pupils’ Engagement</td>
<td></td>
</tr>
<tr>
<td>&gt; Engaging Community Centers</td>
<td></td>
</tr>
<tr>
<td>&gt; Social Media</td>
<td></td>
</tr>
<tr>
<td>&gt; Open Data</td>
<td></td>
</tr>
<tr>
<td>&gt; Open Archive</td>
<td></td>
</tr>
<tr>
<td>&gt; iView (GIS)</td>
<td></td>
</tr>
<tr>
<td>&gt; Online Municipal Services</td>
<td></td>
</tr>
<tr>
<td>&gt; The Concept</td>
<td></td>
</tr>
<tr>
<td>Additional Smart City Pillars</td>
<td>30</td>
</tr>
<tr>
<td>&gt; Eco</td>
<td></td>
</tr>
<tr>
<td>&gt; Community and Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>&gt; Traffic and Parking</td>
<td></td>
</tr>
<tr>
<td>&gt; Readiness</td>
<td></td>
</tr>
<tr>
<td>&gt; Smart Food Policies</td>
<td></td>
</tr>
<tr>
<td>&gt; Fair Shared City</td>
<td></td>
</tr>
<tr>
<td>&gt; Educating a Smart City</td>
<td></td>
</tr>
<tr>
<td>Measuring the implementation of Smart City Principles in Tel Aviv</td>
<td>40</td>
</tr>
<tr>
<td>Startup City</td>
<td>42</td>
</tr>
<tr>
<td>The Platform</td>
<td>48</td>
</tr>
<tr>
<td>Urban Financial Tools</td>
<td>50</td>
</tr>
<tr>
<td>Partners</td>
<td>52</td>
</tr>
<tr>
<td>&gt; Motorola</td>
<td></td>
</tr>
<tr>
<td>&gt; Check Point</td>
<td></td>
</tr>
<tr>
<td>&gt; Cisco</td>
<td></td>
</tr>
<tr>
<td>&gt; TSG</td>
<td></td>
</tr>
<tr>
<td>&gt; Prodware</td>
<td></td>
</tr>
<tr>
<td>&gt; Safer Place</td>
<td></td>
</tr>
<tr>
<td>&gt; ZENCITY</td>
<td></td>
</tr>
<tr>
<td>&gt; Playkers</td>
<td></td>
</tr>
</tbody>
</table>
Shalom!

Tel Aviv-Yafo is known as Israel’s "Nonstop City". The vibrant atmosphere never stops; the nightlife and culinary scene never stop; culture never stops; 24 hours a day, Tel Aviv is an active metropolis, bursting with energy and creativity.

In such a city, the challenges never stop either. In recent years, the Municipality has created many smart practices to deal with such challenges: from sanitation to education, data management to culture management. Tel Aviv-Yafo’s goal is to constantly be a smarter city - or more simply, a better city. In the booklet you are holding you will find a few examples of a wide range of such practices.

Looking forward to hosting you soon in our Smart and Nonstop City!

Ron Huldai
Mayor of Tel Aviv-Yafo
TEL AVIV – THE SMART CITY

Tel Aviv, the Nonstop City, considers engagement a key value in implementing Smart City principles. It actively involves residents in the urban experience and urban development, while emphasizing engagement in decision-making processes and wisdom of the crowd as a means for smart municipal management in the new age.

The city persistently acts to create a climate that facilitates the formation of collaborations between residents, business establishments, third sector organizations and the Municipality, while making use of cutting-edge technologies that enable learning, creativity and sharing to achieve social and economic prosperity.

The technological and social tools available to the city enable better use of information and communication technologies to streamline the management of existing resources, save energy costs, provide improved service, enhance the quality of life, and fulfill the 'sustainable city' concept.

The Smart City is managed according to the objectives defined in the "City's Vision":

1. A City for All its Residents
Promoting Tel Aviv as an appealing city to live in for residents of all ages, characterized by quality education, equal opportunities, pluralism and communal solidarity.

Key points:
- An appealing city to live in
- A city for a lifetime
- Quality and egalitarian education
- Equal opportunities and bridging social gaps
- Strengthening the sense of community
- Fostering pluralism

2. Resident-Oriented Government
Resident-oriented municipal government - that is increasingly efficient and collaborative, with a high degree of autonomy in managing its internal municipal affairs, yet collaborates with nearby local authorities in matters that cross municipal boundaries.

Key points:
- A client-focused municipality
- Resident engagement
- An autonomous city
- Metropolitan collaboration

3. An Appealing Urban Environment
Developing an appealing urban environment - a city that is open to renewal, but at the same time preserves its architectural-design heritage; that strikes a balance between and integrates the built fabric and open spaces; that maintains a prudent mix of land uses; that acts to reduce environmental hazards and promotes an efficient, sustainable and multi-means transit system.

Key points:
- A balance between the preservation of existing fabrics and hi-rise construction
- A prudent mix of uses
- A highly developed public domain
- Return to the city street
- A city wide-open to the sea
- An efficient, multi-means and sustainable transit system
- Improved environmental quality

4. A Financial and Cultural Center
Maintaining and reinforcing Tel Aviv's standing as a metropolitan and national financial and cultural center, while allocating resources to improve the quality of city life.

Key points:
- Metropolitan & national financial center
- A cultural capital that caters to everyone
- A hub of higher learning
Incorporating information and advanced technologies, and promoting the involvement of residents and other parties, to improve operational efficiency, quality of life, local economy and a sustainable environment.

1. Developing a smart city plan for every pillar, lead by the responsible municipal manager.

2. Managing and presenting an integrated operational situation picture.

3. Supporting strategic management of the city - setting targets and indicators as a function of the strategic plan, with continuous benchmarking.

4. Developing and supporting infrastructure.

5. Leveraging the capabilities of the commercial market and the startup ecosystem to provide solutions.
Citymaking makes the difference between a space and a place - a space is a physical demarcation, while a real place draws people, tells a story, reflects a community’s values, and is embedded with meaning. A smart city strategy which uses technology in the service of people - is, in short, smart citymaking.

Keeping in mind that the people who live, work in and use our city are our greatest assets, Tel Aviv has formulated a smart city strategy which puts residents and their needs at the center - both in the technologies it has developed, such as the DigiTel Residents Card, as well as in its open data initiatives.

The strategy, which is based on transparency, accessibility and active citizen engagement, is in accordance with good citymaking practice. The practice of citymaking involves people and communities making their mark on their neighborhoods and cities and helping to create sustainable, inclusive places for all residents.
SMART GOVERNMENT
MAJOR ENGAGEMENT PROJECTS

Photo: Kfir Bolotin
DigiTel
A PERSONALIZED, INTEREST AND LOCATION-BASED CITY FOR YOU

DigiTel is a personalized web and mobile communication platform which provides residents with individually tailored, location-specific, life situation-based information and services.

The platform facilitates a direct and holistic connection between the city and its residents, from alerting residents to neighborhood road works to sending targeted reminders for school registration and offering discounts which facilitate access to the many cultural events taking place in the city.

The information is delivered by push via different channels, including personal emails, text messages and a personal resident account.

With over 60% of eligible Tel Aviv residents registered to the service, it is more than a municipal tool – it is a policy for bringing about social change.

Over 250 municipal employees from different departments feed data into the DigiTel platform in order to update residents on services and information relevant to them.

Tel Aviv was distinguished as the ‘Best Smart City 2014’ in the annual Smart city expo in Barcelona based on the DigiTel project.
DIGITAF

A ONE STOP SHOP FOR TEL AVIV PARENTS

There is a growing trend in Tel Aviv-Yafo of young people who choose to stay in the city as they become parents. Out of 400,000 residents in the city, there are 45,793 parents of children aged birth to 3.

At this stage of the child’s life he or she is not in the public education system, which begins at the age of 3, but in private daycare, and therefore there is a lack in sufficient communication channels between the municipality and the parents. This is a challenging stage for parents as they adjust to a new period of life, needing support, dealing with the high cost of living of early childhood and lacking knowledge about what the city has to offer.

Therefore the municipality has created "DigiTaf", based on the city’s free-to-use “Digi-Tel” platform which allows the municipality to enable parents to get all the information they need in one place - from updates about events and community activities to important personal health care information for their child, and much more.

DIGIDOG

THE FIRST RESIDENT CARD FOR DOGS

With 1 dog for every 17 residents, Tel Aviv is the city with the highest ratio of dogs per capita in the world. Tel Avivian dogs enjoy 70 public dog parks; 1.3 dog parks per square kilometer.

Digi-Dog is based on the city’s free-to-use “Digi-Tel”. This offers discounts to outdoor events, cultural institutions, sport and leisure activities as well as live updates on what’s happening locally and around the city. In addition, the residents receive information about the next vaccine for their dogs, special events and updates from the municipal vet.
PUBLIC PARTICIPATION

Public participation has been part of the Tel Aviv-Yafo Municipality’s organizational culture for decades, and has been implemented in connection with a variety of topics and departments and covers a broad spectrum of municipal plans and projects. In the past two years, this process has also been carried out through the digital channel. For example:

- Involving residents and conducting a dialog with them about the design of the main beach strip
- Involving the public in a municipal master plan for young adults

The Municipality allocates funds to improve the quality of life in a particular neighborhood and its residents are involved in deciding how to spend the money.

As part of the project, only the residents of the specific neighborhood are approached online, asking them to suggest ideas and have an impact on improving the quality of life in their neighborhood. For example: where and which trees to plant, where to install benches, whether the sidewalks need to be repaired, etc. At the end of the process, the residents are informed about the decisions that were made.

MOBILE – TEL AVIV APP

A leading value in Tel Aviv is that the Municipality is always at your side, everywhere and at all times. The city’s mobile application, which was developed on the basis of that principle, focuses on recreational activities, transportation, and keeping in touch with the city’s residents and visitors:

- Leisure-time activities - locate and navigate your way to cultural, recreational and sports events, films, and cafes throughout the city.
- Transportation - find out where to rent a bike (“Tel-O-Fun” bike sharing system), check how many bikes are available at a particular station, and report malfunctions. Locate the closest parking lot and check whether it is full or not, find out how much parking costs, the lot’s opening hours, etc.

106 HAZARD APP

The new 106 hazard app that was launched in October 2017 allows to report hazards in Tel Aviv Yafo. In this location-based app, users can upload up to five photos of the hazard, and select from a list of the most frequent hazards. In addition, the app informs the resident regarding the status of treatment of the hazard. In addition to that, the app allows to check if your car has been towed and informs you about its location, how to get there and how much it costs to release.
Tel Aviv has the widest wireless Internet distribution in the public domain of any Israeli city. The service is provided free of charge to all users: residents, visitors and tourists. 80 WiFi zones have already been deployed around the city: at the beach, on the boulevards and streets, in the city squares and public gardens (over 200 APs), and more installations are underway.

The use of the wireless network is simple and easy, there’s no need to sign up in advance or provide any personal information.

Tel Aviv’s school system is in the midst of a communications revolution, which encompasses all the elementary schools in the city (56 schools). The plan includes providing laptop computer kits to the pupils, connecting classrooms to the Internet, computerizing classrooms using interactive whiteboards and projectors, a computer for every teacher, and a teaching platform that can also be used to manage the communications between the school and its pupils.

The city’s pupils can view the curriculum, see what homework was given that day, manage their contacts with teachers and peers, view the learning materials, and save materials in a private area especially built for them.
Community centers are an important link in the connection with residents.

As a resident of the city, you can view the classes offered at your local community center directly from its online system and receive general information about a particular class, such as its cost, the instructor, etc. The system includes advanced search capabilities that make it possible to locate a class based on certain characteristics or for a particular age group - and this throughout the city.

Digital registration and online payment for the classes will be available in the future, meaning that every resident will be able to perform all the tasks associated with class registration in a simple and effortless manner.

The Tel Aviv-Yafo Municipality is the leading local authority in Israel when it comes to using social media to improve its communications with residents and visitors. In the past four years, the Municipality has provided service to tens of thousands of residents through social media (Facebook, Twitter), thereby offering simple and easy access to municipal services.

The Municipality’s posts on Facebook receive a high exposure, and users are highly engaged in municipal activities that encourage user-generated content. Thus, for example, thousands of users took part in the municipal gay pride Instagram contest, at the end of which the largest gay flag in the Middle East was printed, bearing the pictures taken by the city’s residents. The Municipality also utilizes social media as a platform for involving the public in municipal decision-making.
As part of the city’s policy to promote the accessibility and transparency of the information provided to the general public, the Municipality allows direct access to municipal databases that are not of a confidential nature. The environment enables the public and app developers to make use of information in municipal databases that deal with community affairs, culture, public health, budgets, statistical data and security. Recently Tel Aviv lunched a new Open Data site, The datasets are available in OpenData TLV, free to read, analyze and download.

opendata.tel-aviv.gov.il

Further to its policy to expose more information to the public, the municipality instituted a multiannual master plan that makes its archives accessible to all. As part of that initiative, the engineering archive containing all the construction plans of the buildings in the city was made available to the public free of charge. The purpose behind it is to encourage urban development and save residents the trouble of coming to the municipal archive in person.

The scanned construction plans include the building’s architectural blueprint, a variety of permits (T4, building permits, code compliance certificates), building permit applications, and information files.

The intention is to extend the master plan to 13 additional archives in the city.
The municipal geographic information system, iView, makes spatial information available to the public in a large number of spheres: engineering, transportation, community, tourism, education, art, and more.

As a resident of the city, you can view all the geographic information relevant to your neighborhood: preschools, schools, public gardens, pharmacies, community centers, outdoor sculptures, etc.

As an engineer, you can locate blocs, parcels, electricity and water infrastructures, and view a particular zoning plan and its associated documents.

As a tourist, you can locate hotels, beaches, and cultural and recreational venues.

iView is a high performance system with an especially friendly user interface that does not require any prior training.
The Municipality offers a very wide range of online services that enable users to establish contact, obtain information and carry out transactions. Residents can contact the Mayor and municipal departments online, order a resident parking permit and have it sent to their home via courier at no cost, appeal a parking ticket and track the status of the appeal, examine the status of a business permit and the status of a building permit application, register their children for kindergarten and receive updates about their kindergarten placement.

It is also possible to make a variety of online payments for the municipality’s main services that involve a fee.

A strategic plan was formulated in Tel Aviv for engaging residents in the processes and activities carried out in the city and at the Municipality. To achieve end, it was necessary to adapt municipal tools and infrastructures to current technological trends – e.g. mobility, social media, big data, etc.

A three-tier model for engaging residents was defined for that purpose:

Physical infrastructure – infrastructures that connect residents to the Internet.

Applications infrastructure – software infrastructures designed to be a platform for a wide variety of applications. The latter include the Residents Club, the Mobile App, iView, etc.

Applications – applications and systems that aim to address a specific task/need. The latter include management and externalization of the information about a particular community center, messaging at the schools, etc.
ADDITIONAL SMART CITY PILLARS ASSOCIATED WITH SMART CITY TEL AVIV
GREEN CONSTRUCTION
The Municipality has assimilated green construction principles in its planning and building procedures, thereby offering an opportunity to make a significant change in the quality of construction and quality of life in Tel Aviv. This includes, inter alia, instituting green construction guidelines related to building permits, promoting the green design of new educational institutions in the city, encouraging greater energy efficiency in buildings, integrating green construction principles in existing neighborhoods, and circulating planning information dealing with green construction.

DESIGN AND DEVELOPMENT PLANS
The Municipality assimilates development plans and architectural designs deriving from an approved blueprint, whose purpose is to detail the design concept underlying the construction and development of a given project. Those plans specify the proposed buildings, their design and where they will be positioned on the lot. The landscaping concept and the relation between the building and its immediate surroundings are also presented. The plans aim to ensure a satisfactory link between the project and the adjacent roads and crossings (for vehicles, pedestrians and cyclists) - and facilitate improvements to that link and to the project’s functioning in its environment.

CONSERVING WATER
The Municipality has for some time made considerable efforts to conserve the water used to irrigate public gardens. In recent years, hundreds of gardens, green strips and traffic islands have been connected to an irrigation system that is remotely controlled in real time and oversees all the sprinklers in every garden. To date, 72% of the gardening sites in the city have been connected to the system. This method of irrigation makes it possible to automatically open and shut all the sprinklers, monitor the amount of water allocated to each section of the garden, and receive detailed reports that track water consumption.

MUNICIPAL COMPOSTING PROGRAM
The Municipality encourages residents to join the circle of people who separate organic waste. About 800 composters, intended for organic waste that decomposes into fertilizer and can be used in the building’s yard, were distributed to occupants of apartment buildings and single family homes, public institutions, and community and public gardens in the city.

COMMUNITY GARDENS
The Municipality helps groups of residents to establish community gardens for the purpose of 'adopting' and cultivating a selected open space in the city. These gardens are founded on ecological principles and on planting endemic vegetation that conserves water and is more pest resistant.

MUNICIPAL RECYCLING
A great deal of recycling is done in Tel Aviv, including: paper, plastic containers, small beverage bottles, batteries, scrap metal in compliance with the vehicle dismantling program, electronic waste, white paper (offices), cartons, textile/clothing – alongside educational activities at the kindergartens and schools.

PRESERVING OPEN SPACES
A preserved open space is a space that is not sprayed with chemical herbicides. There are a number of preserved open spaces in Tel Aviv, where one can find a rich variety of natural seasonal vegetation that add scenery and natural beauty to the city’s landscape. The Municipality encourages and supports recreational, informational, and educational activities through the "Resident Trustees of Nature" framework it created.
COMMUNITY AND ENTREPRENEURSHIP >

ENTREPRENEURSHIP CENTERS
The Municipality encourages entrepreneurs to avail themselves of coworking spaces where they can exchange ideas and create partnerships that could help them promote and develop their ventures. The coworking spaces, are open to the general public at a discounted monthly fee.

ASSISTANCE IN ESTABLISHING COMMUNITIES
Facilitated by social workers and other community workers, the Municipality enables residents to acquire knowledge and skills that will help them organize and act collaboratively in order to resolve problems, raise resources and generate processes of change in their surroundings, while applying democratic values.

YOUTH CENTERS
The Municipality runs youth centers in 17 neighborhoods around the city, which are part of the public community centers. They offer 7th–12th graders a variety of after-school programs and activities throughout the year as well as leadership groups, social learning centers, teen clubs, pre-army preparation groups, youth counselor courses, and much more. The centers also offer field trips and urban seminars, including special evenings and nighttime programs for teens during summer vacation.

YOUNG ADULT CENTERS
The Municipality runs centers for young adults that enable them to study, take collective action, initiate and organize, including: work spaces where they can work and study during the week, a social lab that offers social entrepreneurs
to pay for parking by scanning the ticket they received when entering the lot.

PANGO, EASYPARK AND CELL-O-PARK PARKING SERVICES
Payment for public parking in permitted zones can also be made in Tel Aviv using a cell phone.

READINESS >

THE CAMERAS PROJECT DESIGNED TO HEIGHTEN THE SENSE OF SECURITY
The Municipality established a security & emergency command and control center, to which about 200 cameras installed in public spaces, public gardens, educational institutions, and municipal facilities around the city are connected. The cameras are meant to maintain public order and heighten the public’s sense of security. The command and control center is equipped with analytical devices that automatically identify irregular incidents.

MUNICIPAL READINESS NETWORK
The Municipality runs a professional emergency network. It includes intake centers that are opened during states of emergency, which can cater to residents who have been evacuated from their homes.

The emergency network also consists of air raid shelters and underground parking lots deployed around the city, which have been inspected and approved by the Municipality as being safe. These shelters and parking lots are in addition to the protected spaces found in different locations.

AFFORDABLE MUNICIPAL HOUSING
The Municipality promotes permits for thousands of units in affordable housing projects built on city land, in addition to incorporating affordable housing in zoning plans that are submitted to the Local Planning Commission for approval. The Municipality's investment in affordable housing projects accounts for about 10% of the municipal development budget.

TRAFFIC AND PARKING >

BIKE PATHS AND TEL-O-FUN
The Municipality is committed to increasing the use of bikes in the city. In recent years the Municipality has allocated a lot of land for bike paths, and the areas designated for bike riding continue to grow steadily. To date, more than 100 kilometers of bike paths have been paved in Tel Aviv.

The Tel-O-Fun bike rental project includes about 150 stations throughout the city. More than 3 million rentals of 1,500 bikes have been recorded thus far.

SMART PARKING SERVICES AT MUNICIPAL "AHUZOT HAhof" PARKING LOTS
An automated parking service has been instituted at "Ahuzeit Ha Hof" parking lots. Payment can be made using a digital wallet application that precludes the need to pay in cash or enter additional customer information. A customer who chooses not to enter their vehicle’s license plate number via the application can still use it
SMART FOOD POLICIES >

PRODUCTION OF SUSTAINABLE FOOD
The City encourages the production of sustainable food through establishing and supporting a variety of community based programs and projects. These include over 27 community gardens spread across the city, vegetable gardens at schools and kindergartens used for educational purposes, the Municipal Agricultural Farm, 4 authorized fishing sites and a vertical gardening demonstration project at the Municipality’s Young Adults Center.

CONSUMPTION OF SUSTAINABLE FOOD
In addition to encouraging its production, the Municipality also encourages the consumption of these sustainable foods through a set of policies and city-run programs, including: The National Nutrition program (implemented in partnership with the Israel ministry of Education)- serving hot and nutritional meals four times a week to school pupils, nutrition at after-school daycare frameworks – catering to about 10,000 children daily, canteens and catering at municipal properties and community centers, regulated prices of food and beverages sold at city beaches, nutrition for the elderly – totaling 62,400 meals per annum, parental training at the City’s 16 post-natal clinics, and nutritional security for the 18,860 deprived households within the city (in collaboration with NGO’s).

FAIR SHARED CITY >

In order to assure that all residents of the city are given the opportunity to enjoy its smart city services and policies, The City of Tel Aviv promotes a set of policies and programs lead by the Advisor to Mayor for Advancement of Women. This includes dealing with subjects such as: Gender strategic planning in public bodies; the balance between work and private life on the personal and organizational levels; preventing violence from a multicultural and global perspective; gender equality educational programs; and the implementation of the United Nations Resolution 1325 on Security and the Representation of Women.

EDUCATING A SMART CITY >

As a crucial part of the city’s community and social fabric, the Tel Aviv educational system plays part in the overall Smart City policy, an example of this is evident in the "Just Spirulina Project", initiated and managed by students of the Herzliya Hebrew Gymnasium High School.

"JUST SPIROLINA"
An initiative lead by high school students, essentially forming a startup aimed at cultivating a cheap and simple method to grow Spirulina (Nature’s most nutritious food). The project cooperates with high school students from around Africa- aiming at creating a method for sustainable growth of food through high school students in developing countries. If successful, this initiative will substantially assist in the global fight against hunger.
MEASURING THE IMPLEMENTATION OF SMART CITY PRINCIPLES IN TEL AVIV

Tel Aviv is the trailblazer among Israeli cities when it comes to actively implementing smart city principles.

A number of indicators were developed for each frame comprising the picture of the future, aimed at examining the changes in the city's position. The indicators represent the main essence of the picture of the future, the strategic course of action and the Smart City vision.

MEASURING "A CITY FOR ALL ITS RESIDENTS"

> New apartments
> New apartments - compared to other cities in metropolitan Tel Aviv
> Apartment upgrades
> The percentage of apartments that were upgraded in a particular area out of all the apartments in that area
> Overall satisfaction with one's area of residence
> The size of the population
> Children
> Children and senior citizens
> Households with children
> Matriculation entitlement
> High school dropouts
> Income
> Apartment prices
> Digital gap
> Children under the care of child protection officers
> Teen offenders
> Children under the poverty line
> Volunteer activities in the community
> Communalities
> Representation of different sectors of the population in managing the Municipality

MEASURING "RESIDENT - ORIENTED GOVERNMENT"

> Satisfaction with service centers
> Satisfaction with the level of the Municipality's online services
> Satisfaction with the level of transparency and participation of the city's residents in decision-making
> The Municipality's own sources of income
> Transfer of powers from government ministries to the Municipality
> Promotion of collaborations that cross municipal boundaries

MEASURING "AN APPEALING URBAN ENVIRONMENT"

> Hi-rise construction in the White City district
> Open spaces
> Satisfaction with the green spaces in one's area of residence
> Street upgrades
> Building renovations
> Pedestrians on the city's streets
> The seashore boardwalk for pedestrians and bike riders
> Pedestrians on the boardwalk
> Modal split
> Use of public transportation
> Parking lots

MEASURING "A FINANCIAL AND CULTURAL CENTER"

> A concentration of Israeli and international banks
> Gross local income
> Number of people employed in financial and business services
> Cultural events: plays, concerts, dance performances
> Museums
> The variety of cultural offerings
TEL AVIV STARTUP CITY – JOIN OUR SUCCESS

Tel Aviv is at the epicenter of the global startup scene and is unparalleled in its creative energy. The "Nonstop City" cultivates a thriving startup ecosystem, brimming with venture capital opportunities, dozens of innovation hubs, and a strong presence of leading multinational companies and R&D centers. With the highest number of startups per capita in the world, Tel Aviv's ecosystem is supported by leading research and academic institutions, and fueled by a daring culture of creativity and a unique, entrepreneurial spirit.

SOFT LANDING SERVICES – MULTINATIONAL COMPANIES
If you’re a multinational company looking to establish an innovation center, R&D center, or a new branch in Tel Aviv, Tel Aviv Global will provide you tailor-made services.

We Offer:
• Orientation visits
• Innovation and networking services
• Navigating Israeli bureaucracy
• Individual services
• Assistance in booking a meeting, visit, or delegation
• And more

SOFT LANDING SERVICES – INNOVATION PROGRAMS
If you’re an academic body looking to build a program based on academic courses and internships in the best startup companies in Tel Aviv, we offer:
• Innovation and networking visits
• Working with local logistic providers & real estate agents
• Visas
• Assistance in booking a meeting, visit, or delegation

For more information about Tel Aviv’s soft landing services, please contact:
Adi Barel, Director of Economic Development at Tel Aviv Global: barel_a@tel-aviv.gov.il
THE CITY AND STARTUPS

The most prominent resource the city of Tel Aviv has is its large and strong start-up community, which is considered a world leader. Tel Aviv has more than 1,700 start-ups, which is a startup for every 300 residents. There are 160 venture capital funds in the city, and there are about 100 joint work spaces, as well as accelerators and programs for startups.

Until recently, there were not enough ties between the startup community and the municipality was not strong enough. The two worlds could not really benefit from each other. Hence, we initiated activities to further enhance the connection between the two.

THESE ARE THE BASIC ASSUMPTIONS IN OUR WORK:

First premise
• A municipality is a monopoly that exclusively controls many assets and resources
• The assets do not belong to the municipality but belong to the residents
• The municipality is obligated to make these resources accessible to the public in general and to the startup community in particular

Second premise
• There are problems that only startups can solve. Startups have built-in advantages in solving complex problems.

THE ACTIVITIES WE INITIATED:

1. The Start-Up Conference
Here the idea is to create a One Stop Shop for all the needs of the startup community in the city, in order to provide a quick and accurate response to the various needs. We have already met with close to 100 start-ups, and most of the requests are for: data, where pilots and/or experiments are to be conducted, a meeting with a municipal expert on a specific subject (water, transportation, etc.) and so on.

2. "I have an idea"
Here the basic assumption is simple - those who really know the challenges and problems are the people who work in the field. These are people who know the field best but do not have the ability to develop technological solutions. On the other hand, there are many technological entrepreneurs in the city who are not exposed to problems in places such as the education system, hospitals and welfare services. "I have an idea" was born to connect the two sides. The intention is to build products / solutions that will meet the real needs that arise from the field by city employees and have technological entrepreneurs develop the products.

3. Meetups
Here, too, the idea is to create an interface between the start-up community and the municipality. The themes of the Meetups are always around the smart city, such as: "Education as part of the conception of the Smart City", "Technological solutions for solving loneliness amongst the elderly" etc.
TEL AVIV HACKATHON

Every year the municipality hosts a competition to develop urban applications on various topics relevant to the agenda of the city of Tel Aviv - Yafo, such as: smart transportation, smart communities and many more.

The competition begins with a 27-hour Hackathon. At the end of which five groups are selected to the final stage. Between the Hackathon and the final stage of the competition, the groups continue working on their product and get help and support from the municipality be it through municipal experts or by receiving co-working spaces. The pitch in the final stage of the competition takes place at the DLD Innovation Festival which is one of the world’s leading events for high-tech start-ups.

INNOVATION PROGRAM

The Tel-Aviv-Yafo Municipality Innovation Program, launched in 2016, is a unique program designed to generate and support innovation amongst the 12,000 employees of the municipality and its 50 municipal companies. This new and innovative program model invites 30–35 people from different departments and municipal companies to participate in a 3-month program designed to transform ideas from different municipal areas into innovative, practical projects to be adopted into urban processes, policies and programs.

This initiative provides a unique opportunity for municipal staff that may never interact, to brainstorm and collaborate to develop solutions to city problems. This innovative, holistic approach has produced new creative solutions that are already improving services provided to Tel Aviv residence on a daily basis and create meaningful change that increases quality of life. The challenges proposed for participants to resolve stem from current issues faced by the municipality as well as new issues raised from resident surveys and feedback. Each group is assigned mentors who are relevant private sector and municipality experts. Since its inception in 2016, the program has involved 2,000 municipal staff, 64 innovation mentors, 130 new ideas and 6 winning projects funded and implemented.
THE PLATFORM

The Platform is an international accelerator at the forefront of urban innovation that seeks to bring together cities from around the world to address social and urban challenges that are shared by many major urban centers. Together with the 8200 Social Entrepreneurial Program, The Platform will harness Tel Aviv’s globally recognized startup ecosystem, talent and know-how to disrupt the way cities are approaching and solving core social issues.

Entrepreneurs interested in applying for The Platform’s acceleration program please contact:

Shana Krakowski, Manager of The Platform, at Tel Aviv Global: Krakowski_s@tel-aviv.gov.il
The Tel Aviv Foundation works in partnership with the Municipality to establish projects that meet the evolving needs of residents and to expand city resources. As cities face urban opportunities and challenges, the Foundation is developing new partnerships and financial tools to create sources of innovative fundraising. Such tools include:

- Public Private Partnerships
- Crowd Funding
- Local City Currencies
- Social Finance
- Municipal Knowledge Sharing

The expansion of resources enables innovative projects including: sharing the DigiTel Resident Card program on a global scale to enable municipal knowledge management; relocating the "Tmuna" Theatre, a public private partnership with a local real estate entrepreneur, to promote urban renewal and economic development, and others.

By connecting great ideas with financial capital, Tel Aviv is expanding resources and encouraging civic engagement for the benefit of its residents.

For more information please contact:
Michal Kenan Shmueli | Director of Development
michal@telavivfoundation.org
Motorola Solutions is a leading provider of mission-critical communications. Our products enable seamless connectivity among government, enterprise and public safety bodies, enabling them to carry out the mission-critical tasks that keep communities safe.

Our offering answers communication needs for a broad range of diverse organizations within manufacturing, hospitality, law enforcement, fire, emergency medical services, transportation and logistics, education, utilities, municipal and government.

In Tel Aviv, Motorola supplies the municipal radio communications, Command and Control and analytics infrastructure, crucial for creating a safe and secure urban environment. We help managing the irrigation of parks and provide WiFi connectivity in public spaces (incl. parks, beaches and emergency shelters). Partnering with Tel Aviv Municipality, Motorola provides the end-to-end project management, integration, implementation and support that deliver the Smart City Tel Aviv value.

Founded in 1928, Motorola has a history of innovation that has revolutionized communications. From pioneering mobile radio in the 1930s through communications for the Apollo 13 moon landing in 1969, to modern-day emergency response communications, Motorola has a global footprint with solutions that demonstrate our thought leadership and commitment to help our customers be their best in the moments that matter.
A SAFER CITY WITH CHECK POINT

Founded in 1993 and co-headquartered in California and Tel-Aviv, Check Point is the largest worldwide pure-play security vendor. It provides industry-leading solutions that protect customers with an unmatched catch rate of malwares and other vectors of attacks, and offers the most comprehensive and intuitive security management that defends businesses of all sizes.

Check Point first pioneered the industry with FireWall-1 and its patented stateful inspection technology making its mission to always stay ahead of cyber threats.

In Tel Aviv, Check Point provides a consolidated end-to-end cyber security infrastructure to the cameras that monitor the city transport routes, giving a real-time picture of the traffic. All cameras around the city are connected to the main datacenter servers, transmitting secured information which is also backed up on an encrypted cellular interface.

In addition, Check Point provides the entire security solution for the Municipality’s services connected to the Microsoft Azure Cloud Platform - So that the City of Tel Aviv enjoys the most advanced and stable solution with the highest, uncompromising security level – this is the future of cyber security!

Check Point secures hundreds of thousands of businesses and millions users, providing customers with leading security products for Threat Prevention, Mobile security - Cloud Security, Firewalls, Security Management and much more. It is publically traded (NASDAQ: CHKP) with approximately 4,500 employees worldwide.
SMART DECISIONS
MAKE SMART CITIES

Upgrade your city operations

The world is changing at an increasingly rapid rate. Cisco Kinetic for Cities can help address the challenges of change and growth. As the number of connected things grows exponentially, this platform can help cities scale quickly, with an open architecture that supports the integration of multiple solutions, applications, and devices. And as the urban landscape evolves, the vast Cisco solutions portfolio will offer a specialized approach to help solve problems, meet unique goals, and achieve desired outcomes.

We collaborate with a trusted ecosystem of partners to help bring these solutions and services to life.

Much of the value of digital transformation will hinge on data. Cisco Kinetic for Cities is a foundational platform that cities can use to:

- Be more responsive to citizen needs
- Find cost savings by better understanding how resources are being used
- Generate environmentally sustainable practices
- Keep people and public spaces safer
- Help form more coordinated and effective incident response across different city agencies and organizations
- Inspire new revenue sources through application development, data analytics and modeling, and asset use optimization

And much more. The opportunities continue to grow with Cisco Kinetic for Cities.

For more information about Cisco Kinetic for Cities, visit: cisco.com/go/kineticforcities
DIGI-CITY PROGRAM BY TSG

TSG IT Advanced Systems Ltd. (TSG) is a global provider of Defense, HLS, Cyber security, Government and Municipal solutions with 40 years proven track record. TSG is privately held by Israel Aerospace Industries - IAI (50%) and Formula Systems (50%). TSG offers unique solutions and services based on our expertise in software development, data mining and fusion, big data analytics, cyber security and telecommunication. TSG’s record of excellence in delivery is achieved through exceptional and innovative technology, experience and project management abilities strengthened by outstanding insights.

TSG is the exclusive authorized distributor of Tel Aviv Municipality ‘Digi-Tel’ project. Tel Aviv was distinguished as the ‘Best Smart City 2014’ for their Digi-Tel program in the annual Smart city expo in Barcelona.

TSG and its Indian partner, Foxberry Technologies, Pvt. Ltd. – a provider of comprehensive solutions for Safe & Smart City, Control Rooms, Ecosystem for Citizen Engagement Platforms, GIS Solutions and Non-Motorized Transport Solutions – has implemented the first Digi-City program in Thane, Maharashtra India – Digi-Thane.

The program enables a variety of new online services, optimization of existing services, personalization, and all aspects of communication between the Municipality and the people of the city - residents, business owners, workers and visitors.

For further details, please contact:
David.Grau@tsgitsystems.com | www.tsgitsystems.com
When it comes to education management and services provided by local municipalities, the digital age ushers in countless opportunities for improvement. The efficiency and transparency of education services greatly impact the overall quality of education administered to the city's children – and the right technology can make a world of difference.

Prodware’s Education Module harnesses technological innovation to create unified, holistic and coordinated communication and data sharing between educational institutions and their governing municipality. Based on Microsoft Dynamics CRM, the Education Module provides municipalities with a comprehensive 360-degree angle view of all education operations within their jurisdiction, at school, class and kindergarten levels. Multi-layered data can be synchronized and segmented at the push of a button, providing the city with a better understanding of each institution’s unique needs, as well as a robust mapping of the city’s entire education services.

The Education Module addresses each student separately, providing the municipality with data based on individual "student Journeys" from kindergarten to high school. The Student Journeys help the municipality analyze individual and collective success and progress.

The Education Module is about data, but it is also about data sharing. Utilizing its Microsoft Dynamics CRM interface, the Education Module allows educational institutions to file requests and reports that require municipal attention, thereby facilitating communication that addresses specific needs.

For more information, please contact us at: info@prodware.co.il | Prodware.co.il | +972 (0)73-2770000
Safer Place develops an innovative, award-winning video-based technology platform to enhance high-risk traffic and parking violations enforcement. The single platform detects all types of moving violations: Disobey road signs, Failure to Yield, Mobile texting, Crossing solid lines, Driving in bus lanes, Illegal turns & all types of urban parking violations: Blocking the sidewalk, Parking on a crosswalk, In a bus stop, Double parking and more.

Our solutions are field proven, reliable and fully operational generating hundreds of thousands of tickets across EMEA. Safer Place generates digital tickets to reduce human errors and produces blurred videos and images to comply with local privacy regulations.

With Safer Place solution, we make the city smarter: improve road safety for drivers and pedestrians, increase manpower productivity, reduce legal appeals and generate incremental revenue with no upfront investment required by the customer.

Safer Place delivers to Tel Aviv municipality a successful large-scale project improving all major aspects of the transportation in the city: reduced # of violations over time, increased public order, improved traffic flow, increased efficiency and reduced number of appeals to court.

For more information please contact us at: info@saferplace.com | www.saferplace.com
UNDERSTAND YOUR CITIZENS USING AI

Managing a city is a constant challenge of prioritizing - how to best serve citizens' needs? To do that successfully local government officials need the best data and analytic tools to quickly and easily understand their city. What do citizens really care about? How are they reacting to the city's actions? What are they pleased with, and what would they like to change?

That is why we've created ZenCity.

ZenCity is a platform for understanding people in the city on a wide scale. With the use of advanced AI algorithms, we analyze data that is already out there - from social media, city hotlines and many other sources - classify and sort it automatically, and provide local government stakeholders with detailed, actionable insights about how their citizens view and use the city. These insights are accessible through an easy-to-use online dashboard and alerts system.

With ZenCity, c-level management can:

1. Automatically recognize trends as they happen in real-time and stay proactive.
2. Aggregate and analyze information over time for data-driven planning and performance management.

Our cloud-based solution is licensed to local governments in an affordable SaaS model, and can be integrated with any existing data source and adapted to existing organizational KPIs. Our easy integration promises value from day one!

ZenCity was founded in 2015 and is trusted by leading local governments across the US, EU and Israel.

For further details, please contact us at:
info@zencity.io | www.zencity.io
EMPOWERING SMART SPORTS

Playkers is the Israeli leader of sports management solutions for smart cities.

With Playkers municipalities maximize their sports facilities occupancy and control, and engage with targeted sport communities supplying them all the tools they need to organize sports activities or book and pay for sports facilities easily and efficiently.

Our platform creates a new sports culture in the fast-paced urban city environment, enabling real-time communication and dialog between the municipality, sports center managers, and sports communities.

Playkers provides municipality decision makers smart data-driven and crowd wisdom analytics that empowers them with recommendations based on operational and social key metrics. The results include successful optimization and maintenance of existing facilities as well as knowledge-based decisions regarding the construction of new ones.

In Tel Aviv, Playkers provides an integrative solution that ensures all sports facilities and activities are managed and accessible for and by the residents using diverse channels and unique interfaces.

In addition, Playkers provides the first “Smart Field” technology which cuts the costs of electricity, human resources and creates an addictive game experience with an innovative amateur video footage – Say goodbye to empty sports facilities in the evenings...

Playker’s solution can be tailored to include any real estate and community’s technological gaps such as classrooms, parks, lawns, or any other leisure facility or asset owned by the city. For further details, please contact us at:
info@playkers.com | www.playkers.com
Smart City Tel Aviv

Liora Shechter | CIO | lioras@tel-aviv.gov.il
Zohar Sharon | CKO | sharon@tel-aviv.gov.il
Gidi Schmerling | CDO | gidis@tel-aviv.gov.il

Tel Aviv Global

Eytan Schwartz | CEO, Tel Aviv Global
Schwartz_e@tel-aviv.gov.il

Adi Barel | Director of Economic Development
Barel_a@tel-aviv.gov.il

Margaux Stelman | Head of International Press
Stelman_m@tel-aviv.gov.il

New Financial Urban Tools

Michal Kenan Shmueli | Director of Development
michal@telavivfoundation.org

www.tel–aviv.gov.il/eng