



भारत- तेल अवीव

INDIA- TEL AVIV

A SMART PARTNERSHIP

एक स्मार्ट साझेदारी



תל אביב
אינפוסטופ
TEL AVIV
NONSTOP CITY



TEL AVIV NONSTOP CITY

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GREETINGS FROM THE MAYOR

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Shalom!

Tel Aviv-Yafo is known as Israel's "Nonstop City". The vibrant atmosphere never stops; the nightlife and culinary scene never stops; culture never stops; 24 hours a day, Tel Aviv-Yafo 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 practices to deal with urban 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 put - a better city.

The recent deepening in the relationship between Indian cities and Tel Aviv-Yafo is an exciting development. We feel privileged by this friendship and seek new ways to bring our communities closer by sharing knowledge and best practices. In this booklet, we present some of the most innovative urban projects led by our city and some of the leading practices and technologies that were developed in Tel Aviv-Yafo in selected fields. Collaborations are vital in enabling cities around the world to meet the many challenges they face, and I have no doubt that a strong partnership between cities in India and Tel Aviv-Yafo will improve the lives of many residents.

We look forward to sharing our knowledge and learning from one another.

Sincerely,

A handwritten signature in black ink, appearing to be "Ron Huldai". The signature is written in a cursive, somewhat stylized script. There is a long horizontal line extending to the right from the end of the signature.

Ron Huldai
Mayor of Tel Aviv-Yafo

मेयर का शुभ संदेश



नमस्ते।

तेल अविब-याफो इसराइल की 'नॉन स्टॉप सिटी' के रूप में जाना जाता है। 'जीवंत माहौल' कभी नहीं रुकता;

नाइटलाइफ़ और पाक दृश्य कभी नहीं रुकता; संस्कृति कभी नहीं रुकती; 24 घंटे हर दिन, तेल अविब-याफो एक सक्रिय महानगर है, जो ऊर्जा और रचनात्मकता से भरा हुआ है।

इस तरह के एक शहर में, चुनौतियां भी कभी नहीं रुकती हैं। हाल ही के वर्षों में, नगर पालिका शहरी चुनौतियों से निपटने के लिए कई तरीकों का उपयोग किया है: स्वच्छता से शिक्षा तक, डेटा प्रबंधन से संस्कृति प्रबंधन तक। तेल अविब-याफो का लक्ष्य सदैव स्मार्टर और एक बेहतर सिटी रहना है।

हाल ही में भारतीय शहरों और तेल अवीव-याफो के बीच संबंधों का मजबूत होना एक रोमांचक विकास है। हम इस दोस्ती से विशेषाधिकृत महसूस करते हैं और हमारे समुदायों को ज्ञान और अच्छा अभ्यास बांटने के नए तरीकों की तलाश से करीब लाने की कोशिश करते हैं। इस पुस्तिका में, हमारे शहर के नेतृत्व में चालू किये गए कुछ परिवर्तनात्मक शहरी परियोजनाओं को और तेल अविब-याफो के कुछ चुने हुए क्षेत्र में विकसित किए गए प्रमुख प्रथाओं और प्रौद्योगिकियों को हम पेश करते हैं। दुनिया भर के शहरों में सहयोग महत्वपूर्ण है उन्हें सक्षम बनाने के लिए ताकि वो कई चुनौतियों का सामना कर सकें, और मुझे पूरा यकीन है कि भारत के शहरों और तेल अवीव-याफो के बीच एक मजबूत साझेदारी से कई निवासियों के जीवन में सुधार होगा।

हम अपने ज्ञान बांटने और एक दूसरे से सीखने के लिए तत्पर हैं।

आपका विश्वासु,

रॉन हुल्डाइ

तेल अविब-याफो के मेयर

TEL AVIV SMART CITY



As Israel's leading business center, Tel Aviv, the Nonstop City, is home to the Tel Aviv Stock Exchange, major bank headquarters, and many leading media, law, and financial firms—the main industries in the city's economic structure. In addition, in the past few years, Tel Aviv has become known throughout the world as the center of Israel's vibrant high-tech and startup industries, boasting one of the world's top innovation ecosystems.

Tel Aviv, like many other cities around the world, is facing several challenges, including improving the urban infrastructure, environment, and services (e.g., transportation, pollution control, social inequality, public safety, energy efficiency), creating an appealing urban environment, and maintaining the city's standing as a business and cultural center. In line with its objectives, the Municipality is aiming to improve communication with the city's residents as well as increase their levels of engagement.

Tel Aviv's strategic plan for meeting these challenges was to become 'smart'. That is to say, to develop and implement resource-saving, energy-efficient hard infrastructure to improve urban administration and ensure sustainable urban development, while also making effective use of Information and Communication Technologies to increase civic engagement and public participation, ensuring an inclusive, accessible city for all.

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.

This Smart City strategy supports and advances the objectives outlined in the "City's Vision":

1. A City for All its Residents

Promoting Tel Aviv as an appealing city to live in, which is accessible and responsive to residents of all ages, and characterized by quality and egalitarian education, equal opportunities, pluralism and communal solidarity.

2. Resident-Oriented Government

A resident-focused 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.

3. 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.

4. A Financial and Cultural Center

Maintaining and reinforcing Tel Aviv's standing as a metropolitan and national financial and cultural center that caters to everyone, while allocating resources to improve the quality of city life.



photo: Kfir Sivan

E-GOVERNMENT



DIGI-TEL RESIDENT'S CARD AND CITY CLUB

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Digi-Tel is a personalized digital communication platform that provides residents with individually tailored information and services, taking into account their interests, address, personal status, and other personal attributes. The platform facilitates a direct and holistic connection between the city and residents.

All the Tel Aviv residents aged 13 and older can come to one of many registration centers in the city, tell us a bit about themselves, and are later sent a Smart City Card and become members of the Digi-Tel Club.

Based on their unique profile, we are able to offer them information, a wide variety of special deals (at cultural venues, sports arenas, etc.), as well as customized digital services that enable them to carry out transactions with the Municipality- at any time and from any place.

The information is delivered via different channels, including personal emails, text messages and a personal resident account, according to their preferences. For example:

- We'll make sure that Daniella receives a text message informing her that the bridge she normally travels on is closed, enabling her to take an alternative route and get to her sports match on time.
- We'll remind Jonathan that the deadline for registering his child for kindergarten is approaching, and we'll even help him register over the Internet.
- We'll keep Maya, who loves music, posted about discounted tickets for tonight's performances.

Digi-Tel enables residents to proactively engage the Municipality, and cardholders can access a personalized web page, where they can manage their bills, locate cultural events as well as report hazards and follow up on their handling.



photo: Doron Serri

For further details regarding the Digi-Tel Resident's Card and City Club please contact Zohar Sharon, Chief Knowledge Officer, Tel Aviv-Yafo Municipality, at sharon@tel-aviv.gov.il.

ADDITIONAL CITIZEN – ENGAGEMENT PROJECTS

PUBLIC PARTICIPATION

Residents know best what their needs are. Therefore, it is critical that they play a meaningful role in decision-making processes. 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 covering a broad spectrum of municipal plans and projects. In the past few years, this process has also been carried out through digital channels.

Today, public participation processes take place both in the physical space, at special events designated for that purpose, and online, using a convenient and sophisticated platform. Using this platform, feedback is provided to each participant about what s/he raised during the process. Insights that were formulated in the course of the consultation process are also shared upon its conclusion. When the implementation stage is reached – every resident who participated in the process feels that s/he has filled a key role in making the decisions.

Tens of extensive participation processes were led by the Municipality in recent years, including:

"Residents Create the Neighborhood" – a project in which 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.

Round Tables in the City Square – both a physical and online event in which residents were invited to hear, think together and suggest solutions on the burning issues of city life, such as transportation, education, security and safety, sustainability,

culture and sports, the public space, society and welfare. Insights received as part of this process have been incorporated into the Municipality's annual work plans.

WIFI

Tel Aviv boasts Israel's widest wireless Internet distribution in the public domain. The service is provided free of charge to residents, visitors and tourists. 100 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.

OPEN DATA

As part of the City's policy to promote the accessibility and transparency of 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 general 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.

iVIEW (GIS)

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: pre-schools, 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.



ENVIRONMENTAL SUSTAINABILITY



THE HIRIYA ECOLOGICAL PARK

Hiriya is a former landfill site located southeast of Tel Aviv-Yafo, which was shut down in 1998 when the rate of waste arriving at Hiriya reached 3,000 tons a day, leading to a negative environmental impact. It has since been re-purposed into Israel's largest ecological center, housing the world's most advanced and economic recycling facilities. Now, what once was a huge dump in central Israel known for its unpleasant past, is now a world-class "green lung".

The Dan Municipal Sanitation Association, which operates the site, constitutes the most professional body leading the green revolution in Israel. Its main activities are:

1. **Treating household waste while streamlining and improving services.** On the foothills of Mount Hiriya, lies one of the largest waste and garbage transfer stations in the world. Each day, approximately 800 garbage trucks deposit some 3,000 tons of household waste and garden trimmings, and 400 more trucks bring approximately 1,500 tons of construction waste from 18 local municipalities in Greater Tel Aviv.
2. **Developing the recycling park and its facilities to create energy from waste.** Using advanced technology, the Association is transforming the Hiriya site into a recycling park, giving garbage a second life as raw materials and minimizing environmental damage. Several recycling facilities in the park deal with different types of waste:
 - Cardboard is separated from household waste and transported to a recycling factory that specializes in recycling paper and cardboard

- Arrow Ecology- an Israeli patent, which is considered to be one of the world's leading facilities in waste treatment, separates organic from non-organic waste with the use of water
 - Sorting and recycling facility for construction waste
 - Green energy center from Mount Hiriya biogas, once a toxic pollutant, which is a result of the waste's natural decomposition process
 - Garden trimmings recycling system
 - "Green Basins"- a system of five pools with unique plants and aggregates that form a natural sieve to absorb microbes
3. **Cooperating to rehabilitate Mount Hiriya**, turning it into a green and flourishing park that will be a world leader in environmental change.
 4. **Environmental education**, educating the public with the importance of the environmental values that the Center leads, all for the sake of transforming waste from nuisance to resource.

Next to the Recycling Center, there is a park, which serves a recreational space for the general public. Beyond its natural beauty and magnificent views of the City, this urban wilderness includes walking and cycling trails, ponds and extreme sports activities, guided tours that explain the rehabilitation process, as well as educational recycling activities for kids. On weekends and holidays, the park averages roughly 1,000 visitors a day.

Hiriya has become one of the largest, most innovative environmental projects in the Middle East, and was featured in several environmental publications. Many have come to observe and learn from the successes of Hiriya, looking to replicate this initiative in countries such as the U.S., Russia and China.

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For further details regarding the Hiriya Ecological Park, please contact Doron Sapir, First Deputy Mayor of Tel Aviv-Yafo and Chairman of the Dan Municipal Sanitation Association at sapir_d@tel-aviv.gov.il.

THE AYALON HIGHWAY ROOFING PROJECT

The Ayalon Highway, Greater Tel Aviv's main transport artery, is one of the most important highways in the Israeli traffic system. The highway runs through one of the city's densest areas in terms of infrastructure - including railroads, roads and other communication networks, sewage pipelines and drainage systems, electricity lines and more. Used by approximately 750,000 vehicles per day and considered Israel's busiest road, the vehicles and trains cause immense noise and air pollution.

The entrepreneurial spirit of Tel Aviv has sparked Israel's largest and most ambitious urban project to date- the roofing of the Ayalon Highway. The new public space that will be created above the Ayalon Highway will turn into a center of leisure, green areas, cafes, walking and cycling paths, sporting facilities, and supportive commercial activity for city residents and visitors- all the while still enabling the continuing flow of traffic beneath it.

This unique environmental project, covering 60 acres, will transform the metropolitan heart of Tel Aviv by creating a new, open public space, which currently lies inaccessible and unused.

By creating a spacious green area in the beating heart of Israel's largest metropolis, separate urban areas will be connected, a huge park will be created, and the environment will benefit from the reduced air and noise pollution, all the while making optimal use of the land.



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For further details regarding the Ayalon Highway Roofing Project, please contact Etai Pinkas Arad, Tel Aviv-Yafo City Council Member and Chairman of the Committee for the Ayalon River Roofing Project, at pinkas@tel-aviv.gov.il.

THE YARQON RIVER REHABILITATION AND MANAGEMENT



The Yarqon River runs through 7 municipalities in Israel's most densely populated area and as such, is severely impacted by human activity. The River is 28 km long and drains an area of about 1800 km². Before the establishment of the Yarqon River Authority (YRA) in 1988, there was no coordination between these municipalities regarding any of the River's potential or problems.

Two major processes influenced the Yarqon: diversion of the springs for domestic and agricultural water supply and increased pollution from sewage, low quality effluent and agricultural and urban non-point sources. These processes caused a severe decline in habitat diversity and poor conditions in the remaining habitats. The natural fauna and flora were displaced by species tolerant to low or no flow and to pollution; the river lost its natural services and became a health hazard and an aesthetic nuisance. These conditions, which lasted for over 40 years, influenced urban planning and development, resulting in the establishment of inferior land uses along substantial parts of the river.

In 1994, the YRA initiated the preparation of a Master Plan for the Rehabilitation of the Yarqon, the first effort of its kind in Israel's history. This was affected by using an open, trust-building process, which resulted in wide acceptance of the plan. This approach serves as a model for the rehabilitation of other streams in the region.

The YRA's main activities include initiating planning processes, implementing projects and involvement in regional planning and infrastructure projects, that may influence the river in the following main categories:

1. Drainage and flood control
2. Environmental and ecological rehabilitation
3. IWRM and watershed management
4. Recreation
5. Maintenance

Ecological Rehabilitation

A vital outcome of the Master Plan is a Governmental Directive for the rehabilitation of the ecological system, including the following action points:

- **Water** - allocation of water to maintain the river's continuity and reasonable habitat conditions. Effluents flowing to the river will pass through a constructed wetland built for neutralizing expected fluctuations in effluent quality, to remove/reduce concentrations of various "emerging pollutants" and for creating a quality habitat
- **Pollution** - installing pollution prevention elements
- **Ecology** - reconstruction of habitats, reintroducing species
- **Flood Mitigation** - compatibility with ecological requirements, use of flood plains and LID
- **IWRM** - incorporating water reuse of river flow for irrigating parks and agricultural land

For further details regarding the Yarqon River Rehabilitation and Management, please contact Dr. David Pargament, General Director of the Yarqon River Authority at david@yarqon.org.il.

THE DIZENGOFF CENTER SUSTAINABILITY STRATEGY

Dizengoff Center is Israel's first shopping mall and is a cultural milestone in the history of Tel Aviv. The "Center", as it is often called, consists of over 60,000 sq. meters of commercial facilities, hosting an average of 35 thousand visitors a day and over one million visitors a month.

As a leading shopping mall, Dizengoff Center has become a role model for combining business excellence with social responsibility, enhancing the economic, environmental, cultural and social well-being of visitors, tenants and employees, as well as of the residents of Tel Aviv's city center and Israel's business community.

The resulting initiatives include promoting small businesses by hosting weekly designer and food fairs, supporting NGOs and broader social activism (e.g., supporting the LGBT community), operating an indoor, no-charge playground open to the public, and demonstrating a commitment to direct employment and continuous improvement of working conditions for those previously working as contract workers.

In addition, in 2013, the "Center" began to integrate a strategy for sustainability into its core business and daily operation. This strategy is based on a pioneer approach and is an ongoing process that seeks to balance across needs of different goals and stakeholders, especially: Community - Economy - Environment. In order to formulate an urban sustainability strategy a comprehensive research had been conducted. This process enabled the "Center" to expand into new business areas, enhance and diversify the services given to tenants and visitors, while dramatically reducing energy use.

This initiative is focused on three main issues:

- **Reducing Environmental Footprint** - thanks to a renewal of air-conditioning systems, a dramatic reduction of energy use (13%) has been achieved. Likewise, a 40% consumption-based carbon footprint reduction has been achieved due to the use of electricity generated from gas.
- **Promoting Urban Nature** - several different projects have been created and maintained, such as bio-dynamic bee hives, nests of swifts (an endangered urban bird), a nursery for seedlings of trees, and more.
- **Encouraging Sustainable Food Intake** - a green farm has been established on the roof of the Center, providing vegetables to several restaurants in the city center.

The different projects and initiatives of urban sustainability are presented to the visitors through guided tours.

The Dizengoff Center sustainability strategy has led the Center to become a platform for cross - sectorial collaboration. It brings together private and public sectors, and the local community to generate initiatives and allocate resources, thereby producing knowledge that benefits everyone.

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For further details regarding the Dizengoff Center Sustainability Strategy, please contact Sheana Shechterman, Sustainability Manager of the Dizengoff Center, at sheana@dizengoff-center.co.il.



STREET SMART



THE USE OF EMERGENCY CAMERAS IN CITY MANAGEMENT

The Municipality of Tel Aviv-Yafo's Emergency & Security Department runs two major emergency control rooms – the main Municipal Situation Room, which is open only during critical security situations, and a routine Security Control Center that operates 24/7.

The Security Control Center used under usual circumstances provides access to hundreds of security cameras deployed throughout the city in several areas of interest. Originally planned to respond to emergencies, such as medical assistance calls, security or fire alarms, and apply the correct responder to the event handled, thanks to the extensive camera surveillance system, the center can create a dynamic and continuous assessment of the security situation citywide.

The assessment and response are controlled by a technological system that is connected to the sensors and cameras. The system includes an intelligent computer software that enables projecting the data onto a geographic information system, streaming video and controlling the cameras, quickly documenting and sending data to field forces.

The Municipality uses automatic image analysis to identify predefined irregular events, such as motion detection, line crossing or detecting a suspicious object that was abandoned in a sensitive area, and can then direct municipal security or police forces to handle the event.

Special emphasis is put on protecting citizen privacy, including receiving approval from a professional committee prior to camera placement, providing the video footage to authorized security forces only, and deleting it after a specified time.

Tel Aviv is acting to implement a unique approach that employs the extensive camera surveillance system for city management. This includes several operational purposes, such as security purposes, improving the city's transportation system, inspection and law enforcement, providing information to the public, etc. This approach combines maintaining public order and heightening the public's sense of security and safety, while managing the city on an ongoing basis.

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For further details regarding the Security Control Center and the Municipal Situation Room, please contact David Aharony, Emergency & Security Department Director of the Tel Aviv-Yafo Municipality, at aharony.david@tel-aviv.gov.il.

THE SMART PARKING COMPUTERIZATION SYSTEM



"Ahuzot Ha'Hof" is a municipal corporation owned by the Municipality of Tel Aviv-Yafo, in charge of an array of urban parking facilities, including about 50 computerized parking lots deployed around the city. In addition, the company is responsible for managing municipal projects and providing various innovative solutions in the fields of traffic, transportation, and parking in the city.

Transportation is traditionally one of the most technology-driven sectors of every city, and Tel Aviv is no different. The company provides several services designed to better utilize parking infrastructure and increase revenue from parking.

The computerization process of the parking facilities began in 2008, lasting 5 years in total, and led to an increase of more than 200% in the annual revenue generated from parking in the city. The process included the implementation of a new parking management software and advanced payment interfaces, upgrading of the control center, and collaborations with local companies specializing in mobile payments.

These developments enable the provision of 24/7 parking services independent of human factors, allowing to pay the required fee before exiting the lot by one of several payment methods: cash, credit card, or one of two mobile applications (Pango or Cello-park). Likewise, the system includes a recognition element based on license plate numbers of vehicles, which, with a direct connection to the database of city residents,

providing a direct discount to the City's residents, and providing changing benefits to holders of a Digi-Tel Resident's Card.

The Parking Operations Center is manned 24/7 by no more than 3 attendants at a time, and is tasked with monitoring the parking lots' systems in the aspects of operation and maintenance, activating different officials in the field if problems arise, and responding immediately to customers' inquiries through an intercom network.

The technology that was developed to better manage the parking facilities in the city- thanks to its access to the city's database, the application of Digi-Tel Resident's Card and advanced payment options- constitutes a basis for additional subdevelopments, such as operating urban parking lots used for towed vehicles and pay stations for renting beach facilities.

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For further details regarding the Smart Parking Computerization System, please contact Koby Elkayam, Deputy Director of Operations of "Ahuzot Ha'Hof" at koby@ahuzot.co.il.

SMART CITY TRAINING

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THE ACADEMIC COLLEGE OF TEL AVIV-YAFO (MTA): LEADING IN IMPACT ENTREPRENEURSHIP

The Academic College of Tel Aviv-Yafo (MTA) is an entrepreneurial academic institution, employing higher education as a means to creating ecosystems of change through involvement with its local community and industry, business training and counseling, and excellent education.

For example, in cooperation with the Tel Aviv-Yafo Municipality, MTA is leading 'City to City Collaborations', a new model of global collaboration.

MTA's 12,000 alumni play key roles in Israel's economy, politics and society, including the Director General of Israel's Ministry of Economy; Co-founder of Conduit; Founder and CEO of GETT; VP R&D of NICE Systems; VP R&D of Bank Leumi; Chief Technology Officer (CTO) of the ZAP Group; CEO and founder of Twingo; CEO of Netcraft; CEO and co-founder of Zemingo Mobile Group; and many more.

The MTA Entrepreneurship Center brings MTA's vision and experience to larger communities and networks, by offering workshops, seminars, corporate accelerators, open innovation programs, counseling services, tailored training programs, and special events for domestic and international companies and executive delegations, in collaboration with leading businesses in Tel Aviv-Yafo.

So far, dozens of businesses and social ventures from 17 countries have participated in various programs of the Center, which was the first of its kind in Israel. In addition, the Center has so far bred about 20 businesses, social businesses and non-profit organizations that have influenced the lives of tens of thousands of residents in Greater Tel Aviv.

The MTA Entrepreneurship Center has 3 Activity Tracks:

- The Business Entrepreneurship Track that provides theoretical and practical tools in business innovation for start-ups, corporate organizations, investors, and other professionals
- The Intrapreneurship & Business Development track that trains business and social entrepreneurs and their colleagues to recognize and develop organizational entrepreneurship, mobilize the organization in line with entrepreneurial insights, and make an impact on an organization's environment, practices and even ethos.
- The Social Business Entrepreneurship track which is suited for practitioners who focus on value rather than—or alongside—profit, this track enhances ethical conduct for businesses, and equips social visionaries with a business inventory to enhance their sound business acumen, in order to make social enterprises successful, sustainable and prosperous.

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For further details regarding the MTA Entrepreneurship Center, please contact Naama Nagar, International Programs Manager of the Tel Aviv-Yafo Academic College at naama@minuf.co.il.



TSG is a global provider of Defense, HLS, Cyber security, Government and Municipal solutions with 40 years of proven 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.

Urbanization and technological acceleration force municipalities to provide superior services via modern channels and 'up to date' tools that suit the people of the city and meet their expectations. It is all about adjusting to the modern era.

TSG has partnered with Tel Aviv - Yafo Municipality in regards to the Digi-Tel program. Tel Aviv was distinguished as the 'Best Smart City in 2014', beating 250 cities around the globe for their Digi-Tel program in the annual Smart city expo in Barcelona. **TSG is the exclusive authorized distributor of its 'Digi-Tel' project.**

Digi-Tel is a comprehensive solution that brings municipal services to the latest, most advanced technological level and new generation public expectations. Digi-Tel enables a variety of new online services, improvement and optimization of existing services, personalization, engagement, sharing and all aspects of communication and dialogue between the Municipality and the people of the city - residents, business owners, workers, visitors and tourists.

TSG is a global provider of Defense, HLS, Cyber security, Government and Municipal solutions with 40 years of proven record. TSG is privately held by Israel Aerospace Industries - IAI (50%) and Formula Systems (50%). It offers unique solutions and services based on expertise in software development, data mining and fusion, big data analytics, cyber security and telecommunications.



DCF's 5 STEPS TO TRANSFORMATION: DELIVERING SMART CITIES

DCF 'delivers change' by bridging the gap between boardrooms and grassroots by advancing the trilogy of Emotional Connect, Intensive Planning and Absolute Execution.

1. Emotional Connect Program

Citizen Engagement and ensuring public participation is the key to transforming any city into a smart city. Involving local community networks, DCF has achieved penetration rates of >50% to engage citizens throughout the transformation process. These network models have been established in India, Mexico and Germany.

2. Multi-Stakeholder Consensus Based Planning

Ensuring consensual, detailed and unambiguous planning so that there are no objections, resistance, or delays in implementing projects. Ministries, Government officials, funding agencies, NGOs, subject matter experts, private sector, industry leaders, academia and beneficiaries must reach a consensus before moving on.

3. Setting Up Of Delivery Management Office (DMO) or City Transformation Office (CTO)

DCF doesn't just creates a plan; it takes the entire municipality / departments through the process and the steps to make it work by setting up a mission room and a dedicated team to work along with implementation agencies.

4. Performance Monitoring, Tracking & Problem Solving

With a disciplined model for program execution and long term evaluation and monitoring DCF ensures timeliness and success

of any transformation initiative by using Implementation Tracking Tools, KPI Dashboards and Project Scorecards.

5. Platform for Raising Private & International Project Finance

Project finance, Public-Private-Partnerships models, connecting with potential investors for social impact funds, CSR, corporate funding.

DCF'S CONTRIBUTION TO INDIA'S SMART CITY PROJECTS

Citizen engagement for building smart city proposals (households reached): Pune: 575,000 | Nagpur: 500,000 | Thane: 400,000 | Nashik: 200,000 | Solapur: 75,000

Setup & Management of 'City Transformation Office' for Thane:

Monitoring over 100 development projects | Designed Digi-Thane Digital City Program based on Tel Aviv's DigiTel | Smart city under PPP model: Smart Parking, LED street lights, Solar city, etc. | Integrated planning for 100% solid waste processing & 75% waste to energy conversion

DCF ADVISORY SERVICES functions as an independent organization which provides consulting services for priority socio-economic development projects with a unique approach which is inclusive and consultative of multiple stakeholders. Through its extensive research and analysis, combined with multi-disciplinary knowledge and best practices, DCF Advisory Services has worked with the Government of Maharashtra and Municipal Corporations across Maharashtra to help deliver priority socio-economic initiatives.

DCF is also working closely with the Academic College of Tel Aviv Yaffo, Tel Aviv Global and Tel Aviv Municipality to introduce in India the knowledge and experience of Tel Aviv, the World's Smartest City. Further, DCF has collaborated with leading Israeli public & private universities as well as agriculture experts to promote and adopt Israeli technological innovation and learning in India.



Photo: Guy Yechiely





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