

Proposal for the Major Cities of Europe Study Tour in Israel

26 to 28/9-2016

Background :

In November 2014, **Tel Aviv** won the World Smart City award at the Smart City Expo World Congress hosted in Barcelona. The city has been given the award due to its **Digi-Tel Platform: Residents' Club, City App projects etc...** These projects are personalized web and mobile platforms that provide residents with individually tailored, location-specific information and services. The platform facilitates a direct and holistic connection between the city and residents, giving services ranging from alerting residents to neighborhood road works, informing them of the nearest bicycle-sharing station, sending targeted reminders for school registration or cultural events and offering discounts. **Digi-Tel** encourages residents to proactively engage the municipality as well: residents can report hazards and follow up on their handling and are able to participate in the decision making regarding the future of the city. **Digi-Tel** has proved itself a success in changing the relationship between the citizens and the municipality.

About Tel Aviv – Yafo :

- 412,000 residents
- A worldwide innovation center - **the start-up city of the start-up nation** - with over 1,200 start-up companies working in the city.
- Laying on the coast of the Mediterranean Sea, with over 14km of beach.
- A young city – with over a 1/3 of the residents between 18-35.
- Israel's cultural and economic center.
- Defined as "**Mediterranean Capital of Cool**" by the New York Times – the city has over 1,700 bars, cafes and night clubs.
- The city's history:
 - Tel Aviv is the first Hebrew city, founded over 105 years.
 - The Jaffa Port – the most ancient port city in the world mentioned a few times in the Bible.



- The White City – the largest Bauhaus concentration in the world, declared a UNESCO world heritage site.

DLD Tel Aviv Innovation Festival –

DLD Tel Aviv Digital Conference is Israel's largest international Hi-Tech gathering, featuring hundreds of start-ups, VC's, angel investors and leading multinationals. Boasting top technological talent, the highest venture capital investments per capita and multi-national centers for industry leaders.

This year the festival will be taking place on September 25th-29th, 2016, during the visit and workshop of the MAJOR CITIES OF EUROPE members in Israel.

<http://dldtelaviv.com/>

Suggested Plan for the 2016 Major Cities of Europe visit :

First Night (Optional) : 25/9

- As a celebration for the opening of the DLD-Tel Aviv Innovation Festival and the MCE Workshop in Israel, the Mayor of Tel Aviv-Yafo, Mr. Ron Huldai, will be hosting a cocktail reception.

Day 1 : 26/9

- **Citizen engagement Workshop** (approx. 4.5 hours):
"Which level of citizen engagement should we aim to achieve?"
 - An interactive two-way communication between the citizen and the municipality.
 - Active participation of the citizens in the decision making processes.
 - Additional alternative options

Several presentations of projects and achievements in that area, from the aspects of Israeli and MAJOR CITIES OF EUROPE representatives.

- **Tel Aviv: A Smart Startup City** (approx. 45 mins.) :
The presentation describes Tel Aviv's leveraging of its startup city infrastructure to develop smart city solutions. It describes the Municipality's smart city initiatives and collaboration with start-ups to leverage its relationship with residents, heightening civic engagement and recreating local community.
- **Tel-O-Fun bike sharing Project along the Rothschild Blvd** (Approx. 1 hour)
we will be taking a chance to learn about the bike rental project in Tel Aviv. It is a



known fact that riding a bike in urban areas gets you to your destination more quickly and saves you time sitting in traffic jams. For some of us it will also be a hands-on experience.

- **Visiting the Start-up Library Hub** (Approx. 1.5 hours):

Located in the heart of Tel Aviv's business center, The Library is the new home of the innovators community. The Library was created especially for the purpose of establishing a creative and dynamic environment to inspire innovation within the local community.

We will learn about the hub's significant role in creating collaboration between the municipality and local start-ups.

The Library Hub's director would help us understand the concept and operating methods in the hub, as well as introduce us to some of the most promising start-ups operating in the center.

- **Sharing Economy Experience- EatWith at the evening:**

One of the most significant recent trends is the Sharing Economy (also known as "shareconomy"). We will experience a culinary venture of shareconomy known as "Eatwith", a way to make a reservation for a dinner at a chef's private home, enjoying both good food and great company.

<http://www.eatwith.com/>

Day 2: 27/9

- **Citizen engagement Workshop – Conclusions** (approx. 4.5 hours):

The goal of this workshop is to provide an opportunity for sharing experiences and in-depth discussions of citizen engagement practices in the different cities. The workshop will include: a walk through success stories and lessons to improve and to assess the level of engagement that can be reached and would be the most affective.

- **Start-Up Urban B2B "Speed-dating"** (approx. 1 hour):

The main focus within the DLD Tel Aviv festival is to gather some of the promising urban related Start-ups just for a 5-minute round for a "pitch" to the Major Cities of Europe members, share their ideas and talk about how they intend to change the lives of the citizens.

- **DLD Events** (approx. 2 hours):

Participation in one or two events of the DLD Tel Aviv innovation Festival.



- **Tel Aviv-Yafo Municipality's City Hall** (approx. 2 hours):
Visit to the municipality's command and control center, the council's voting and meetings chambers, 106 (311) Call Center, introduction of the CRM system operated by the municipality.
- **Gett taxi: Easy and Convenient Digital Cab Services**
Utilizing another innovational local start-up for easy and quick transportation around the city. Real time experience of that service using the application.
- **Meet-up at a local pub in Tel Aviv at the evening:**
As part of the DLD Tel Aviv festival's Meet-ups, the MAJOR CITIES OF EUROPE members will host a unique meet-up. The topic of the Meet-up will be chosen according to the forum's interest. The combination of the young-relaxed atmosphere with a professional panel and participants could lead to a fascinating session.

Day 3 - Jerusalem: 28/9

A symbol for all three major religions, Jerusalem, the capital of Israel has recently become a city that manages to balance between old and new, and maintains holy places for the 3 religions.

- **Jerusalem Municipality's offices**
A chance to visit the city's hall, get familiar with the smart city initiatives and learn about their engagement with the citizen along several projects.
- **Government Bureaus**
A glance at the government level which consists of projects like the Israel Government Portal, on-line payments, on – line forms, DataGov for open data, My Gov – a portal showcasing data from transportation, medical data, interior affairs and more

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Major Cities of Europe members

	Austria Wien		Bosnia & Herzegovina Banjaluka
	Croatia Opatija , Pula , Rijeka , Zagreb		France Grand Lyon
	Germany Berlin , Bremerhaven , Hamburg , Leipzig , Saarbrücken , VITAKO		Greece Trikala
	Ireland Cork City Council , Cork County , Dublin , Fingal County , LGMA		Israel Tel Aviv , Holon , Rishon LeZion
	Italy Genova , Livorno , PIN Scrl (Prato) , Prato , Trieste , Venezia , BAICR , Firenze , Empoli		Netherlands Eindhoven , Zoetermeer
	Romania Bucharest , RAU		Slovenia Celje , Koper , Ljubljana
	Spain Barcelona , Universitat Autònoma de Barcelona		Sweden Uppsala
	Switzerland Genève , Zürich		USA Boston , Center for Technology in Government (Albany) , Pti
	United Kingdom Aberdeen		

