

Programme 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/>

Contacts in the Municipality:

This is the contact information of the study tour supporting team. Don't hesitate to contact us with any requirements or questions:

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Plan and schedules for the 2016 Major Cities of Europe visit:

25/9 Sunday

18:00 - Cocktail with the Mayor in the Tel Aviv Marina – invitation attached

26/9 Monday

Taking place at the Tel Aviv Museum 27 Shaul Hamelech street (the Golda Square) Tel Aviv

8.20 meet at the lobby of the Maxim Hotel

9:00 - 10:00 - Welcome and Opening Speeches: Menahem Leibe – CEO of the Tel Aviv Yafo Municipality, Giorgio Prister - President Major Cities of Europe, Liora Shechter - CIO Tel Aviv Yafo Municipality,

10:00 - 12:00 – Meeting in the Cities Summit venue – we'll participate in the opening speeches, the first central panel (with mayors from around the world) and the first lecture.

12:00 – 13:00 Lunch Break





13:00 – 15:30 Workshop on Citizen Engagement: the Digital concept:

- 13:00 – 13:30 The Digital Suite and Service concept: Liora Shechter - CIO Tel Aviv Yafo Municipality
A swift introduction of the Digital solution, winner of the World Smart Cities Award 2014
- 13:30 – 14:00 The Principles of the customer club + new examples, figures, the architecture of Digital and – NONSTOP: Itzik Ben David - Director of Information Systems and Information Services
A talk describing in more detail the IT solution behind the Digital suite and how it connects to the credit card service and customer club
- 14:00 – 14:10 Short break
- 14:10 – 14:30 Knowledge Leaders and entering new data, operating campaigns: Zohar Sharon - Director of Knowledge Management
How do we connect all the community centers to give us data about the events taking place.
- 14:30 – 15:00 Marketing and Publicity: benefits, advertising and events including Digital, running groups and yoga on the roof of City Hall: Ruth Hayat - Director of the DigiTel Benefits Club
A description of how the data about events and benefits to the residents are pushed through specifically targeted campaigns in different channels
- 15:00 – 15:30 Distributing Digital in the world and CERT service (cyber): Gali Michaeli - VP HLS Ness TSG

15:30 – back to the hotel

17:30 - 19:30 - Visit at "The Library" and "speedating" with Israeli start-ups: Amit Kachvan – 'The Library' manager, Chen Alfia - Project Manager at MazeH 9
"The Library" is the Municipality's co-working space for entrepreneurs and urban innovation. It is situated down town inside a public library of the municipality.
In this visit we'll meet the some of the most interesting Israeli start-ups and hear about their city-oriented products.
9 Ehad Haam Street Tel Aviv

20:00 - EatWith Dinner with "The girls"
43 Lilienblum Street, Tel Aviv, last floor, flat number 3

27/9 Tuesday

09:00 -11: 00 Citizen Engagement in a Smart City

Taking place at Yaron Yerushalmi Studio at Suzanne Dalal, 5 Yechieli Street Tel Aviv

- 9:00 – 9:45 Public Participation, citizen engagement, social media and everything in between: Daniela Rob– Head of Administration of the Southern District, Yifat Mor - Coordinator for social networks, Dana Carmel - Public Participation Project Manager
We describe how the municipality is leveraging all the available platforms to create interest and action amongst the residents
- 9:45 – 10:05 Inducing Sharing and Involvement through the Digital Application: Includes IOT, bicycles, municipal parking lots and the ability to report a hazard: Shira Rozio – Project Manger responsible for the DigiTel application
The Digital suite is supported by an application with constantly growing abilities and information about parking, bicycle renting and more. We'll see an example of how the municipality is providing services through the application.
- 10:05 – 10:10 Short Break





- 10:10 – 10:30 Introduction to Smart City: Liora Shechter - CIO Tel Aviv Yafo Municipality
We present our vision of a smart city and how we intend to further implement it in Tel Aviv Yafo
- 10:30 – 11:00 Lecture of a second partner company (pending a reply from Motorola) - 30 min

11:00 - 13:00 - Visiting the DLD compound

Taking place at Hatachana Compound, Hamered Street on the corner of Koyfman Street
Waiting for the updated content that should be published. (Includes lunch at the Festival)

13:30 - 16:00 – Projects presented in the Municipality:

Taking place at 69 Ibn Gavirol Street Tel Aviv

- 13:30 – 13:50 War room + Command and Control Center showing security cameras spread around the city: Gil Zukerman - Senior Head of Systems and Software, David Aharony - Head of the Department for Security and Emergency Services
We talk about how we manage emergencies, terrorist attacks etc., keeping the resilience of the city
- 13:50 – 14:05 Looking at the city from the roof top of the Municipality
- 14:05 – 14:15 Short Break
- 14:15 – 14:45 CRM, 106 call center: Pesi Segal - Director of Service Development and Implementation
How the CRM system is enabling the call center to have a full view on the city and the matter concerning the residents
- 14:45 – 15:35 How does it happen in the IT Department?: Ron Shani – Director of Development and Applications, Hilay Selivansky – CTO and Chief Architect, Eran Troitzeh - Director of Customer Service and Operations, Osnat Harush – Director of Procurement and Logistics Administration
A panel that includes the heads of branch in the IT department with two opening presentation slides from the head of Department, all aimed at showing you a behind the scenes look of how it all comes together

18:00 – 19:30 Dinner with a visit to the Avenue of Innovation (probably at the promenade)

20:00 - 22:30 - MEETUP pub in Tel Aviv

Taking place at the Diaghilev Hotel, 56 Mazeh Street Tel Aviv

28/09 Wednesday

8:00 - Departure from Maxim Hotel Tel Aviv to Jerusalem

9:30 – 10:20 Innovation at the Jerusalem Municipality

Taking place at 1 Safra Square, Jerusalem (Council Hall on the 6th floor)

Start Ups and Smart City in the Jerusalem Municipality – demonstrating the support and encouragement for Start Ups in the holy city. Showing selected Smart City projects in Jerusalem.

10:30 – 11:30 – Digital Israel – National Digital transformation and local government

Thanks to a combination of a mature information technology (IT) infrastructure and a series of government decisions, an opportunity has arisen to harness the creative potential of the "Start-Up Nation" in order to reduce social gaps, improve government services for citizens, reduce bureaucracy, create economic growth and create cost savings. Hear more about it from: Yuval





Zana - Director of Digital local government, Asher Dolev - Senior Department Manager for Economics & Implementation, Shay Li Shpigelman - Senior VP Planning & External Relations

11: 30 - 12:15 Guided tour of the Jerusalem Municipality

12:30 – 14:00 – Lunch

14:00 - 16:00 Tour of the Old City in Jerusalem

18:00 - Arrival to Tel Aviv

