



# TEL AVIV

## A Smart Start Up City

Hila Oren | City maker

CEO of the Tel Aviv Foundation

Auckland, September 2018



TEL AVIV NONSTOP CITY



# GREAT CITIES, GREAT COMMUNITIES



PROF. SASKIA SASSEN, 1991

## WHAT IS A GLOBAL CITY?

A LEADING CITY WITH AN INTERNATIONAL BUSINESS CENTER AND A DIRECT INFLUENCE ON GLOBAL AFFAIRS



TEL AVIV NONSTOP CITY





# VISION – ONE OF THE WORLD’S 20 LEADING GLOBAL CITIES



NEW YORK



TOKYO



LONDON



PARIS



H. KONG



L.A.



SEOUL



BERLIN



RIO D.J.



## TEL AVIV NONSTOP CITY



# UNDERSTANDING THE D.N.A. OF A CITY

U.S.P. – UNIQUE SELLING POINT



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# TEL AVIV'S DNA

## STARTUP CITY

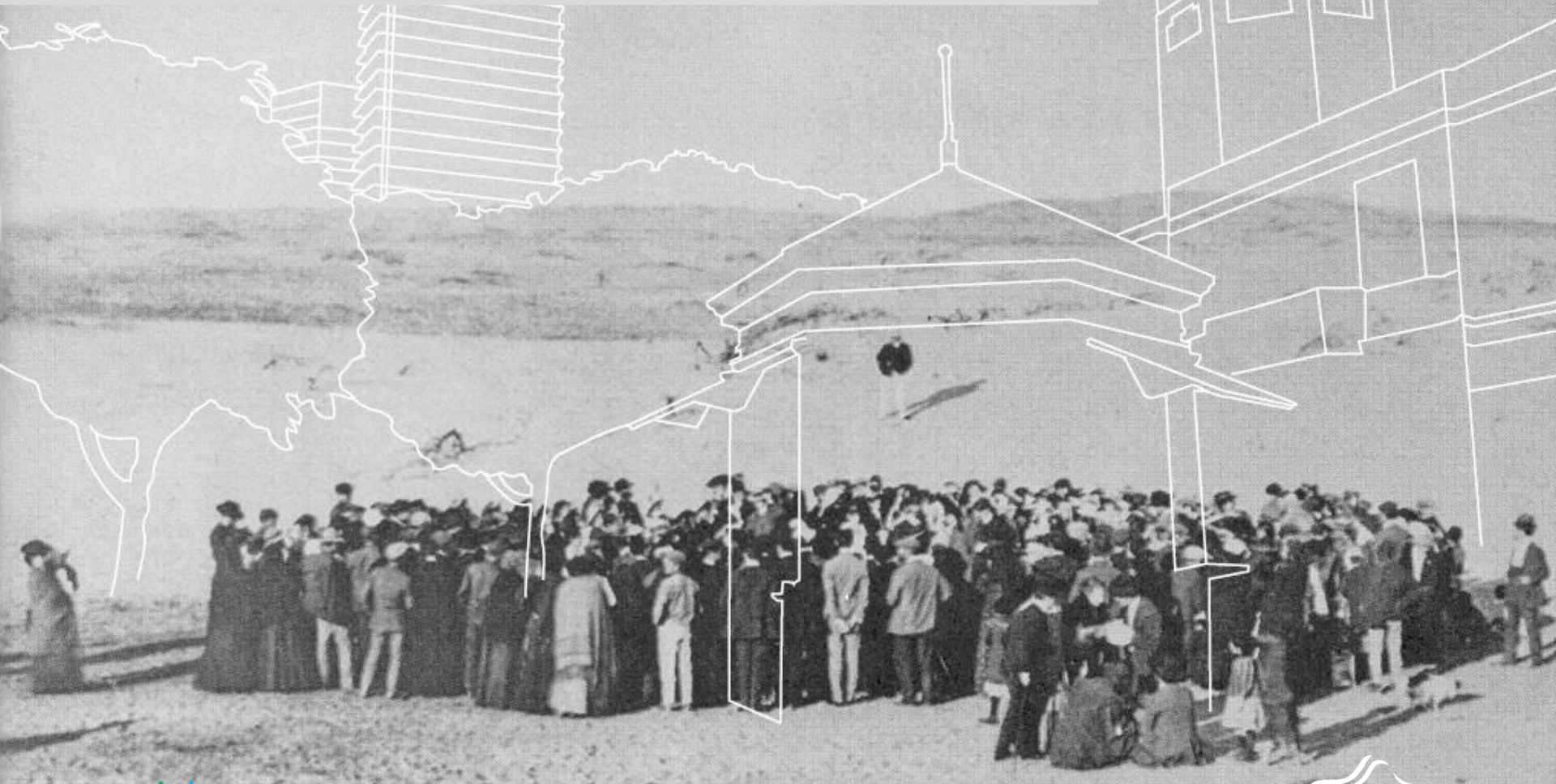


TEL AVIV NONSTOP CITY



# TEL AVIV'S DNA

## STARTUP CITY

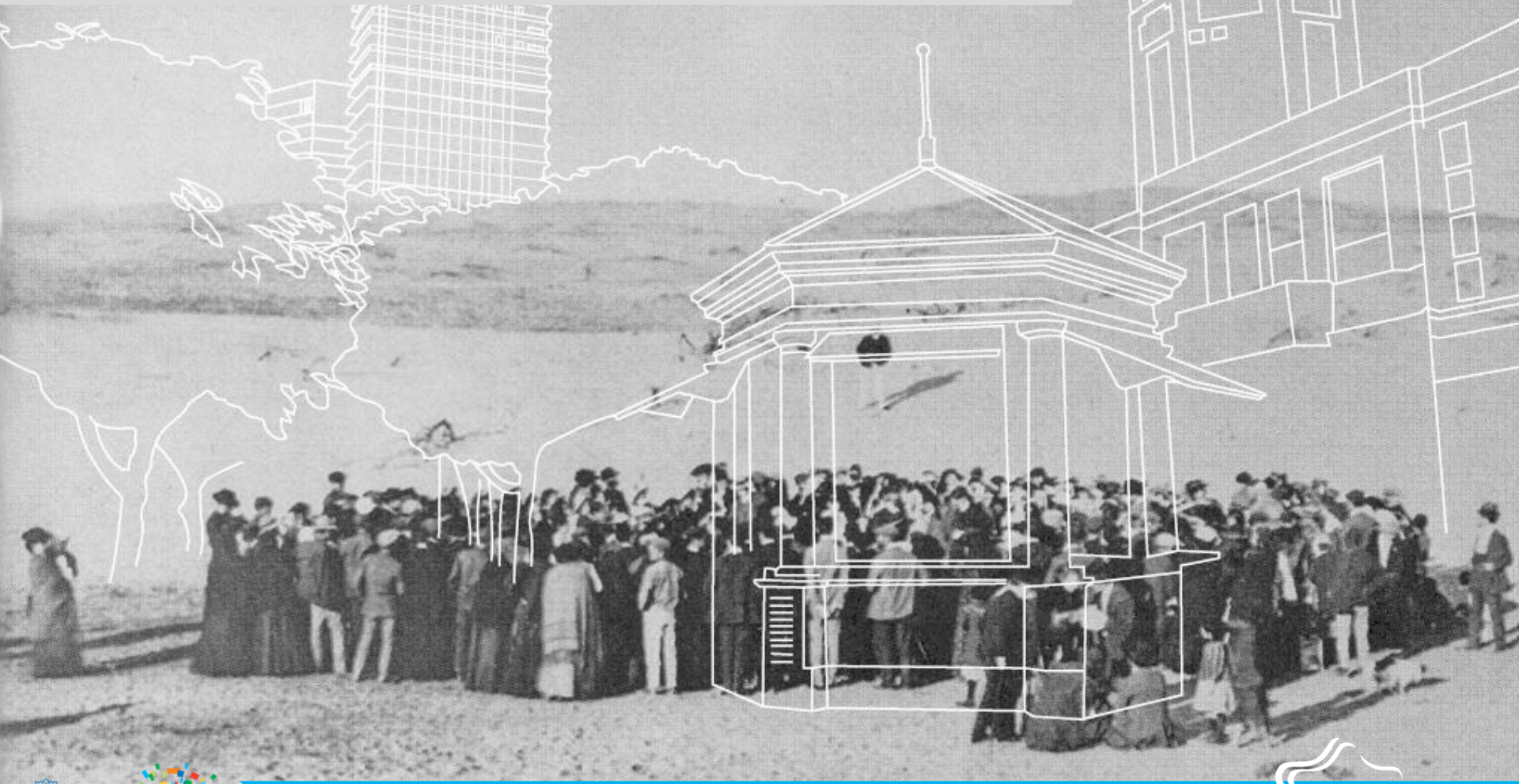


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# TEL AVIV'S DNA

## STARTUP CITY



TEL AVIV NONSTOP CITY



# TEL AVIV'S DNA

## STARTUP CITY



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# GLOBAL TRENDS

## THE CREATIVE CLASS



TEL AVIV NONSTOP CITY



THE  
TEL AVIV  
FOUNDATION



**TALENT**

ENTRANCE TO CITY HALL

TEL 771  
AVIV 771 IN  
YAF019'



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THE  
TEL AVIV  
FOUNDATION



# TECHNOLOGY

CITY-WIDE FREE WI-FI

TEL AVIV NONSTOP CITY



# TOLERANCE

TEL AVIV GAY PRIDE FESTIVAL



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# CITY MAKING

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2009

# TEL AVIV BEACH IN VIENNA



# 2011 THE 'LIBRARY'

A CITY SPACE FOR INNOVATION

OVER 100 ENTREPRENEURS

45 TEAMS

TWO STARTUPS OPENED OFFICES  
IN N.Y.C. & IN SILICON VALLEY



TEL AVIV NONSTOP CITY

THE  
TEL AVIV  
FOUNDATION

2012

# THE STARTUP CITY GOES GLOBAL

FREE WIFI AROUND THE CITY

STARTUP CITY + STARTUP STUDIES

REDUCED CITY TAXES

STARTUPS IN THE CITY SOUTH

THE 'LIBRARY' + 'ADITIDIM 7'

DLD TEL AVIV + OPEN STARTUP



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2014

# TEL AVIV SMART CITY AWARD



2017



תל אביב  
יפו



TEL AVIV NONSTOP CITY

THE  
TEL AVIV  
FOUNDATION

# KEY INGREDIENTS FOR A GREAT CITY

DNA / URBAN IDENTITY

CREATIVE CLASS

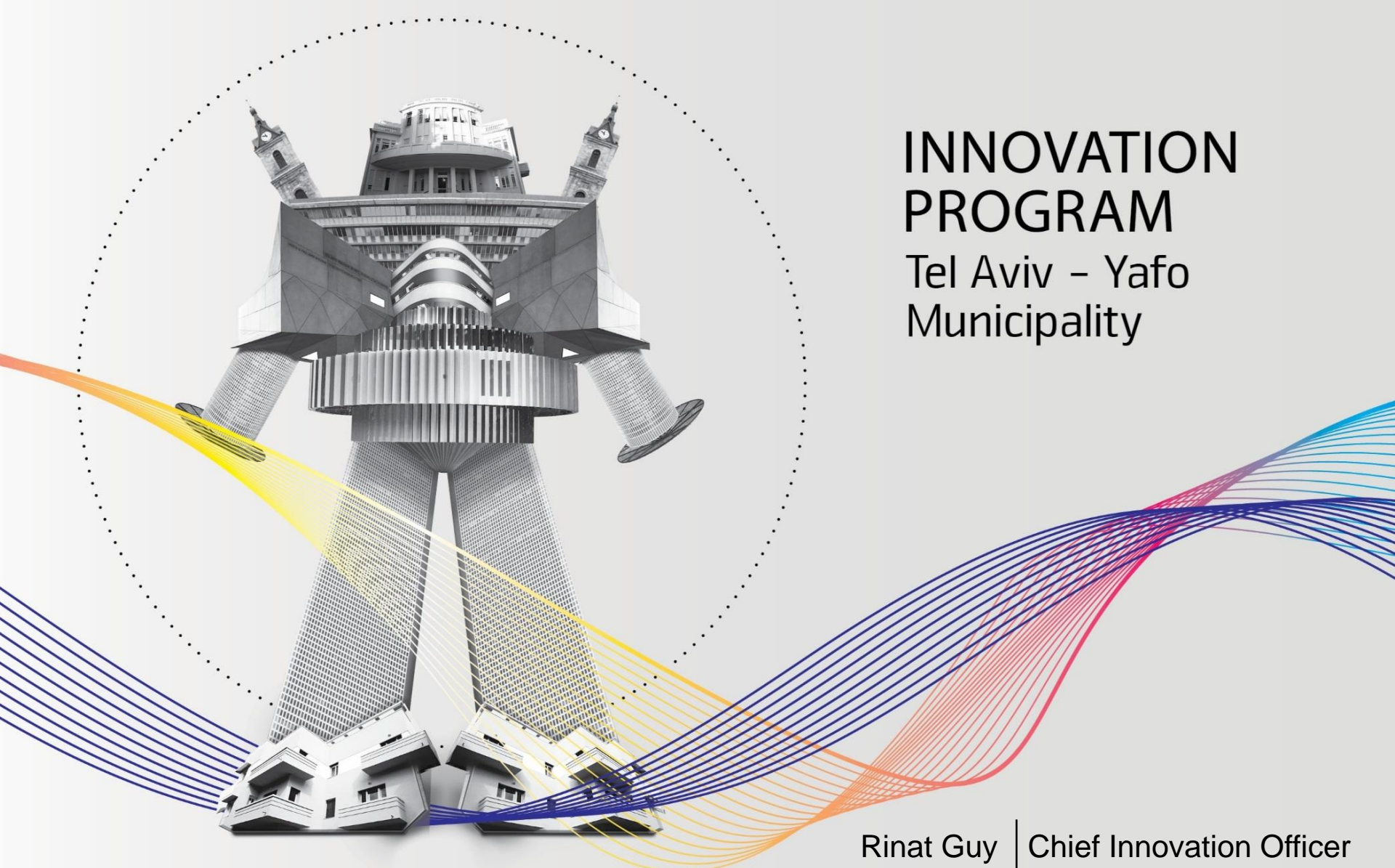


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# INNOVATION PROGRAM

Tel Aviv – Yafo  
Municipality



Rinat Guy | Chief Innovation Officer



TEL AVIV NONSTOP CITY



# 2,000 PARTICIPANTS



TEL AVIV NONSTOP CITY



# 64 INNOVATION MENTORS



# 100 IDEAS EVERY YEAR



# 5 IMPLEMENTATIONS EVERY YEAR





# TEL & TAKE: ISRAEL'S FIRST LIBRARY OF THINGS

NANCY BEN-ASHER OZERI / ISRAEL / JULY 6, 2016



DIY depot

## Tel Aviv lending depot makes living more affordable

Tel & Take, city's first household goods space, offers everyday items — drills, beach umbrellas and more — for just \$3

BY JESSICA STEINBERG | July 27, 2016, 3:48 pm | 1



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## 以色列首家“工具图书馆”落户特拉维夫 家用工具租借成新潮

特拉维夫市的一个小区开办了全以色列首家“工具图书馆”，向特拉维夫市民提供日常工具的租借服务，除了锤子、扳手、电钻等常见五金工具，还包括儿童座椅、宠物篮、烧烤架、车用自行车架等物品。

作者 | 以色列时报 | 2016年04月14日 16:29



**T**alya Galam has a problem familiar to many in Tel Aviv: she wanted to have people over but had nowhere to store them. Her cramped apartment in South Tel Aviv's Had Bishvil neighborhood was too small for a regular dining table.

So Galam bought a folding table. But by solving one problem, she created another one. After her dinner party ended, the folding table became an unwelcome permanent guest. The only place to store it was on top of the washing machine, and she had to hike down to do laundry.

If only she could borrow a table when she needed it, Galam thought, and then genius hit when she was done.

Galam's quotidian vice became the inspiration for Telvi Kach, which was known as the Community Library of Stuff. Located in South Tel Aviv's Florentin neighborhood, it is the first lending center of its kind in the city known for its tiny, overpriced apartments where nothing fits.

"If someone comes to my house and brings me a gift like a nightgown," said Galam, to underscore the point. "What am I going to do with that?"

Telvi Kach opened in April in a small stuffy room with exposed pipes in a new Florentin building. It is full of things young Tel Avivians occasionally need but have no room to store in their homes: electric drills, power cables, woven plastic beach mats, coolers, air mattresses, camping gear, oversized hot plates to keep food warm on the Sabbath when Orthodox Jews don't cook, and, of course, folding tables.



THE TEL AVIV FOUNDATION

# SUMMARY

GLOBAL CITY



DNA / URBAN IDENTITY



PLACE MAKING



COLLABORATION



REMOVING RED TAPE



CITY MAKERS



**THANK YOU**

**WE LIKE YOU  
TOO :)**

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**[www.telavivfoundation.org](http://www.telavivfoundation.org)**

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