



# TEL AVIV

**DIGITEL** - engaging citizens



TEL AVIV NONSTOP CITY

# משהו פה השתנה





# לדבר באותה שפה



# THE GOAL

PROVIDING MUNICIPAL SERVICES

ENGAGING

TRANSPARANCY

EVERYWHERE - MOBILITY

AND HOW WE DO IT...

DIGITEL – URBAN INNOVATION



TEL AVIV NONSTOP CITY



# THE DIGITEL COMPONENTS



Application Contest



View municipal tax charges by email



Consultation arena



Online Construction Licensing



Community Center



Computerization Of schools

Applications



Open Data



Digital Signature



Formal email Infrastructure



Social networking channels



Mobile app



Geographical Information iView



Residence club and membership card

Logical Infrastructure



Free wifi In public places

Physical Infrastructure



TEL AVIV NONSTOP CITY



**TEL-NET**

Free WiFi around  
the city

WiFi ZONE



80 WIFI ZONES, 200+ AP

OVER 50,000 UNIQUE SURFERS PER MONTH

תל אביב  
אביב  
יפו



**TEL AVIV NONSTOP CITY**



You are surfing on Tel Aviv-Yafo's municipality wireless Internet



DIGITEL



השירותים המקומיים  
DIGITEL MUNICIPAL SERVICES

הפשו אותנו גם ב...  
אנשי הקהילה



החוד כספי ארנונה

פניות ותלונות  
הציבור



מליאת העדה המחוזית דנה במסגרת המסדר לעיר תל-אביב-יפו  
לכל הפרטים <<

אתר עיריית תל-אביב-יפו | צד קטן



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**Residents Club**



**E services**



**PERSONAL INFORMATION**






**IN THE ERA OF  
ATTENTION ECONOMY**

**WE AIM TO DELIVER INFORMATION TARGETED PERSONALLY**

**TO OUR RESIDENTS**



A person is sitting in a lounge chair on a rooftop terrace. The person is wearing a light blue shirt and has a tattoo on their left arm. They are holding a small red object in their hands. The terrace has a metal railing and a concrete planter box. In the background, there are buildings and trees.

**In order to do that,**

**we need to know our residents better,**

**we already know their address, their age,**

**whether they have children, etc.**



**Digital registration form**

**asks our residents to tell us what are**

**Their Interests and Hobbies**

**and allow us to contact them by e-mail or s.m.s.**



# DIGITEL ALLOWS US TO DELIVER INFORMATION TARGETED PERSONALY

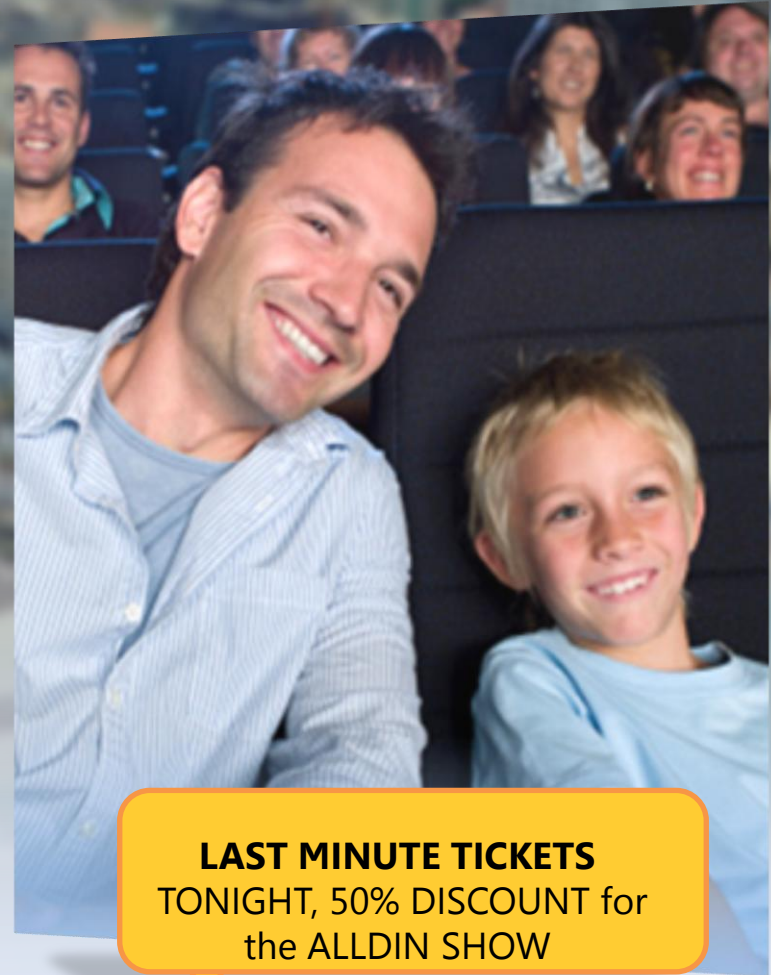


**YOUR STREET** WILL BE RENOVATED STARTING TODAY until AUGUST 1<sup>ST</sup>



**TEL-AVIV MARATHON**  
Join us, 50% discount, No QUEUE

# DIGITEL ALLOWS US TO DELIVER INFORMATION TARGETED PERSONALY





# SCHOLARSHIPS FOR STUDENTS



**DIGITEL**  
Online municipality services



## Student Scholarships



Dear Shira,

As a Student from southern and eastern neighborhoods of Tel-Aviv-Yafo, you are entitled to various scholarships. We invite you to enter the link below and apply for a scholarship.

[For further information](#)

[To view additional personal information in your DIGITEL personal area](#)

Regards,  
The Municipality of Tel-Aviv-Yafo & the DIGITEL club team

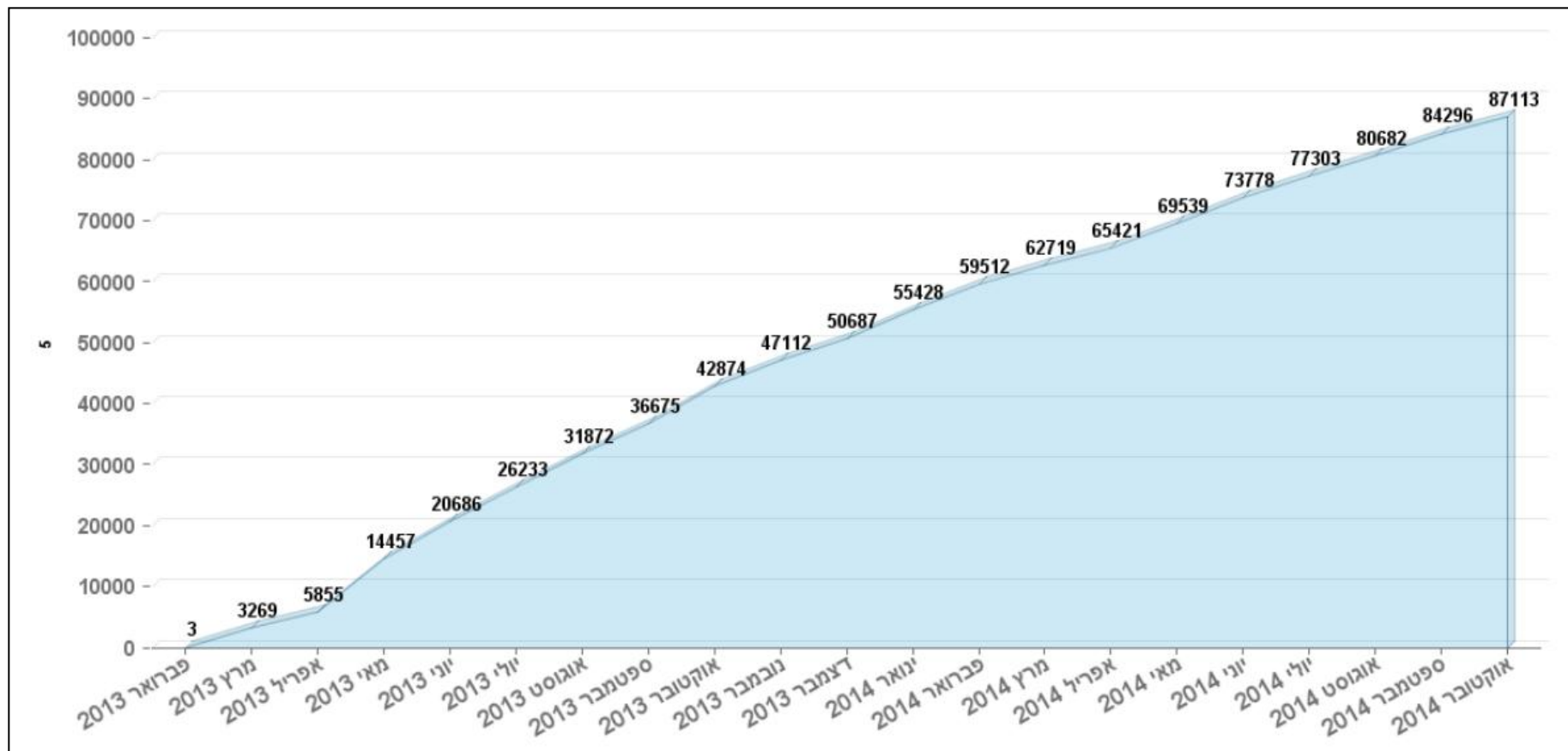
For removal from the list [click here](#)

OVER 92,000 residents already register



**TEL AVIV NONSTOP CITY**

# Registration Rate





# The people behind the project



# THE DIGITEL COMPONENTS



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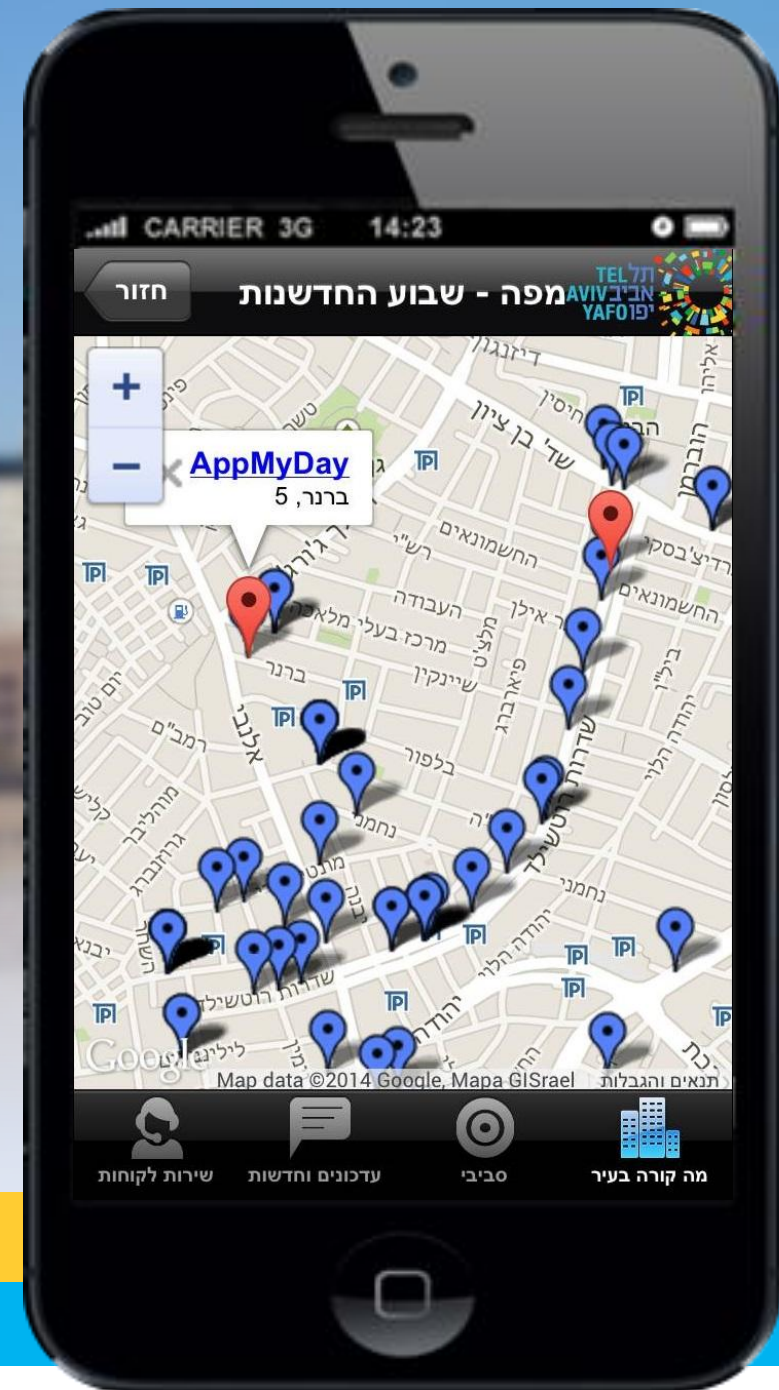


# DIGITEL APP TEL AVIV-YAFO MUNICIPALITY



TEL AVIV NONSTOP CITY

# DIGITEL APP TEL AVIV-YAFO MUNICIPALITY



**OVER 32,000 DOWNLOADS**  
**TEL AVIV NONSTOP CITY**





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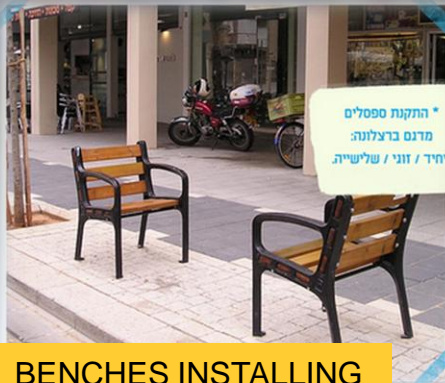


TEL AVIV NONSTOP CITY

# FACEBOOK - RESIDENTS CREATE CITY

## 18 NEIGHBORHOODS

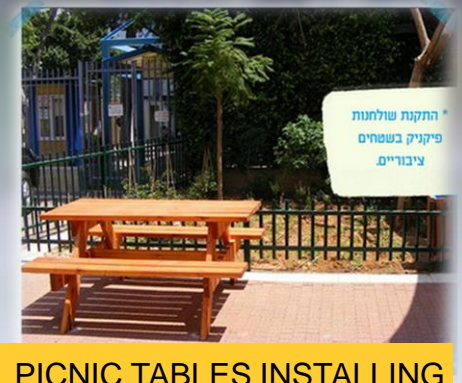
EACH RECEIVED A SUM OF 1.5M NIS (300,000 EURO)  
AND DECIDED HOW TO RENEW THE STREETS INFRASTRUCTURE



BENCHES INSTALLING



BENCHES INSTALLING



PICNIC TABLES INSTALLING



# Public Participation- shape the city

Round Tables in Rabin square

100 tables, 9 topics

1,000 people



תל אביב  
אביב לא יפסיק  
YAF019



TEL AVIV NONSTOP CITY



# Public Participation

Round Tables in Rabin square

+ Virtual Site



TEL AVIV NONSTOP CITY



# OPEN DATA + HAKATON

TRANSPORTATION

130 PEOPLE

26 GROUPS



tel aviv  
APP  
2GO

תל אביב  
אביב  
יפו



TEL AVIV NONSTOP CITY



**IN EVERY IMPORTANT MOMENT IN LIFE,  
THE CITY IS WITH YOU AND FOR YOU**



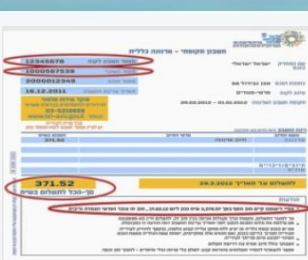
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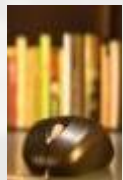


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TEL AVIV NONSTOP CITY

Smart city award 2014  
Fira Barcelona



**THIS IS TEL AVIV**



**TEL AVIV NONSTOP CITY**