

## **The International Week of Development and Urban Innovation for Developing Countries September 25-29, 2016**

MASHAV, Israel's Agency for International Development Cooperation, calls for candidates to participate in "*The International Week of Development and Urban Innovation for Developing Countries.*"

This joint initiative of MASHAV / Israel's Ministry of Foreign Affairs and Tel Aviv Global / the Tel Aviv Municipality is taking place in light of rising interest in urban innovation in Tel Aviv among leading actors in the developing world, along with the need for professional reinforcement in promoting sustainable urbanization in developing countries.

---

### **Why Israel?**

Innovation is crucial for businesses differentiation in a world of constant change. Younger generations are bringing this change about, in both the social and the business spheres. The main role of public policy in this regard is to establish an environment conducive to supporting innovative entrepreneurs in bringing their new products and services to the marketplace.

The State of Israel – - World leader in many innovative areas of science and technology – has the proven capacity to turn ideas into innovative products and services.

Within this framework, MASHAV, Israel's Agency for International Development Cooperation, conducts professional training programs in the field of Science, Technology, and Innovation for professionals from developing countries. The overall approach is to present to the participants both the governmental and non-governmental frameworks which promote entrepreneurship and innovation.

*Development and Urban Innovation* can become an efficient tool for promoting sustainable urbanization in developing countries, and help city leaders shape their strategic vision and mobilize the resources for the implementation of their spatial and socio-economic plan.

### **Why Tel Aviv?**

Tel Aviv is one of the world's leading hubs for technology and innovation. A relatively small city with limited resources, Tel Aviv is an excellent laboratory for developing innovative and creative solutions to urban challenges which can then be implemented in larger cities all over the world.

### **Our program:**

During your visit to Tel Aviv you will be exposed to the innovation ecosystem and its impact on urban development, to innovative policies and technological solutions focusing on urban sustainability and economic development in the context of complex challenges faced by rapidly growing cities worldwide. The week-long visit will offer an insider's view to the advanced facilities and policies which position Tel Aviv as a globally leading city in terms of waste and sewage treatment, city resiliency, smart cities technologies (Tel Aviv won the World Smartest City Award in 2014), urban revitalization and smart municipal development mechanisms and much more.

You will also partake in lectures and cocktail events as part of the DLD Tel Aviv Innovation Festival – Israel's largest international Technology and Creativity gathering, featuring hundreds of startups, investors and leading multinational. The festival compiles over 100 events throughout the city in the last week of September (<http://dldtelaviv.com/>).

The DLD will provide an unparalleled opportunity to tap into the innovative ecosystem in Tel Aviv and to interact with key figures in the hi-tech industry in Israel and worldwide. You will also participate in the Cities Summit – an internationally known conference featuring lectures and workshops on urban development and innovation.

This year the Cities Summit will include a special session specifically focused on the technological and institutional solutions to urban challenges in developing countries.

A part of Tel Aviv's vision is to collaborate and to share best urban practices of cities all over the world – we would be very interested to learn from your experience!

### **Goals and Outcomes:**

- To learn and share MASHAV's and Tel Aviv Municipality's knowledge and vast experience in dealing with urban challenges by using relevant, efficient and innovative technologies and development mechanisms in its approach to sustainable development.
- Providing conference participants (policymakers and change agents) with exposure and understanding of the thought processes and approaches to urban management and Israeli innovations, best practices and technologies in the field of smart cities and municipal management and its relation to resource management, local development and urban revitalization.
- To implement and apply the acquired principles, material and knowledge in the participants' origin country and/or in other developing countries as well as subsequent joint activities through increased cooperation between MASHAV/Tel Aviv municipality and conference participants.

**Target Participants:**

- Mayors and deputy mayors
- Municipal director generals
- CEO's and directors of municipal corporations
- Managers of government urban planning departments
- Senior-level municipal economic development heads

**Conference Topics:**

- Urban innovation in the developing world
- Smart management of cities
- Supporting innovation and entrepreneurship for sustainable urban development
- Water technologies
- Urban waste management and recycling
- Transport system management
- Resilience
- Strengthening the connection between the city and its residents
- Improving knowledge and access to information and city services via digital systems
- Education
- Immigrants and Refugees.
- Exposure to start-ups in aforementioned areas.
- Beach cities – utilizing the coastline for strengthening the city, tourism, harbors, marinas, transportation and access to the shore. Connection between the city and the shore to the city's residents and others.

In order to show your interest in participating in *The International Week of Development and Urban Innovation for Developing Countries*, please provide the Israeli Embassy (communication info) in your country with your relevant information along with your CV.

The process of selecting eligible candidates will be carried out by MASHAV in coordination with the Tel Aviv municipality upon receipt of the applications. MASHAV and the Tel-Aviv municipality will cover all relevant costs during your stay in Israel. Travel costs from your home country to Israel should be covered by the participant.

All communication and professional activities will be conducted in English.

**Deadline for Application Submission:** The 21<sup>st</sup> of June, 2016