

# #Transition #Drama #Leading



What will be the **three biggest challenges** for Tel Aviv-Yafo's mobility over the next ten years?

- 1 Changing transport behaviour
- 2 Increasing safety
- 3 Coordinating all the transport, city and technology projects

How would you sum up your concept for the design of **tomorrow's mobility** (2030) in your city in a slogan?

Change is on its way.

## The CityZone living lab: Supporting start-ups

### The project idea

Over the past five years, Tel Aviv-Yafo has evolved into a globally unique innovation and mobility hotspot in the start-up scene and is attracting businesses and investors from all over the world. With CityZone, a one-year support programme, Tel Aviv-Yafo has created a living lab in which residents, the local administration, research and businesses develop and promote innovative urban mobility solutions together. The foundation for Tel Aviv-Yafo's transformation is its leading role in developing cybersecurity and artificial intelligence (AI) technology. Both of these are key components for connected, autonomous, shared and electric vehicles. The lab was established as a cooperation between the Tel Aviv-Yafo Municipality, Tel Aviv University and Park Atidim Tel Aviv. CityZone targets Tel Aviv-Yafo's key mobility and transportation challenges around autonomous, sustainable and safe mobility, supporting the city's policy to tip the mobility pyramid, promoting walkability, shared micro mobility and public transportation, while reducing dependency on privately owned vehicles.

### The implementation

CityZone includes a **one-year programme for start-ups operating in the urban tech sector**. The programme focuses on market readiness, product validation and business scaling. Participants have the opportunity to develop, test and demonstrate their technology in Tel Aviv-Yafo's smart city beta and to receive feedback from the municipal administration and businesses. The programme offers subsidised desks and office space as well as mentoring from experts from Tel Aviv-Yafo's administration, the research community and the multinational companies that serve as CityZone's partners.

### The transfer

Israel is characterised by a strong start-up culture that seeks to shape the future with technology, courage, cooperations, networking, a rigorous market and customer orientation, and a pioneering spirit: **This concept is not tied to a particular place**. Start-ups choose their location based on the support they receive from national and local institutions. With the right instruments, cities can take a targeted approach to encouraging mobility start-ups to establish themselves locally and grow. Investment by different stakeholders and events such as economic summits have a positive impact on the local economy.



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