



# Cracking the Innovative Code Smart Financial Tools

Dr Hila Oren, City-maker

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NONSTOP URBAN PHILANTHROPY



# The Tel Aviv Foundation by numbers

**1977** 42 years of city-changing impact  
in Tel Aviv-Yafo

**\$550,000,000** Funds raised  
around the world

**600+** Projects delivered and active  
throughout Tel Aviv, serving all Tel Avivians

**5** 'Friends of Tel Aviv' global organizations  
USA, Israel, Canada, England, Germany



# Supporting those in need and creating opportunity

Developing smart solutions  
to urban challenges.

Driving social impact through  
value-add programs.

# Enabling city game-changers

Driving urban renewal

Co-creating lasting impact





# Nonstop urban philanthropy

Matching donations dollar for dollar

New financial tools

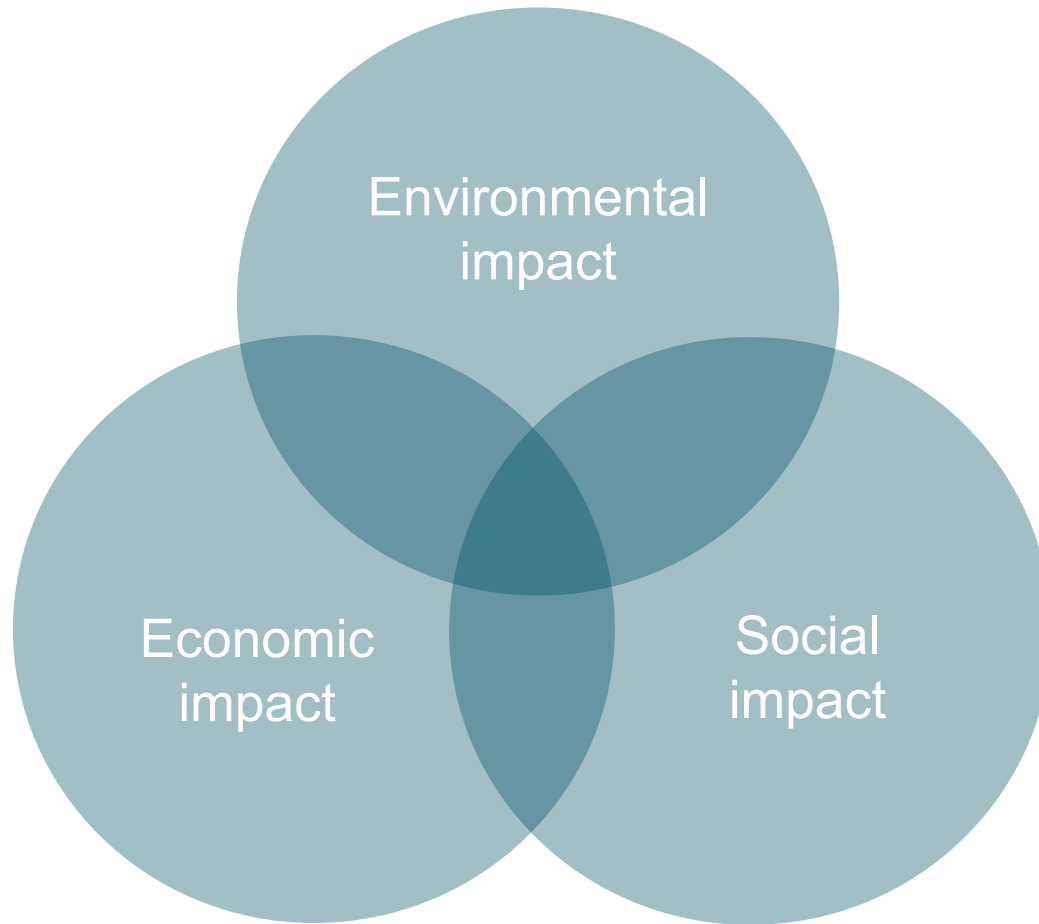


# Innovative financial tools

- Using money in a non-traditional way to drive a specific outcome.
- Engaging new players who expect a return on investment.
- Focusing on the individual and/or local community.



# Designed for impact



# Promoting values and social outcomes



Urban  
resilience



Social  
responsibility



Equal  
opportunity



Lowering the  
cost of living

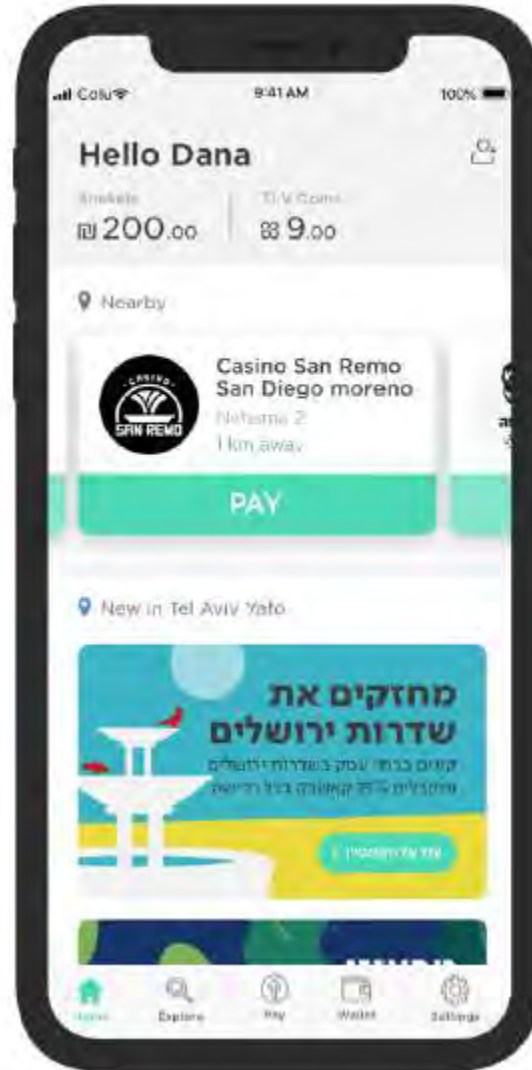


Improving the quality  
of life for all residents



# Local Digital Currency

**\* NOT crypto or block chain**



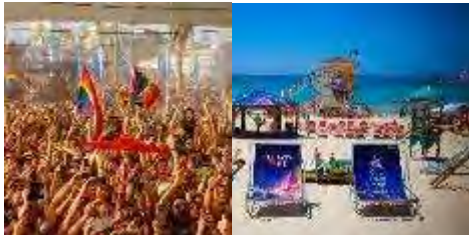
# Partner – Colu



Colu app encourages local payments, while rewarding positive actions with City Currency.



Partnership developed through Tel Aviv-Yafo's membership with 100 Resilient Cities, powered by the Rockefeller Foundation.



Conducted two small pilots, leveraging the buzz and influx of people due to international events (Eurovision and Pride Parade) to support local businesses and social causes.

# Challenge

## Urban shock

Unexpected total closure of Jerusalem Boulevard.

Slashes revenue for 220 local businesses.

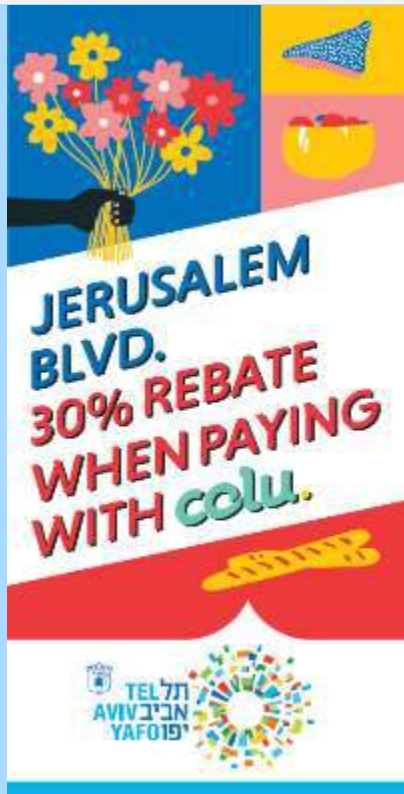
Poor accessibility.

Municipality lacks tools to assist.

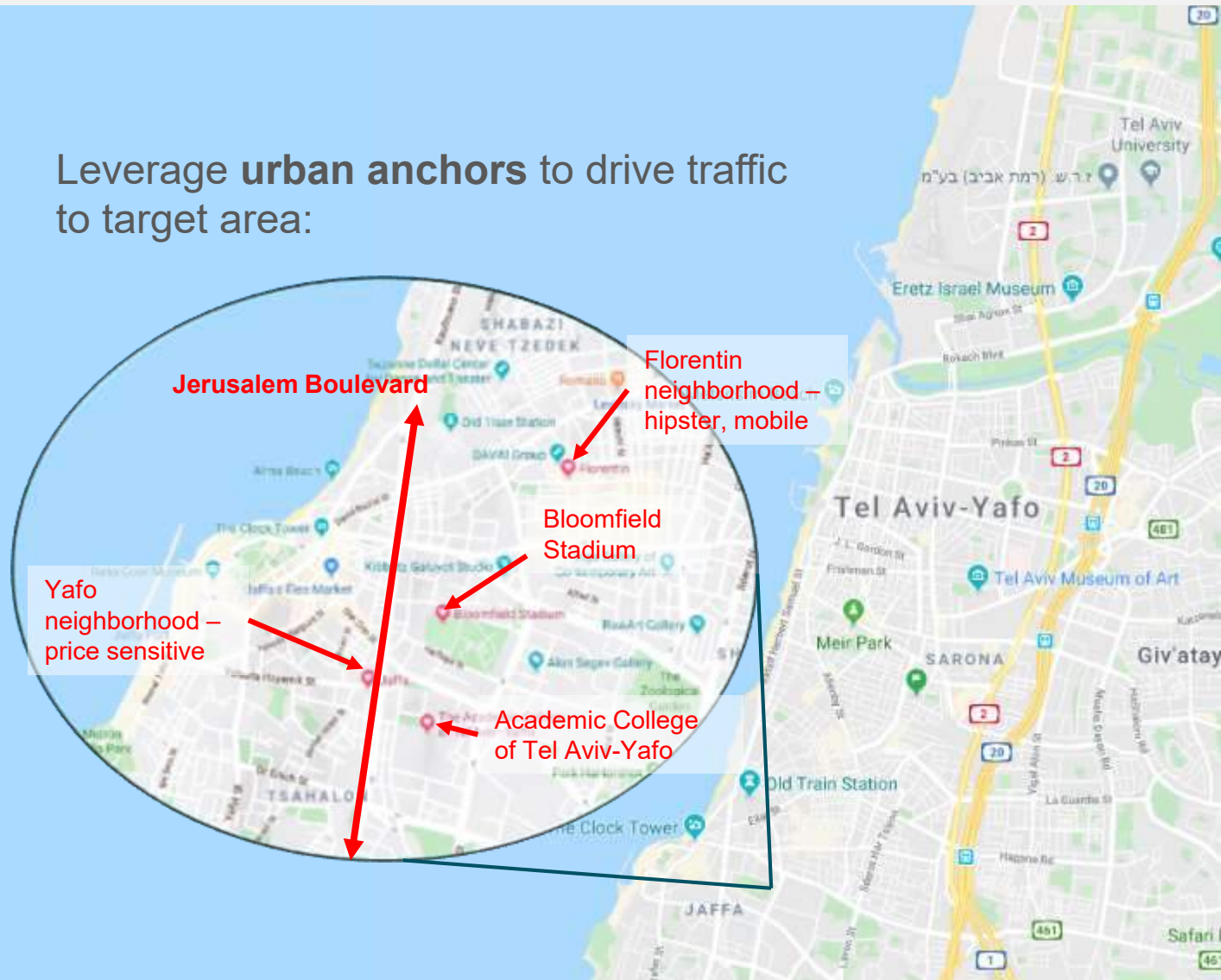




# Campaign



Leverage **urban anchors** to drive traffic to target area:



# Results (Sep 27 – Nov 15)

<b>Total Activity</b>	<b>\$600,000 approx.</b>		
<b>No. of Digital Coins Distributed</b>	<b>527,576</b>	Equivalent to \$165,000 approx.	
<b>No. of Transactions</b>	<b>23,515</b>		
<b>No. of Active Businesses</b>	<b>94</b>	New: 56	Old: 38
<b>No. of Unique Users</b>	<b>4,287</b>	New: 1,875	Old: 2, 412



# Impact + Feedback

*"The distribution of the city coin has made a significant difference to business owners; some say it's halted their losses."*

*"Satisfaction is very high due to the campaign. I am very pleased and the customers are pleased. We feel that they [the Municipality] are doing something for us."*

*"I notice that local residents are waking up to the campaign. Those who rarely shop here are suddenly coming in."*

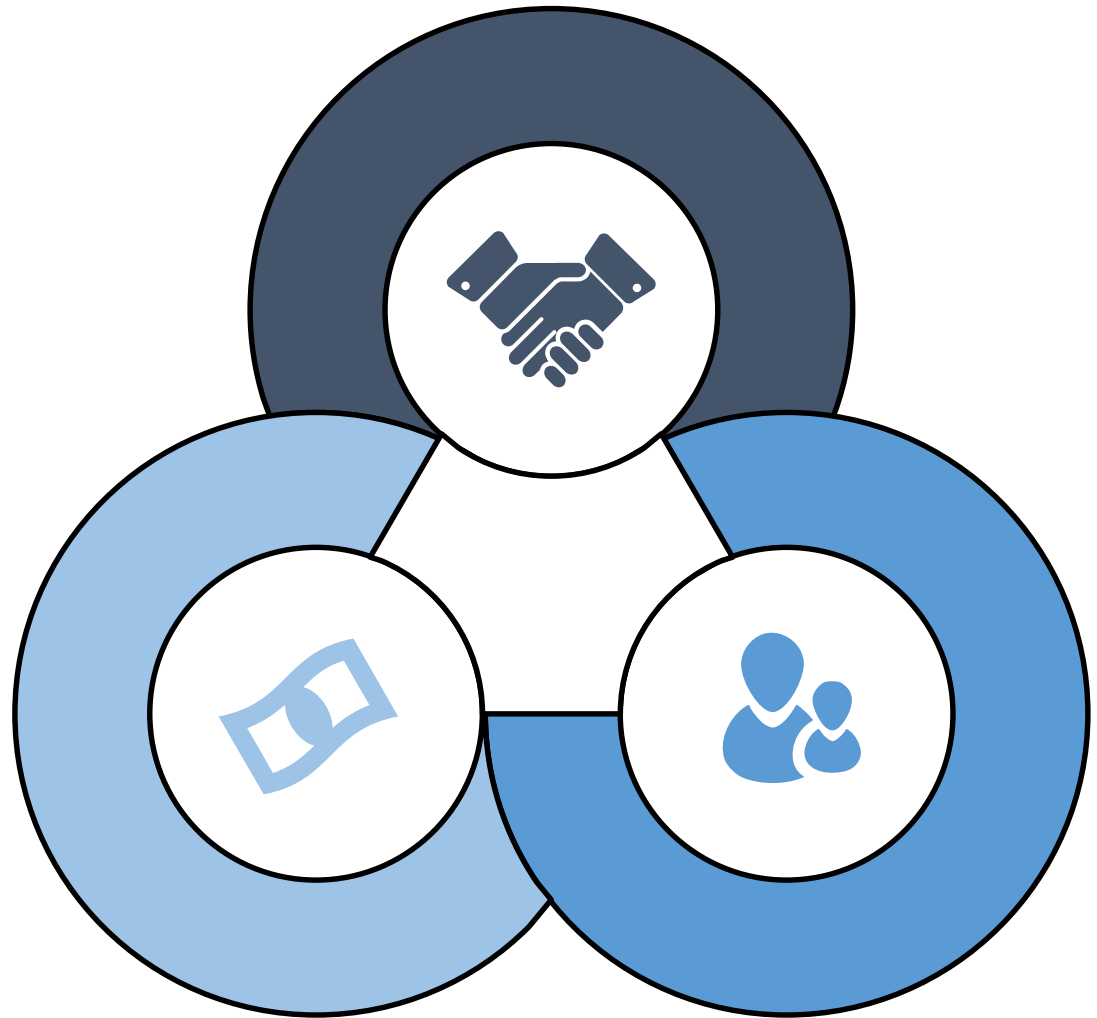
*"Well done to the Municipality for this significant initiative ... they are investing a lot of money here and it's wonderful... I have a lot of new customers, including people from outside the neighborhood and... customers who wouldn't otherwise shop here."*

*"I really like the [campaign]; it attracts a lot of young people who wouldn't otherwise shop here... I really hope the Municipality continues with it because it really helps us."*



# Social Impact Bond

Tackling loneliness & social isolation for the elderly



# Partner – Social Finance Israel (SFI)



SFI aims to improve the delivery of measurable social outcomes through the development and deployment of financial and social innovations.

Part of the Social Finance Global Network (SFGN).

Has issued several SIBs to address educational and health challenges in Israel.

## **“Pay for success” partnership**

SIBs utilize capital from private investors to fund social sector or NGOs aiming to reduce the future occurrence of social issues. If positive social outcome is achieved, a cost saving is enjoyed by the state (or other stakeholder), which is quantified and a proportion of it is returned to the investor by the outcome payer.

# Thank you



**Dr Hila Oren**  
CEO  
The Tel Aviv Foundation

