



# Holon

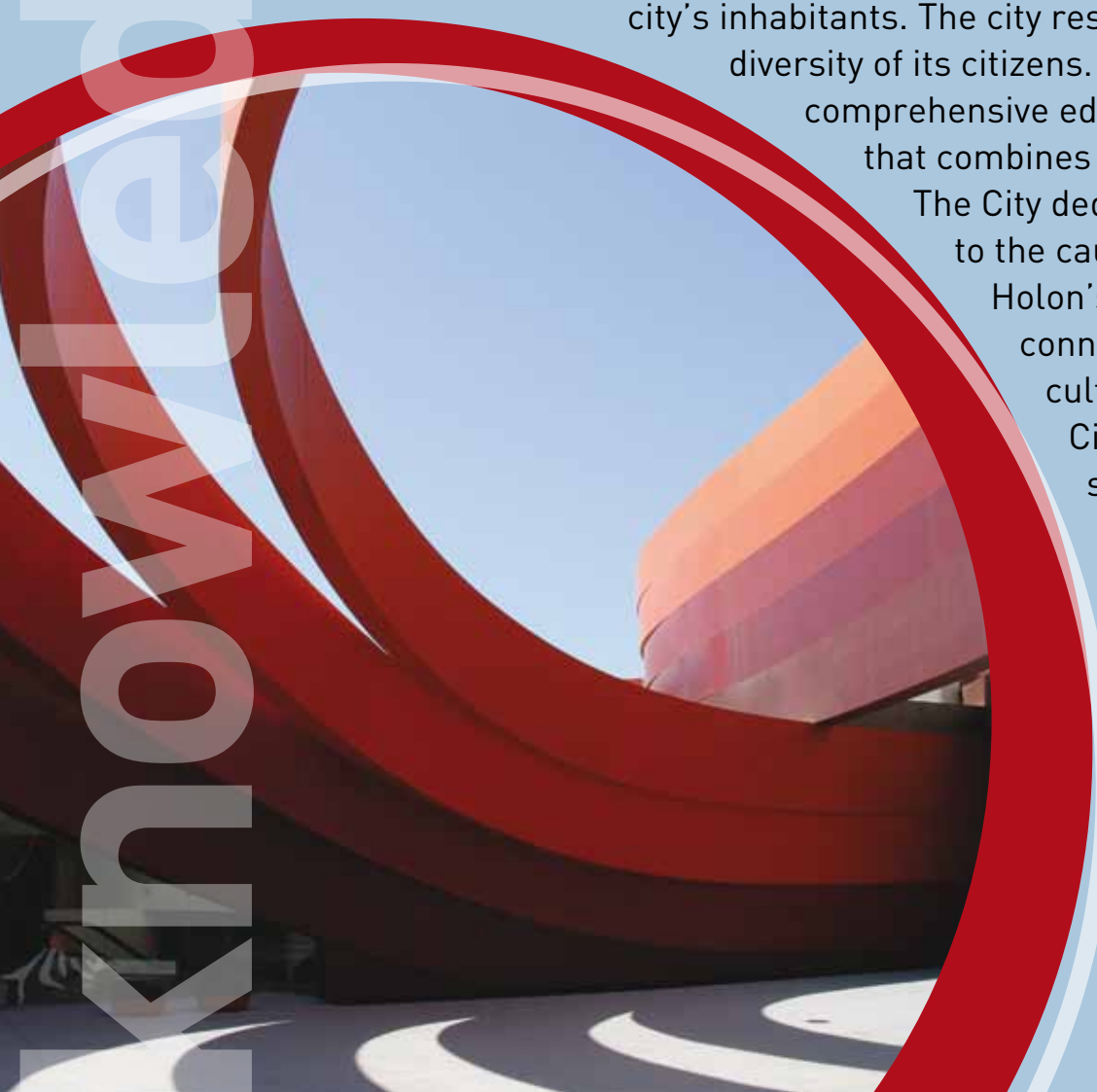
## knowledge Cities 2011

**Holon is adopting an approach promoting ongoing renewal, innovation and the pursuit of knowledge and information within the organization and from the organization outward.**

The city has ways of making the knowledge available to all citizens. There are up-to-date technologies, which are accessible to all of the city's inhabitants. The city respects the cultural diversity of its citizens. The city boasts a comprehensive educational strategy that combines all cultural services.

The City dedicates its streets to the cause of culture.

Holon's school network is connected to the city's cultural activity. The City is blessed with several cultural centers that foster tolerance and dialogue between citizens.



# Holon MAKCi 2011

## A] Identity, knowledge and relative capital

- To what extent is the city's identity unique and well positioned (what is the value of the city's brand and reputation)?
- What is the nature of the knowledge-based development strategy and the ability to implement it?
- What is the nature of the city's strategic information systems?
- What is the extent of the city's social cohesion?
- What is the nature of the City's relationship with the environment on the regional, national and international level?

## B] Financial and instrumental-material capital

- How rich are the public accounts?
- What is the nature of the city's location, climate and physical landscape?
- To what extent is the city's environmental policy progressive?
- What is the nature of the urban physical infrastructure?
- What is the nature of the city's transport and computer systems?

## C] Human-individual, human-collective and instrumental knowledge capital

- How young is the city (i.e. how large is the demographic public of those under the age of 25?)
- What is the public health level?
- To what extent do the inhabitants benefit from equal social and economic opportunities enabling them to realize their full potential?

## A] Identity, knowledge and relative capital



### To what extent is the city's identity unique and well positioned (what is the value of the city's brand and reputation)?

Holon is a young city. It was founded in June 1940. **Over the last 17 years, the City of Holon underwent a process of branding and positioning as the "City of Children". Today, Holon boasts the unique identity of the "City of Children". This process is the result of the urban vision whereby Holon would be a leading city in the lives of its children, enabling them to become familiar with, be exposed to and learn through a wide range of activities geared for children. Holon's transformation into a City of Children began with the election of Moti Sasson as the City's mayor and Hana Hertsman as CEO of the Municipality of Holon in 1993. This process is reflected on various municipal levels. One of them is the establishment of a broad range of facilities providing children-oriented services.** The "Begova Haenayim" Gallery provides artistic and cultural enrichment for young children The Havayeda is an interactive science center. The Mediatheque an innovative library, a special section designed especially for children and a unique theater geared for young people. The world renowned DMH (Design Museum Holon) inaugurated with an extensive educational department. The Israeli Puppet Center. The Israeli Center for Digital. The Israeli Museum of Caricature and Comics. The Israel Children's Museum

attracts visitors from all over Israel for a fascinating experiential tour and unique revolving exhibitions, with an emphasis on tolerance for differences between people.

**Alongside these facilities, Holon also promotes the nurturing and enrichment of children in open urban spaces through the original Story Gardens Project** which features environmental sculptures created by well-known artists and inspired by famous children's stories and fairytales (**a link to a movie regarding The Story Gardens in Holon -**

<http://www.youtube.com/watch?v=BrMDIcfXxPU>).

The Israeli Philatelic Service has issued three stamps featuring Holon's story gardens, with the city's major sites as a background. An additional story garden is featured on the tab of each stamp, so that in total the stamps feature six story gardens. By issuing the stamps, the Israeli Philatelic Service expressed its great appreciation to the unique project, and it is through the stamps that all Israeli citizens will become acquainted with it

(<http://www.holon.muni.il/Htmls/English/storyGardenStamps.html>).

**Another aspect of children's cultural life is the diversity of special events and festivals** such as Holon's Adloyada (Purim parade), the country's biggest Purim carnival in recent years; the International Puppet theatre Festival; the Sounds of Childhood Festival; and the Israel Festival in conjunction with the Mediatheque's youth theater offering both original and global performances.

**Alongside all of the above, there are numerous year-round activities which are of ongoing interest to both children and teenagers. Such are the diverse "Community & Leisure" activities offered in the municipal library network, sports centers, entertainment and recreation centers such as the "Spark Yamit 2000" Water Park** with its state-of-the-art water slides and spa facilities and other



unique centers. Young children's needs are extensively met in after-school care programs, daycare centers, afternoon childcare settings and enrichment programs, while the needs of older children and teenagers are catered to through clubs and activities tailored to age requirements and changing trends.

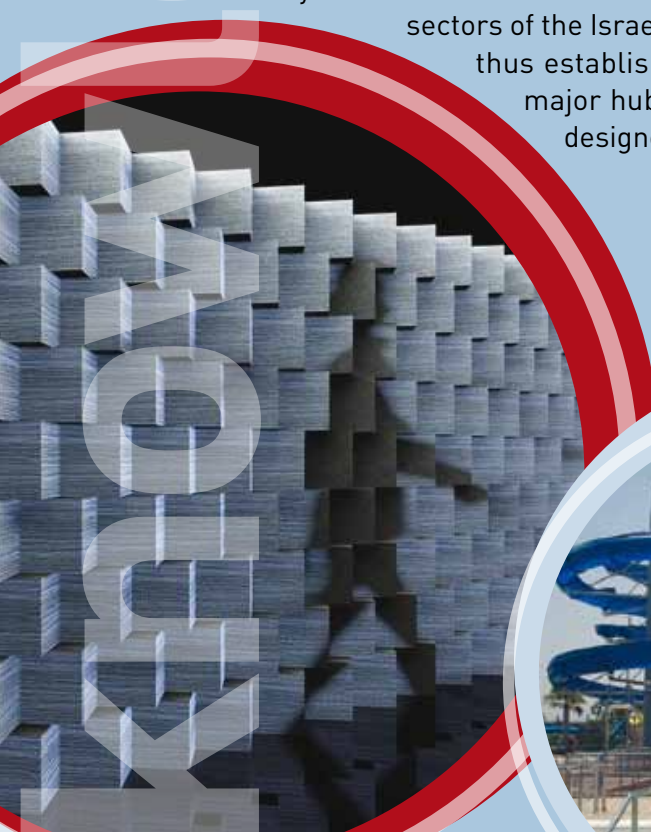
**Another dimension is within the scope of the annual work plans of the municipality's units**, the advancement of Holon as the City of Children is presented as a municipal priority (a topic that the municipality's management wishes to promote. **Accordingly, every year, each unit must accomplish something incrementally new that is children oriented.** By so doing, the Municipality ensures that its vision is indeed becoming reality.

**Keeping with a tradition of leadership and innovation and due to a competitive advantage in the field of design, Holon is becoming one of the world's most prominent locations for design.** Holon Institute Technology (H.I.T), the Materials library, and the Israeli Design center web site were the core from which it all began. **Holon's and Israel's comparative advantage lies in knowledge and creativity.** Design combines both of these elements together. As early as 2002 Hana Hertsman, Holon's Municipality's CEO has come to the conclusion that founding a new design museum in Holon will give the city an additional dimension to its already positive image. Design is considered by CEO Hertsman to be one of the main export sectors of the Israeli economy. And thus establishing Holon as a major hub for design and designers is of national

importance (**Link to the movie 'Holon talking design'.** The movie is in 2 parts:

1. <http://www.youtube.com/user/HolonMunicipality#p/u/9/VLpxMe9sduA>

2. <http://www.youtube.com/user/HolonMunicipality#p/u/8/gLckLNAvi0w/>. **Holon seeks to lead and influence the Israeli society and culture, and undertakes this mission both theoretically and practically. Design Museum Holon is the highlight of this mission, reflecting the ongoing commitment of Holon Municipality to education and culture and its ambition to promote the field of design to a central place of Israel's cultural agenda.** Holon City Vision states that "Holon will become an international hub for innovation in the design industry. In Holon City's Priorities and Areas of Emphasis for 2011 we stated that, "the language of design will be implemented while applying ecological principles in the design of street furniture." This document also states that "the promotion of Holon Business and Industrial Zone will be carried out while combining the city's existing design and knowledge abilities for developing the currently active industries and business and attracting new entrepreneurs." These theoretical principles are translated into practice. E.g. for the second consecutive year, all of the municipal galleries focus on exhibitions related to design and its various manifestations.



As part of its attempts to promote and support Israeli design and production, Holon Municipality endeavors to **integrate designers into its Business and Industrial Zone**. Holon Municipality develops a plan according to which designers of several disciplines (e.g. industrial, graphical, fashion etc) will be invited to hire workshop areas in a common complex, whereas the municipality will offer designers professional consulting services by senior designers and marketing and business consulting by professionals.

**The purpose of founding workshop complex is to facilitate discourse and brainstorming among designers of different disciplines and cooperation with manufacturers based in Holon Business and Industrial Zone; revive Holon Business and Industrial Zone by drawing visitors to the designer workshop complex and incorporating projects into Holon for the benefit of its residents.** The complex will include a common gallery where designers will sell their work.

Googling "Holon" (in Hebrew) yields 4,100,000 hits. The first 76 results deal almost exclusively with cultural, educational and sports-related topics: the Children's Museum, the Holon Theater, various city schools, Hapoel Holon, the Havayeda, the Israel Puppet Center, the Museum of Holon History, the Holon Institute of Technology. These results are followed by links to housing in Holon, the Holon employment area, etc. Only link number 77 is negative by nature. Since the algorithm according to which Google functions is rating-based – namely the surfers themselves determine the order in which the results appear

– this Google display is the best proof of the current public image of Holon as the City of Children, a city of culture and education.

**Based on the aforementioned, the city's uniqueness as the City of Children is evident** in the daily municipal efforts, the city's large number of child-oriented institutions and organizations, the volume of activities and courses geared for children, the work plan, the rise in the city's population of parents and children, the loyalty of its inhabitants, their lack of desire or intention to leave the city and its image in the eyes of the Israeli public.



**Today, Holon is acknowledged world wide as the 'children city' and as a top location for design and designers. Many magazines from all over the world have paid tribute to Holon's accomplishments mainly to its Design Museum DMH.** AOL has chosen DMH (Design Museum Holon) as one of the 10 buildings one has to see before he dies. Conde Nast Traveler selected the building as one of the new wonders of the world. The Los Angeles Times covered the story of Holon as an 'Israeli city reviving itself as an arts attraction'. **The Magazine Monocle chose Motti Sasson as one of the 'freshest movers and shakers' and one of 10 of the most prominent mayors in the world.**



Easyjet Airline has posted the DMH as one of the icons representing different counties of the world right beside the Eiffel tower and Brandenburg gate (A few links regarding DMH and Holon as seen in newspapers around the globe :

<http://www.concierge.com/ideas/designarchitecture/tours/501463?page=3;>

<http://tmagazine.blogs.nytimes.com/2010/03/30/dispatch-israel-by-design/?ref=t-magazine;>

<http://abcnews.go.com/Travel/israel-design-museum-holon-opens-collection-stuns-visitors/story?id=10013375&page=1;>

<http://www.bbc.co.uk/programmes/p00673z4;>

<http://www.guardian.co.uk/culture/2010/feb/07/ron-arad-design-museum-holon;>

<http://news.travel.aol.com/2010/07/31/buildings-you-have-to-see-before-you-die/>  
and many more)

A  
REPORT  
10 mayors



CIVIC  
SLICKERS  
—Global

**Preface**  
The right mayor can reinvent and rejuvenate a city, boosting infrastructure, speeding integration and fostering the arts. For our cities special, we profile 10 of the freshest movers and shakers in urban politics worldwide, pinpointing their greatest successes.

ILLUSTRATOR  
Masao Yamazaki

It's the era of city power, a time when civic leaders are setting the pace in everything from climate change to social policy (who needs central government?). It's also a time when a new generation of urban ambassadors are taking over city

01

Takashi Kawamura  
Nagoya

Takashi Kawamura has raised hell in Nagoya. In his first year in office, the mayor of Japan's fourth-largest city has slashed prices on medical tests and water and is locked in a battle with the assembly to push through tax cuts and trim the budget. Kawamura's "shomin kakumei", or people's revolution, has made the city a national symbol of reform. — KH

**Success:** Agitating for political change and against party fealty.  
**Challenge:** Take on the city assembly to push through tax and budget reform.



05

Annisette Parker  
Houston, Texas

After Annisette Parker was elected Houston's mayor last December, Barack Obama called to tell her, "We were watching and very proud." The choice of adjective mattered: Parker, 54 with three adopted children, is the first openly gay mayor of a large American city. She moved into the mayor's office without a media storm, just a loyal circle of aides. "It's not like a cult of Annisette — it's just the tone of person she



02

Motti Sasson  
Holon, Israel

Mayor Motti Sasson of Holon, a city of 170,000 just southeast of Tel Aviv, has miraculously put a mid-size bedroom-community on the world's cultural map. The 63-year-old workaholic has brought five new museums to Holon, including Ron Arad's groundbreaking €24m Design Museum (see issue 33), generating an influx of youngsters while inventing a distinctive urban brand from scratch. — AS

**Success:** Cultural institutions such as the Design Museum and Cartoon Museum.  
**Challenge:** Consolidate Holon's position as the Middle East's cultural centre.



03

Sten Nordin  
Stockholm

While world leaders were copping out at Copenhagen, eco-charm Nordin was arm-twisting hundreds of fellow mayors to vow to slash production. He plans to turn the capital into a green city with some interesting 2009

## What is the nature of the knowledge-based development strategy and the ability to implement it?

**Holon's municipal strategy is inspired by the city's vision.** At the start of each year, the Municipality's CEO introduces a list of municipal priorities which each manager must take into account in his work agenda for the upcoming year. Each unit in the municipality is required to ascertain what its contribution will be to the municipal priorities by setting objectives furthering these priorities. The municipal priorities are the outcome of the municipal vision and of preliminary strategic **thinking based on knowledge, information and data collected** on a routine basis by the municipality's strategic planning department. **The Municipality of Holon has a strategic planning, information, research and assessment department.** The department is a staff unit, which is in charge of information and knowledge in the municipality as well as conferences for the purpose of policy setting and long-term (multidisciplinary) planning. The department is active on several levels: Statistical data compilation and publication; Conducting periodical position surveys; Monitoring of the annual municipal work plans; Long-term planning and policy setting; Public Participation.



### The municipal strategy

As previously indicated, the municipal strategy strives to implement the urban vision while continuously assessing the actual state of affairs as reflected in the cumulative data, information and research in the strategic planning department and other units. The following are the city's prominent strategic objectives:

1. To make the educational system a leader in its pedagogical preparedness, in its students' academic achievements, its students and parents satisfaction, in the links between the educational institutions and the community, and in its physical infrastructure.
2. To offer varied and high quality services well developed, convenient and available to everyone.
3. To offer Services which enable intergenerational interactions, developed with the inclusion of citizens and openly published for the convenience of the public.
4. To adequately address the needs of citizens in need, elderly and citizens with special needs.
5. To ensure that Holon enhances the quality of life and health of its children.
6. To create one of Israel's leading "green" cities both in its existing and new appearance and in the quality of its infrastructures.



7. To provide opportunities for economic development in the fields of industry and commerce.

8. To develop a unique and aesthetic municipal appearance and environment, promote waste recycling and high quality residential environment.

9. To be a leading international hub for innovation in the field of design.

10. To achieve excellence in service while providing quality services tailored to the needs of its customers.

11. To attend to the health, safety and welfare of its employees.

12. To lead in the quality of life of its citizens and act in accordance with the principles of health and sustainability.

13. To be a high quality, multidisciplinary and interdisciplinary cultural hub

**(Holon's vision statement**

<http://www.holon.muni.il/Htmls/English/HolonVision.html>).



Another aspect of strategic development is reflected in the city's industrial area.

**In an effort to create economic development options, there has been a strategic planning process in order to create a vision, a purpose and an action plan for Holon's industrial area** with the aim of outlining the area's future and ensuring its optimal growth by fulfilling its latent potential for the benefit of the city and its inhabitants.

In the wake of meetings with industrialists, real estate personnel and various consultants, and following internal discussions, a vision was defined for the industrial area: "The Holon community industrial and business area will boast innovative economic and organizational approaches, attract businesses and industries, catapult the City of Holon forward and be a leader in the fields of education, technology, sustainability and design at the international and national level". The strategic guidelines governing the development of the area are: community advocacy, a connection to the city, leadership, internationalism, the promotion of technology education, sustainability and design, interconnected uses and uniqueness.



## What is the nature of the city's strategic information systems?

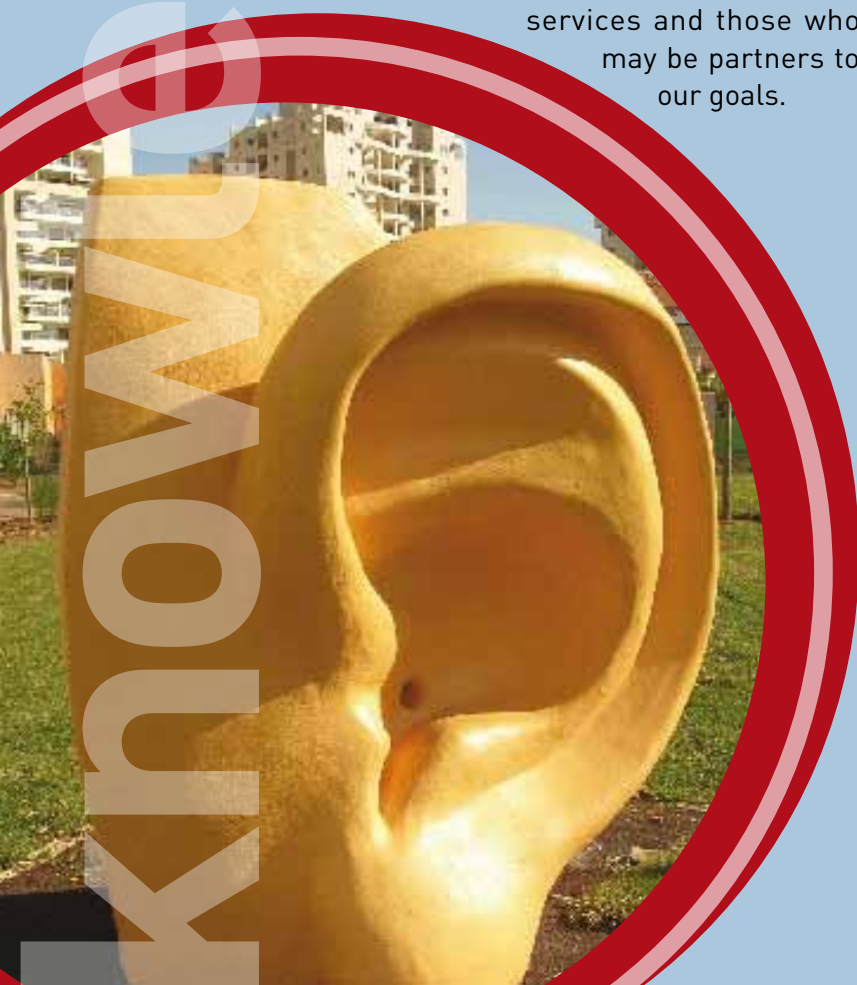
Holon boasts a respectable infrastructure for the advancement of knowledge through the strategic planning department and the information systems and teleprocessing department. Furthermore, Holon aspires to be a city boasting transparency as well as information and knowledge sharing within the organization and outward. This vital topic is one of the municipal priorities that the unit managers are committed to.

We are in an era of an untofore known wealth of digital information channels. Constantly updated dynamic, active websites, as well as blogs, forums and social networks attract hoards of **interested surfers who share information and knowledge** and foster social, business and professional ties. **As an organization for which service to the public is a priority, the Municipality of Holon is aware of these developments which open up new communication options with various municipal, national and international entities.** This is an opportunity to optimize the efficiency of the service, enable maximum transparency and make things easier for inhabitants, visitors and other interested parties who require the municipality's services and those who may be partners to our goals.



The Goals of the municipal Online Activities: Give appropriate publicity, both in Holon and outside, to actions taken by Holon Municipality and its plans through the Internet; **Offer better response** to informational needs of the general public in Holon and outside it; Highlight resident service through content (e.g. rates payment, kindergarten enrollment etc.); **Promote strategic plans** developed by the municipality through the Internet, e.g. upload plans developed by the municipality regarding one street or another and invite residents to express their opinions and rate different plans; Market Holon Municipality and its actions abroad, with special emphasis on appealing to potential donors; enhance the use of the Internet as an integral part of the routine work of the municipality – publication of tenders, job advertisements etc.; Provide **direct means of communication and involvement** of municipal officials in different online communities, while responding to the needs and common problems.

Throughout the previous year, **the contents offered by the municipal websites have been diversified and upgraded:** Special emphasis is placed on press releases to be displayed on the homepage. These materials are constantly updated according to changes taking place



in the city and new information gathered. Relevant photos are added, as well as links to the municipal platforms in Flickr and YouTube when relevant, (this is of high significance in terms of online presence and maintaining a high rank in search engines), pictures and video clips displayed on affiliated websites and sub-domains dealing with culture, community and leisure and media articles addressing these subjects.

Examples for New subjects which were uploaded throughout the year:

Regularly updated information regarding the public sharing process as part of the development the municipal policy, which constitutes one of the main issues in the city's agenda these days, including commentary and information about the principles of the plan, activities held and topics discussed in meetings, decisions made and progress reports.

Environment-related information, in accordance with the Environment Information Act and Regulations – regularly updated data based on measurements made in the field.

Regularly updated information regarding the Public Competition for the planning of the new City Square, before and after the winning. Information regarding allocation of public lands, including criteria, decisions etc. in a clear and transparent way.

Information regarding the range of veterinary services on offer, including advice, tips, regulations etc.

Additional information regarding the Story Gardens – e.g. dedication of the new parks throughout the city, including texts, photos, movie clips, links etc.

Many video clips in Hebrew and English. And many more.

**Another website run by the municipality is the children's website, which complements Holon's calling as the City of Children. The children's website, which offers a user friendly combination of information and games for children and their parents, won the webbi prize for 2009 and 2010**

(<http://www.childrenscity.co.il/>). The website offers a wide range of activities and content of interest to children on a general level as well as content pertaining specifically to the city.

**In the realm of communication infrastructures, the Municipality of Holon has set up a sophisticated communication infrastructure throughout the city allowing all websites to be interconnected through a wide range of communication technologies** from ADSL lines to wireless communication systems. These technologies are used for both data transfer and telephony communication.

**There are several thinking groups in the city who are in charge of defining `future images`, the most notable among them being the "Children's Parliament".** The Parliament's aim is to implement the concept of "Holon the City of Children" by fostering a young, enterprising democratic leadership, which is involved and has an impact on the lives of the city's children. The young leadership forum is a partner to the decision making pertaining to the lives of the children, the teachers and the community.

The Education Administration maintains a data collection system and information database and transfers ongoing information throughout the system. "Eshkolot Yeda" (**Knowledge Clusters**) – an information center for all of the city's education personnel regarding new initiatives and developments – was established in the municipal training center for the teachers of Holon.

**Within the scope of the municipal information infrastructure, a leading force in the city is the Mediatheque, which constitutes the living, breathing heart of knowledge and future thinking and imaging.** The Mediatheque features an active discourse with various interested parties, and defines future trends, which will form the basis of the actual plans to be implemented. The Mediatheque is a creative, innovative and multidisciplinary cultural institution offering a wide range of cultural



activities in all art forms. The Mediateque serves several independent functions under a single roof, yet they are interconnected through synergetic, interdisciplinary endeavor.

## The Mediateque

**Theater for Children and Youth** - This is the largest creative repertoire theater of its kind in Israel.

**The central library** also holds cultural and leisure activities, the majority of which stem from the connection between the world of literature and the world of theater. The only materials library of its kind in Israel – one of 12 worldwide – operates as part of the Mediateque library contains many hundreds of innovative, unconventional products.

The material library serves the increasing need of professionals in the fields of design, architecture, engineering, industry and academy for up-to-date, available information about everything new in the world of materials. The library, “iMatter”, was opened in 2008 with the support of Holon Municipality and the Ministry of Industry, Trade and Labor, as part of Holon Mediateque and Design Museum Holon.

The Material Library is a unique, one of a kind project in Israel. Visitors of the display area of the library are welcome to explore and touch hundreds of samples of a wide range of colors, textures coatings and prints, from different fields of design and industry. All the materials in the library are catalogued and documented in a special website built as a search engine for raw and semi-product materials, and constitutes a necessary tool for professionals who use these materials.



**The Holon Cinemateque** - The Cinemateque chose animation in general and Israeli animation in particular as its central theme.

**The Israeli Museum of Caricature and Comics**, the first of its kind in Israel with the aim of furthering an understanding of and familiarity with visual creation, as reacting to and coping with sociopolitical reality. The museum promotes research on caricature and comics in Israel as reflecting and criticizing the local lifestyle.

**Design Museum Holon**, inaugurated march 2010, is the first museum of its kind in Israel. The Holon Design Museum is part of a long standing commitment to culture and education in the city of Holon. The Museum’s vision states that “The Holon Design Museum will serve as a leading hub for design innovation”.

**The establishment of Design Museum Holon is a high point in the ongoing process of transforming the city of Holon into an epicenter of culture and education.** Over the past decade, the city has introduced a wealth of edification programs, launched cultural festivals, opened new museums and introduced urban art installations, all leading to the enrichment of municipal life.

The primary goals of Design Museum Holon are to inspire and challenge the design community



and the general public's perception of design and the way it affects their lives.

The city of Holon, under the direction of Mayor Motti Sasson and CEO Hana Hertsman, turned to Ron Arad, world renowned designer and architect, to create an iconic building that would provide visitors with an immersive environment in which to gain access to and explore the world of design

**(Link to a movie regarding DMH**

<http://www.youtube.com/user/HolonMunicipality#p/u/24/ANpynpW3Lb8>).

The museum wishes to bring the discussion and exploration of design to the forefront. In conjunction with the museum's opening, the city of Holon will be celebrating its seventieth year and will feature design concepts in its many galleries, outdoor exhibition spaces and special events.

The Laboratory – **the laboratory of Design Museum Holon is an active space**, hosting students attending courses Israel's leading design schools (e.g. Bezalel, Shenkar, Holon

Institute of Technology, College of Management etc.) for one semester. During the semester, rather than attending the classes in their schools, students will come to The Laboratory where, alongside the exhibition and within a design-themed complex, they will join the professor leading the course for a whole semester of research, work and creation.

The audience visiting the exhibitions will be able to visit The Laboratory and be introduced to the processes students undergo throughout their studies. The Laboratory also holds meetings of children and their parents with the museum guides, who introduce the children to the world of design in original, innovative ways.



## What is the extent of the city's social cohesion?

**Holon is a city of strong social cohesion.**

In a study conducted in 2009, 76% of the inhabitants indicated that they were proud to be inhabitants of and 76% indicated that they would recommend that their friends move to the city. Holon strives to be open to the community and contributes to its progress. **The Municipality of Holon aims to promote social cohesion through the City's Social Services Administration and its subsidiary, the Community and Leisure association.**

**Holon's Social Affairs Administration handles a wide range of individual, family and community oriented services** and strives to meet the goals and objectives involved in treating this population based on the Ministry of Social Affairs' policy and in cooperation with the Municipality's management and policy. The Administration's activity involves collecting and analyzing information, setting priorities, planning, assessing outputs and defining work procedures founded on both professional principles and proper management. The Administration strives to achieve a positive turnaround in the lives of the individual, the family, the group and the community and to help those among them who find it difficult to function on a regular basis and to cope with hardship and crises. The aid provided is therapeutic, supportive and mediative in nature and also includes the provision of services.



Moreover, **the administration is involved in volunteer work. The City of Holon is considered one of the leading cities in the realm of volunteer work** – a city in which volunteering has become a way of life. Thousands of volunteers take part in a wide range of volunteer activities and invest time and effort to help and contribute to the community. Bet Mitnadev (Volunteer Center), which has been in operation since 1997, serves as a home for the promotion of volunteer work in the city. Holon's volunteer organizations are united under the auspices of the Council of Volunteer Organizations. The Council was founded with the aim of furthering, promoting and representing the topic of volunteering in the city. The volunteer organizations operate in various areas for the purpose of individual and community well being and to improve quality of life in the city.

**Holon's Community and Leisure association was co-founded by the Municipality of Holon and the Association of Community Centers.** The association runs seven community centers in Holon; three sports centers; six training centers: a professional dance center, a personal development center for adults (40+), the Steinberg Arts and Music Center, The Museum of Holon History and the Hosmasa Museum, the Maor Center for the diagnosis of children with ADD and ADHD and five youth centers. Thousands of the city's inhabitants from the age of 3 months to golden agers actively participate in all of the association's centers. The association believes that a strong community is the key to a good personal and family life. Accordingly, the Association's strategy is to initiate, manage and maintain activities in Holon which enable and encourage individuals to take an active part in their community's life. The Community and Leisure association sees itself as a partner to community endeavor in the city and as such, creates collaborative ventures with other entities operating both in and outside of the city. The Community and Leisure association runs



community projects in its various centers throughout the year. The aim of these projects is to foster ties between the inhabitants and strengthen their social involvement in the City of Holon.

**Hatzav, the municipal youth movement, is active in all the community centers. The Jewish renewal theme in the community offers a wealth of fascinating options for learning about and connecting to Judaism** from a personal, open and freeing angle. There are clubs for special populations throughout the various community centers and they constitute social centers that offer learning and enrichment in addition to a wide range of social activities.

In addition, the Association holds a diverse range of activities in other areas such as: immigration absorption, community volunteering, sports and healthy lifestyle, dance, art, learning centers, youth and youth at risk, music, Jewish identity, the book lending project, culture and events. Holon Department of Education, Community and Leisure Association, the Coalition against Violence and the municipal parents committee – school committee for parents and Holon community of parents act in three key levels, with the needs of the community in mind and faith in parents' role as leaders and reformers. Based on this rationale, the city established the **Community of Horim Osim HAIL (Parents think, learn and initiate).**

An additional community – an online forum for parents in Holon – and a weekly newsletter were launched as well. Parents think – parents are part of the establishment of the community and play an equal part in its establishment and brainstorming sessions. Parents initiate – parents initiate activities and issues related to parenthood and leading in-community processes, based on their strengths and broad experience. Parents learn – workshops and courses for parents, in which parents learn about their parental role as part of the process.

**HALEL program enables the elementary school students to become connected with the cultural richness, nature and with the communal domains that Holon has.** Holon, having rich cultural and communal programs and sites, is inviting students to a personal learning voyage. HALEL program (Adapting Learning to Person) seeks to shape an independent researching learner, who absorbs knowledge from his near surrounding. The program was born and developed in Holon for the benefit of its students. The general idea is that the learner, as a city resident, lives within a multi challenging surrounding, sport centers, art and nature – all of which are the result of years of building the city and grooming it.

**Holon is home to a unique center by the name of Beit Lihiyot, which is in fact a home for Holon's Holocaust survivors.** The home has two main objectives: the first is to provide a warm home for Holocaust survivors offering social activities along with professional support. The second objective is to provide an educational source for children and teenagers who visit during the school year to hear stories and testimonies first hand. This is a home that speaks of joy, heroism, mutual aid and spiritual strength, rather than sadness or hate.

**Holon has always welcomed new immigrants from all over the world. They built their homes in the city and contributed to its growth and development. Through Beit Ha'oleh (home for immigrants), the Municipality strives to do its part in ensuring a smooth transition for new immigrants** by collaborating with all the parties involved in the immigration process. The following are among the department's realms of activity: identifying the immigrants' needs, understanding problems and offering appropriate solutions; holding activities



aimed at creating a sense of belonging to the city in particular and to the State of Israel in general; referrals to professional sources and helping new immigrants to cope with their daily adjustment challenges; providing a solution to the cultural needs of immigrants by preserving their unique heritage on the one hand and familiarizing them with Israeli culture on the other hand; running projects on the education of children and youth, social services, culture, etc; familiarization with Israel and the City of Holon; setting up a steering team consisting of new immigrants to initiate activities tailored to their changing needs.

**The Municipality of Holon maintains close contact with bereaved families and military units.** The path leading to the families was fraught with difficulties. Establishing basic trust

in the relationship was a lengthy and complex process. The trust network materialized as a result of hard work, including an investment of financial resources by the Municipality and backup by the Mayor and the Municipality CEO. The unit helps families, inter alia, with organizing memorial ceremonies, fun outings and other events and is instrumental in enhancing the ties between them and the Municipality



## What is the nature of the City's relationship with the environment on the regional, national and international level?

Mr. Motti Sasson has been serving as the City's Mayor for the past 3 terms (17 years) and now, in 2010, he was elected for a fourth term. This fact reflects political and institutional stability, which enables the Municipality and its leaders to further projects and both short- and long-term plans.

The Mayor and Municipality CEO are members of various public councils and committees, such as Mifal Hapayis (the Israel National Lottery) and the Israel Council for Art and Culture.

The mayor also leads the battle against the noise of planes flying over Holon and diminishes the quality of life of its citizens. In 2010 Holon launched a Facebook group supporting that battle against the noise of planes. Headed by the mayor of Holon, who is also the incumbent chairperson of the Forum of Leaders of Local Authorities against Noise of Planes, Holon municipality intends to take several measures against the decision, including making an appeal to the Supreme Court. In addition, as aforementioned, Holon Municipality decided to open a Facebook support group which residents whose quality of life would be affected by the decision can join to express their protest and make decision makers change their decision

**(A link to the facebook support group:**

<http://www.facebook.com/group.php?gid=100864336622767&ref=ts>).

**Holon is a member of "Forum 15", which incorporates cities with independent financial resources.** These cities do not get revenue support or government development grants and are run as a closed independent unit by virtue of their independent financial resources.



**The following are joint projects undertaken by the major cities:** identifying and promoting advanced technological enterprises for the Forum's cities for the benefit of the municipalities, the cities and the quality of life of their inhabitants (networking the major cities with a wireless system using WiMax technology; promoting the cellular parking initiative; networking the major cities with fiber optic infrastructure; promoting advanced transport solutions, etc.); environmental quality and protection: getting Israel's major cities to join forces with the European Union's treaty on climate change and air pollution reduction in large cities (the initiative includes signing the European treaty and adopting a detailed master plan to reduce air pollution in each of the large cities, including setting measurable objectives and striving to meet them); settling the issue of building waste; planting roof gardens; preserving energy in public buildings; promoting green transportation, etc. and many more.

In the area of education, the Education Administration holds a series of activities with the "Sharon Park" Recycling Center (Ayalon), including a joint curriculum. There are collaborative efforts with the Mikveh Israel Youth Village, including botanical studies and the study of Israel's agricultural heritage.

**Three high schools are running a comprehensive educational program with schools in Berlin, Hann-Münden (Germany) and Suresnes (France). The city's financial system is run in an appropriate and balanced manner and serves as a model for many of Israel's cities.** Proof of the matter lies in the fact that the Municipality is awarded prizes for its proper financial management, human resource development and environmental quality preservation. Moreover, the City conducts professional tours for professionals from other municipalities who visit Holon.

**On an international level, Holon maintains ties with several cities worldwide** - a Twin City Pact was signed with the following cities: Suresnes (France), Hann-Münden (Germany), Berlin-Mitte (Germany), Dayton, Ohio (USA) and Anshan (China). Furthermore, a "partnership of kindness" was formed with the city of Andong in South Korea.

**The Holon Institute of Technology (H.I.T) enhances Holon's ties with academic and professional entities in Israel and abroad.**

The Institute was founded in 1969 and in 1999, became an independent academic institution of higher learning. The Institute focuses on teaching the sciences, engineering and technology, technology management and design and engages in theoretical and applied research based on a broad and multidisciplinary approach to advanced technology in its scientific, professional, economic and cultural aspects. The Institute qualifies gifted scientists, engineers, managers and designers who - once they complete their studies - fill key positions in the knowledge **industries and spearhead industry and economy.**

**The Holon Institute of Technology's scientists maintain close professional ties with their colleagues in universities and research institutes in Israel and abroad,** which is reflected in joint scientific publications, research projects and researcher exchanges.

**The city holds conferences and study days on education, culture, sustainability and design.** These conferences are attended by visitors from other cities in Israel and worldwide. **The cultural conferences are held within the scope of international festivals held in the city. The women's festival** is held in the city every year around International Women's Day on March





9th and pays tribute to the success stories of women in various sectors and fields of endeavor. In addition to shows and cultural events, two main sessions are held: one is held in collaboration with the Israeli Association of United Architects, which invites leading international female architects to participate in a symposium on feminine presence in the world of architecture, planning and building.

Another session within the scope of the Women's Festival is a Women in Business session held in collaboration with one of Israel's leading economic magazines, which places Israel's economic leadership side-to-side with leading visitors from abroad on a single stage. For the first time in Israel in terms of its scope, Holon Municipality, the Israeli Community of Designers and Design Museum Holon have initiated **Israeli Week of Design**. The Israeli Week of Design will include "Designed in Israel IV", an exhibition endorsed by the Ministry of Industry, Trade and Labor and private businesses. The exhibition will present the achievements of the Israeli design and feature approximately 200 pieces of industrial design, graphic design, branding, packaging design, interactive design and jewelry design. Another major exhibition to take place as part of the Israeli Week of Design is "Designers of the Future IV", which will feature selected final projects of the 2010 graduates of the leading schools of design in the disciplines of industrial design, graphic design and jewelry design. Alongside with the exhibition, several other events will be held in collaboration with the Israeli Community of Designers, including exhibitions, seminars and publication of catalogues presenting the achievements of professionals in the different disciplines of design in Israel as well as the ones of the local economy, technology and industry. In addition to these, Israel Design Week will include an Independence Day poster exhibition, "Blue-White" poster contest for students of designs endorsed by the "Blue-White Headquarters"

under the Ministry of Industry, Trade and Labor, and for the first time ever, Expo Blue-White – Designed and Made in Israel" endorsed by the "Blue-White Headquarters" under the Ministry of Industry, Trade and Labor and Manufacturers Associations of Israel. These events will serve as a direct link between Israeli design and industry and present leading Israeli companies which develop, manufacture and successfully market their products in Israel and abroad. Within the scope of the **international puppet-theatre** and film festival, this is the 13th year that a conference addressing therapeutic puppetry is being held. **Conferences, study days and workshops in the various design branches** (fashion, urban planning, sustainability and design, industrial design, design innovation, etc.) **are being held within the scope of the activity of Design Museum Holon**, at the initiative of the education department of the Design Museum and in collaboration with Israel's design schools, professionals, cultural institutions, as well as commercial and financial entities. These conferences attract experts from Israel and abroad (architects, designers, entrepreneurs, etc.). As Holon has been going through a change, turning into a knowledge city in the strictest sense of the term, it has seen many visitors seeking to learn closely about this change. **Throughout the last four years, Holon was visited by several hundreds of Israeli and international local government, administration and government officials.** Noteworthy among these were municipal officials (e.g. from the cities of Arad, Acre, Netanya, Haifa, Modiin, Ramat Gan, Jerusalem etc.) **and local and regional councils from Israel**; students of government and administration studying at the Academic College of Emek Yezreel and Weitz Center in Rehovot. During 2010 we were visited by Mayors from Andong, South Korea, Brazil, Berlin and Hamburg, Geneva; the ambassador of the European Union in Israel, the ambassadors of Canada, Spain, Mexico and other countries in South America, mayors of Holon's sister cities and many others.

## B] Financial and instrumental-material capital

### How rich are the public accounts?

The municipal budget is run on two levels: a regular budget and a development budget. **The activity within the scope of the regular budget, which has maintained a balance or a surplus for about a decade, was awarded prizes on behalf of the Ministry of the Interior for proper financial management.** It is an items budget, however each year, an annual work plan is submitted and it is from this

work plan that the budget is derived. Both during and at the end of the year, there is an audit of the work plan and budget utilization. Moreover, an assessment is performed as to whether it was implemented efficiently and effectively.



### What is the nature of the city's location, climate and physical landscape?

#### Location, land and landscape

**Holon is situated on the central coastal strip, adjacent to the Mediterranean, in the southern part of Gush Dan.** To the north, it borders on Tel Aviv, Azor and the Mikveh Israel Agricultural School; to the east and the south, on Rishon LeZion and to the west, on Bat Yam. The main interurban roads leading to the city are: the Ayalon Highway (highway no. 20), the Tel Aviv-Ashdod Highway (highway no. 4), the Tel Aviv-Jerusalem Highway (highway no. 1) and HaShiv'a interchange, the Jaffa-Ramla Highway (highway no. 44). Most of the City of Holon was built on a sandy surface.

The surface area of the city's jurisdiction is approximately 19,200 dunams, which include 4,195 dunams of industry, 10,035 dunams of built-up area and about 5,000 dunams of open space. In 2009, the city's population was 184,700.

#### Material-cultural heritage

Holon boasts several historical sites and houses several Museums. Master Plan for Preservation of Heritage Sites In recent years, a municipal committee appointed to lead the preservation of the city's heritage sites has been operating in the city. Following an extensive research and examination process, which included visits to sights and architectural consulting, the municipality decided to prepare a statutory heritage site preservation plan. The list of heritage sites includes sites and which are to be preserved either completely or partially, due to their high historical value for the city and its residents. For each site to be preserved, the municipality prepared a Heritage Site file which will include all the geographical and historical urban city plan information of the site.





## To what extent is the city's environmental policy progressive?

**The Municipality of Holon is spearheading a new environmental agenda and promoting a wide range of programs and activities aimed at enhancing the quality of the environment and the health of its inhabitants.**

Within the scope of this program, **the City of Holon joined the "Healthy Cities Network" in 2006**, under the leadership of the World Health Organization and "The forum of 15 International Treaty for Urban Air Pollution Reduction and Climate Protection".

Within the scope of this activity, **a municipal steering team was set up and a "municipal emissions survey" was held with the aim of mapping out the main culprits behind the emission of pollutants in the city and pinpointing potential sources of emission reduction.**

Implementing the policy lines is a gradual process that touches upon all walks of life in the city and is accomplished by creating:

- \* Cultural anchors (children's activities, festivals and sports activities).
- \* Educational infrastructures (a master plan for environment education, health and fitness programs and cleanliness trustees).
- \* Physical infrastructures (green construction, transportation, keeping the city clean, clean air, a master plan for waste and neighborhood recycling bins, walking and bicycle paths, fitness rooms for children and sports institutes).

All of the above aim to make the values of "health and sustainability" an integral part of the city's culture and lifestyle.

In the "From a promising authority to a sustainable one – a guidebook for green action in Israel's local authorities", published by the Ministry of Environmental Protection and the Union of Local Authorities in Israel, Holon is depicted as the perfect example of a city that nurtures and preserves its open spaces (one of the ten principles of sustainable development). "Holon is a model city when it comes to investing efforts and resources in the planning, establishment and ongoing maintenance of the avenues, parks, gardens and green beauty spots". The Municipality of Holon makes sure that no trees within its jurisdiction are cut down

<http://www.kayamut.org.il/images/list/kayamut.pdf>

These days, efforts are made to implement the principles of green construction, according to advanced standard for green construction in Israel and abroad. Within a short period of time, Holon Municipality will prepare a **booklet of directives for green construction**, which will become a milestone in planning and certification, and an integral part of building in Holon. The booklet will include references to the whole range of green construction elements and the sections included in the Israeli Standard for Green Construction, such as climate issues, energy conservation, building materials, recycling, water etc.

**Holon, the City of Sand Dunes, seeks to preserve its unique sand dunes and has been taking planning, educational and physical action to promote this subject.** As to the planning level, during the last several years, Holon has been promoting the plans for its last land reserves. This area, which forms approximately 20% of the total area of the city, will be employed for housing, employment and park which will occupy an area of 247 acres. During the



planning process, the principles for the park development were set and a comprehensive ecological survey was made. Following these, **it was decided that a large part of the park will remain natural, preserving the sand dunes scenery and typical ecosystem.** The park will include a core of natural, uninterrupted sand dunes surrounded by well-developed parkland with leisure and entertainment areas. Apart from the scenery and natural assets, this area includes several historical heritage sites. These are heritage listed sites which will become an integral part of the park. In 2009 Holon Municipality began developing a **municipal plan for organizing the traffic in the city**, for the purpose of decreasing the air pollution caused by traffic. The plan is carried



out in coordination with the surrounding cities – Tel Aviv, Ramat Gan, Petach Tikva, and in collaboration with the Israeli Ministry of Environment and Ministry of Transportation. Promoting this plan is part of the plans for application of the Forum-15, aiming at decreasing the air pollution and emission of greenhouse gases.

## What is the nature of the urban physical infrastructure?

**Holon boasts the highest standards of public buildings in Israel.** The City houses an advanced network of municipal libraries, including a reference and loan library, a musical library and a materials library.

There are unique public buildings such as the Children's Museum, and state-of-the-art sports halls for the enjoyment of professional sports fans and of course the state of the art Design Museum Holon. The City further houses some of Israel's biggest water centers 'Spark Yamit 2000'.

**The City of Holon attributes a great deal of importance to the esthetic and design aspects of public spaces. Beyond a well developed road system, unique elements were selected for the city's sidewalks**

such as tiling, lighting and street furniture. These elements were selected so as to support the vision promoted by the city.

The Water and Sewage Corporation was founded at the beginning of 2008 so that the city could invest the collected water and sewage funds back into these infrastructures, with the aim to improve the efficiency of the water system and reduce water depreciation. Every two years, the city holds the Pinchas Eilon Competition for Urban Planning, which presents outstanding urban planning projects based on pre-determined subjects. Furthermore, an architecture competition is held to determine project planners within the scope of major public projects such as Mediateque and the Children's Museum and the new town center and city hall.

**Since 2010 Holon has been carrying out an extensive upgrade of its traffic infrastructure, for the purpose of increasing the city's accessibility and helping it develop businesses and offices.** The city continues to upgrade and develop, for the benefit of its current residents and next generations. In 2010 the first section



# Knowledge Cities



# Knowledge Cities Holon

of Holon East Interchange, providing access to the city from Road No. 4 South, was opened to traffic. The exit from Holon to Road No. 4 South has also been opened to traffic only recently. Early in 2011, the north entrance to Holon and its Business and Industrial Zone from Road No. 4 has opened to traffic.

In addition to this, in 2010 the development of Jerusalem Boulevard in the section between Holon East Interchange to Hamelacha Street was completed. A significant improvement in the accessibility to the city and Holon Business and Industrial Zone due to the development of Jerusalem Boulevard and the opening of Holon East Interchange is already evident.

**Holon Municipality has decided to move from the current city hall**, as it no longer meets needs such as sufficient space to municipal departments and flexibility to necessary organizational changes. **The place chosen for the new building is at the physical center of the city, near numerous public institutions and commercial centers which already attracts many.** A new building in this location will facilitate public accessibility and improve the level of resident service and welfare of municipal employees. The new city hall will be built in an area owned by the municipality and constitute part of the "Tower on the Boulevard" development project. The area is already occupied by Design Museum Holon, which draws international attention; Holon Mediatheque, a



multidisciplinary art center which includes a theater, a one-of-a-kind municipal library and a cinematheque, educational institutions, sports and leisure centers and the municipal shopping mall, which includes a variety of businesses, shops, entertainments, cafes etc. 34 proposals were submitted to the International Public Competition with Invitees announced by Holon Municipality in May 2010. The competition included the planning Holon new culture and service center, which will include a new city hall, concert hall, music center and a commercial, office and residential complex. The municipality hopes the new center will offer residents and visitors a pleasant and interesting municipal experience with a variety of options appealing to different tastes and influence the entire municipal being. The competition is named after the late mayor of Holon, Pinhas Eylon, who contributed to the city's prosperity and development for over 34 years. The competition took the interest of many from its very earliest stages, and many senior Israeli and foreign architects took part in it.

The proposals were selected by a judging panel which consisted of representatives from Holon Municipality, architects and a representative of Eylon family who examined the projects for three days. Now, as the winning proposal was selected, the planning process with the winning architects will begin, the building city plan will be updated and building guidelines regarding the different buildings comprising the complex will be set.



## What is the nature of the city's transport and computer systems?



The City of Holon is located between main traffic arteries on a national level and strategically situated transport-wise. The metropolis is highly accessible to the city. The means of transportation in the city consist of buses, taxis, private vehicles and bicycles.

A train service linking Holon to the northern entrance to the city and its western boundary is currently in the finishing stages. Moreover, **the future plan is to connect Holon to the Green Line of the Tel Aviv Metropolitan Area Light Rail System.** The existing public transport system is also about to undergo a change and there are plans for a renewed and more effective distribution of the bus lines. This step will be instrumental in enhancing and increasing the use of public transportation, which is in line with Holon's progress as a sustainable, healthy city. The City has a transportation master plan founded on plans and forecasts up to 2035. Furthermore, the City has a master plan for bicycle paths and the bicycle routes are imbedded in each new plan. The Municipality of Holon takes the well being of its inhabitants at heart; as such, it has made free parking available throughout the city.

**Holon's New Online Communication Channels**  
Social Network – Holon's Facebook Page - One of the most important steps taken by Holon

Municipality was to set up new online communication channels. Today

it is well known that an official website of any entity is only a part of its online presence. The official website constitutes its basis but it is assumed that many would like to receive new information not by visiting the city's official websites but rather by using new means, of which social networks is the most important

one. This was the rationale for setting up Holon Municipality's Facebook page, and updating it on a daily basis, including updates posted in the evenings and during weekends.

**Holon Municipality was one of the first municipalities to set up a Facebook page and enter the world of social networks.** The page enables flexibility, so the items posted are those the public finds of interest, rather than addressing purely "municipal" issues, including articles and media references to the city. An example for an exceptional activity held by a public entity using the Internet is setting up the support group against airplane noise, which created great public interest, as this was the first time a public entity collaborated with the general public on a battle it leads using this new tool.

Holon's **New Communication Channels using File Sharing Sites:**

A YouTube Account – the current resource of video clips displayed on the city's official website; A Flickr Account – where folders of photos taken in different events held by Holon municipality are saved; A Slideshare Account – used for online sharing of presentations; One of the main achievements of the Municipality was to start a blog by Holon Municipality's CEO – **an unprecedented professional blog, which cannot be found in any other municipality.** In this high potential blog Holon City Manager regularly addresses different professional and general issues, such as ones concerning management in general, and particularly management in the public and municipal sector, the municipal everyday and as part of her position. This blog provides an opportunity to share sixteen years of experience with the public, and can be used by a large professional community. Web surfers are more than welcome to read and reply.

**Holon's schools are equipped with advanced and sophisticated computer laboratories.** The educational institutions' principals are connected through the Internet, which enhances the efficiency of the work processes.



## C] Human-individual, human-collective and instrumental knowledge capital

### ○ How young is the city (i.e. how large is the demographic public of those under the age of 25?)

**In 2009, the immigration balance in Holon stood at 2948 persons, meaning that there was a larger percentage of people settling in the city than leaving it.** Since 1997, there has been an ongoing declining trend in the number of people leaving the city and a rise in the number of new residents and in the last three years, there was a positive immigration balance.

In 2009, 3,038 children were born in Holon, making up about 2% of the overall number of Holon residents. The rate of infant mortality per 1000 live births stands at 2.7, which is similar to the national average. The lifespan at birth

for Holon inhabitants stands at 79 years for men and 81 years for women in 2003, which is similar to the national average.

**Holon is a young city in spirit and population-wise.** In 2009, about half of Holon's population consisted of young people up to the age of 35, 69% of whom were aged less than 25. The largest age group in the city is that of young adults aged 30 to 39, who make up 27,494 persons – namely 15% of the city's inhabitants.



## What is the public health level?

Holon is a member of the “Healthy Cities Network” and is in the process of preparing a municipal health profile.

**Holon houses the Wolfson Medical Center**, which offers medical services to the inhabitants of Holon and the surrounding area and contributes to public health in the city.

**The hospital houses approximately 60 units engaged in most areas of modern medicine.** There are currently 20 Health Fund branches in Holon (all Health Funds).

The city strives to promote family health, with an emphasis on children’s health. Holon boasts 10 family health stations located throughout the city. The family health clinics provide preventive medicine services to the city’s population regardless of the health insurance provided to the overall population. The service is offered to the population throughout all phases of life – pregnant women, babies, infants, students and the elderly – by public health doctors and nurses who consult with a panel of experts from the Tel Aviv regional health bureau.

The City also houses specialized centers

caring for specific groups. One of them is a center run by the Clalit Health Fund that caters to women

only. Another two centers are designated to treat children. Holon is home to the Save a Child’s Heart (SACH) Association. Save a Child’s Heart (SACH) is an Israeli-based international humanitarian project, whose mission is to improve the quality of pediatric cardiac care for children from developing countries who suffer from heart disease and to create centers of competence in these countries. SACH is totally dedicated to the idea that every child deserves the best medical treatment available, regardless of the child’s nationality, religion, color, gender or financial situation”

(<http://www.saveachildsheart.org/46-en/Sach.aspx>). There is a branch of Magen David Adom in Holon, which provides first aid services to the population of Holon and Bat Yam. Holon has a community mental health clinic that handles the entire range of mental health problems and diagnoses from the age of 6 and up. The municipality runs the department of veterinary services, which oversees public health and is responsible for two key areas – animals and animal food products.

The municipality has a business licensing department, which is in charge of making sure that each business that requires a license according to the Business Licensing Law will operate and be run in accordance with the relevant rules, regulations and injunctions, with a valid license and shall not constitute a threat of any kind to the environment.

The Municipality’s Environmental Quality Unit was established in 1995 to provide a solution to environmental hazards and address the issue of how they can be prevented to begin with. The Unit is subordinate to the Municipality’s Industry and Trade Administration and it is



the municipal body in charge of overseeing and enforcing the environmental aspects of industry, education and planning in the City of Holon and the regional council. The following are the Unit's objectives: to reduce the environmental risks in the industrial area and rehabilitate environmental damage; to preserve sources of clean drinking water according to standards; to raise the inhabitants' awareness of environmental quality and promote participation in environmental projects; to adhere to building and environmental planning standards according to the environmental criteria defined by law.

In addition to the services offered by the social services administration, there are two additional centers for children in the city – the Child Development Center and the Maor Center for the diagnosis of children with ADHD. There is also a branch of Nitzan, the Israeli Association for Persons with Learning Disabilities operating in the city.

The education system has made 5 special schools available for mentally challenged children.

In the past two years, the Education Administration – along with the Sports Authority – have been operating a children's health program involving proper nutrition in 150 kindergartens and 26 elementary schools.

## **Holon commits to preventing public obesity, which**

**has turned into an international epidemic.** The city has a clear policy regarding development of an environment that supports and promotes physical activities to all and raises public awareness to healthy dietary habits.

**Holon is interested in maintaining an environment which promotes physical activity and healthy eating habits.** Such an environment is one providing the general population with various opportunities to take part in physical activities as an integral part of its lives through establishment and maintenance of sites allowing them to be active, such as purpose built facilities in public parks, kindergartens, schools, community and municipal centers, safe, adapted and accessible walking and cycling trails, available municipal swimming pools, available and safe drinking water facilities throughout the city and healthy food offered in vending machines, school cafeterias, workplaces and wherever Holon Municipality can influence the food offered.



## To what extent do the inhabitants benefit from equal social and economic opportunities enabling them to realize their full potential?

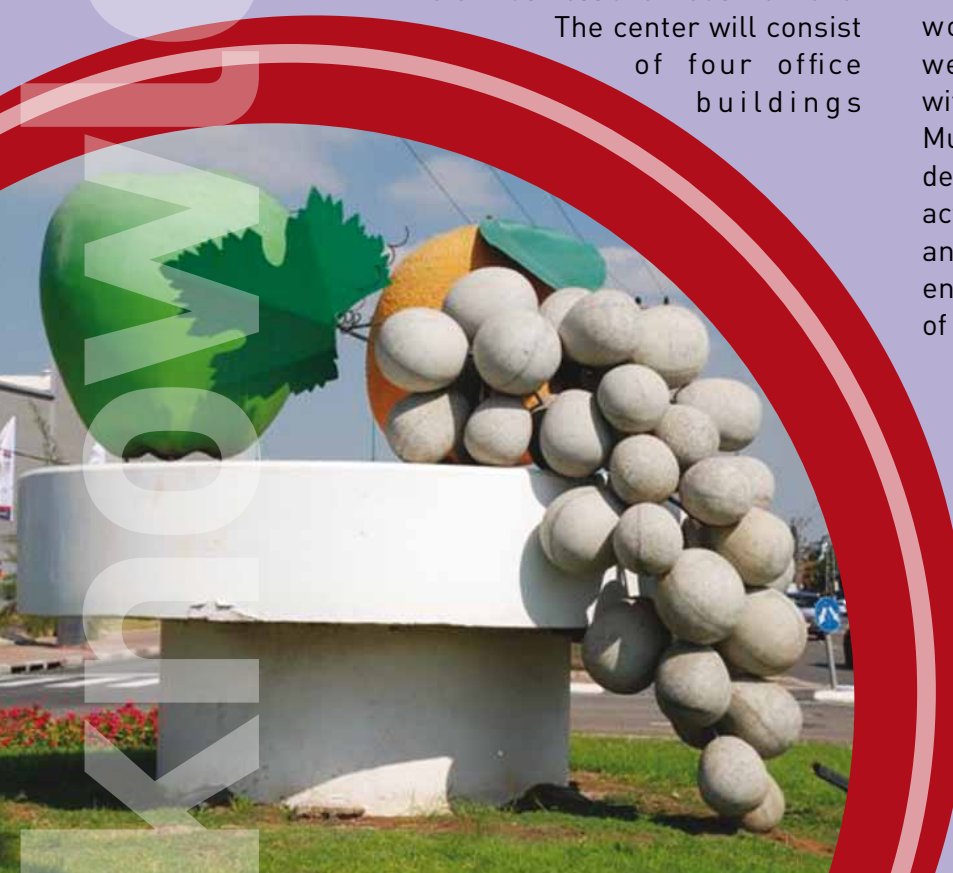


**Holon is home to one of the largest industrial areas in Israel.** Its surface area, including reserves, amounts to approximately 1037 acres. The Industry and Trade Administration, in cooperation with the Engineering Administration, have initiated new urban building plans for Holon's industrial and business area. The plans allow for improved methods as well as enhanced conditions for new and existing entrepreneurs.

Holon's industrial and business area has been developing in recent years and will continue to develop over the next few years based on the principle of promoting current business as well as centers (change generating campuses). **Azrieli Group and Holon Municipality established Azrieli Business Center, a center occupying an area of 220,000 square meters in Holon Business and Industrial Zone.**

The center will consist of four office buildings

connected by a green park, a shopping arcade and a four story underground parking offering 2600 parking spaces. Each office building will be 13-storey high. The shopping arcade will consist of cafes, restaurants, a gym, a swimming pool, spa, banks, post offices and a conference center. The project's work environment is highly employee-oriented, and seeks to maximize the variety of services offered to him, so he can identify with his workplace and reach maximum productivity. The Municipality's Department for the Advancement of the Status of Women strives to generate positive change in the status of women and young girls within the City of Holon's area of jurisdiction by creating awareness among men and women of issues pertinent to women's lives in the realm education, health, culture, employment, social affairs, etc. The municipality's policy in this area is implemented by the mayor's advisor for the advancement of the status of women in collaboration with the municipal women's council as well as organizations within and outside of the Municipality of Holon. The department holds a series of activities, courses, workshops and events, which contribute to enhancing and promoting the status of women in various sectors.



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