

CASE STUDY

Tel Aviv:

Improving the
quality of life for
all residents of
Neve Sha'anana

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Neve Sha'anani, a neighborhood that has been neglected for years, has experienced a sudden and ongoing influx of asylum seekers and immigrants causing tensions across the diverse communities that live there.



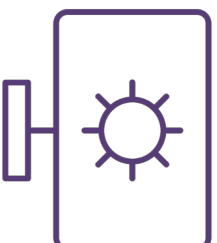
Context mapping:
municipal stakeholders, Israeli and immigrant
activists, artists, civil society and researchers



**Interviews and
observations**
to understand
local experience



**Ideation with
all stakeholders**



**Peer City Review
and data collection**



Prototype
To test and refine

“

Our dream is to turn this neighborhood into a good place, with good education, good and safe public spaces. But at the moment living here is tough...

”



WHAT WE LEARNED

- Immigrant communities are severely disengaged due to lack of services and animosity
- Culture clashes have caused extreme points of friction
- The Israeli minority has lost ownership over its home
- There is a lack of public space; existing space is sparse and in poor condition
- The cultural diversity of the neighborhood has never been leveraged to shift and improve perceptions

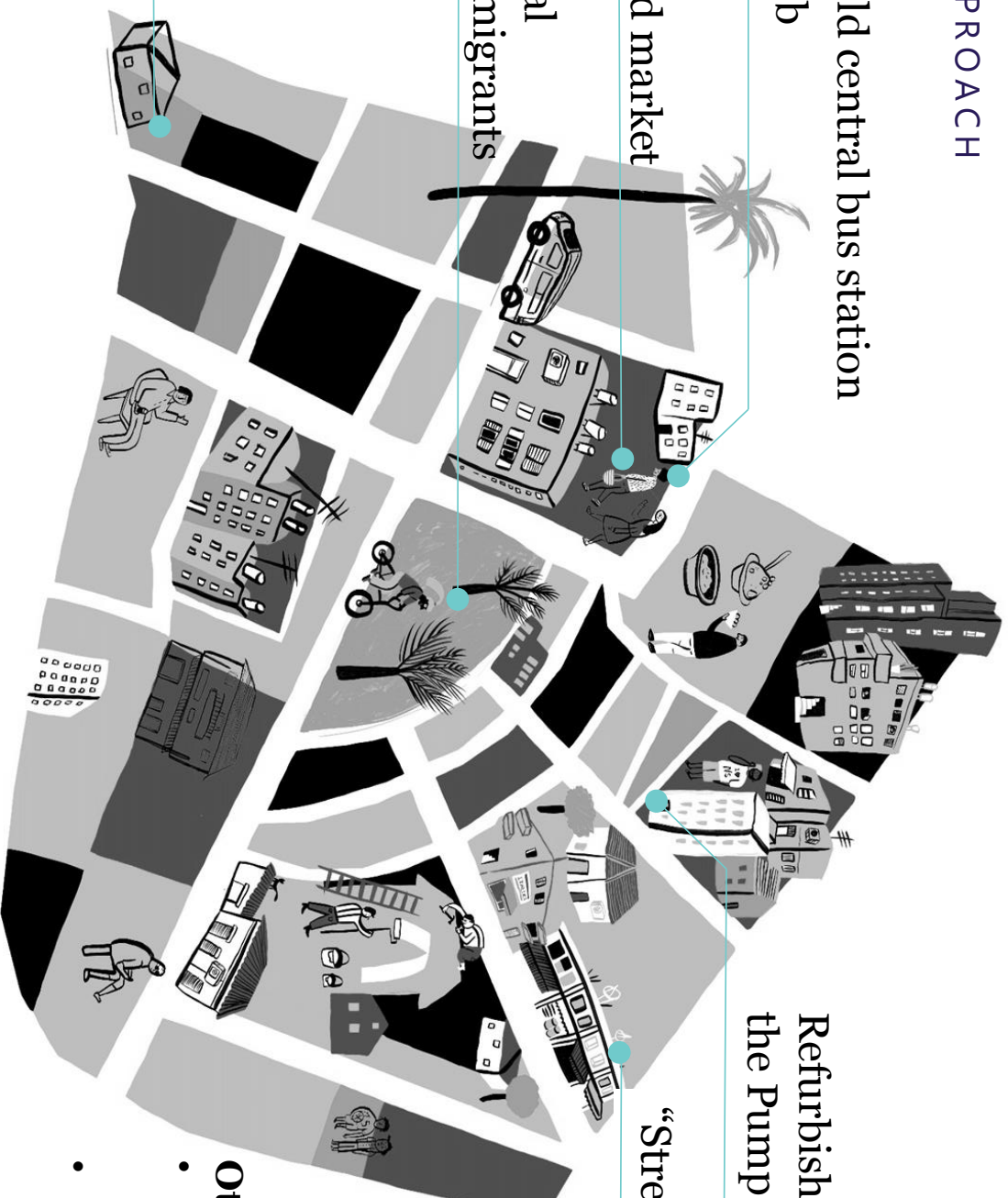


Revitalizing the old central bus station
Social Impact Hub

International food market

Cultural and social
activity for adult migrants

Neighborhood
youth center



Refurbishing
the Pump House

“Street Smart” marathon

Other initiatives

- Renovating buildings and facades
- Municipal immigrant aid center Facebook page
- Student-elderly support

Street Smart Marathon:

- Inspired city officials to think about the “how to” of solving problems in the city
- The municipality engaged social entrepreneurs to help resolve culture problems
- Exposed the high quality human factor of the neighborhood
- Proof of concept for our work to city leadership

**Bloomberg
Philanthropies**





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