



EP
since 1978

קבוצת ד"ר עדנה פשר ושות'
יועצים לבניהול בע"מ
Edna Pasher PhD & Associates
Management Consultants Ltd.
Future Center Israel®

From Desert Tribes To Digital Cities –

Chronology of Resilient Communities

Zvika Popper

26th May

Kyoto Smart City Export 2014



OUR JOURNEY

- ∞ URBAN TRANSFORMATION
- ∞ 2 STORIES
- ∞ 2 CC R&D PROJECTS



Imagine







BUT ARE WE REALLY DIFFERENT?



GLOBAL MACRO PROCESSES



**POPULATION GROWTH &
ECONOMIC DEVELOPMENT**



ENVIRONMENTAL PRESSURE

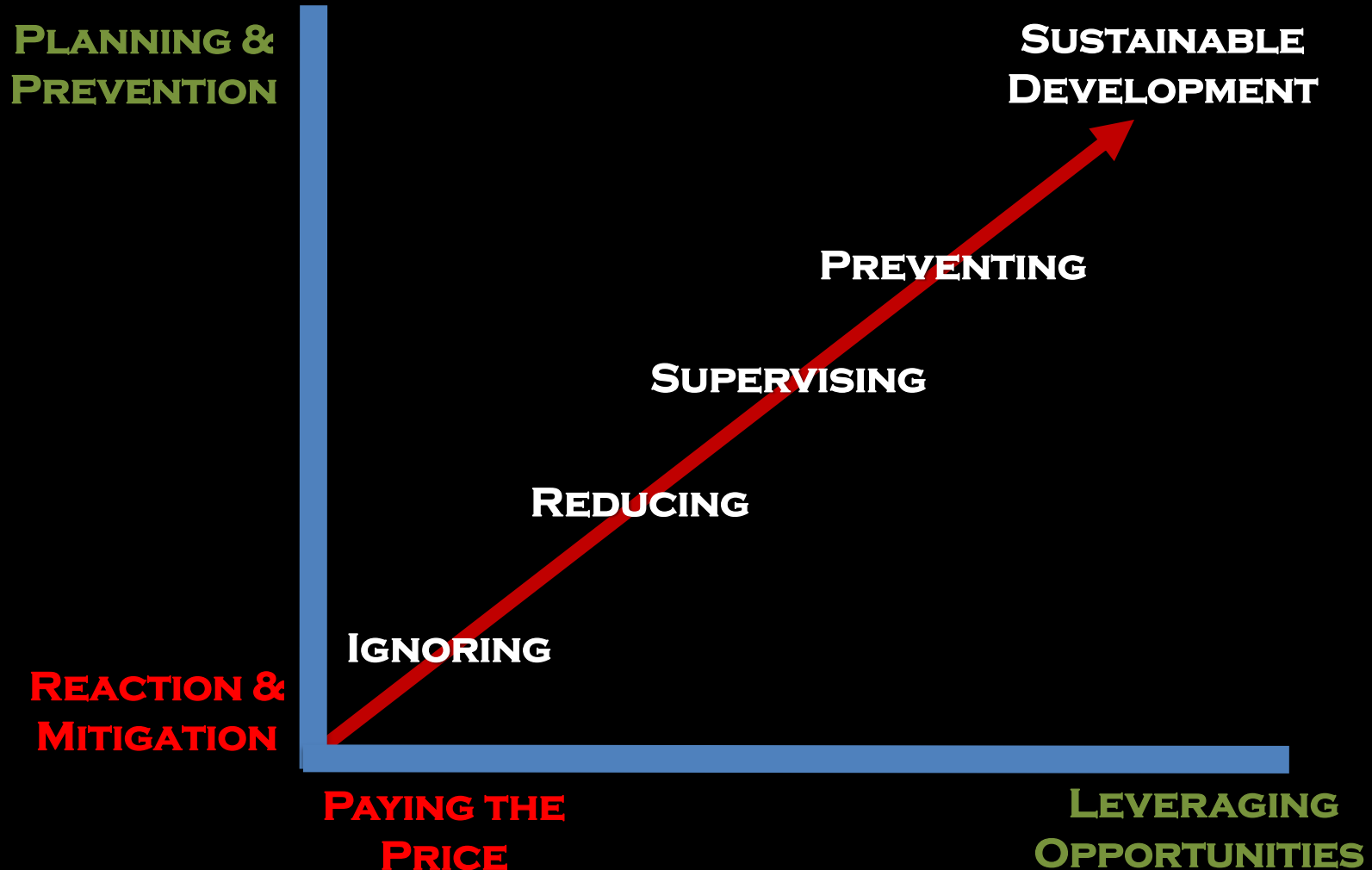


SOCIAL POLARIZATION



TECHNOLOGICAL CHANGES

CONCEPTUAL PARADIGM SHIFT





STORIES OF RESILIENT COMMUNITIES



***“WHATEVER THE
PROBLEM, COMMUNITY IS
THE ANSWER”***



MARGARET WHEATLEY

HURRICANE KATHERINE - MISSISSIPPI GULF COAST



THE STORY OF THE COMMUNITY



- ❖ **STUDY HIGHLIGHTED THE IMPORTANCE OF LOCAL, DIVERSE, AND REDUNDANT SOCIAL NETWORKS**
- ❖ **A COMMUNITY IS ONLY AS STRONG AS ITS WEAKEST LINK**
- ❖ **INTERSECTION DENSITY HAD THE MOST POSITIVE EFFECT ON RESILIENCE**

CHRISTCHURCH 2010 EARTHQUAKE



THE STORY OF THE COMMUNITY

❖ ACT FAST IN THE INITIAL CRISES

❖ COMMUNICATION — “AVOID A VOID”

❖ STAFFING



TRANSITION TOWNS



IN TRANSITION

From oil dependence to local resilience

TRANSITION TOWNS



BRISTOL, UK



TOTNES, UK



BRASILANDIA BRAZIL



HAMAMATSU, JAPAN

TEL AVIV SMART CITY

DIGI-TEL – "THE ONLINE CITY"



TEL AVIV NONSTOP CITY



Prof. Neil Postman

“Technology always has unforeseen consequences, and it is not always clear, at the beginning, who or what will win, and who or what will lose...”

“Technology's' Faustian Bargain”

Author of the No.1 Bestseller *Megatrends*

JOHN NAISBITT

high high tech touch

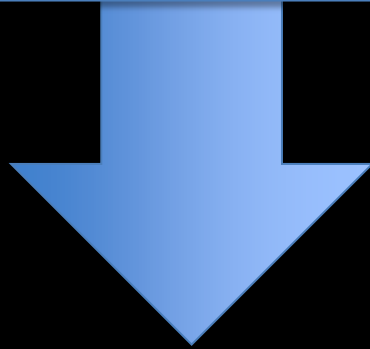
**Technology
and our
Accelerated
Search for
Meaning**

with Nana Naisbitt
and Douglas Philips

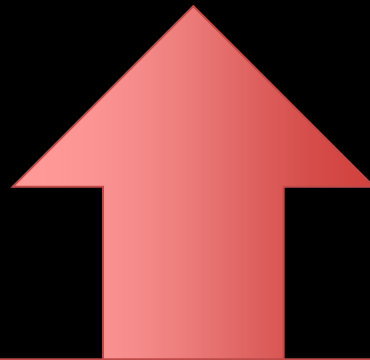


COMMUNITY CENTERED R&D

Technology Driven



Service ≠ Product ≠ System



Society Driven

Key Methods

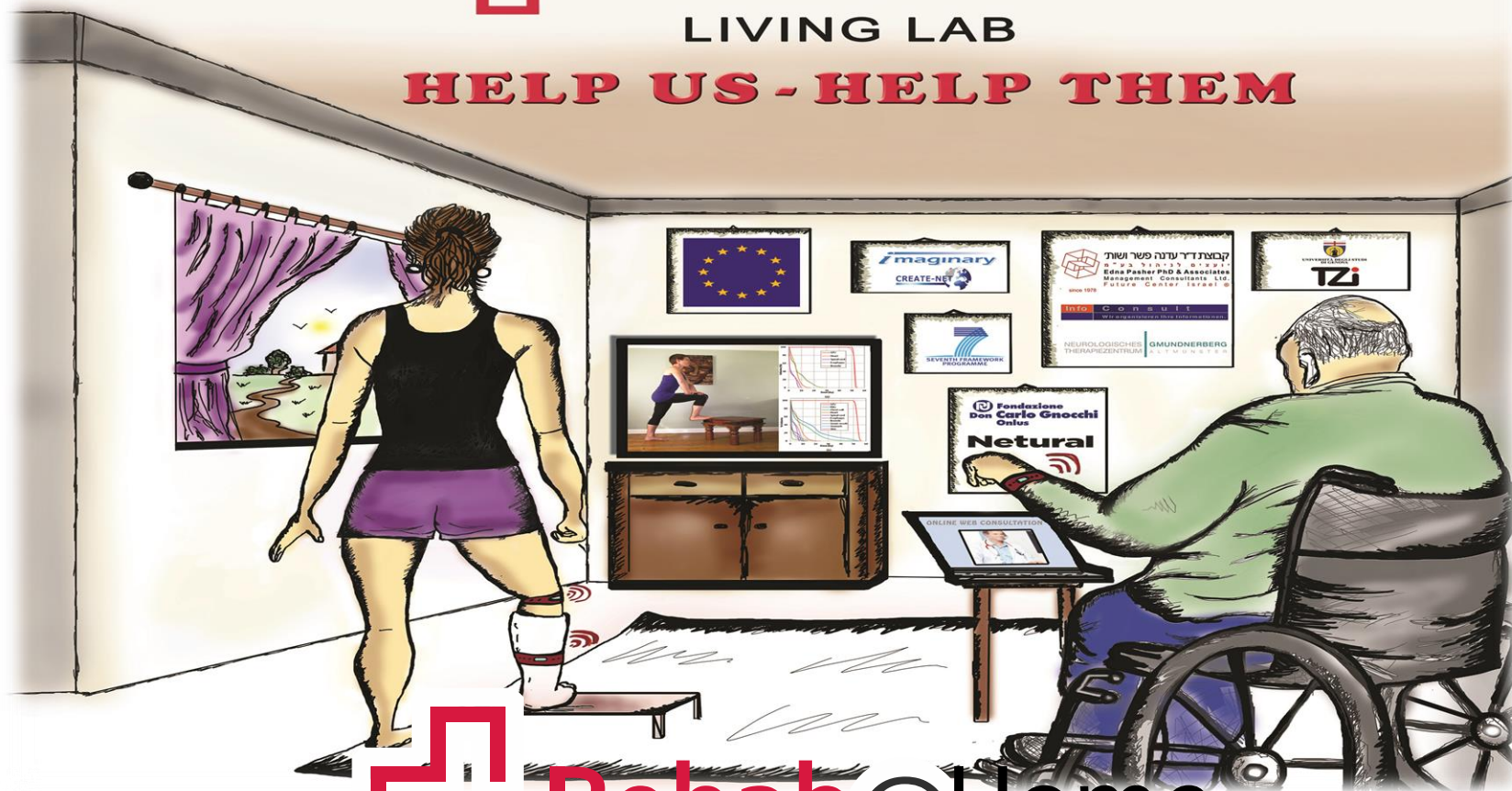
- ❖ Engaging Stakeholders
- ❖ User Centered Design
- ❖ Living Labs



Rehab@Home's

LIVING LAB

HELP US - HELP THEM



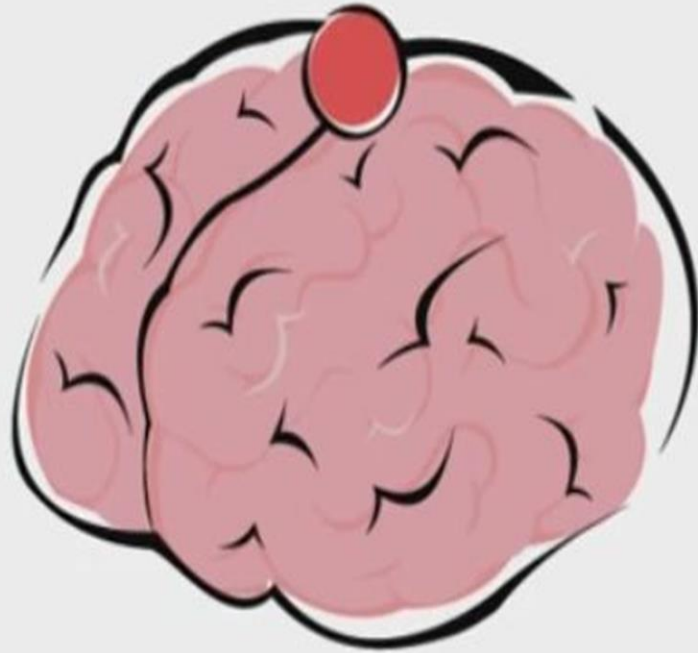
Rehab@Home



The research leading to these results has received funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 306113.



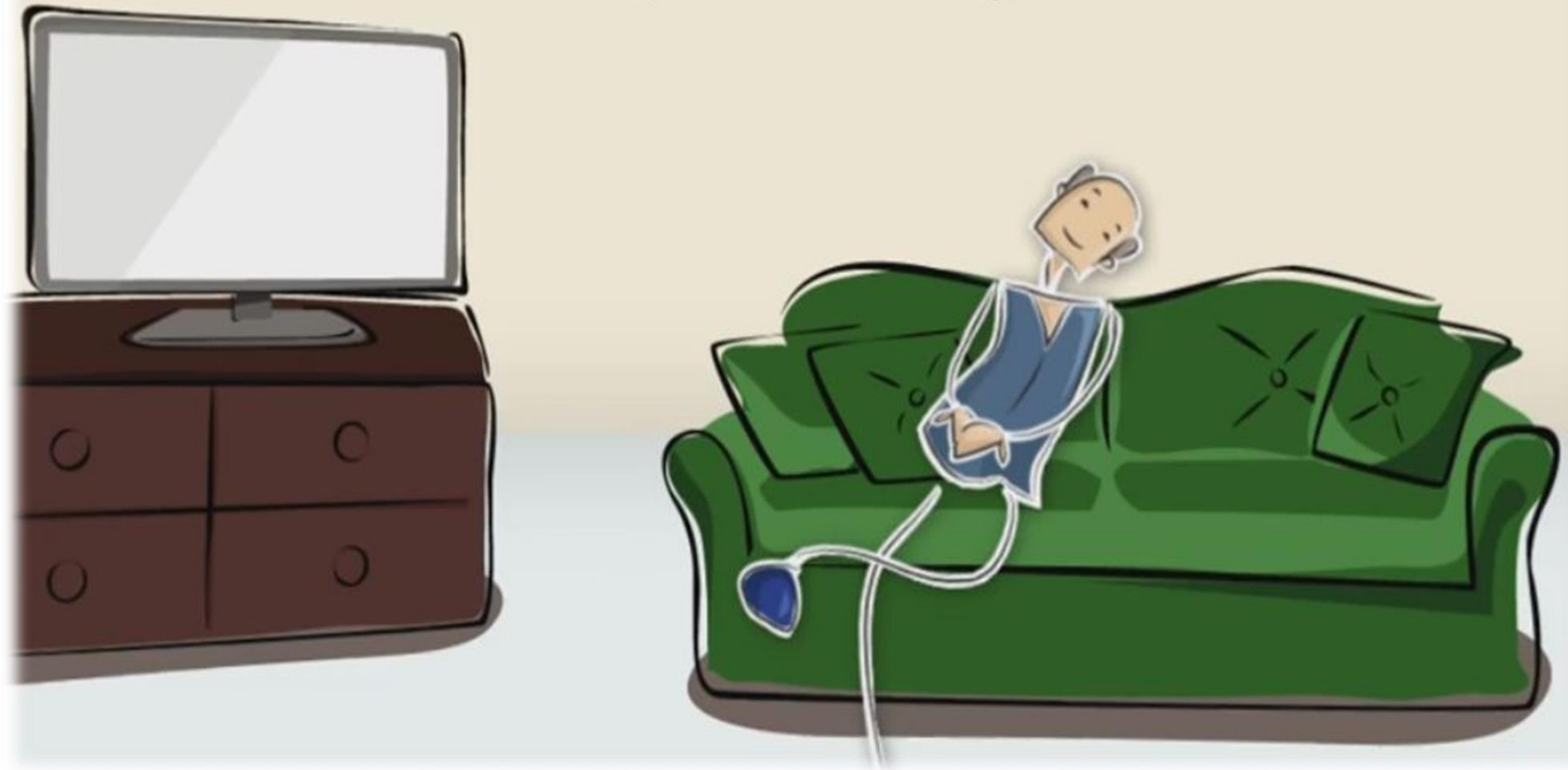
The rehabilitation of stroke patients is a lengthy process.



 Rehab@Home



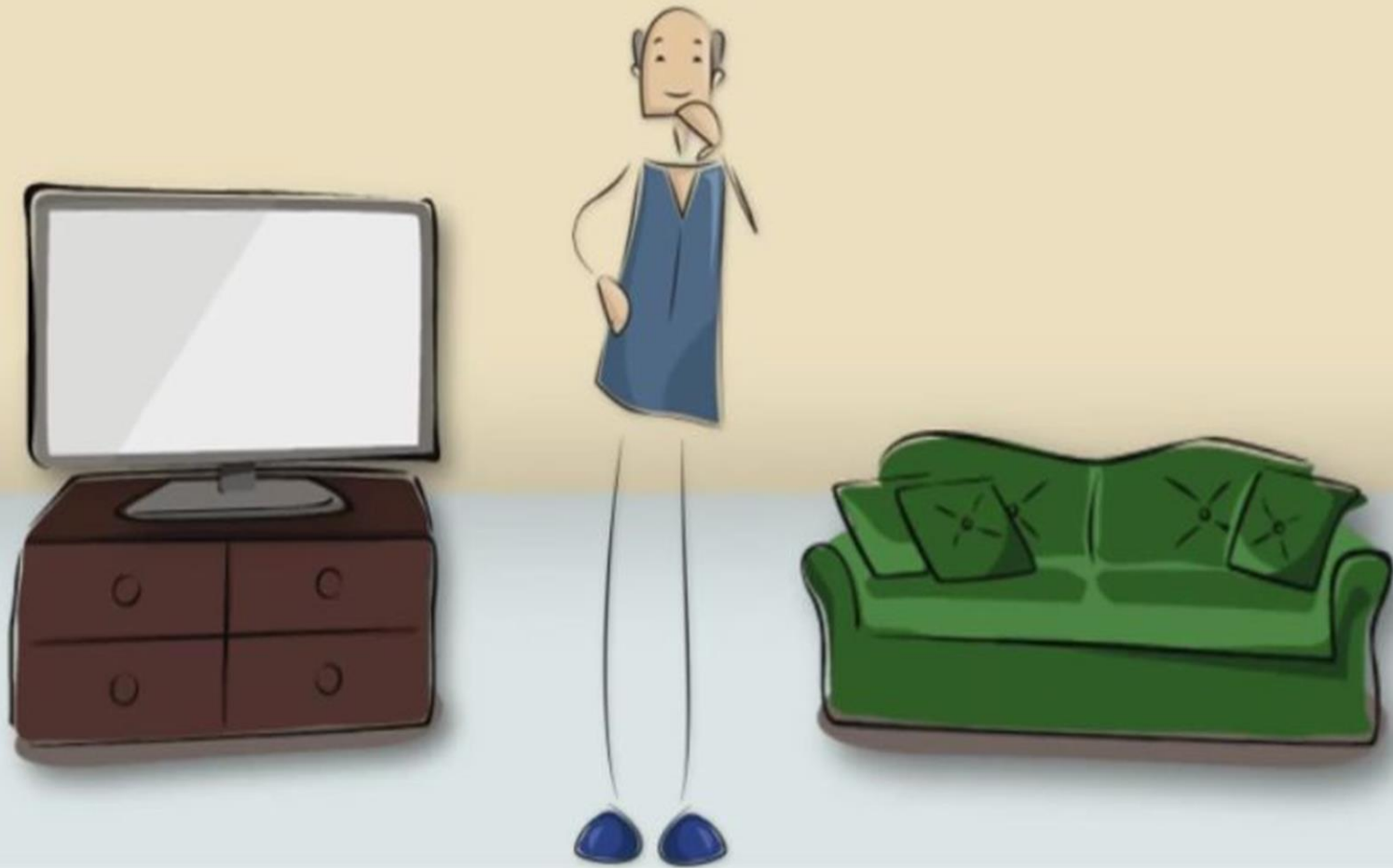
After returning home, patients often lack the motivation to continue systematic training.



 Rehab@Home



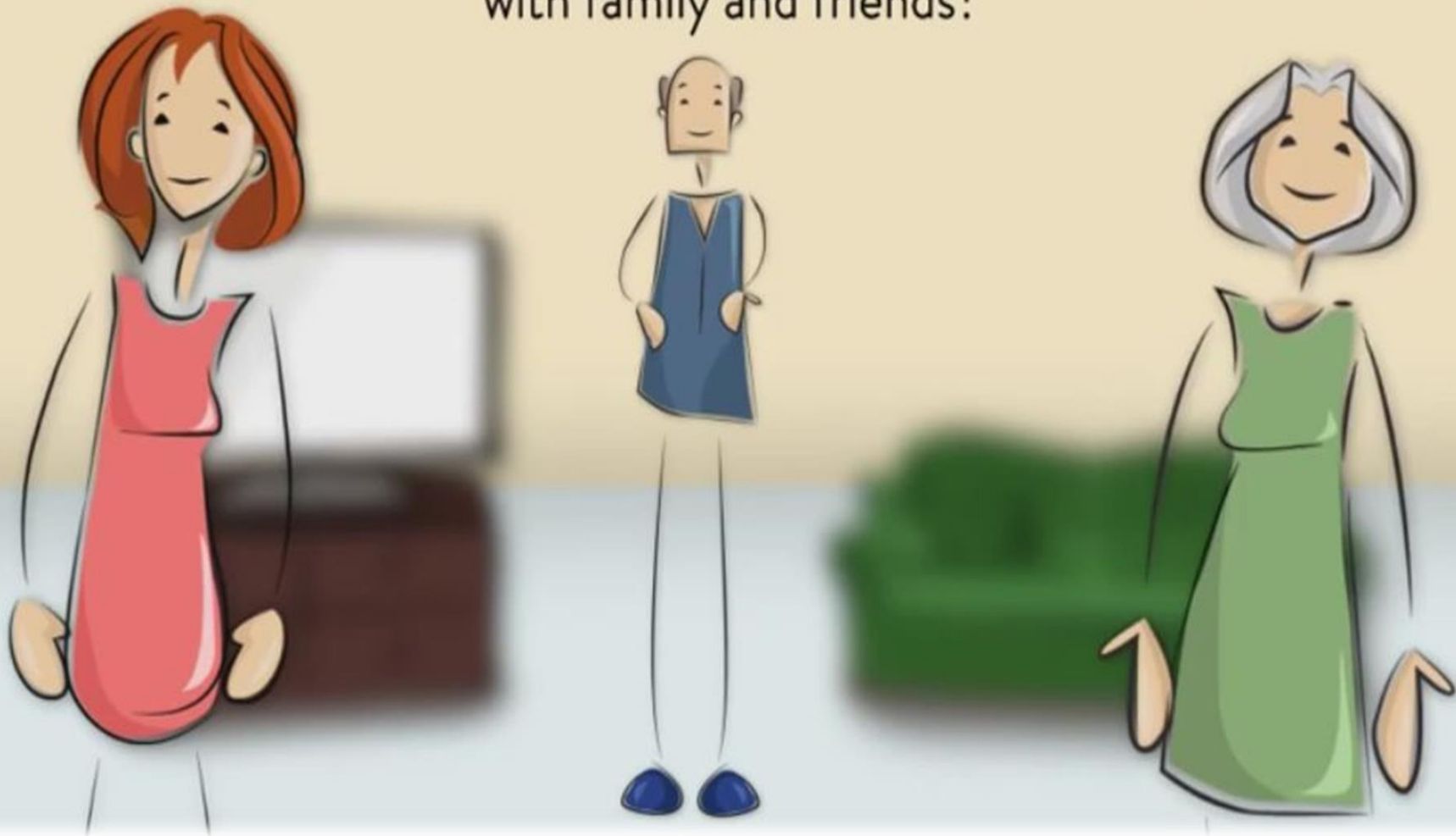
What could motivate patients to stick to rehabilitation training?



 Rehab@Home



To do their excercises at home on their own, or togeteher
with family and friends?



 Rehab@Home



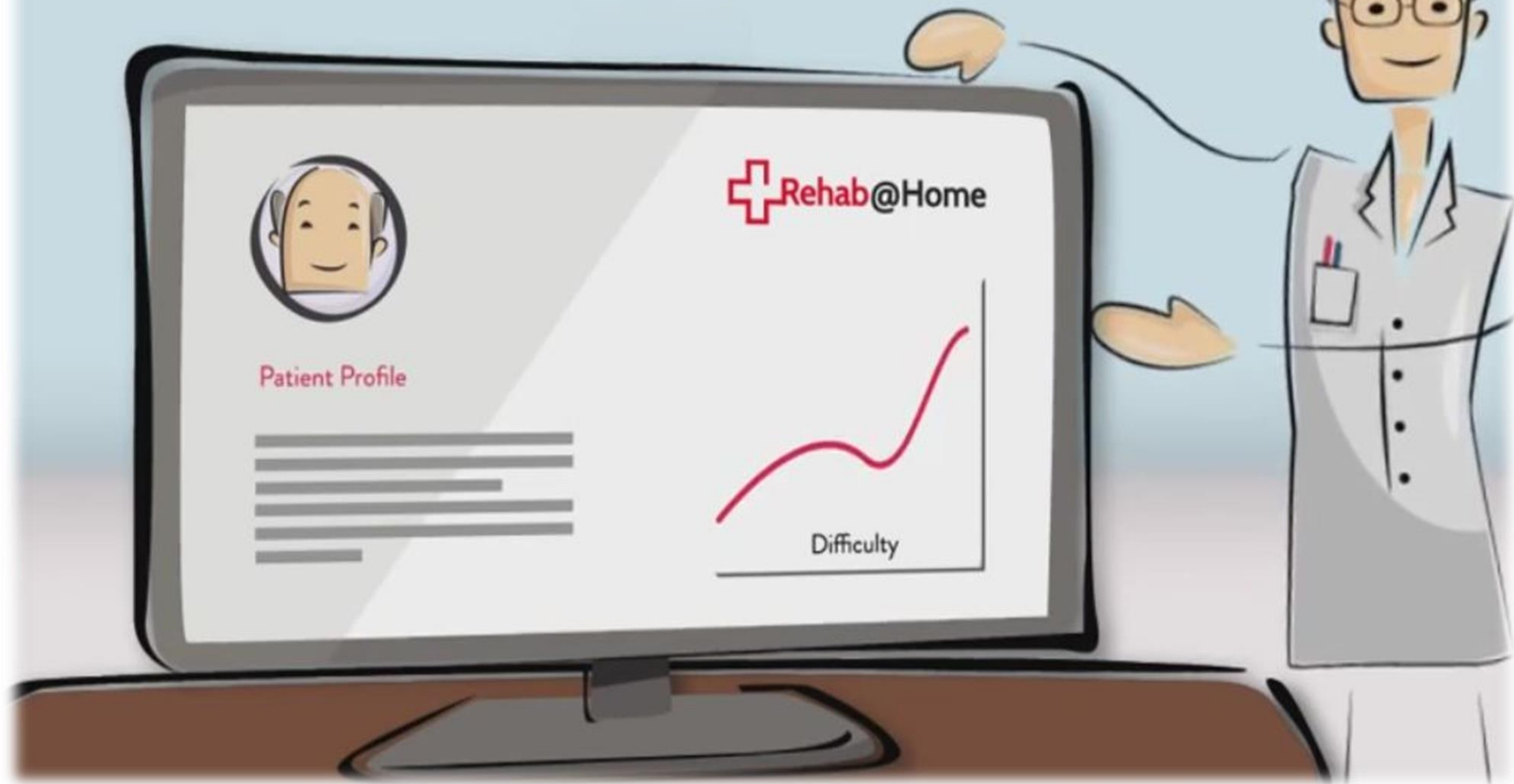
The system also offers online feedback from doctors and therapists.



 Rehab@Home



Adopt the training plan and give necessary instructions.



 Rehab@Home



To keep it even more entertaining, patients can challenge each other in online training contest on the Rehab@Home platform.



 Rehab@Home



Motivation makes for healthier patients who enjoy better integration into their social environments.



 **Rehab@Home**



And it will help to relieve the health care system.



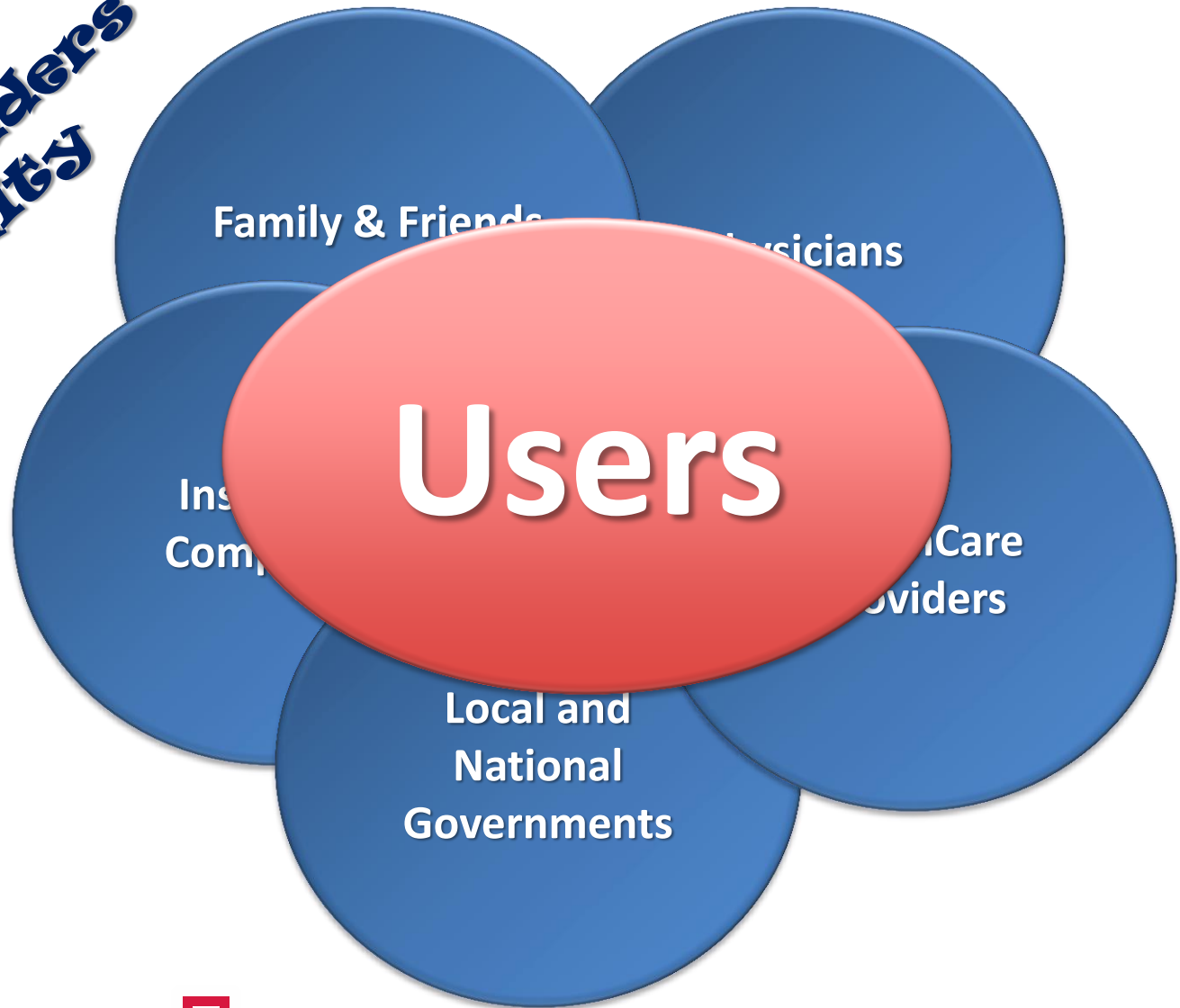
 Rehab@Home



**Our First mission was
understanding our different
audiences and stakeholders which
are:**



**Our Stakeholders
community**



 **Rehab@Home**



Our Community



The logo for 'safemove' is centered within a large white circle. The word 'safemove' is written in a bold, italicized, dark blue sans-serif font. Two small, light blue squares are positioned vertically, one above and one below the letter 'e'.

Why?



By 2050, 25% of the EU population will be older than 65 years.
That will lead the **European working-age population to shrink**.

The AAL would like to encourage this population to remain **active member of society** and to **enjoy a high quality of living**.

Why?



Fred is a 67 years old with light dementia.

He worked hard all his life
and finally has the chance to utilize his leisure
for himself,

but unfortunately he doesn't have enough
confidence...

HOW? By 3 main System Elements



SafeMove@Home



SafeMove On Tour



SafeMove Assist



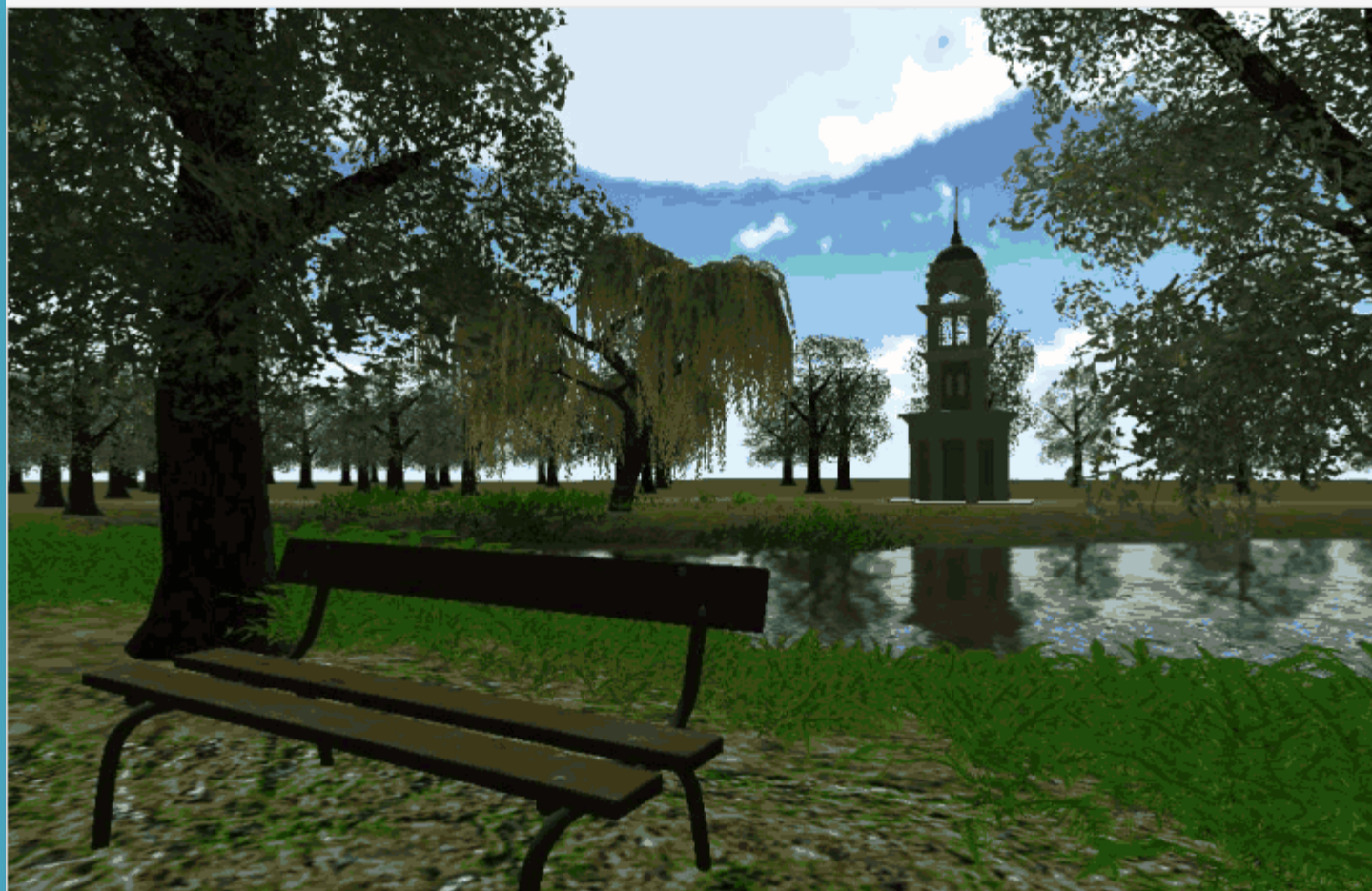
Safemove @ Home



Safemove @Home



First version of 3D park

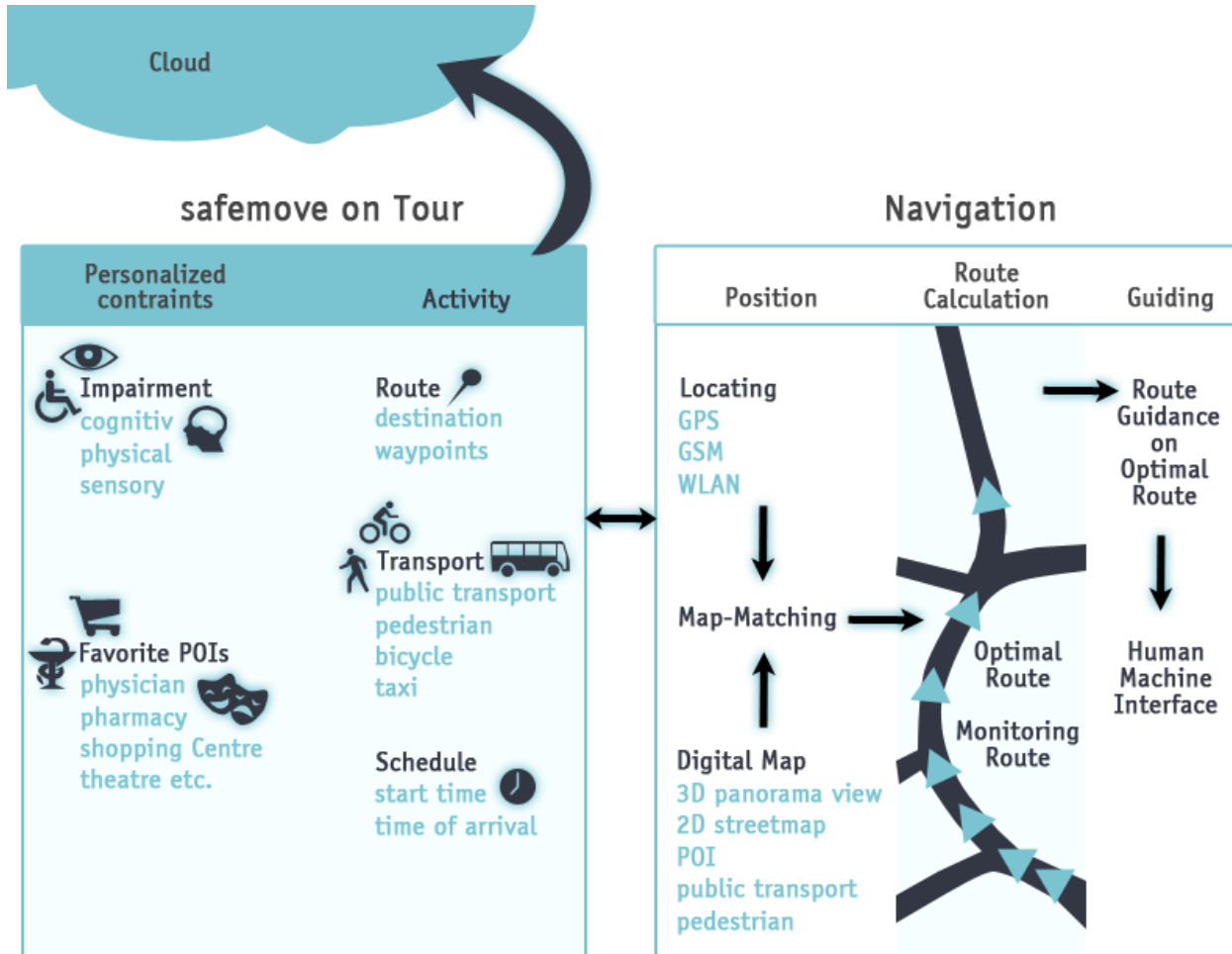


Safemove On Tour



+

Location-based mobile assistance for outdoor life activities.



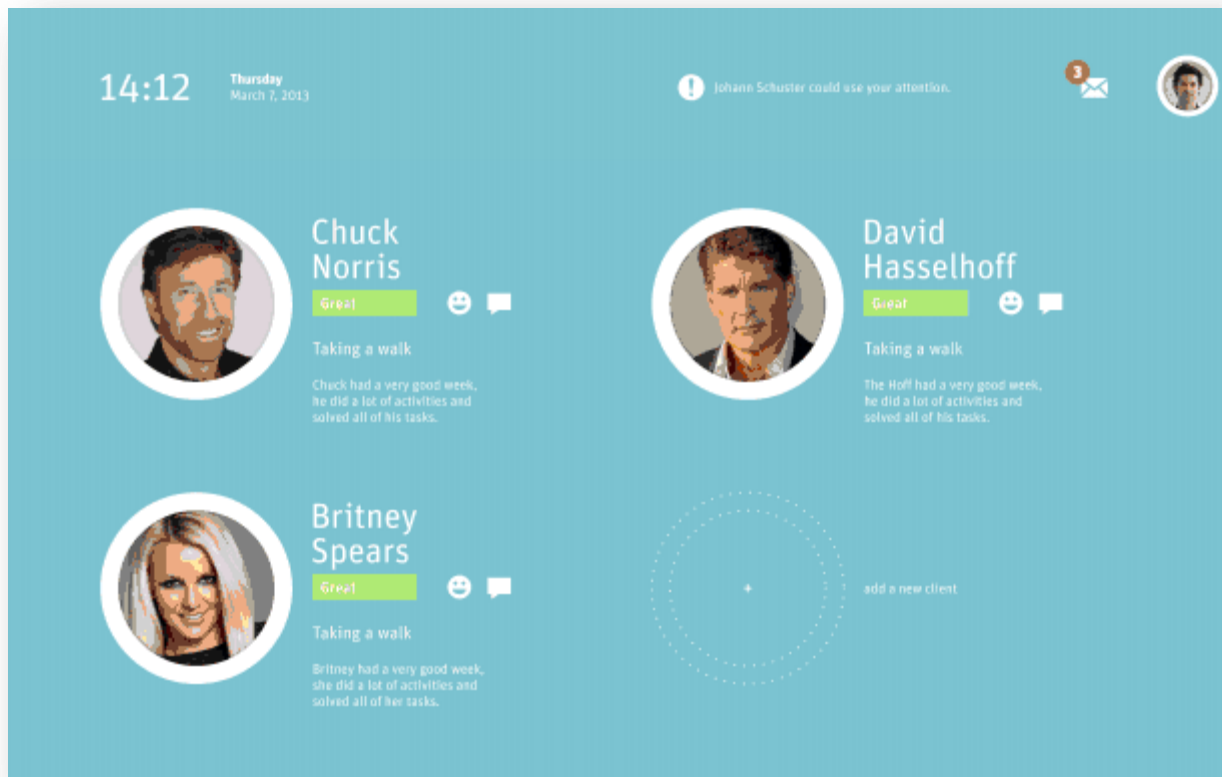


Safemove assist platform





Assist several users simultaneously



Our Community



SUMMARY



有り難う御座います Thank you

Training



Research



Consultancy