SUiTS, Smarter Urban IT & Strategies   -20 years of working in & with cities

SUiTS is a private urban-tech integrator based in Israel. Founded by Arch. Rafi Rich in 2013 with a vision of harnessing innovation to solve challenges of cities and communities around the globe with focus on medium-size cities and the urbanism of the emerging world. The activity and experience of SUiTS is based on Rafi Rich's previous Strategy & Planning Firm - the Urban Giraffe, (Since 2000),

Rafi Rich, the CEO, is an Architect and Urban Planner with experience in ICT Communication & IT Commander for the Israeli Army (20 years including reserve duty) with experience in ICT, Command and control and Network management, With degrees in architecture, and public policy, Rich acted as Senior Director for Building at the Israeli Ministry of the Interior and was the Founding Member of the Israeli Green Building Council (ILGBC), and is currently associate professor for urban Innovation at the Hebrew University in Jerusalem, and the executive director of the Jerusalem Center for Urban Innovation.

Major Smart City & Urban Innovation Activities: (date of commencement)

2022 - Israeli Ministry Of Energy- Municipal Mentor and consultant for zero energy cities
  - European Commission : 100 Climate neutral and Smart Cities Mission – regional consultant
2021 - Ministry of Housing: Municipal guidelines for elders oriented Urban Innovation & Technology
  - Hadera: municipal strategic plan- responsible for innovation & sustainability
2020 - Tel Aviv: Strategic Urban Scenarios for post corona urbanism
  - Netanya Municipality: Smart & sustainable guidelines for industry & commerce parks
  - Drom HaSharon Region: Agrotech, Foodtech & Governance innovation Roadmap
  - Israeli Gov. National strategy for on-street EV parking and charging infrastructure
 2019 - Institute for Urban & Regional Studies: *Israel 2100 masterplan* -head of innovation & technology
  - Equal City Initiative- Urban Strategies Advisor (piloting 4 cities in the Israeli Periphery)
2018 - Paphos, Cyprus: Municipal Innovation Roadmap
  - Ofakim Municipality: smart urban masterplan including autonomous PVS mobility
  - Holon Municipality: Smart City Master Plan integrated into the municipal general strategy
  - Eastern Jerusalem: Innovation Advisor for the economic development strategic plan
  - Israeli Smart & Sustainable City rating tool: IDC, Herzliya- rating 28 cities (eng/heb)
  - Konza City, Kenya: Innovation Partner
  - Migori County, Kenya: Smart Water & Energy Strategy (1 million people)
2017 - UNHABITAT: Smart City Consultant- Organizational concept paper
  - Rwandan Smart City Masterplan + Initiative Concept Documents
  - Eilat City: Roded Neighborhood smart community regulatory plan
  - Or Yehuda, Ashkelon & Jerusalem: Digital Transformation advisor & mentor
2016 - Haifa Innovation Hub: Chief Urban Advisor
  - Tel Aviv Municipality: Urban Data Strategy (for CKO)
  - Hadera City: Sea Quarter Smart Infrastructure Masterplan
  - Petach Tikva City- Concept for Mobile Social Hub for Poor neighborhoods
2015 -   Hadera, Ashkelon & Lud: Smart Resilience Concept (for 100RC)
  - Lake Victoria Region – Prime Innovation Partner (120 towns & Cities)
2014 - Tel Aviv Municipality- Municipal Energy Action Plan
  - Barriers for MicroGrids in Israel- Whitepaper
2009-2012 - Israeli Government: national Guidelines for Renewable Energy in Cities
  - National E-permitting System- management & Characterization of system

S.U.iT.S
Smarter Urban iT & Strategies

Main fields of activities and services:

SMART CITY MASTERPLANS & REGULATORY FRAMEWORKS

INVOLVED IN SMART CITY, SUSTAINABILITY & RESILIENCE PLANS & STRATEGIES IN OVER 15 TOWNS AND REGIONS, INCLUDING A NATIONAL SMARTCITY MASTERPLAN FOR RWANDA

creating master plans, action plans, and roadmaps including:
- Creation of neighborhood, citywide and regional plans & roadmaps for smart cities
- Creation of regulatory frameworks to enable new solutions- focused on smart infrastructure & shared economies
- Initiation of new policies and actions based on robust market-based solutions
- Consultation to Governments & Global organization in integrating innovation and smart regulation within their policies and activities

URBANTECH DEVELOPMENT, VALIDATION & MENTORING

WORKED WITH 4 URBAN-BASED ACCELERATORS, MENTORED AND CONSULTED OVER 40 STARTUPS, INVOLVED WITH 10 STARTUPS & COMPANIES

developing new markets, ideas & solutions for urban challenges through 3 main streams:
- Initiation of Innovation hubs & urban-tech ecosystems in Israel & Eastern Africa
- development of solutions were they lack or found to be irrelevant for urban typology
- consultation & mentoring regarding the relevance of solutions, scale and value proposition of new & existing products- including initiating beta sites

PUBLIC ENGAGEMENT FOR SMARTER COMMUNITIES

WORKED WITH NGO's, COMMUNITIES AND LEADERS IN 6 COUNTRIES TO DEFINE VISIONS, NEEDS, COLLABORATION & ACCEPTABLE SOLUTIONS

building visions & partnerships between local authorities and communities to enable higher levels of sustainability and acceptance to change through common visions and ideas. including:
- Initiation of community meetings and workshops
- development of community based hackathons & idea based events
- development of public engagement tech solutions

TRAINING & CAPACITY BUILDING

OVER 1000 PARTICIPANTS IN 40 EVENTS & WORKSHOPS IN THE PAST FEW YEARS, INCLUDING 6 ACADEMIC COURSES FOR MA & PHD STUDENTS

building and facilitating courses, workshops and on-the-job training for local & global civil servants, students and tech professionals, geared towards:
- Critical understanding the language and components of Smart Cities
- Identifying urban challenges, needs and priority areas
- Introducing adaptive & digital municipal processes and strengthening institutional skills

DIGITAL TRANSFORMATION & SMART MANAGEMENT CONSULTATION

CONSULTED AND MENTORED 5 CITIES IN DIGITAL TRANSFORMATION OF SERVICES & LED A NATIONWIDE E-LICENSING PROCESS (125 TOWNS AND PLANNING BOARDS)

creating new digital models to improve urban services based on localized data and existing capacities by creating tailormade solutions including:
- Mentoring mid-level management to develop digital solutions & for their municipal activities
- Leading and assisting in the initiation and implementation of municipal and regional service and management models through localizing ERP & CRM based services
- Building roadmaps and strategies for digital transformation of local authorities and governmental services including assistance in creating new digital solutions if needed

URBAN RESEARCH & COLLABORATIVE DEVELOPMENT

OVER 20 ARTICLES AND WHITEPAPERS ON URBAN INNOVATION, SUSTAINABILITY & SMART CITIES, ACTIVITY IN 5 ACADEMIES, LEADING A NEW SMARTCITY RATING, AND A NEWLY FOUNDED IN-HOUSE URBAN THINKTANK

creating new models for the integration n=between planning management and technology, including participation in leading new policies standards and urban models including:
- creating white papers and research on privacy, data, dynamic planning and shared resource management
- initiating and participating in events, workshops and high-level discussion on smart cities, smart infrastructure, and urban innovation
- initiation of collaborative multi-stakeholder research through the **MidcityLabs**

Challenge us to help you promote a new urban future:

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