

R E S U M E (June. 2023)

Full name: Rafi Rich (Associate Professor.)

Date and place of birth: 8.10.1970 Birmingham, United Kingdom

Marital status: married + 3

Place of residence: Atsmaut 48, Petach Tikva, Israel

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Education

- 2011-2012 **MA in Public Policy - Hebrew University**, Jerusalem, Israel –
2009 'Managers as Leaders' Diploma - **Gishot Centre & Ministry of Interior**
2001-2002 **Environmental fellowship Diploma - Heschel Centre for Environmental Studies**- Tel Aviv. Israel,
1992-1997 **B.Arch. in Architecture & Urban design - Technion Institute of Technology**, Haifa, Israel

Professional Experience

- 2022 - **Executive Director** - 03/2022 to present (Part Time)
Hebrew University Centre for Urban Innovation, Jerusalem, Israel
Leading the Creation/growth of 2 research labs (VitalityLab & GeoCultural Lab) , 3 field & impact labs (JerusalemLab & Sakhnin MidCityLab and the GlobalLab) and the Huji LivingLab within the university's main campus, while promoting local and global multi-sector collaborations and knowledge transfer towards more sustainable, innovative & resilient cities.
- 2013- **Founder & Chief Urban Disruptor at SUIITS, Smarter Urban IT & Strategies**- a Smart City & urban innovation Boutique Consultancy
Leading strategy and consulting activities
Assisting cities, governments & private sector to achieve sustainability & resilience by implementing tools & processes of smart cities, sustainability, digital transformation, data strategies, strategic planning, urban innovation and UrbanTech. Working with and for clients in Israel, Europe, and Eastern Africa, including Tel Aviv, Jerusalem, Holon, Ofakim, Hadera; Ashkelon, Netanya, Haifa, Pafos (Cyprus) Herzliya Interdisciplinary Center (IDC), The Federation of Local Authorities in Israel, Lake Victoria region Local Authorities Organization (Kenya, Uganda & Tanzania).
- 2017-2018 **Lead Smart & Sustainable City Consultant at UN-HABITAT**
developing the national smart city masterplan for Rwanda and the UNHABITAT concept paper in smart sustainable and inclusive cities.
- 2016-2018 **Chief Urban Advisor at CityTechLab** - a Haifa based urban accelerator and urban lab.
Leading and coordinating all professional mentoring programs and urban innovation processes
- 2009-2012 **Senior Director for Building & Licensing at The Israeli Ministry of Interior.**
Leading a Major National reform in building & planning, including

- redesigning and approving a new building & planning law, creating a nation-wide e-planning platform, promoting a new system of permitting, building control and professional development for local authorities. Also responsible for RIA development, Smart Regulation and Codification, Renewable Energy, Green-Building & Planning for adaptation and mitigation of climate change,
- 2007- **Senior Lecturer at the Technion Institute of technology, Haifa, Israel** teaching several courses in the fields of Urban Planning, Municipal Strategies and urban Innovation & Smarter cities.
- 2000-2009 **Chief Architect & Founder at Urban-Giraffe- studio for architecture, research & sustainability**
Leading the development of a wide range of sustainable projects including urban planning in urban and rural areas design of housing, hotels, offices & commercial projects, historical conservation. the firm also acted as senior consultants for local and national government on issues of strategic planning, sustainability & local partnerships related to Local Agenda 21 and 'place making'.
- 1998-2008 **Director of Policy & Co Founder at NGO 'Petach-Tikva Is Me'** – a leading local NGO dealing with Genius Loci and local engagement for sustainability.
Leading strategy, funding, recruiting and government relations.
- 1988-1992 **Combat ICT officer at IDF (Israel Defense force)** - leading an ICT company within an infantry brigade responsible for Communication Tactics, ICT strategies, Maintenance and Manpower Management & leadership + reserve duty until 2017

Skills & academic interests

Smart & Sustainable Cities, Responsive Architecture, Dynamic Urban Planning & Design, Smart & Data-Based Master-planning, Public Policy, Responsive Governance, Smart Mobility, Shared Economy, Smart Regulations, Public Engagement, technologies & policies for Ageing in Place, UrbanTech, Digital Transformation, Cleantech (energy & water), Startup Mentoring, Urban Biz-dev, Innovation strategies, Strategies for Midsize & Secondary Cities, Urban Circular Economy

Teaching Experience

Smart Urban Infrastructure (HUJI) (MA) - first academic course in Israel focused on regulatory and policy aspects of integration of innovation in urban infrastructure (Energy, Water, Mobility, Waste etc (2022-)

Urban Innovation Accelerator (MA- Eng +Heb) an academic led course focused on creating ideation and creation of innovative urban solutions based on lean canvas models (2022-)

Smart Cities (Technion 2016-2021, HUJI 2022-) (MA)- first academic course in Israel focused on Smart Cities and Urban Data (2016-)

Urban Planning (Technion) (graduate –MA)- primary studio for master students in urban planning. (2014-) (MA Urban Planning for civil servant cadets)

Urban Planning (Technion) BA- Urban Design studio for architectural students (2007-2009)

Smart cities for municipal civil servants - 72 hr. mid-level training & 24hr senior crash course (initiated by the Local Government Union (2015-))

Green Building (Haifa University) (MA) compulsory course at the Masters programme in Environmental Management (2015-2017)

Language Skills:

Hebrew: fluent (mother tongue)

English: fluent (mother tongue)

French: basic (speech, writing and reading)

Membership in Professional Organizations & Licenses

Israeli Architectural Association, - Licensed Architect

Israeli Urban planning Association- Member

ILGBC (Israeli Green Building Council) – Founding Member

RICS (Royal Institute of Chartered Surveyors UK)- FRICS

Fellowships Awards & Honors

2015 FRICS (Fellow of The Royal Institute of Chartered Surveyors)- Awarded (the first in Israel) Eminent Membership for major contribution to the global field

2014 The Israeli Council for Historical Sites- Special Certificate of Merit

2001 The Heschel Centre for Sustainability - Tel Aviv. Environmental fellowship

2006 Shfeya quarry rehabilitation- open competition 1st prize

2003 The Lottery Urban furniture competition - finalist & 4th Prize

1999 - Henry Ford European Conservation Award, Finalist & Honorable Mention

Smart & Sustainable Cities projects: (date of commencement)

2023 - Lud - Innovation and sustainability masterplan for a TOD smart neighborhood

- El-BaWadi: innovation consultant for a new Bedouin Town in the Israeli Negev

2022 - Israeli Ministry Of Energy- Municipal Mentor and consultant

for zero energy cities

- Or organization: Israel 2048 demographic & planning masterplan for Israel's Negev & Galil Regions

- European Commission : 100 Climate neutral and Smart Cities Mission regional consultant

2021 - Ministry of Housing: Municipal Playbook for Urban Innovation & Technology for Elders

- Hadera: municipal strategic plan- focused on innovation, sustainability, mobility housing, and smart infrastructure

- Drom Hasharon Region: strategic design of 4 industrial parks focused on rehabilitation & utilization of smart solutions, localized economy, aggrotech, and circular economy

2020 - Tel Aviv: Strategic Urban Scenarios for post corona urbanism

- Netanya Muni: Smart & sustainable guidelines for industry & commerce parks

- Drom HaSharon Region: Aggrotech, Foodtech & Governance innovation Roadmap

- National strategy for on-street EV parking and charging infrastructure for the National smart mobility program, Israel
- 2019 - Ofakim Muni: smart & sustainable urban masterplan including autonomous PVS mobility strategies
 - Pafos, Cyprus: Urban Innovation Roadmap & Assistance in developing the Pafos Innovation Institute
 - Equal City Initiative- Chief Urban Strategies Advisor (piloting 4 cities in the Israeli Periphery)
 - Holon muni: Smart & Sustainable City Roadmap & masterplan
 - Israel 2100- lead innovation expert for the national strategic initiative
 - Maoz "Makom" (local) Initiative - urban advisor at Israel's leading fellowship program leading activities in Israel & Boston
 - CornelTech UrbanTech Hub – Advisor in creating the UrbanTech programme and activities
- 2018 - Pafos, Cyprus: Shared Economy Strategy & Innovation Training and lean urban project workshop for senior municipal taskforce
 - National council of local authorities – Urban Microgrid Whitepaper
 - Eastern Jerusalem: Urban Innovation Advisor for the economic development plan
 - Israeli Smart & Sustainable City rating tool: IDC, Herzliya
 - Konza City, Kenya: Innovation Partner
- 2017 - UNHABITAT: Smart City Consultant- Organizational concept paper
 - Rwanda Smart City Masterplan + Initiative Concept Documents
 - Eilat City: Roded Neighborhood smart & sustainable community plan
 - Or Yehuda, Ashkelon & Jerusalem: Digital Transformation mentor
- 2016 - Haifa Innovation Hub: Chief Urban Advisor
 - Tel Aviv Municipality: Urban Data Strategy (for CKO)
 - Hadera City: Sea Quarter Smart & Sustainable Infrastructure Masterplan
 - Tel Aviv Municipality- Maoz Aviv Smart & Sustainable Rehabilitation plan
 - Petach Tikvah City- Concept for Mobile Social Hub for Poor neighborhoods
 - GIS-Based management tool- Characterization & Business Plan
- 2015 - Hadera, Ashkelon & Lud: Urban Resilience Concept (for 100RC)
 - Lake Victoria Region – Prime Innovation Partner (120 towns & Cities)
 - Hadera City: E-service Process for Planning Division
- 2014 - Tel Aviv Municipality- Municipal Energy Action Plan
 - Barriers for Microgrids in Israel- Whitepaper
- 2010-2012 - Israeli Government: national Guidelines for Renewable Energy in Cities
 - Israeli National Smart City Concept Paper & Governmental Bill (draft)
 - National E-permitting System- management & Characterization of system

Public Policy Activities.

- 2020- Chairman of the Regulation Committee for the Israeli Architectural Association
- 2016-2019 Prime Advisor for Milgam Group for creating the first private Building Control body in Israel & urban innovation
- 2015- 2019 Management & Process Consultant for local authorities in Israel regarding building and licensing processes

- 2013- 2016 Advisor to the Israeli Planning Administration in fields of smart regulations, underground infrastructure, & alternative energy regulations
- 2010- 2018 Lecture and advisor at The Weitz Center for Development Studies. a world leader in capacity building for sustainable development, dedicated to fostering economic & social improvements worldwide within international organizations, governments, communities & civil society
- 2010- 2012 Member of the Israeli government's Doing Business Committee
- 2010- 2012 Israeli delegate to the European council for Building control CEBC
- 2009- 2012 Joint chair of the National Committee for Adaptation and Mitigation of Climate Change in the Built Environment
- 2009- 2012 Chair of the National Forum for Green Building and Sustainable Planning
- 2007-2009 Member of the board and founding member of the National Council for Green Buildings (ILGBC)
- 2006-2008 Member of the Advisory Committee for Cultural Landscapes – UNESCO Israel
- 2005-2009 Co-Founder of the Institute for Research of the Coastal Region
- 2005- 2007 Member of the advisory committee for the Ministry of Housing for green communities and neighborhoods
- 2003- 2009 Member of the planning committee of the National Council for Conservation of Sites
- 2001-2006 Co-Founder of the Forum of Young Architects & chair of the Committee for Sustainability – both at the Israeli architectural association.
- 2001-2006 Member of the board of the Israeli architectural association

PUBLICATIONS

in Hebrew:

- רייש ר. (2021). חדשנות מרחבית וטכנולוגית לשיפור חווית הזיקנה במרחב העירוני - משרד הבינוי והשיכון, ישראל
- רייש ר. (2021). אסטרטגיות חדשנות לעתיד מועצה אזורית דרום השרון. מסמך אסטרטגי. מועצה אזורית דרום השרון
- רייש ר., (2021). אסטרטגיות חדשנות לאתמ"מ נתניה- מרחב תעסוקה גמיש, נגיש ומקיים. עיריית חולון
- ליבס ע., אילון א., שפירא נ., ו רייש ר. (2021) מדריך היערכות רשויות מקומיות לתחבורה פרטית חשמלית, מוסד שמואל נאמן, חיפה
- רייש ר., נעלי-יוסף ח. (2020). תרחישי התמודדות וצמיחה עירונית בצל הקורונה לעיר תל אביב-יפו, מסמך מדיניות, עיריית תל אביב-יפו
- רייש ר., (2020). אסטרטגיה לקידום תשתיות חכמות ומקיימות לרובע הים בחדרה. נספח לתכנית מתאר מפורטת. עיריית חדרה
- רייש ר., (2020). ערים חכמות וחדשנות עירונית לעיר חולון- מיזמים מותאמי אתגרים עירוניים. עיריית חולון
- רייש ר., (2019). מדיניות לקידום תהליכי "עיר חכמה ומקיימת" לשכונת אפיקי נחל, עיריית אופקים
- רייש ר., (2018). קיימות וכלכלה מקומית במזרח ירושלים- חדשנות מבוססת אתגרים ככלי לחיזוק הכלכלה המקומית וצמצום פערים במזרח ירושלים, מסמך מדיניות. החברה לפיתוח מזרח ירושלים
- רייש ר., (2018). קיימות וכלכלה מקומית במזרח ירושלים- חדשנות מבוססת אתגרים ככלי לחיזוק הכלכלה המקומית וצמצום פערים במזרח ירושלים, מסמך מדיניות. החברה לפיתוח מזרח ירושלים

- רייש ר. (2018). ניהול רשתות אנרגיה מבוזרות חכמות (מיקרו גריד) ברשויות מקומיות. נייר עמדה לוועדת הכלכלה של הכנסת. פורום ה-15, ישראל.
- רייש ר. (2016). בינה עירונית - אסטרטגיה ומפת דרכים להקמת בנק מידע וידע עירוני. מסמך מדיניות עירוני. עיריית תל אביב-יפו ישראל.
- שר שלום א., עמית-כהן, ע., ששון א., רייש ר. (2016) נופי תרבות בישראל, אונסקו ישראל ורשות הטבע והגנים
- רייש ר. (2016). תכנית פעולה חכמה לפיתוח משאבי אנרגיה לעיר תל אביב. מסמך מדיניות עירוני. עיריית תל אביב-יפו ישראל.
- רייש ר. (2013). תנאים מרחביים להיתרי בניה- נייר מדיניות, משרד הפנים, ישראל
- רייש ר. (2013). מתווה לתחזוקת רגולציה לענין רישוי ובניה- נייר מדיניות, משרד הפנים, ישראל
- רייש ר. (2013). מעטפת חכמה לקידום וייעול מערך התשתיות העירוניות - נייר מדיניות, משרד הפנים, ישראל
- רייש ר., דרסלר. ר. (2012). תמ"א 10/ד/10 מתקנים פוטו וולטאיים- אוגן מידע, משרד הפנים, ישראל
- רייש ר., נאור. נ., דרסלר. ר. (2012). מדיניות לאומית לקידום תכניות להקמת טורבינות רוח לייצור חשמל, משרד הפנים, ישראל
- רייש ר. (2009). הטמעת עקרונות פיתוח בר קיימא בבניה למגורים במגזר הכפרי, משרד החקלאות ומועצה אזורית מגידו, ישראל
- רייש ר. (2008). הטמעת עקרונות פיתוח בר קיימא בתכנית מתאר מקומיות, המשרד להגנת הסביבה, ישראל

Editorials in Financial Magazines in Hebrew

- רייש ר., (2020). **סיבים אופטיים כמוצר בסיס עירוני**, עיתון כלכליסט
- רייש ר., (2016). שכונה חשמלית: הפוטנציאל שמסתתר ברפורמה בחח"י, עיתון גלובס
- רייש ר., (2016). בת ים ותל אביב - רעיון טוב או כשלון צפוי מראש, שבועון נופים
- רייש ר., (2016). **זהירות עיר חכמה לפניך** - עיר חכמה והסיכון לפרטיות, עיתון גלובס
- רייש ר., (2015). **השד הגזעני ומשבר הדיור** - כך אפשר לעזור לעדה האתיופית לצאת מהעוני ומהדלות, עיתון גלובס
- רייש ר., (2015). אטבים משרדיים לפתרון משבר הדיור, עיתון גלובס
- רייש ר., (2015). תיקון ערים: לוותר על החלום, להרוויח את העיר אילת, עיתון גלובס
- רייש ר., (2015). **הפרדה מסוכנת** - הבעייתיות שבמודל של כחלון להפריד את מינהל התכנון ממשד הפנים, עיתון גלובס
- רייש ר., (2014). **דרקון עם 4 ראשים** - ארבע טעויות ופתרון אחד למשבר הדיור, עיתון גלובס
- רייש ר., (2014). **כמה שווה לכם שגרה** - כל השקעה בטווח 15 מיליארד שקל בשנה, כדאית למשק, עיתון גלובס
- רייש ר., (2014). **סליחה אתה לא ראש העיר** - היועצים המשפטיים אינם שומרי הסף. הם עוד מרכיב שזקוק לריענון, עיתון גלובס
- רייש ר., (2014). **10 ראשי ערים שלא בחרתם** - מתי יתעוררו אצלנו ראשי הערים וידרשו עצמאות מהשלטון המרכזי, עיתון גלובס
- רייש ר., (2014). **מעשה במרפסת ושלושה שרים התמוטטות מפחידה בבניין חדש לא הטרידה אף גורם אחראי**, עיתון גלובס

Publications in English:

- Rich R. (2021). *Big, Big, Thick, Small and Short - The Flaws of Current Urban Big Data Trends: A Viewpoint*. *Geography Research Forum (GRF) Vol 40 No 1 (2020): Smart, Sustainable and Fair Cities: 193-206* <https://grf.bgu.ac.il/index.php/GRF/issue/view/44>

- Rich R. (2020). *Dynamic and Data-Based planning*. Global Forum on Human Settlements, China
- Rich R. (2020). *Why Single-Family Suburban Housing Will Always Prevail....Unless (A Call for Dynamic & Flexible Urbanism for Inclusive Cities)*, The Big Picture, NewCities <https://newcities.org/the-big-picture-amplifying-new-housing-solutions/>
- Rich R (2019). *Sustainability. Experience. Co-Innovation- Pafos as a Regional Innovation Hub*. Policy Paper: Municipality of Pafos, Cyprus
- Rich R. (2019). *Smart Cities & Urban Innovation- state of Israeli Urban Innovation*. BW SmartCities (India). <http://bwsmartcities.businessworld.in/article/Smart-Cities-Urban-Innovation-state-of-Israeli-Urban-Innovation/11-12-2019-180191/>
- Rich R. (2018). *The IDC Smart & Sustainable City Index – Municipal Guidebook*. IDC Herzliya
- Rafi R., Westerberg P., Torner J. (2017). *Smart City Rwanda Masterplan*. UNhabitat, Nairobi, Kenya.
- Rafi R., Westerberg P., (2017). *Smart Sustainable Cities: A Blueprint for Africa – revision and content editing*. Smart Africa. Republic of Rwanda

CONFERENCES- Selected Plenary, keynote or invited talks (2015-2020)

- **The Role of Performance & Data-Based Standards in Building Back Better-** – lecture at the *UN Global Forum for Human Settlements*, China/ Geneve, 15/10/2020
- **Securing the future of mobility in a post covid world** – Keynote at the *Future World Forum*, Dubai, 12/10/2020
- **Future Proofing Cities** – Keynote at the *Sustainable city and International Green City Model workshop*, Qingdao, China 19/11/2019
- **Smart Cities & Future Transportation-** invited talk at the *DLD innovation Festival* Tel Aviv 18/9/2019
- **Innovation in Commerce & Industry-** keynote at the *Municipal Corporation Association Forum*, Herzliya 10/9/2019
- **Blockchain, Data and Community Management-** keynote at the *UN Smart & Sustainable city conference*, Addis Ababa, 4/9/2019
- **Urban Innovation & Real-Estate-** a workshop for the leadership of Karasso corp. 19/5/2019
- **Innovation and disruption in real-estate-** Keynote at the *Jerusalem Urban Rehabilitation Forum*, 7/4/2019
- **The Role of Architects & Municipal Planning Departments in Promoting Smart & Sustainable Cities**, Keynote at the *City Engineers & Planners National Conference*, Eilat, 1/4/2019
- **Cities of Data- Urban Data & Knowledge Strategies** - Invited Workshop for Kfar Saba Municipality, 28/3/2019
- **Co-Living and Innovation in Real-estate** – invited Podcast & lecture series (commenced 4/2/2019)
- **The Role of Youth in our Urban Future-** Keynote at the *National event of Youth centers*, Tel Aviv, 26/12/2018

- **Shared & Smart Urban Landscape**- the future of open spaces and the smart city- Keynote at the *Annual Israeli Landscape Architects Union Conference* - Tel Aviv, 18/10/2018
- **Smart Cities 101**- Invited Talk- Paz Group Business Forum, Yakum, 2/7/2018
- **Smart cities: a dream come true or a nightmare in the making**- Invited Talk- Amdocs Innovation Launchpad event – Raanana, 30/5/2018
- **The Future of Cities is Smart, Inclusive & Shared**- Keynote – *International congress of urban environment & health*, Cappadocia, Turkey, 17/4/2018
- **Urban Innovation & Smart Infrastructure**- Invited Lecture- Senior Delegation of CISCO China & Local Authorities– Tel Aviv, 11/4/2018
- **Future of Urban Energy**- Lecture- *Accra Urban Forum*, Accra 11/12/2017
- **Smart City as a Service**- Keynote- *Ukraine Mayors Summit*, Kiev, Ukraine 29/11/2017
- **Israel's Smart Cities**- Invited talk - *Jinmao Delegation China* 20/11/2017
- **Smart City Masterplans**- Invited talk- *IADB delegation TLV* 15/10/2017
- **Smart & Shared Cities**- Keynote *Personal Democracy Forum*- Kiev 25/9/2017
- **Smart Cities for Africa** –*Transform Africa summit*, Kigali, Rwanda, 10/5/2017
- **Urban Innovation & ConstructionTech**- invited lecture at *the global Built Environment Forum*, Shanghai 28/3/2017
- **Smart City and the Lighting Industry**- Keynote at the *annual electrical engineering Council (EEC) event*, Tel Aviv 22/3/2017
- **Smart cities and urban innovation for Africa** – invited workshop for *LVRLACC cities*, in Narok, Kenya 16/2/2017
- **Smart campuses & universities**- *bar ilan smart city conference*, 29/1/2017
- **Autonomous cars and urban policies** – opening lecture & panel host at the *Jerusalem Municipality & Bezalel University event* 11/1/2017
- **Policy, Value & the financial roadmap for urban Microgrids & Localized Smart** - the *Eilat-Eilat renewable and clean energy conference*, Eilat 29/11/2016
- **Value and business cases for smart cities and urban IOT**, -invited lecture & panelist at *Israel's Bank Hapoalim startup week*, Tel Aviv 16/11/2016
- **Smart Cities for Israel**- the Israeli parliament's science committee, 7/11/2016
- **The future of smart cities for Israel, Smart Communities & Hacking the City**- key notes *ILGBC green building & Smart City Week* 18-22/9/2016
- **Smart Cities & Sustainable Innovation Zones**- Invited workshop for the *Municipality of Qingdao, China*, In Nazareth, Israel 21-22/6/2016
- **Innovation for the Bedouin Society**- roundtable delegate, Beer-Sheba 14/1/2016
- **Regulatory and ethical barriers to implementation of new Technologies in Cities**- Panelist at the *Accra Conference on Urban Planning*, 18/11/2015
- **Urban Health and Big Data**- keynote speaker *Healthy City Forum*, Jerusalem 20/10/2015
- **Social Urban Innovation** – Chair and Moderator of the *EU International Round Table* at the TLV DLD 10/9/2015
- **Potential of Civic Smartness for Africa**- Invited Workshop for Mayors from Kenya, Tanzania & Uganda, Entebbe 18-20/6/2015
- **The future of Urban Technologies** - Key Speaker- *GLOBES Financial Magazine Real Estate Conference*, Tel Aviv 23/2/2015