BUILDING A PUBLIC COMPLEX USING POSITIVE ENERGY BALANCE ON THE TEL AVIV - YAFO COASTLINE

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Getting to Zero Forum

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COASTLINE IN NUMBERS

14KM
the Tel-Aviv-Yafo Coastline

16,752
Deckchairs & Umbrellas

9,000,000
Yearly Visitors

278
Bars and Restaurants

450
Docking Places

6,800
Hotel Rooms

5
Heritage Sites

4
Beach Libraries

99
Floral Types

30
KM of Bicycle lanes

MIGDALOR
The Research center for Tel Aviv-Yafo Coastal Strip
JAFFA PORT
From the oldest active port to the most innovative one

FROM VISION TO REALITY
750K Visitors per month  |  50M$ Invested in renovation  |  130K sq. ft Renovated
WHERE?

Fine architecture and historic preservation

KEY PRINCIPLES

WHERE?

Coastal environment and nature

KEY PRINCIPLES
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WHAT?

Using a mix of reliable technologies, innovative approaches and start-ups
KEY PRINCIPLES

WHAT?

Beta Site for innovative ideas

KEY PRINCIPLES

WHO?

Partners
Engaging multiple stakeholders

Key Principles for positive energy balance

Solar: IRR 11% | ROI: 7 Years
Total: IRR 6% | ROI: 13 years
SEE YOU ACROSS THE TEL AVIV - YAFO COASTLINE

www.atarim.gov.il