The Jerusalem AcademiCity project

Daniel Schuval
Building a Secure World Through International Education
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Jerusalem: Academic

Bezalel class, 1912

Albert Einstein left his name and legacy to the Hebrew University
About the JDA
Jerusalem Development Authority

Building a Secure World Through International Education
AcademiCity Project

• Focus on city-academia-student partnerships

• Founded on a European study of city growth indicators

• Based on international models of cooperation:
  – Stockholm, London, Baltimore, Philadelphia

• Partners:
  – Mayors Office • JDA • Academic Institutions • Council for Higher Education • Prime Ministers Office • State Department • Student Groups

• Aims: 20,000 increase in number of students by 2020
Why Students?

Uri Lupoliansky  
Mayor of Jerusalem  
2003-2008

Nir Barkat  
Mayor of Jerusalem  
2008-

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Why Students – cont.
City-Based Marketing

Creating New Programs

City-Based Support Network

Pan-Institutional Marketing Effort

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Reality based Marketing

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