



· Municipal Master Plan ·



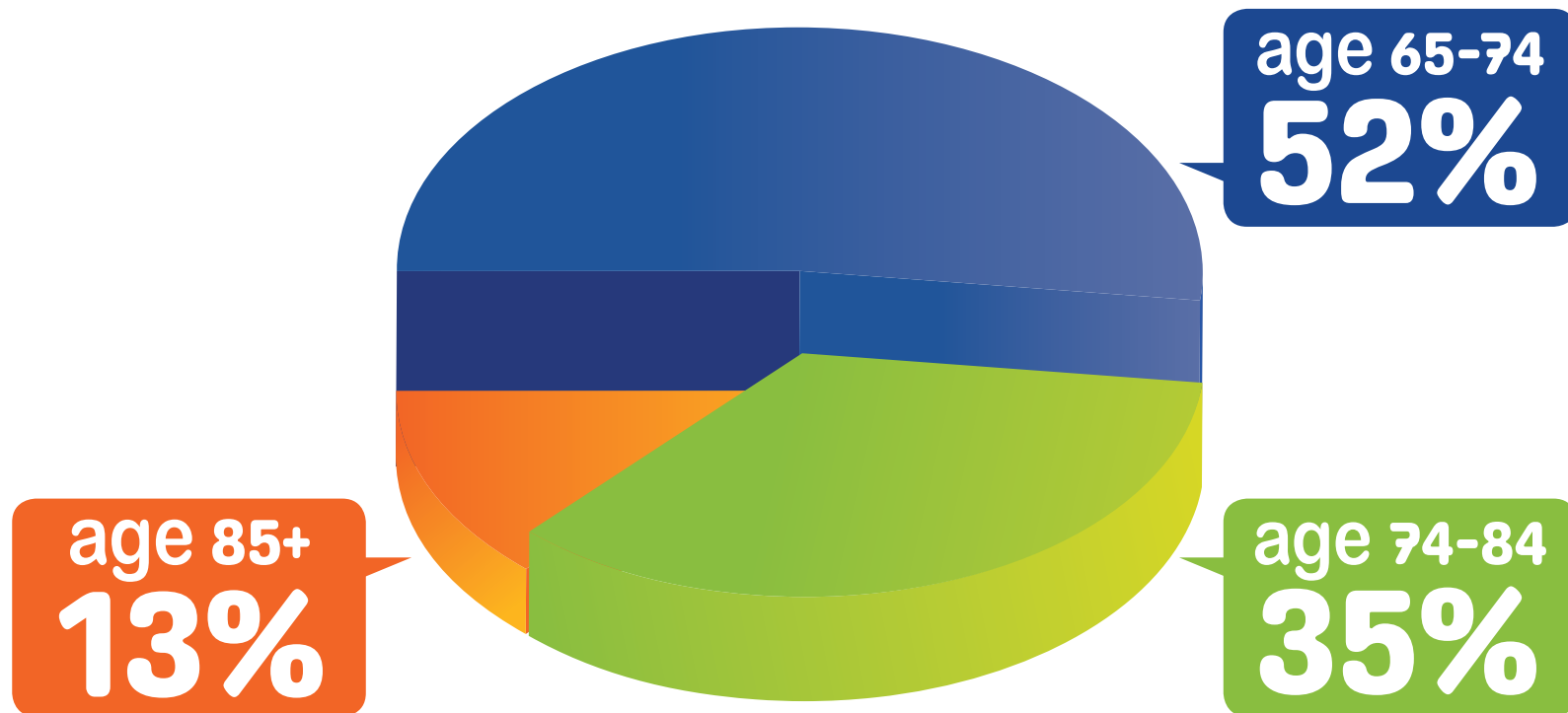
The Ministry for
Senior Citizens

Starting Haim Begil



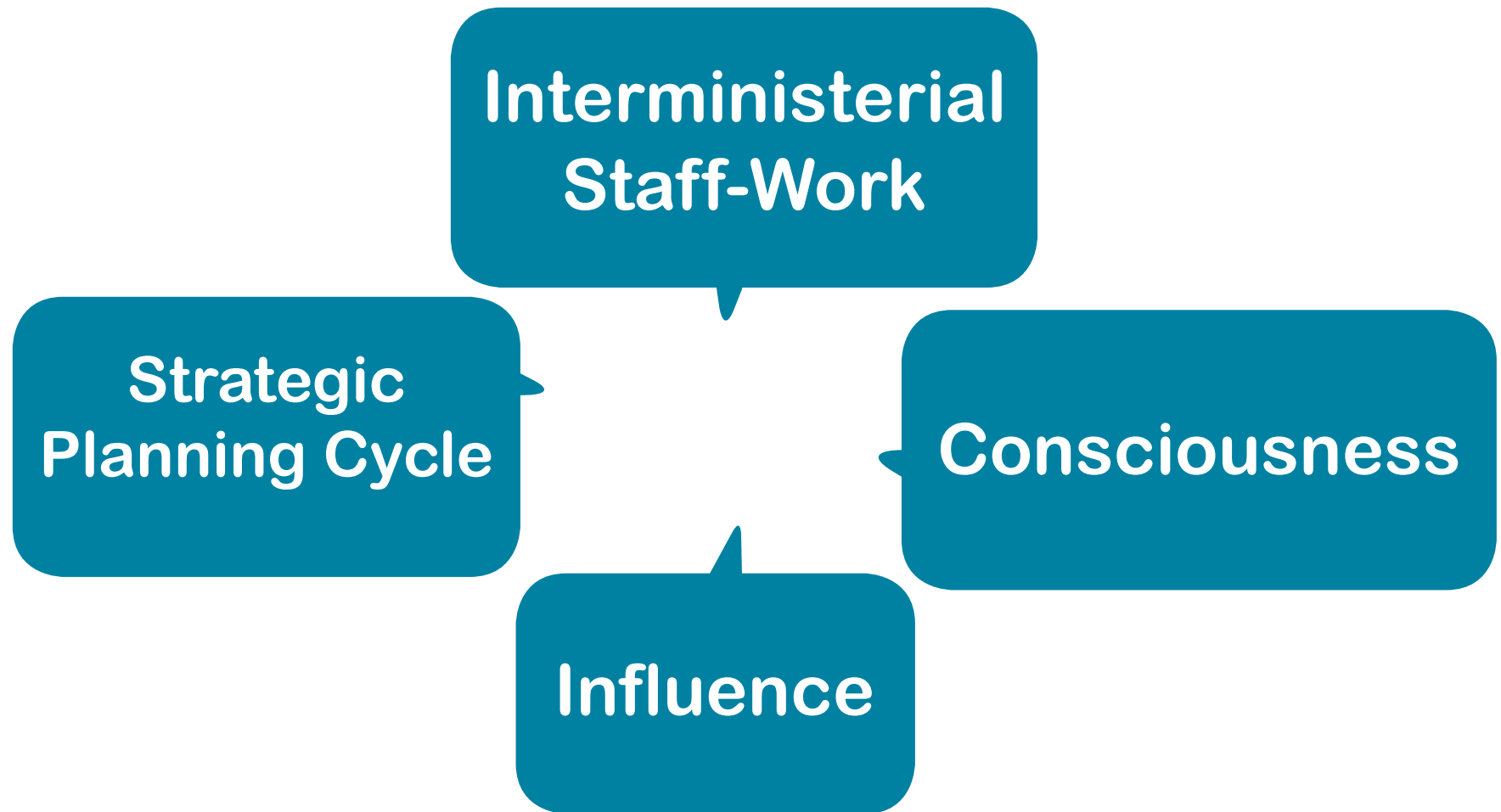
Senior Citizen Reform

65+ Distribution chart



CVS, annual statistic, 2010

The Four Central Layers of the Plan



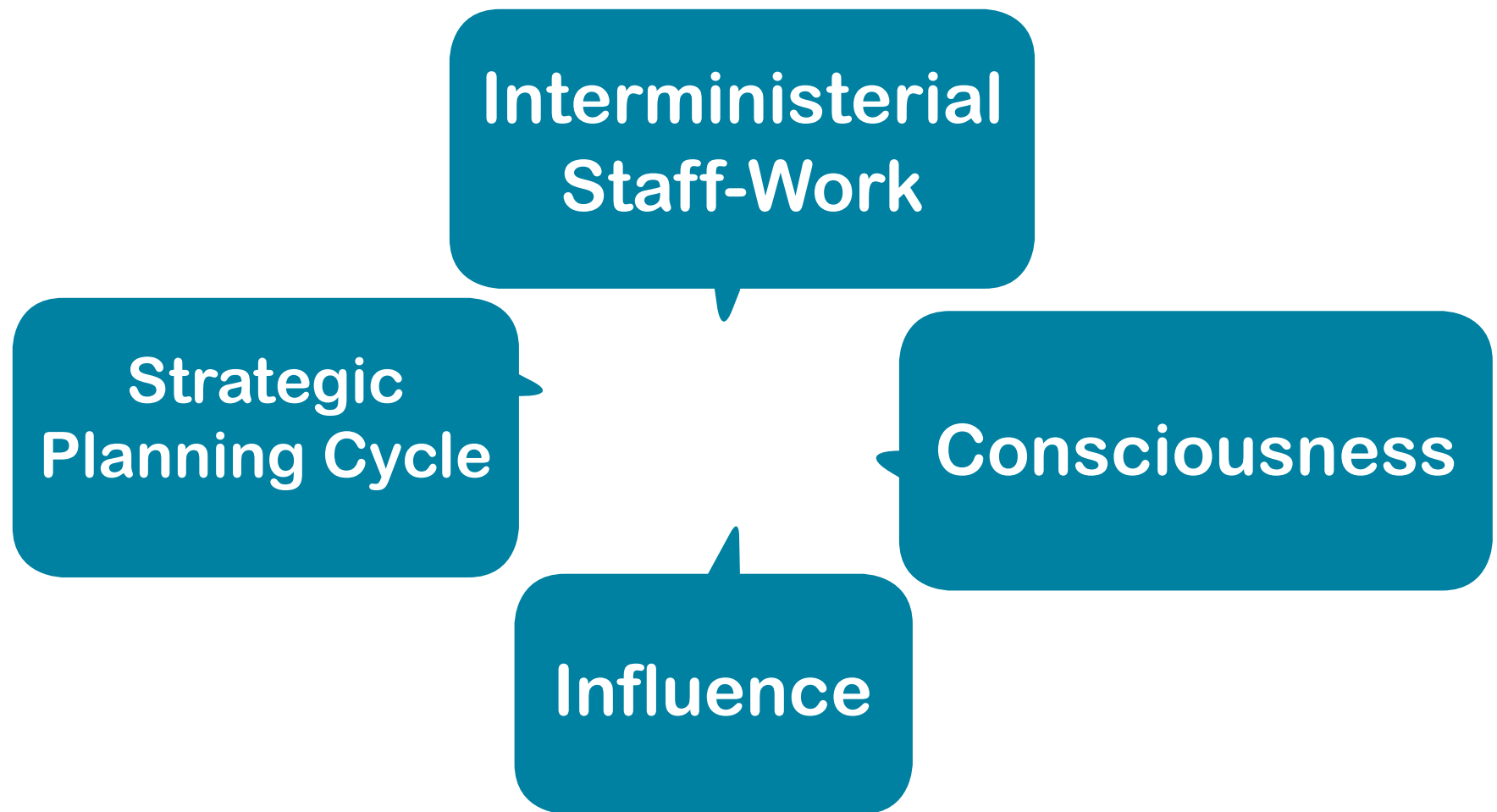
Vision

The senior citizen leaves his home daily to pursue meaningful activity, contributes to his society and is included in it.

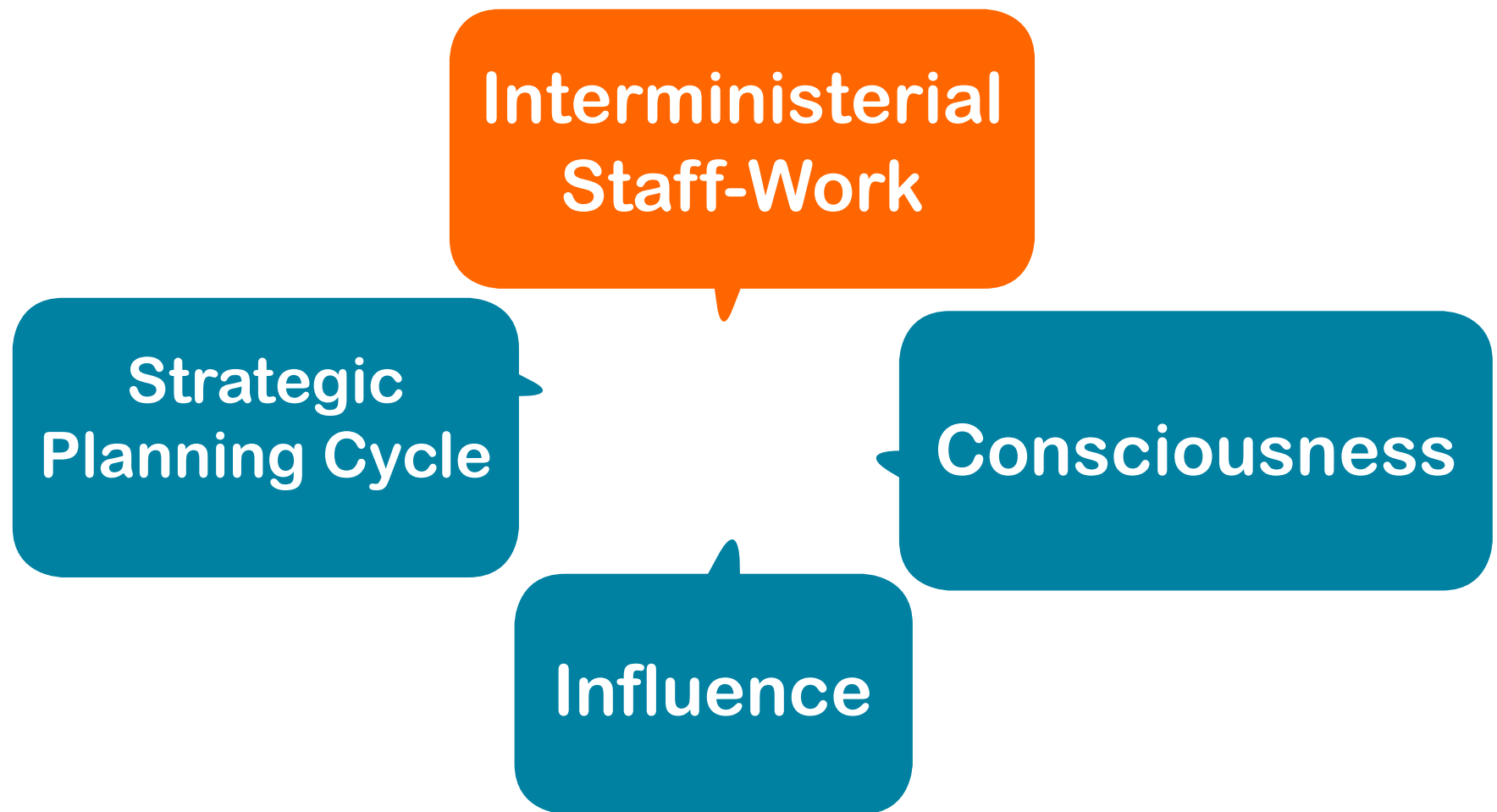
The city routinely provides the overall quality of life for its senior citizens in a variety of fields.



The Four Central Layers of the Plan



The Four Central Layers of the Plan



The Working Principles

- Clear Message
- Clear Methodology
- Senior Citizens System
- Dialogue & Participation
- Ego...Ego...Ego...
- Ongoing Learning



Necessary Conceptual Shifts: The Intended Interministerial Work

- Needy --> 100% Senior Citizens
- Burden --> Asset
- Developing Services --> Mechanisms & Leverages
- Immediate Realization & Implementation --> Long Term Planning
- Urban Planning Viewpoint --> Senior Citizen's Standpoint
- Outside Planning Experts --> Planning City
- Programs --> System
- Disciplinary --> Interdisciplinary
- Age --> Age Continuum
- Sectorial --> Holistic



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Thank You!