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Dec 1 2019

To:

World Health Organization
Global Network of Age Friendly cities and
communities
Geneva
Switzerland

**Re: Application for joining the WHO Global Network of Age Friendly
Cities and Communities**

On behalf of the council of the city of Herzliya I would like to express our wish to become a member of the WHO`s Global network of Age Friendly cities and communities.

The city of Herzliya, located near a magical beachfront, is a city which has been standing at the forefront of progress in Israel for years – in high-tech, education, quality of life and recreational culture. In 2017 it had a population of 93,989 amid 22% are senior citizens, compared to Israel`s average of only 13.8%. Herzliya's seniors are considered being a "young group" as in 2017 almost half were 61 to 70 years old.

We started to promote a special master plan to the benefit of our elderly residents in 2010. The first part of the plan emphasizes the fields of civic participation, leisure, and social and voluntary engagement. We are mostly proud of the establishment of a variety of social mechanisms for involving senior citizens in the implementation of the master plan, as initiators, designers, and organizers, and the ongoing cooperation between the municipalities' workers and services and the senior citizens social activists. Moreover we believe in the inclusion of the needs of our elderly residents in each thematic city plan such as sport, transportation, housing, master plan and others and in every integrative areas (intergeneration spaces), activities and infrastructures.

In 2019, we decided to re-promote the senior citizens master plan, accordingly the new and solid knowledge has been collected regarding the world in the field of Age-Friendly Cities and Communities. Once again we assemble the city's workers, senior citizens social activists and relevant NPOs ` to reinstate the targets and



objectives of the city`s master plan in accordance with the Age-Friendly City and communities topics and principles.

Reviewing the vast work that has been done by the city`s workers and its senior citizens activists, over the years, I feel inspired and I am looking forward to continue the support of our next efforts to establish Herzliya as a city with an enabling environment, for each and every one of our senior citizen residents, to keep thriving in good health and good company.

As the Mayor of Herzliya I am delighted to support this application and look forward to your positive consideration of it, I believe that Herzliya can be a valuable contributor to the Global Network of Age Friendly Cities and Communities, by sharing our best practice.

Sincerely,



Moshe Fadlon
Mayor

