



Binyanei HaUma Conference Centre;  
Jerusalem  
13 – 14 Iyar 5768  
18 – 19 May 2008

## Conference Topics and Schedule

First Session	60 Years of Israel – Greening Concrete
Second Session	Our Nature
Third Session	'Till the Last Drop
Fourth Session	Everything Starts With Education
Fifth Session	An Urban Vision
Sixth Session	Engraved in Nature

## Conference Agenda



### Saturday Evening 17 May 2008 – 12 Iyar 5768

21:00	<b>Conference Opening Reception for Presenters</b>
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### Sunday 18 May 2008 – 13 Iyar 5768

09:00 – 10:00	<b>Registration, light refreshments and seating</b>	
10:00 – 10:45	<p style="text-align: center;"><b>Opening Session</b></p> <p style="text-align: center;">Uri Lupoliansky, Mayor of Jerusalem  <b>Gershon Peleg</b>, CEO of the Society for the Protection of Nature in Israel  <b>Leon Sokol</b>, Chair of the American Society for the Protection of Nature in Israel  <b>Samuel Gortler</b>, Chair of the Conference, Member of the SPNI Governing Council, CEO of Goren Capital Group</p>	
10:45 – 12:30	<p><b>First Session</b></p> <p><b>'60 Years of Israel': The Environmental Movement in Israel</b></p> <p>MC: <b>Dr. Yossi Leshem</b>, Chair of the SPNI Council</p>	
	<p style="text-align: center;"><b>Azaria Alon</b> Founding member of SPNI</p> <p>Protection of nature as part of Israeli culture</p>	<p style="text-align: center;"><b>Professor Alon Tal</b> Midreshet Ben Gurion, Sde Boker</p> <p>Development of the Environmental Movement in Israel</p>
	<p style="text-align: center;"><b>Professor Avner De-Shalit</b> Hebrew University, Jerusalem</p> <p>Broadening environmental dialogue</p>	
	<p><b>Short Film: 60 Years of Israel</b></p> <p><b>Panel of Knesset Members</b>  <b>MK. Dr. Dov Henin</b>, Co-Chair of the Knesset Social-Environmental Lobby  <b>MK. Rabbi Michael Malchior</b>, Co-Chair of the Knesset Social-Environmental Lobby  <b>MK. Esterina Tartman</b>, Member of the of the Internal Affairs and Environment Committee and Chair of the Dead Sea Protection Lobby  <b>MK. Rabbi Moshe Gafni</b>, Member of the Internal Affairs and Environment Committee</p>	
12:30 – 13:30	<b>Lunch</b>	
13:30 – 15:45	<b>Second Session</b>	

	<b>'This is Our Nature': Protection of Nature and Open Spaces</b>				
	<b>MC: Yoav Sagi</b> , Director of the Open Landscapes Institute <b>Opening: Ze'ev Boim</b> , Minister of Housing and Construction <b>Effie Shtenzler</b> , Chair of Keren Kayemeth Lelsrael – Jewish National Fund				
	<b>Professor Philip Rundel</b> UCLA  The Importance of Israel's Mediterranean Ecosystems: A Global Perspective	<b>Professor Tamar Dayan</b> Tel Aviv University  Biodiversity	<b>Motti Kaplan</b> Environment and Outline Planning Firm  The spirit of place		
	<b>Short Film: The Little That Remains</b>  <b>Panel:</b> <b>Shammai Assif</b> , Director of the Planning Administration, Ministry of the Interior <b>Hanan Erez</b> , Mayor of Megiddo Regional Council and Chair of Regional Councils' Union Environmental Committee <b>Uri Dori</b> , Chair and CEO of U. Dori Construction and Honorary President of the Association of Contractors and Builders in Israel <b>Dr. Yehoshua Shakedi</b> , Chief Scientist of the Israel Nature and Parks Authority <b>Director of the Israel Land Administration</b>				
15:45 – 16:15	<b>Refreshment Break</b>				
16:15 – 18:00	<b>Third Session</b> <b>'Till the Last Drop': Nature's Right to Water in Light of a Global Water Crisis</b>  <b>MC: Nir Papay</b> , Director of the Environmental Protection Division, SPNI <b>Opening: Binyamin Ben Eliezer</b> , Minister of National Infrastructure				
	<b>Ofer Bloch</b> CEO Netafim  How to grow more with less	<b>Professor Avital Gazit</b> Tel Aviv University  Past and present: the importance of water in natural systems	<b>Dr. Yishayahu Bar-Or</b> Chief Scientist, the Ministry of Environmental Protection  Consequences of global warming on the Israeli water sector	<b>Dr. Sinaya Netanyahu</b> Tahal Group  Tools for implementing nature's right to water: global best practices	<b>MK. Ofir Pines</b> Chair of the Internal Affairs and Environment Committee  The role of lawmakers in establishing water sector policies

	<b>Short Film: 'Till the Last Drop</b>
	<p><b>Panel:</b>  <b>David Yaruslavitch</b>, Deputy Director of the Israel Water Authority  <b>Giora Shacham</b>, Engineer and Environmental and Water Resource-Systems Analyst  <b>Nisim Keshet</b>, Environment Director of the Information Division –Israel Nature and Parks Authority  <b>Rafi Ifergan</b>, Deputy Director of Technology and Engineering, Mekorot</p>
18:00 - 20:00	<p><b>A Variety of Tours following the 'Jerusalem Green Map'</b>*</p> <ul style="list-style-type: none"> <li>• <b>Sights and Smells of Jerusalem's Neighbourhoods:</b> Souk Machane Yehuda and the lanes of Nachlaot</li> <li>• <b>A Green Trail in the City:</b> The Knesset Rose Garden, the Jerusalem Bird Observatory and Sacher Park</li> </ul>

\*Participation in tours is free for conference participants, pursuant to advance registration

### Monday 19 May 2008 – 14 Iyar 5768

09:00 – 10:00	<b>Registration, light refreshments and seating</b>
10:00 – 12:00	<p style="text-align: center;"><b>Fourth Session</b>  <b>'Everything Starts With Education': Affinity to the Land and the Environment – Slogan or Educational Challenge?</b></p> <p style="text-align: center;"><b>MC: Motti Lieberman</b>, Deputy Director of Education, SPNI  <b>Opening: Professor Yuli Tamir</b>, Minister of Education  <b>Professor Ben Artzi</b>, Rector of Haifa University</p>
	<p style="text-align: center;"><b>Short Film: Spotlight on Nature</b></p> <p><b>Panel:</b>  <b>Sarah Cohen</b>, Director of Welfare Services, Ministry of Immigrant Absorption  <b>Brigadier General Eli Shermeister</b>, Chief Youth and Education Officer, Israel Defence Force  <b>Dr. Ayalon Shvartz</b>, Heschel Centre for Environmental Learning and Leadership  <b>Nitzan Horovitz</b>, News Editor, Channel 10  <b>Nir Bareket</b>, Chair of New Spirit NGO Directorate  <b>Eli Shaish</b>, Director of Shelach and Israel Studies, Ministry of Education</p>
12:00 – 13:00	<b>Lunch</b>

13:00 – 15:00

**Fifth Session**  
**'An Urban Vision': What is a City's Nature?**

*The session is supported by the Academic Studies Division of the College of Management*

**MC: Naomi Tzur**, Director of SPNI Urban Branches

**Opening: Meir Shetrit**, Minister of Internal Affairs

**Professor Ze'ev Noyman**, President of the Academic Studies Division – the College of Management

**Binat Svartz**, CEO of Aviv Infrastructures, Industries and Environment – Urban Environmental Strategies

**Panel of Mayors:**

**Uri Lupoliansky**, Mayor of Jerusalem

**Yona Yahav**, Mayor of Haifa

**Meir Nitzan**, Mayor of Rishon LeTzion

**Talal Al'Krinawi**, Mayor of Rahat

**Short Film: the Environment and Green Economics in the City**

**Presenters from the Academic Studies Division of the College of Management**

**Professor Oren Kaplan**  
School of Business Management

**MK. Amira Dotan**  
School of Law

**Yaron Turel**  
Interior Design Department

**Dr. Sarah Hellmann**  
School of Communication and School of Business Management

Changes from below: grassroots environmental activism

Connecting to the Environment

Environmental Design in Urban Planning

Environmental Pollution

15:00 – 15:30

**Refreshment Break**

15:30 – 17:15	<p style="text-align: center;"><b>Sixth Session</b>  <b>"Engraved in Nature": The Environment Knows No Boundaries</b></p> <p style="text-align: center;"><b>MC: Dan Alon</b>, Director the Israel Ornithological Centre  <b>Opening: Gidon Ezra</b>, Minister of Environmental Protection  <b>General (Ret) Mansour Abu Rashid</b>, Amman Center for Peace &amp; Development (ACPD), Hashemite Kingdom of Jordan  <b>Mr. Christophe Bouvier</b>, Director of United Nations Environmental Programme European Region Office – Glocal Environmental Governance</p> <p style="text-align: center;"><b>Short Film: Birds and Wildlife Know No Boundaries</b></p>				
	<p><b>Professor Danny Rabinovitch</b> Tel Aviv University</p>	<p><b>Hayim Divon</b> Ambassador, Deputy Director Foreign Ministry, Director of the Department for International Cooperation – Mashav</p>	<p><b>Dr. Yossi Leshem</b> Chair of the SPNI Council and Director of the International Centre for the Study of Bird Migration; Latrun and Tel Aviv University</p>	<p><b>Professor Yehuda Kahana</b> Director of the Akirov Institute for Environment and Business, Tel Aviv University</p>	<p><b>Professor Eran Feitelson</b> Federmann School of Public Policy and Government, Hebrew University of Jerusalem</p>
17:15 - 17:30	<p style="text-align: center;"><b>Closing Speeches</b></p> <p><b>Keith Landy</b>, Chair of the Canadian Society for the Protection of Nature in Israel  <b>Emmanuel Sharon</b>, Chair of the Society for the Protection of Nature in Israel</p>				

During the conference, films displaying SPNI activities and films as part of the 'Ecolnoa' (Green Cinema) Festival will be screened in the Lobby.