

## ISRAEL 15 Study Visit

### What Will It Take to Leap Israel's Social and Economic Performance?

Mon-Thu, June 8 - June 11, 2009

#### **The ISRAEL 15 Vision**

The ISRAEL 15 Vision aims to place Israel among the fifteen leading countries in terms of quality of life. This vision requires a 'leapfrog' from our present state of development i.e. a significant and continuous improvement in Israel's social and economic performance in comparison to other countries. *Our Study Visit will focus on this vision and challenge.*

#### **The ISRAEL 15 Agenda and Strategy**

There is no recipe for leapfrogging; it is the result of a virtuous alignment in economic policy, powerful global trends and national leadership. Few countries have leapt including Ireland, Singapore, Japan, South Korea, Chile, and Israel (between the 50s-70s).

The common denominator among these countries has been their agenda. They focused on: developing a rich and textured vision; exhausting engines of growth; tapping into unique advantages; improving the capacity for taking decisions and implementing them; benchmarking with other countries; and turning development and growth into a national obsession.

Furthermore, leapfrogging requires a top-down process driven by the government, as well as a bottom-up mobilization of the key sectors of society such as mayors and municipal governments, business leaders, nonprofits, philanthropists, career public servants and, in Israel's case, also the world Jewry.

The Study Visit will explore this agenda as it applies to Israel.

#### **The Second ISRAEL 15 Conference; Monday, June 8, 2009**

The Second ISRAEL 15 Conference titled: "Effectuating the Vision Now!" will be held on Monday, June 8<sup>th</sup>. The Conference will provide multiple opportunities to learn about the ISRAEL 15 Vision and to meet its community of people and organizations from the central government, local authorities, nonprofits, philanthropists and the Jewish world. For details: [www.israel15events.com](http://www.israel15events.com).

#### **The First ISRAEL 15 Study Visit; Tuesday-Thursday, June 9-11, 2009**

The ISRAEL 15 Study Visit will be dedicated to educating philanthropists, nonprofits and business people about Israel's vision for social and economic development and about the challenges of its implementation. The Study Visit will also serve to network members of government, social entrepreneurs, business people, philanthropists and nonprofits that are dedicated to serving the ISRAEL 15 Vision.



To become one of the fifteen leading countries

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The Study Visit will focus on four major themes:

- **Building knowledge** – Israel represents one of the most amazing development stories of modern history. We will meet the people who have been in the positions of shaping our society and economy to learn about its past, present and future and to explore whether and how it can leap again.
- **Meeting the people** – There are many visionaries – business people, philanthropists and social entrepreneurs – that are already dedicated to projects that promote the ISRAEL 15 Vision. These people are creating a reality through inspiration and leadership by example based on the power of their hearts and minds. We will meet some of them and learn about their vision and actions.
- **Visiting the sites** – Some areas in Israel *already* embody and manifest the characteristics that are required for realizing the ISRAEL 15 Vision. Other areas represent a profound challenge. We will visit these sites in order to get a hand-on impression of what it would take to leapfrog.
- **Strategizing** – There are many ways to serve the ISRAEL 15 Vision. A part of the study visit will be dedicated to helping participants identify their own ways for becoming a part of the ISRAEL 15 community.

## Detailed Itinerary of Study Visit

Please note: This itinerary is tentative and subject to change

### Day 1 - Monday, June 8 - Second ISRAEL 15 Conference, Tel-Aviv

09:00 – 17:00 **Conference schedule TBD.**

Overnight at David Intercontinental Hotel, Tel-Aviv

### Day 2 - Tuesday, June 9- Beer Sheva and the Negev

*"The existence of the Negev is perhaps more salient than the existence of Tel Aviv"*

– David Ben-Gurion

**Overview:** The *Negev* is a hub for entrepreneurship and massive government projects which together create huge opportunities. We will learn about the outstanding innovation of individuals and communities and explore the challenge of Jewish-Arab coexistence in this area.

08:00 Departure from Tel Aviv

09:30 - 10:15 **Beer Sheba:** We will discuss the significance of Beer Sheba as the capital of the Negev. At Ben Gurion University, we will examine the university's success and its impact on other sectors of the city.

10:15 - 11:00 **Kav Hazinuk** ("The Starting Line"): A discussion on the possibilities of integrating weaker segments of the population in social and economic development.

12:00 - 12:45 **The Rotem Plane:** Israel is an innovator in environmental technology. We will learn about an exemplary case of R&D in 'next generation' solar energy technology. Is Israel exporting its capacities without leveraging them for social and economic growth?

12:45 - 13:15 Picnic Lunch

13:30 - 15:30 **From Mining to UNESCO:** Through a jeep safari through the desert craters, we will come to understand the effects that economic development has had on the region. What is the significance of David Lewis' decision to construct Isrotel's flagship Bereshit Hotel in Mizpe Ramon?

16:00 - 17:30 **Ben-Gurion's vision:** A visit to Sde Boker and a meeting with the leaders of the 'Ayalim' project. What has succeeded in sparking the social involvement of Israeli students? Are we encountering a new generation of pioneers?

18:00 **Kibbutz Mahsabei Sadeh:** Guest-room check-in.

20:00 - 21:30 **Dinner at 'Desert Ship'** - A Bedouin feast and a discussion about the

consequences of the social and economic changes in the Bedouin population of the Negev.

21:30 - 23:00 Optional special night experience at the **Naveh Midbar (Oasis) SPA**  
Overnight at Mashabei Sadeh Gethouse, *Negev*

### **Day 3 – Wednesday, June 10 - Beit Shemesh and Modiin**

*"Dream and deed are not as different as many think. All the deeds of men are dreams at first, and become dreams in the end."* – Binyamin Ze'ev Herzl

**Overview:** Over the past few decades, strong satellite communities have sprouted around Jerusalem. Of these areas, Beit-Shemesh/Match-Yehuda is currently serving as a 'laboratory' for a project on regional economic development by the Reut Institute and Partnership 2000 of the Jewish Agency.

- 08:00 Depart Mashabei Sadeh
- 09:30 - 11:00 **Mitzpeh Massuah:** From the Massuah observation post, we will learn about the **Match Yehuda Regional Council** and the tension between existing communities and the needs for further development.
- 11:15 - 12:00 **'The good life' as a concept of living:** Moshav Srigim as the seed and flower of change – we will get to know two veteran Moshavim, Kisalon and Srigim-LeOn. We will examine the different components of each community and seek answers to the following questions: What is the reason for the contrasts between these two communities? What persuaded so many people to move into this region?
- 12:15 - 13:30 **Between past and future:** Development and marketing of the area as a world heritage biblical center. We will talk about the region and its historical significance including a visit to Hurbat Burjin, the remains of a first-century Jewish village.
- 14:00 - 15:30 **The Wine Route:** We will tour the wine route to examine the success of local boutique wineries. Are these just individual success stories or can they be integrated in the overall development of tourism in the area? We will visit the Ajur winery as a case study and meet the man who started the winery and hear about his personal and communal-regional vision.
- 16:00 - 17:00 **Establishment of a new city in Israel: Modiin as a case study.** Does a new planned city attract a population that can promote social and economic development? Mayor Hayim Bibas will discuss vision versus reality in Modiin. Doron Sholdenfri, candidate for mayor in the previous round of municipal election and owner of the Ligad Investment and Construction Company, will present his social and economic vision for the region.
- 17:15 - 18:00 **The city of Modiin II:** a discussion on the changes of employment habits in the ultra-orthodox community.

- 19:00            **An overview of Tel Aviv** from the Azrieli Tower.
- 20:30            **Between two ports:** Dinner and discussion with Tel Aviv's mayor Ron Huldai about the city that lies between two ports. What is encompassed between the Tel Aviv port and the Port of Jaffa? Is this really one city?

Overnight at David Intercontinental Hotel, Tel-Aviv

#### **Day 4 – Thursday, June 11 - Haifa**

*"Problems cannot be solved by using the same mode of thinking that was used when creating them."* – Albert Einstein

**Overview:** The area of Haifa encapsulates all of Israel's development potential and challenges: leading universities, high-tech, a sea port, heavy industry, a large military base, Jews and Arabs, wealth and poverty. We will try to understand the ISREAL 15 challenges through the prism of this area.

- 08:00            Departure from Tel Aviv towards Haifa
- 09:30 - 11:30    **"You can see everything from here,"** Dan Carmel Hotel – Haifa. Start the day with an overview of the Haifa Bay from the hotel's balcony; then, sit for a discussion on the significance and uniqueness of northern Israel. Mayor Yona Yahav will speak about Haifa's role as the "capital of the north".
- 12:00 - 13:30    **Urban Renewal:** We will tour the following urban renewal projects including the port campus and the Hecht park with its planning along the waterfront.
- 13:30 - 14:15    Lunch at local restaurant
- 14:30 - 16:00    **MATAM: Israel's largest high tech industrial park** - Panel discussion about the unique collaboration between the public and private sectors.
- 17:00 - 18:30    **Ancient Entrepreneurship: Caesarea** - Walk along the aqueducts and visit ancient Caesarea with **Prof. Doron Mendles** who will discuss the momentous development brought to this area by the Roman Empire.
- 19:00            **Festive Dinner** at Aresto in Caesarea

Overnight at David Intercontinental Hotel, Tel-Aviv

**Fri-Sat, June 12-13 Optional Shabbat Program (depending on minimum registration)**

## Packages and Costs

The following packages are available:

- **Full Package: ISRAEL 15 Conference and 3-day Study Visit**  
Accommodations: Total of 5 nights. 4 nights at David Intercontinental Hotel, Tel Aviv (June 7-9 and 10-12), 1 night at Masha'abei Sadeh Guest House in the Negev (June 9).  
Cost per person sharing a double room: \$1,800, single supplement: \$681
- **Partial Package, Option 1: ISRAEL 15 Conference and 1-day Study Visit to the Negev.** Accommodations: Total of 3 nights: 2 nights at David Intercontinental Hotel (June: 7-9), 1 night at Masha'abei Sadeh Guest House in the Negev (June 9).  
Cost per person sharing a double room: \$1,050, single supplement: \$365
- **Partial Package, Option 2: ISRAEL 15 Conference and 3-day Study Visit (w/ limited accommodations).** Accommodations: Masha'abei Sadeh Guest House in the Negev (June 9).  
Cost per person sharing a double room: \$940, Single Supplement: \$49
- **Conference Only, with accommodations:** ISRAEL 15 Conference  
Accommodations: 2 nights at David Intercontinental Hotel Tel Aviv (June: 7-9)  
Cost per person sharing a double room (approx): \$495, Single Supplement: \$329
- **Conference Only, without accommodations**  
Subsidized ticket to conference: \$55; Complete cost of conference per person: \$250
- **Shabbat Program (depending on minimum registration)**  
Shabbat program + 2 additional nights at David Intercontinental Hotel Tel Aviv (June, 12-14).  
Cost per person sharing a double room: \$630, single supplement: \$316

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