



THE COUNCIL FOR A
**BEAUTIFUL
ISRAEL**

NEWSLETTER 2012-2013

The Laying of the Cornerstone Ceremoy of THE ROBERT PRICE JERUSALEM CENTER

Robert Price and Family attended, in the presence of Ministers, the Mayor of Jerusalem and dignitaries (read more on pages 6-7)

New!

FONDATION ADELIS VISIORS CENTER AT CBI

A state-of-the-art Visitors Center is being established at CBI (read more on page 12)

MAGSHIM AND YAKIR AWARDS

KKL-JNF is this year's recipient of CBI Magshim Award

CBI Yakir Awards given to Albert Deloro, France and Shaul Ben Simhon, Israel

(read more on page 4-5, 24-25)

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SPOTLIGHT:

The environment and our future

Over the last few years, each and every one of us has been witnessing how our quality of life affected by ecological changes in the immediate and global environment. We are watching our modern society affecting mega consumerism thus producing inconceivable volumes of waste. These are major environmental problems that are harmful to mankind and all other living species on the planet.

Our concern about the quality of life on Earth is no longer limited to beauty but is also about the air we breathe, the food we eat, and the hazardous substances we are exposed to, i.e. chemicals in industrial products. Ironically, we now stand to incur health hazards by the very insecticides and pesticides originally intended to protect us. Furthermore, drinkable water resources are diminishing and becoming increasingly polluted. Also, noise and fumes from industry and vehicles are affecting our organism and even our thinking capabilities. The tendency to consume cheap, disposable products, results in bigger amounts of waste, increasing these phenomena. The conclusion is obvious - we must prepare for a safer future and the sooner the better.

In view of the above, can we envision what the future holds for us? The answer is "yes". We know that the volumes of energy needed in Israel is growing rapidly due to the accelerated increased population and the rising standard of living. Official forecasts indicate 16 million Jews by the year 2046, in addition to 10 million Palestinians and 10 million people in the Gaza Strip. Altogether a total population of 36 million is expected to live west of the Jordan River.

In the final analysis, it is imperative that peace prevails in our area for security reasons, but no less important is commitment to the environment as a pre-requisite for securing and improving citizens' quality of life.

Avraham Katz Oz, CBI Chairman

EXECUTIVE ADDRESS



Dear friends,

2013 marks The Council for a Beautiful Israel's 45th year. To date, it is the leader of Israel's environmental organizations, acting to standardize and improve the quality of life through environmental educational initiatives and physical projects for safeguarding and beautifying Israel's environment.

CBI focuses primarily on urban centers, emphasizing the importance of personal involvement to improve the current environmental status and bring about a better quality of life.

During the last five years CBI has seen successful progress in educational activities nationwide, despite continued financial constraints .

CBI's environmental education reached 140,000 pupils, soldiers and citizens. 1,500 pupils graduated from CBI's unique Irotop urban planning matriculation program, 20% of whom were pupils in the Arab Sector.

These achievements could not have been reached without the ongoing support of cooperating communities, government agencies and the corporate sector, who have come to realize the importance of CBI programs. Most important is the backing we receive from our overseas friends that enables us to move forward to reach our goals.

We are especially proud to announce progress in two leading projects:

Upgrading of the Center for Environmental Studies in Tel Aviv, including the establishment of a unique new Visitors Center - supported by Fondation Adelis, France.

The Robert Price Center for Environmental Studies in Jerusalem, now in accelerated construction. The ground-breaking ceremony last August was attended Robert Price and family.

Our recent prestigious Magshim Award was conferred upon KKL-JNF, celebrating 110 years of environmental activities for Israel and its people.

Two Yakir Awards were recently bestowed upon Mr. Albert Deloro of France, President of Fondation Adelis, and upon Mr. Shaul Ben Simhon from Israel.

CBI is enjoying greater visibility by collaborating in national campaigns, and wider TV exposure, reflecting stronger awareness of CBI's achievements.

In the international arena we take pride in CBI's associations in the US, UK, France, Belgium, Switzerland and Rome., all working enthusiastically to support our mission

Two major achievements of special mention were expanded collaborative projects with two large corporations, the Israel Ports Company and Igudan , the largest water treatment complex in the Middle East, in its Shafdan Project.

CBI's currently holds six award-winning national competitions, encompassing close to two million people, and a seventh one was inaugurated last year.

The CBI leadership is now formulating a five-year strategy focusing on intensifying CBI's educational projects, increasing our presence and effect in the Arab sector; promoting sustainable urbanism in Israel and encouraging creative solutions for the adequate future supply of water and energy in Israel - all integral issues in CBI's mission.

We hereby extend our sincere appreciation to all CBI dedicated friends worldwide for their continued dedication that is enabling CBI its continuing mission.


Avraham Katz Oz,
CBI Chairman


Gideon Patt,
CBI President

MAGSHIM AWARD 2012

The MAGSHIM award is granted for excellence in implementation of urban projects of functionality, beautification and ongoing care of sites that improve the environment and quality of life in Israel.

The award is given by the President of Israel at a prestigious ceremony in the presidential residence in Jerusalem.

The 2012 Magshim Award was presented to KKL-JNF (Keren Kayemet Le-Israel-Jewish National Fund) for 110 years of environmental achievement and contribution towards the development of Israel.

In his address, the president of Israel, Mr. Shimon Peres, commended the importance of KKL-JNF to the State of Israel. The festive ceremony took place on August 29, 2012 at the Presidential residence. It was attended by

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ministers, members of the Knesset, Chairman of KKL-JNF Efy Stenzler and members of the KKL-JNF Board of Directors, leadership and employees as well as guests from abroad and renowned Israeli public figures. Mr. Avraham Katz Oz, chairman of The Council for a Beautiful Israel, praised KKL-JNF for its unique achievements over 110 years of diligent, dedicated work for the development and progress of the State of Israel. In a special film produced for the event, famous Israeli actors told the story of KKL-JNF's, highlighting its achievements in an entertaining manner which created a special atmosphere.



From left: Avraham Katz Oz, President Shimon Peres, Efy Stenzler

KKL – JNF: 110 years OF GREEN ACTION

Over the last 110 years, KKL-JNF has played a major role in development, preservation, forestry, research and water recycling.

KKL-JNF's ongoing efforts and initiatives are geared towards a better, healthier and sustainable environment. It is synonymous with the establishment of large green lungs and recreation areas and is a part of Israel's natural and cultural legacy.

KKL-JNF has developed thousands of projects that have changed the face of the country. More than 240 million trees have been planted. More than 220 water reservoirs store recycled and flood waters for Israel's agriculture. Wetlands, streams and rivers have been rehabilitated; damaged ecosystems have been restored using environmentally friendly bio-filter technology.

KKL-JNF has been bringing woodlands and forests back to life after devastating fires as well as using the latest systems for preventing future fires. KKL-JNF cleans and transforms formerly polluted rivers and rehabilitates springs and their surroundings, creating a healthy environment for people and wildlife alike.

KKL-JNF expertise in the fields of soil conservation, desertification, forestation, water economy and sustainable agriculture is shared with many countries around the world in.

KKL-JNF has supported communities in the Negev and the Galilee to develop Israel's periphery. Its activities, achievements and strong values have left an indelible mark on Israel.



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The iconic Blue Box is synonymous with KKL-JNF as well as the bond between the Jewish people worldwide and the Promised Land which is maintained through the generations via KKL-JNF's many initiatives.

The Laying Of The Cornerstone Of The Robert Price Center In Jerusalem

On August 28, 2012, The Council for a Beautiful Israel held an impressive Ceremony of the Laying of the Cornerstone for The Robert Price Center for Environmental Studies in Jerusalem, attended by the Minister of the Environmental Protection, the Mayor of Jerusalem, and many dignitaries.

Mr. Price flew in from New York with 20 family members and friends. His excitement mounted by the greeting Jerusalem school children. He delivered an enthusiastic speech, expressing his unequivocal support of the Council for a Beautiful Israel, and his commitment to the welfare of Israel and its people. He touched everyone with his warm words and great sense of humor.

The Mayor of Jerusalem, Mr. Nir Barkat, praised the initiative of the Council for a Beautiful Israel and thanked Mr. Robert Price for his valuable contribution for the benefit of Jerusalem and its citizens.

Mr. Gilad Erdan, Minister of the Protection of the Environment, emphasized in his speech how much he and his Ministry value CBI's venture.

The new Center is being constructed in a most prestigious location – near the Knesset, opposite the Supreme Court, bordering the Ministry of Foreign Affairs and in proximity to Sacker Park. The unique visibility of this Center will expose it to millions frequenting the site.

CBI will be extending its environmental study programs, as well as environmental information and scientific teachings to the diverse population of the city of Jerusalem.

Architect Thomas M. Leitersdorf has designed the center which stands to become an environmental icon. The building will include an impressive grand foyer, modern conference halls, an advanced professional auditorium, and classrooms furnished with special accessories. Surrounding verandas and an open rooftop will enable lookout on beautiful Jerusalem scenery. Moreover, The Robert Price Center for Environmental Studies will be a preferred meeting place for important conferences, conducted in cooperation with the Jerusalem Municipality, Israel's Ministry of the Protection of the Environment and The Ministry of Education.



From left: Mr Robert Price, Avraham Katz Oz, Minister Gilad Erdan, Gideon Patt



The Main Floor Entrance Hall



An Overall View of The Planned Jerusalem Center

CBI's EDUCATIONAL ACHIEVEMENTS

For over two decades CBI has been leading special study programs in environmental education in order to create awareness and behavioral change in Israeli students and civilians to safeguard and beautify our environment.

CBI has held numerous content rich activities, consistently providing empowering experiences towards understanding the reciprocal relationship between man and nature. Our goal is to cultivate environmental leadership, assuring citizens' quality of life in a beautiful and sustainable environment.

Last year CBI programs reached 125,000 pupils, soldiers and the general public both in our Tel Aviv Center and the periphery, via CBI mobile units. This number stands to reach 180,000 citizens once the new CBI center in Jerusalem becomes active.

CBI's EXPANDED SHAFDAN PROJECT

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The Shafdan is a unique purification plant, among the largest and most advanced of its kind in the world. Located in Rishon Le-Zion, it treats waste water and sewage from a population of two million residents from 37 municipalities within the Igudan Region. Today it supplies 70% of the purified water for agriculture in the Negev.

In its first phase called "Making Environment Together," CBI's professional counselors have reached 2500 pupils in over 100 schools. They delivered thought provoking lectures based on know-how of international experts about water issues in Israel. Lectures were also held at the Shafdan visitors center, providing visitors with advanced information.

Nowadays the Shafdan Project is expanded in cooperation with CBI in the Young Researchers Project extended to fifth and sixth graders from 11 participating schools within the Igudan region. The program includes a day's activity at CBI center. While exposed to the subject of water resources, participants enjoy an enlightening boat ride on the Yarkon River, followed by a meeting with senior engineers at Igudan headquarters in Tel Aviv. In addition, they attend research sessions where they each submit a research paper on a related topic.

CBI 's EXPANDED "Anchor for the City of Haifa" PROJECT WITH THE ISRAEL PORTS COMPANY

Haifa residents have been expressing their dismay at the Port's existence in their city, considering it an eyesore and "waste of a prime location that should be designated for the benefit of the citizens." Since for better and for worse – in the final analysis, Haifa is a Port City, CBI has initiated and successfully carried out a special one-year educational pilot, in cooperation with The Israel Ports Company.-

namely, "An Achor for the City Of Haifa". The goal is to change citizen's negative approach through a tailored educational project in the school system. The rationale for this is that children's changed approach will eventually "trickle up" to their adult circle of influence and bring about citizens' positive approach to the port,

The success of the year-long pilot prompted The Israel Ports Company to extend the project by two years, to be conducted in 38 elementary involving around 2,500 pupils. At the ceremony marking the completion of the pilot, the General Manager of the Israel Ports Company expressed his enthusiasm from the children's displays and presentations. It exemplified their achievements in campaigns they conducted to promote CBI's rationale of the social and economic importance of the port to Haifa citizens. Teachers, school inspectors and



representatives of the Israel Ports Company praised CBI's successful venture and are looking forward to the fruitful cooperation with CBI.

Top photo: *Chairman Avraham Katz Oz standing in front of the pupils' final exhibit at the ceremony*

IROTOP – CBI's MATRICULATED URBAN PLANNING PROGRAM SUCCEEDS ALSO IN THE ARAB SECTOR

Irotop - CBI's unique matriculation accredited urban planning study program, is successful by popular demand. The project, encompassing 1,400 students is also attracting students in the Arab sector. To-date, close to three hundred Arab students benefit from this study program in Arabic, giving them an opportunity for scholastic achievements like their Hebrew speaking peers. Recently, CBI is providing scholarships to Irotop students who come from lower socio-economic sectors to complete their studies.

CBI is proud to promote the sense of equality among all Irotop participants.

ULTRA ORTHODOX SCHOOLS IN BNEI-BRAK WELCOME CBI'S ENVIRONMENTAL STUDY PROGRAMS

This year, CBI's study programs were successfully introduced in Bnei Brak's ultra orthodox schools, focusing mainly on the subject of water management.

Twice a month, Yeshiva boys take part in this yearly program as part of their secular studies.

In Bnei Brak, there is a marked progress in CBI's activities. Recently Ultra Orthodox women counselors are also conducting CBI's special community waste separation program for recycling and reuse.



INTERNATIONAL

Since inception The Council for a Beautiful Israel has enjoyed great support by friends and benefactors around the world. Over the years, this international community has enabled CBI to successfully implement projects that contribute to the benefit of all citizens in Israel.

We are growing stronger in Europe: Three viable associations have been empowered this year: the associations in Belgium and Switzerland and the new association of Beautiful Israel, Italy. Along with our established associations in the US, UK and in France altogether six overseas friends organizations are now active in support of CBI's mission.

We are fortunate to have prominent leaders for all our associations, who are true lovers of the land of Israel and its people - all readily volunteering their energy, time and experience.

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FRANCE

PARIS GALA EVENING Inauguration of the film "Israel: My Home"

Over 400 CBI's friends and media celebrities crowded the Publicis Cinema Hall in Champs Elysees, Paris for an unforgettable gala evening.

The event was a premiere screening of Andre Djaoui's film "Israel My Home" - his personal Aliya story, including historical episodes from the life of the Jewish people, from biblical times till today.

Key speakers were Israel's Ambassador Mr. Yossi Gal who praised the initiatives of The Council for a Beautiful Israel, and Chairman Avraham Katz Oz, who represented CBI and delivered an address to the applauding audience.

The audience enjoyed two great performances - by world renowned violinist Ivry Gitlis and by famous pianist Itamar Golan. Coupled with Andre Djaoui's movie, this created a marvelous atmosphere.

Claude Cohen, president of Beautiful Israel, France, and her dedicated volunteer team did it again. Chapeau to Claude's husband, Armand Cohen as well as to Elie Azoulai, Deborah Marciano and Claire Derhy for this successful evening.



Violinist Ivry Gitlis at Publicis



Full House at Publicis



From left: Ambassador Yossi Gal, Armand Cohen, President Claude Cohen, Treasurer Elie Azoulai



Claude Cohen, Pianist Itamar Golan, Ivry Gitlis

THE EVENT FOR THE BLESSED MEMORY OF ANDRE DELORO FOUNDER OF FONDATION ADELIS



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The Council for a Beautiful Israel hosted Andre Deloro's first memorial event – a humble tribute to this legendary man, dear to us all.

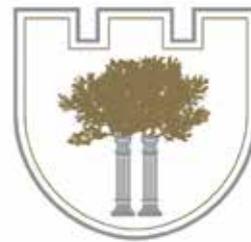
The ceremony took place in the newly upgraded west wing patio of CBI Center in Tel Aviv, supported by Fondation Adelis.

A captivating documentary film titled "The Man who built the Future" was screened, telling the story of Andre Deloro – an accomplished person, a successful business man and a generous philanthropist whose concern was "advancing humanity and preserving Earth".

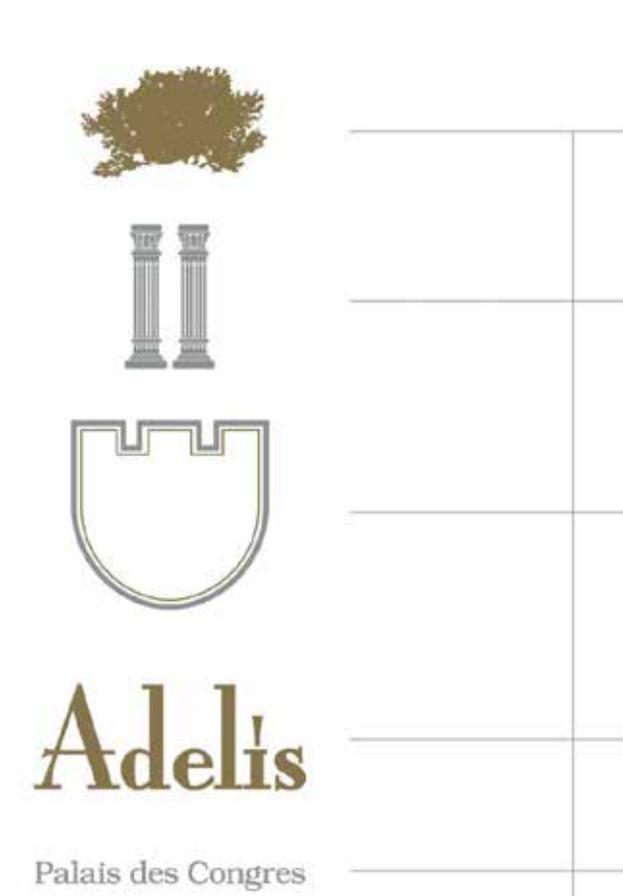
Mr. Albert Deloro, President of Fondation Adelis and Mrs. Rebecca Boukhris delivered personal addresses reminiscing Andre Deloro's impact on their lives and the community at large.

CBI's Chief Executive Officer, Mr. Eshel Segal, thanked Fondation Adelis for its continuous support and displayed the logo created for the Fondation Adelis Conference Center.

Also participating in the ceremony were the foundation's trustees - Mrs. Claude Deloro, Mr. Sydney Boukhris, Mr. Nissim Zvili and many French and Israeli dignitaries.



Adelis
Palais des Congres
מרכז הכנסים אדליס



THE TREETOP

Indicating the top level location of the Center, surrounded by nature

GREEK COLUMNS

Attributing Classical Grand Façade

AN OUTLINE TAKEN FROM THE LOGO of The Council for a Beautiful Israel

Indicating belonging to the organization

THE CENTER'S NAME

Characterized by the tall Serific Font expressing the high level of the Center

Definition of the Center in French

Fondation Adelis is behind the CBI headquarters' upgrade and the establishment of Fondation Adelis Conference Center.

The entire project was embraced by Fondation Adelis with open arms and we are all looking forward to the upcoming inauguration. Having been frequented by hundreds of thousands every year for the last two decades, a major upgrade was called for.

Fondation Adelis Conference Center is the most significant new element in the upgrade project. This unique, state-of-the-art conference center is bound to become an iconic staple in our area - both in beauty and contents; It is going to attract all visitors seeking high class enrichment educational adventures relating to today's environmental challenges and their validity.

The rooftop of "Fondation Adelis' Palais des Congres",

already includes a solar power station, independently producing clean electricity. An accessible rooftop Seven Species Garden is also planned.

Visitors from all over Israel and the world will experience phenomenal, mind-provoking presentations that are bound to impact and trigger change that will inspire personal involvement in safeguarding our environment. Similar to "La Coulee Verte" in Paris, Fondation Adelis conference center will be accessible through inter-city pathways created by the Tel Aviv Municipality. This is of high importance for our building – being in the heart of Tel Aviv's largest park – Hayarkon park. A bridge has already been constructed, connecting Hayarkon Park with Ramat Aviv residential area, and connecting the CBI building to the most prestigious establishments in the area in particular the Tel Aviv University, The Yitzhak Rabin Center and Ha'aretz Museum.

BEAUTIFUL ISRAEL USA

The American friends of CBI have traditionally been the major support of our mission. The US leadership is now planning events in attempt to raise the funds for realizing our current projects.

In an attempt to strengthen the American frontier, CBI has recruited Mr. Eran Harish, son of former minister Micha Harish. Recently Eran paid a number of visits to promote CBI agenda through his personal contacts in the business world. He has also met with prominent businessmen and leaders of "green" organizations, acquainting them with CBI. As a result, CBI is connected with the Green School Alliance (GSA) - a global network of schools represented by Sustainability Coordinators. GSA's mission is similar to CBI's: connecting and empowering K-12 schools to lead towards environmental sustainability.

BEAUTIFUL ISRAEL UK

President Gordon Hausmann is making every effort to invigorate the traditional group of friends and attract new members to help continue the mission of The Council for a Beautiful Israel.

Mr. Hausmann is actively promoting CBI's future project concerning the Carmel Forest safeguarding educational project. It will be extended to youth, army units and the hundreds of thousands of visitors who frequent the area yearly. Visitors will take part in an environmental "treasure hunt" ending with an open discussion at a gathering point in the forest.

The objective is to instill civil activism and personal responsibility in the public, so as to prevent fires, vandalism, etc.

The CBI International Album "Israel in the Green" has indeed inspired the Brits who came forth and dedicated pages to their loved ones. We wish to extend our appreciation to this year's sponsors, and especially to Mr. Aron Rotenberg.

For over two decades British foundations and prominent individuals have been supporting CBI's projects, including several horticultural therapy units and gardens. In light of the increasing request for horticultural units we hope that Beautiful Israel UK will place this project on its agenda.

BEAUTIFUL ISRAEL SWITZERLAND

Our friends Association in Geneva is led by the highly motivated Michele Schwok. Michele's personal concerns concentrate on sustainability, ecology and the children of Israel.

Lately, CBI's Geneva joined the very dynamic Association Suisse Israel. According to its statutes, ASI aims "to deepen the bonds of friendship between Switzerland and Israel by strengthening the cultural, economic and social, political relationship between the two countries". Based on this statement we also hope that the relation between our two associations will be extremely fruitful in the future. One of the prominent members of this association is Joel Herzog, son of Beautiful Israel's founder Aura Herzog, symbolizing the continuity of generations in our association.

We would like to extend special thanks to Mrs. Sabrina Cohen Dumani who was the "Marraine" of this cooperation.

We are also grateful to the Magi foundation which has graciously supported our environmental education initiatives in the periphery in the last three years. Their support enables extending Beautiful Israel's study programs to pupils in the Negev like their peers in Tel Aviv.



DR. Michele Schwok Sitbon (left) and Sabrina Cohen-Dumani

NEW!

BEAUTIFUL ISRAEL BELGIUM

We are fortunate to have Belgium join CBI's spread of associations in Europe.

The organization is led by Mrs. Patricia Teitelbaum, a dynamic and well connected business woman who is whole-heartedly involved in CBI's efforts for the benefit of the environment.

Mrs. Teitelbaum identified the Festival Pour la Paix (Shalom Festival), held in Brussels and Antwerp, as an appropriate event for CBI's exposure.

The festival, honored by the presence of Mr. Jacques Revah – Israel's Ambassador to Belgium, was organized by the Belgian Coalition for Israel and the Organization of Christians for Israel. Thanks to Patricia, Beautiful Israel has a voice in this leading committee.

CBI's booth was very successful, and attracted hundreds of visitors who showed much interest in our filmstrip and printed material that describes the work of the Council for a Beautiful Israel for the environment.

Expressions of solidarity and support by the participants, many of whom were Israel-loving evangelists, was very important to us.

Congratulations and best wishes for success to President Patricia Teitelbaum and the new association.



PATRICIA TEITELBAUM President of Beautiful Israel, Belgium

Patricia Teitelbaum has recently been appointed President of Beautiful Israel Belgium. She is very active in the Jewish community in Bruxelles since her youth. She graduated in Political Sciences- International Relations - at Université Libre de Bruxelles, where she was vice-president of the Jewish Student Circle (UEJB).

Since 2006 she has been on the board of the Atheneum Maimonides, and since 2010 she has also been on the board of the CCOJB (Comité de Coordination des Organisations Juives de Belgique). Israel has always been central in her life. As the ecological issue is most important to her, joining The Council for a Beautiful Israel was an easy decision.

NEW!

BEAUTIFUL ISRAEL ITALY

We are happy to announce the opening of an important CBI chapter in Italy led by Dario Coen, President.

We are happy to announce the opening of a CBI friends association in Italy led by Dario Coen, President. The Italian association was inaugurated in Rome on May 21st in the presence of Mr. Naor Gilon, Israel's Ambassador to Italy, Mr. Ricardo Pacifici, Head of the Jewish Community in Rome, and Rome's most prominent Jewish and non-Jewish dignitaries. The stormy weather did not deter the large crowd from coming to the exciting inauguration ceremony, held at Associazione Civita that overlooks the magnificent Piazza Venezia.

In his speech, Ambassador Naor Gilon praised CBI's efforts in the protection and beautification of Israel. CBI Chairman Avraham Katz Oz delivered a special message from CBI's leadership and gave a glimpse of his personal background – founder of a kibbutz, Minister of Agriculture and Member of the Knesset. Dr. Massimo Finzi emphasized in his address the importance of this new association. Two films were screened: "Israel, My Home" by producer Andre Djaoui, and a film about Beautiful Israel's activities. The event was concluded by President Dario Coen, who spoke about the importance of changing Israel's image worldwide, especially in Italy. Mr. Coen portrayal of a new image Israel, revolving around environmental education and safeguarding a better, beautiful Israel, was refreshing. Covered by Italian media, the event enjoyed high exposure in Rome's newspapers and in a popular TV item the following day. Congratulations and thanks to the leadership of the Italian association volunteering whole-heartedly to CBI's goal, and to the dedicated people, among them Mrs. Yael Finzi and Mrs. Fabiana Magri, who helped make the event such a great success.



DARIO COEN President of Beautiful Israel, Italy

Dario Coen, newly appointed President of Beautiful Israel, Italy, is a known figure in Rome. He is in the register of Italian Journalists. Dario is CEO of Coanim, a real estate and financial resources company, and founder of several associations, including the Cultural Movement of Jewish Students, The Union of Young Zionists, Israel and Europe. He published several books, among them "Jews and Prejudices", "Spadolini in Israel" and "Israel's side". In 2007 he was awarded the title of Cavaliere del lavoro by the Municipality of Rome.



Tutta Roma Giorno & Notte

Ricevimento con l'ambasciatore Gilon e il presidente mondiale di Beautiful Israel

Cena di Israele per la natura



From left: Ambassador Naor Gilon, Massimo Finzi, Francesco Rutelli, Avraham Katz Oz and Dario Coen



CBI's EDUCATIONAL ACHIEVEMENTS

THE MINISTRY OF EDUCATION CHOSE CBI TO UPGRADE THE LEVEL OF EDUCATION IN THE CITY OF LOD

Over the last two years, CBI has successfully extended enrichment environmental study programs in the school system of the city of Lod. Three programs were implemented in order to raise environmental awareness and groom young potential leaders:

The first element is a baseline education – an entire class activity is carried out in grades two through eight.

The second element, introduced for the first time to Lod elementary pupils is Research paper writing. Pupils are guided to present a leading research subject, find the inter-relations between the various researched elements, followed by a presentation of results by graphic presentations. To conclude the process, a final discussion panel is called for, indicating learned recommendations.

The third element is cultivating urban sustainability behavior by having twelve pupils from each of the sixteen participating schools—secular, religious and Arab. 5-session study program is conducted, in the schools and at CBI'S Center for Environmental Studies in Tel Aviv. Ultimately, students are being prepared for leadership in various environmental areas. These include, among other, budget management, prioritizing work plans, assuming personal responsibility and instilling knowledge in other levels in their school. Moreover, physical maintenance activities administered include the creation of an ecological garden and environmental statues - all contributing towards raising awareness and having more young environmental leaders.

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Display of Research Papers on Urban Environmental Issues

UMI COMPLETES TEN YEARS OF SUPPORT OF CBI'S PROGRAM IN URBAN RESEARCH

UMI is involved in initiatives promoting sustainability awareness and related development. It is an integral part of UMI's efforts to safeguard the environment and ameliorate citizens' quality of life.

Over the last decade UMI has been supporting the CBI urban study program at the end of which students produce research papers in related subjects.

During 2012-2013, over 400 students from 30 schools participated in this popular program and competed over awards for the best urban scientific research work.

UMI representative Mrs. Tom Lerner Sharabi announced the winners in an exciting ceremony held at CBI. She emphasized the importance of CBI's achievement in affecting a deep understanding of environmental issues, evoking curiosity and inspiring creativity.

The Council for a Beautiful Israel extends its appreciation to UMI for ten years of dedicated support of its project "Urban Environment in Israel."



Jewish and Arab pupils performing at the Lod Ceremony



CAMPAIGNS

Campaigns are a most efficient way to have real influence on public. The Council for a Beautiful Israel is harnessing the power of public campaigns to address environmental issues and issue a strong "call to action" to the general public, raising involvement and awareness. Recently CBI has joined several public campaigns created a strong impact, promoting its environmental education programs and building a positive buzz around environmental topics.

CBI JOINS ISRAEL NATURE AND PARKS AUTHORITY IN "MAN AND SEA WEEK"

The Council for a Beautiful Israel has joined the Israel Nature and Parks Authority (INPA) in conducting a, "Man and Sea" awareness week, whose goal is to encourage citizens' care and responsibility for Israel's sea and beachfront. Israel's beachfront ecological system, one of the country's most precious natural resources, has been damaged by private developers, and civilian and military infrastructures unprotected by government policy. The result is often contaminated land and polluted air, endangering the sensitive life-sustaining eco system and hindering citizens free use of Israel's beautiful beaches. Although a mere 200 kilometers [125 miles] in length, Israel's coastline is home to 70% of its population. The Man and Sea campaign emphasized Israeli natural beaches as a national treasure that should be easily accessible to all citizens

The "Man and Sea Week" opening event took place at Apollonia National Park, a beautiful historic site overlooking the Herzliya coastline. The event included the screening of the environmental film, "Revolution" by Canadian director Rob Stuart, as the beginning of the 2013 Eco-Cinema Festival, which focused on seas and oceans. Another attraction was a beautiful photo exhibit called "Above and Beneath the Sea," featuring works by students from around the country. Throughout the week, CBI volunteers participated in joint workshops with members of the National Nature and Parks Authority, providing children and adults with information about the importance of safeguarding maritime environment. Group beach walks led by joint CBI and INPA teams encouraged close connections between guides and visitors, providing additional opportunities to highlight environmental phenomena en route.



CAMPAIGNS contd.

CBI PARTICIPATED IN THE ANNUAL CONFERENCE OF THE ISRAEL URBAN PLANNERS ASSOCIATION

The Council for a Beautiful Israel (CBI) participated in The Israel Planners Conference about (which focused? Dealt with?) sustainable urbanism.

Ms. Haya Yogev, the pedagogical manager of The Center for Environmental Studies, delivered a lecture about CBI being the leader of environmental education in Israel, instilling knowledge in sustainable urbanism across the nation.

20 Ms Yogev emphasized the issue discussed in the conference – the growing pressure on urban development due to the massive influx of citizens to urban cities, increase in natural population growth and longevity.

This concern is not new to Israelis, as 92% of Israel's citizens are already considered "urban". However, addressing the issue of environmental sustainability started only a few years ago.

Ms. Yogev impressed the audience with an in-depth report about CBI's unique urban planning research writing program – Irotop. She explained the importance of this program especially now, to impact citizens towards personal urban activism. She stated that this very successful matriculated program is gaining momentum and has become popular also in the Arab sector. She presented the parameters and techniques of the program, i.e. simulations, audio visual presentations and hands on drills aided by three-dimensional auxiliaries strengthened by scientific educational visitations .

Ms. Yogev's concluding statement to the captivated audience was, that citizens who are actively involved in CBI's programs are demonstrating real sensitivity towards the environment and are ready to qualify as ambassadors in their circles of influence - family, friends and the community at large to benefit us all.

SUSTAINABLE NEW URBANISM 2050

CBI is participating in a new initiative, preparing a policy document which will empower sustainable urbanism in Israel. This initiative is led by Merhav, a non-profit organization, in cooperation with CBI.

The proposed document will be submitted to the Government as the basis for a new policy on urbanism to suit Israel's needs in the 21st century. The two-year project aims at developing the proper tools for establishing strong urbanism in Israel, and will be tested in the city of Ashdod.

As leader of environmental education in Israel, CBI has sent several professional counselors to partake in this venture. Reaching sustainable urbanism requires a properly educated public and active citizen involvement. We strongly recommend the successful implementation of related principles backed by long range educational programs. Ultimately, this process can inspire citizens to assume responsibility through personal and on-going activism. The idea of education in sustainable urbanism has recently been presented by CBI delegates to the following national conferences:

Haya Yogev, head of the CBI Educational Center, presented to the Planners Associations a comprehensive review of the **Irotop**, a unique CBI urban planning matriculated study program. **Merav Nir**, Professional Manager for Sustainability and Environment, participated in the annual Ecology and the Environment Conference where she spoke about the educational approach of CBI in training young people to carry out research in their surrounding environment.

CBI JOINS THE PETITION TO SAFEGUARD THE LAST SANDSTONE RIDGE IN TEL AVIV

The Council for a Beautiful Israel has joined efforts with "The Citizens Forum for Urbanic Nature" in an attempt to safeguard the last sandstone ridge in Tel Aviv. This

struggle sadly exemplifies urban planning authorities and real estate developers have little or no consideration for the importance of natural open spaces in urban centers. Development plans by Tel Aviv Municipality are underway and include the building of ten thousand residential units, five shopping centers, thousands of parking spaces and a modern recreation park.

The petition is an effort to influence decision makers and city planners alike to preserve natural areas and incorporate them in the city's master plan. Decision makers should realize that natural urban parks offer equal opportunities, if not better, for recreation and quality leisure time activities, than intensive parks.

The petition is aimed at stopping the city's harmful development plan and keep as much of Tel Aviv's last natural piece of land. The sand ridge is a unique habitat of many rare species of plants, native only to Israel, animals, and nesting sites for endangered birds in Tel Aviv and ruining it would be an ecological mishap.



CBI ENGAGES IN WASTE SEPARATION PROCESSES

Israel is now undergoing an environmental phase to reduce landfill waste. Being high on the Government's agenda, the Ministry of the Environmental Protection has declared 2020 as the target year to achieve Zero Landfill.

To-date, 87% of Israel's waste is buried in landfills, whereas only 13% is recycled, thus contaminating land and water resources, most important and scarce in our country.

40% of Israel's waste by weight is organic wet waste, a reflection of consumers' food staples - fresh produce. Proper recovery of wet waste will substantially reduce the amount of waste that needs to go to landfills.

Moreover, handling the dry stream will increase amounts of recyclable waste over today's meager 20%. When correctly recycled, material can be salvaged, and turned into beneficial resources in industry, such as paper, plastic, glass and metal.

Change highly depends on people's cooperation. Here is where CBI offers an effective educational and behavioral program to help bring about the desired behavioral changes. This can be achieved by extending information and education to the public.

As a leader of environmental education, CBI is now offering assistance to municipalities in order to successfully educate citizens and promote proper waste separation. As experienced in many countries, the process has proved to be gradual. It involves appropriate budgeting but most importantly – a behavioral change. CBI's educational programs and awareness activities are specifically designed to recruit citizens, turning them into co-agents for public change that will successfully implement this initiative. Eventually, waste separation will become an integral part of our daily routine.

AWARD-WINNING NATIONAL COMPETITIONS

CBI's National Competitions Project began 33 years ago. It is conducted in major sectors nationwide, assisted by CBI 2,000 dedicated volunteers and supervised by the 12 CBI branches. The Council for a Beautiful Israel is a stage to proudly present competitors' achievements – in cities, towns, industry, hotels, hospitals, senior citizens residences, public shelters and, as of this year, "Mikvaot" (Mikveh's). The number of participants in the competitions is growing yearly – proving this successful initiative a big step towards safeguarded sustainability.

NEW COMPETITION

BEAUTIFL MIKVAOT

Chairman: Rabbi Shmuel Rabinovitch of the Wailing Wall and Minister for the Holy places in Israel.



Initiated and supported by The Office for Religious Services, this new competition is becoming very popular. Participants are very motivated to improve conditions i.e. aesthetics, alternative energy use and waste management - the core criteria of excellence in this competition.

PUBLIC SHELTERS PREPARADNESS

Chairman: Mr. Uzi Buchbinder, former Homefront Commander

CBI and the Home front Command have been collaborating in this competition for the third consecutive year. It included hundreds of public shelters in 150 cities, towns and communities, 33 in the Arab sector.

The criteria focused on: maintenance life-sustaining conditions, fire extinguishing and communication equipment. It is a known fact now, that winning municipalities show the highest operational readiness during emergency conditions.

WELL TENDED CITIES AND TOWNS

Chairman: Irmil Olmert, former Mayor of Givat Shmuel



Beautiful Petach Tikva street station

Celebrating its twentieth year, hundreds of cities and municipalities competed this year over CBI's sought after stars and banners. Special tribute is given to the cities of Holon and Ramat Gan for marking twenty consecutive years of participation in this project.

Five cities were awarded highest awards: Ashdod, Kefar Saba, Kiryat Ono, Upper Galilee Regional Municipality and Yavne Group.



Representatives of Hillel Yaffe Medical Center, Hadera receive a Beauty Flag and the 5 stars certification from Professor Zivoni

BEAUTIFUL HOSPITALS

Chairman: Professor Dan Zivoni, Shaarei Tzedek

Since its inception in 1995, dozens of institutions have been competing over CBI's stars and banners: general medical hospitals, geriatric rehabilitation institutes and mental health centers.

Professor Zivoni emphasized in his address: "The purpose is by all means to create a welcoming atmosphere, to attract patients who many times refrain from going to hospitals with poor appearance. Furthermore, it is important to help patients overcome their feeling of loneliness, being detached from their home and loved ones."

BEAUTIFUL SENIOR CITIZENS RESIDENCES

Chairman: Mr. Zvi Fine

This year 80 public and private institutes participated; all demonstrated excellent aesthetics, friendly environment for the residents, staff and visitors. The competition was conducted under the auspices of The Ministry of Welfare, Heshel and The Association of Seniors Residences.



BEAUTIFUL HOTELS

Chairman: Mr. Eli Cohen, former General Director of the Ministry of Tourism

This most popular competition is judged by the highest and strictest criteria of sustainability and uncompromising attention to environmental issues.

BEAUTIFUL INDUSTRY

Chairman: Mr. Shraga Brosh, Chairman of the Industrialists Association

At its 33rd year this established competition encompasses hundreds of industrial parks and plants. It is held under the auspices of The Ministry of Trade, Industry and Employment, Israel Industrialists Association and the Kibbutzim Industrial Organization. The motto of this competition is "A plant is not only a place of work; it is home for people who come every day and meet people they love, adopting positive values that lead to growth and development."



From left: CBI CEO Eshel Segal, Avraham Katz Oz, Minister Shalom Simhon and representative of Netefim

YAKIR ISRAEL Yafa 2012

The Yakir Israel Yafa Award is given annually by the Council for a Beautiful Israel at the President's residence in Jerusalem to leading philanthropists whose inspiring life story is intertwined with the welfare of the Jewish people. This year's Yakir Israel Yafa award recipients are:



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Mr. Albert Deloro

Mr. Albert Deloro, President of Fondation Adelis, demonstrates close ties to his beloved Israel through his support for the Council for a Beautiful Israel and his other philanthropic activities aimed at advancing the quality of life and the environment here. Fondation Adelis is a philanthropic institute committed to benefit the Jewish people in Israel and abroad. It donates millions of dollars for research projects at Israel's top academic institutions including the Weizmann Institute of Science, Technion - Israel Institute of Technology, Ben-Gurion University of the Negev and Hebrew University of Jerusalem, among others. Fondation Adelis is funding the renovation and upgrading of the CBI Center in Yarkon Park to include a state-of-the-art Visitors Center for environmental sustainability. **The Council for a Beautiful Israel is proud to bestow the Yakir Israel Yafa Award for 2012 upon Mr. Albert Deloro for his sincere devotion to Israel and its citizens, his philanthropic work here and his generosity.**



Mr. Shaul Ben Simhon

Mr. Shaul Ben Simhon has been dedicated to the country's development since his Aliya in 1948. An avid Zionist, he has been active for the benefit of the country, with special emphasis on helping the weaker sectors of society. His many contributions to Israel include, among other, setting up a scholarship fund in collaboration with all institutes of higher learning. He also initiated a research institute within the Ben Zvi Institute focusing on Jews from North Africa; a retirement home in Ashdod for the aging community in this city. He is credited with establishing the Mimouna, making this North African Jewish festival at the end of Passover a national holiday.

The late Yitzhak Rabin sent Ben Simhon to make preliminary contacts with the royal family in Morocco, prior to the prime minister's surprise 1993 visit there. **The Council for a Beautiful Israel is proud to bestow the Yakir Israel Yafa Award for 2012 upon Mr. Ben Simhon for his multiple activities in education, culture and community welfare.**

CBI BRANCHES ACTIVITIES

CBI branches throughout Israel are promoting environmental activities in their communities with the help of over 2,000 longtime volunteers. Regional branch managers have been focusing most recently on CBI's national award-winning competitions, guiding CBI volunteer judges visiting and assessing participants in hundreds of cities, industrial plants, hotels, hospitals, senior citizen residences, shelters and mikvehs (ritual baths). The Council for a Beautiful Israel extends its gratitude and appreciation to the dedicated volunteers who help it realize these important environmental field projects.

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CBI Volunteer Judges at Teva Migada

NEW!

KIRYAT GAT BRANCH

The 13th branch of CBI has opened in Kiryat Gat, operating jointly with the Ashdod Branch for mentorship, support and communal projects.

Since both these cities are in close proximity to the Gaza Strip, this is welcome news for local citizens who will benefit from strengthened community involvement and improved quality of life.

We all wish the new branch successful and fruitful activity.



Creating art from recycled material

CARMIEL BRANCH

The CBI Carmiel branch was involved in many activities this year, most notably:

Community Forest Activity

Numerous activities have been taking place in the Community Forest for six years now, attracting ever larger crowds. CBI, in cooperation with the Department of Social Services, JNF, and Partnership 2000, has participated in creating new hiking trails, workshops, a "Treasure Hunt," and a "Getting to Know Plants" program. CBI volunteers joined in community walks, an ethnic Food Festival and public "Kabalat Shabbat" ceremonies.

MIGDAL HA'EMEK

Tu Bishvat 2013 was celebrated in an unusual way at Migdal Ha'Emek. This Lower Galilee Branch directed pupils from Rogozin Junior High School in creating sculptures from recycled material. **Standard Textile** plant donated multicolored fabrics, which were given to pupils with special needs and to the elderly in seniors' residences to support their occupational therapy.



CBI IN THE MEDIA

For the last two years, CBI's professional manager Merav Nir, has been speaking about environmental issues at a popular TV corner. Her insights have allowed for a meaningful exposure of the environmental issues and concepts which CBI promotes.

The following are but a number of items addressed in the last year:

INTERNATIONAL EARTH DAY

April 22nd is the chosen date of the "International Earth Day" - a day to increase people's awareness towards Earth, focus on our ability as humans to leave our footprints on the surrounding environment. It is a day to reflect on safeguarding natural resources and consider using them efficiently thus influencing on the entire ecological system for our benefit and for future generations.

Without actual continuous behavioral changes, our environmental future may be dramatically different from what we now experience – and in a pretty scary way.

Today, Israel is facing major environmental challenges. Sustainability processes administered in Israel are lagging behind those existing in many countries. Furthermore, Israel's unique attributes make it even harder to show a difference: it is a small country, with limited land in proportion to its population growth. It is blessed with an ecological wealth of plants and living species that do not exist anywhere else on the planet. However, no proper care is taken to safeguard them. Its geo-political status dictates producing 100% of its energy and water supplies. Sustainable conduct is one that manifests balance between the core elements constituting sustainability i.e. the environment, society and economy. Imbalance occurs when one is given higher priority and emphasis than the other two.

Creating and maintaining sustainable balance should be high on decision-makers' agenda. However, citizens can and should influence by way of public pressure and initiatives. The beginning can be through simple daily habits at home: turning off lights upon exiting rooms, recycling items, separating waste, drying laundry in the sun rather

than by dryers, and more.

We do not need a designated Earth day. We can simply adopt modes of safeguarding Earth – starting today!

Not On the GDP Alone

Modern economy relies on the GDP (Gross Domestic Product) as its primary index. The GDP is calculated by computing output (products) in every class of enterprise. The more money that changes hands during a year, the better and more prosperous a country is considered.

The GDP shows a distorted picture since it does not take into account important social, economic and environmental parameters. Likewise the GDP does not include monetary values that influence quality of life, such as the use of natural resources and the value of family and community assistance. All monetary expenses, including day care, costly medical treatments and war or disaster damages, are considered "growth" regardless of their contribution to citizens' well being.

A new initiative by the Ministry of Environmental Protection is being supported by national organizations such as the Bank of Israel, The Ministry of Finance and others. The first assessment of a "Happiness Index," reflecting citizens' genuine level of well being, has already been carried out in 2013. An all-inclusive index is expected to be issued in the near future, reflecting a wider and more accurate picture of Israeli citizens' actual well being.

THE NEW WEBSITE OF THE CENTER FOR ENVIRONMENTAL STUDIES

The Center for Environmental Studies has a new, updated website, which will serve as an advanced marketing tool for its numerous environmental study programs. This updated website enables CBI reach a much larger number of users, both pupils, teachers and the general public more efficiently and less costly. It is user friendly so that browsers can easily find their desired programs according to age group, subject matter and meeting schedule.

The new website also downsizes the use of resources. The site includes a sizable gallery of photos and filmstrips about CBI's diverse educational programs and activities.

THE EVENTS COMMITTEE ANNUAL THEATER EVENING

The Theater Evening is organized yearly by the Events Committee of CBI, headed by Ilana Haas.

This year's annual benefit theater evening, featured the Kameri Theater's production "Little Man, What Now?". The play is based on famous German writer Hans Fallada's book "Alone in Berlin".

The evening was a great success, and attracted a crowd of over 500 friends that filled the hall. Over the years this project has been supporting environmental education projects in the periphery.

Our gratitude to the Events Committee members: Ilana Haas, Rubina Horowitz, Leah Shani, Rachel Meir, Adina Gottesman and Orit Avramowitz for their dedicated work to ensure the continued success of these events.



"ISRAEL IN THE GREEN" THE 2013 INTERNATIONAL ALBUM



For decades, the International album has been a successful tool for uniting CBI friends around the world for a common goal: acting for beautiful Israel.

The 2013 international

album, "Israel in the Green", is already exciting CBI's friends around the world. The album offers a glorious overview of Israel through the prism of its extraordinary plants and flowers. In a myriad of shapes and colors, the album showcases typical Mediterranean species, Plants from overseas who adapted here, unusual desert plants and plants that grow only in Israel.

Professional counsel and editorial texts were done by the renowned Dr. Uri Pragman-Sapir, Head Scientist of the Jerusalem Botanical Gardens.

The exquisite photos were taken by top Israeli photographers, who enjoy international acclaim.

CBI would like to thank all those who helped to create this album as well as to our dedicated friends who sponsored it.



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