

New Israel Fund
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TEL AVIV UNIVERSITY
The Porter School of Environmental Studies

שטייל
Shatil שטיל



 **The Porter Environmental Internship Programme** 
2009-2010 Academic Year Activity Summary



We are grateful to Dame Shirley Porter, Founder of the Porter School of Environmental Studies, and the Porter Foundation, whose support has made this programme possible. Dame Shirley has long chosen to highlight the importance of environmental issues through her work. Her longstanding support of environmental NGOs has made a significant contribution to the environmental movement in Israel. Her involvement in The Porter Environmental Internship Programme reflects her vision to bridge the gap between academia and environmental organisations in order to make a lasting impact on the environment.

Dame Shirley Porter

The Programme's Steering Committee (in alphabetical order)

- Anat Yona, Director, Students' Programmes, Shatil
- Dr. Arie Neshet, Architect, Professional Director, Porter School of Environmental Studies, Tel Aviv University
- Avi Dabush, Director, Environmental Justice Project, Shatil
- Elia Yair, Administrative Assistant, responsible for MA Studies, Porter School of Environmental Studies, Tel Aviv University
- Naomi Schacter, Associate Director, Shatil
- Prof. Pinhas Alpert, Head of the Porter School of Environmental Studies, Tel Aviv University
- Shula Goulden, Resource Development, Porter School of Environmental Studies, Tel Aviv University
- Sigal Yaniv-Feller, Director, The Green Environment Fund

Programme Coordinator

- Shachar Bookman, Environmental Justice Project, Shatil

Learn more about the Programme on:

- Porter School of Environmental Studies' website: www.environment.tau.ac.il
- Shatil's website: www.shatil.org.il/activity/environment

Booklet preparation

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- Translation: Eitan Goldberg, Shula Goulden and David Swidler
- Design: Stephanie and Ruti Design

August 2010

Cover photo: From the booklet, "Walking toward the Future", a project coordinated by Rinat Butbul for Transport Today and Tomorrow.

Forward

Dear Friends,

Academic research can sometimes sit in an "ivory tower", focusing on pure scientific knowledge cut off from practical life. In the environmental field, however, the link with the outside world is particularly crucial and practically indispensable for those who wish to deal with the most burning issues on the environmental agenda in Israel and abroad. As a result, I believe that the Porter Environmental Internship Programme has a critical role to play in bridging between academia and day-to-day environmental problems. The Programme connects students in the school with the "field", and also builds links between academia and other organisations, such as environmental and public bodies, which are important for both the students' future and for the Porter School of Environmental Studies. The opportunity given by the Programme for students to tackle environmental issues in a practical way, ties in with the applied nature of the interdisciplinary research already being carried out at the Porter School. The school aims to build tools which will help us to face real environmental needs and challenges, whether in the field of environmental policy, use of advanced engineering methods to create alternative energy sources, or innovative models to study dispersion of pollutants in the air and the link between these and public health. I am therefore glad to be promoting this Programme and its expansion to 20 students over the past year, and hope that it will enjoy similar success and even further growth in the coming years.

Prof. Pinhas Alpert

Head of the Porter School of Environmental Studies , Tel Aviv University

Dear Friends,

The Porter Environmental Internship Programme, now completing its second year is an embodiment of one of the Porter School's most basic goals - to bridge between academia and environmental organisations in order to improve the state of the environment in Israel and the region. The Programme is a win-win arrangement, benefitting students who get an opportunity to apply their studies in the real world and accrue professional experience, and reinforcing the staff of NGOs with enthusiastic, knowledgeable team members. To our delight, the Programme has had additional benefits, such the involvement of university researchers in specific NGO projects as a result of their students' interest, and several students who have been taken on as staff members by organisations after the end of their internship. This year, 20 Master's students (out of a total of 60 registered at the school) took part in the internship programme, meaning that a significant proportion of our graduates will carry this experience with them to their future studies and work. For many years, the Porter Foundation has supported NGOs in Israel's environmental movement and I am glad that we now have the added component of student and academic involvement in this partnership. We have also enjoyed and benefitted from the partnership with the New Israel Fund and Shatil, who have brought both the professionalism and the experience needed to create a programme that serves both the organisations and the students. I am sure that this connection between students and NGOs, between academia and the community, will enrich the environmental movement and environmental professions in Israel for years to come.

Architect Dr. Arie Nesher

Professional Director, The Porter School of Environmental Studies , Tel Aviv University

Dear Friends,

New Israel Fund UK is proud to have helped NIF/Shatil to add to its Social Justice Fellowship Programme by partnering with the Porter School for Environmental Studies to establish the Porter Environmental Internship Programme. We strongly believe that it will contribute to the future leadership not only of the environmental movement in Israel, but also to the general social and political leadership in Israel.

Combining academic studies with hands-on professional practice and enrichment is a winning combination for developing successful young environment professionals. We wish them all great success in their efforts to promote sustainable development and a safe and healthy environment for Israel's future generations.

Ellen Goldberg

Executive Director, New Israel Fund UK

Dear Friends,

The Porter Environmental Internship Programme is a prime example of the mutual benefit gained by both the academy and civil society – and in the end, society at large – from collaboration between the academic and social change worlds. The interns gain an opportunity to influence the discourse of both worlds, with each enriching the other. They bring insights and perceptions gained from academic study and research to civil society organisations and their work in the organisations simultaneously affects their academic research – sometimes to the point of influencing their thesis topics. With the frightening environmental hazards facing us all today, it is vital to keep this fertile channel open. We are witness to the growing awareness that working for the environment goes beyond composting and recycling to issues such as distributive justice, global warming and industrial pollution; and we see the consequences of these problems on Israel's social fabric and on future generations. The issues on which interns worked connect to this larger picture and their contributions to the organisations' work to save our environment and their training as new environmental leaders are of utmost importance. I wish these talented interns every success on the road ahead.

Ronit Heyd

Director, Shatil

About the Programme

The Porter Environmental Internship Programme helps to train the next generation of environmental leaders working to improve the environment in Israel. The Programme enables Master's students at the Porter School for Environmental Studies at Tel Aviv University to intern during the academic year at environmental organisations and in the public sector, and to contribute to and even spearhead activities that bring about national environmental policy change, advance a particular environmental agenda or raise awareness among focused target audiences.

The Programme started in the 2008-2009 academic year, thanks to special cooperation between the Porter School and Shatil, and to the generosity of the Porter Foundation and NIF-UK. The arrangement has given rise to a dynamic, two-way channel of communication between NGOs working day and night at the forefront of environmental action, and students with innovative knowledge who are in the midst of coalescing and writing their theses – sometimes directly incorporating their experiences in the organisations into their work. The organisations participating in the Programme benefit from the integration of these talented students into their activities throughout the year, and some have even elected to employ interns at the end of the year. In addition to fulfilling the duties of their internship position, the students participate in enrichment sessions aimed at broadening their exposure to environmental action in Israel, to other fields and to various strategies for environmental-social change. These sessions stress personal and professional networking among the interns themselves and the learning process is guided and enriched by their shared experiences and challenges.

Programme Activities, 2009-10

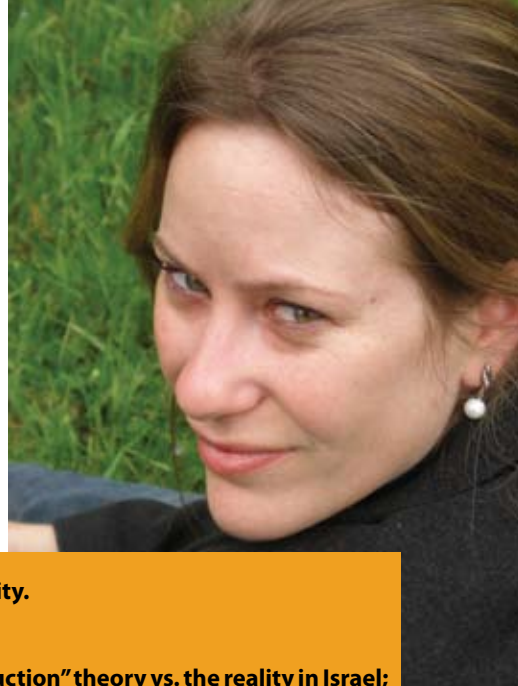
Over the last academic year, twenty students interned at seventeen different organisations. This year, for the first time, the Programme also had two interns at entities in the public sector: at the Tel Aviv-Jaffa Municipality, and the Dan Regional Association for Environmental Infrastructure. The fields covered by the internships ran a wide gamut: reducing greenhouse gas emissions; renewable energy; sustainable transportation; refuse and recycling; green building; water demand management; and more. Many interns worked on issues related to planning, such as planning urban parks in Tel Aviv; East Jerusalem neighbourhood plan analysis; leveraging density to raise urban quality of life; and crystallizing an approach to greening Tel Aviv streets. Much activity was directed at local government, in projects aimed at establishing environmental committees, increasing city council transparency and building tools for local sustainability. The size of the target audiences ranged from individuals, such as those who called an organisation's public hotline, to thousands of Jaffa neighbourhood residents, to the national audience of an environmental film festival.

All of the Porter interns participated in Shatil-coordinated enrichment programmes held during the course of the year. Without a doubt, the Programme's success this year was achieved thanks to the strong commitment of the students to the internship positions they took on, and to the contact people at the host organisations who deserve praise for devoting their valuable time to initiating and guiding the interns and giving them the practical tools and knowledge which only those experienced in the field are able to share.

List of Interns

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Effie Londovsky



BA in Geography and Political Science from Haifa University.

Began her studies at the Porter School in 2009.

Thesis: Examining the factors that comprise "green construction" theory vs. the reality in Israel; case study of the Green Neighbourhood of Kfar Sava vs. the Neve Tzin neighbourhood of Sde Boker. Academic supervisors: Prof. Moshe Margalit and Dr. Oded Potcher.

Organisation: Adam, Teva V'din- Israel Union for Environmental Defense

An Israeli association for environmental protection including scientists, attorneys, planners and environmental experts working to advance environmental issues, public health and environmental justice on the public agenda. Adam, Teva V'din operates with professional, legal and scientific tools toward its goals, among them: protecting public health, preventing air and water pollution, promoting advanced trash treatment methods, coastal and public open space preservation, advancing legislation regarding electromagnetic radiation, providing professional assistance and legal representation pro bono to the community at large encountering environmental hazards, strengthening public awareness of the environment and promoting environmental legislation and enforcement.

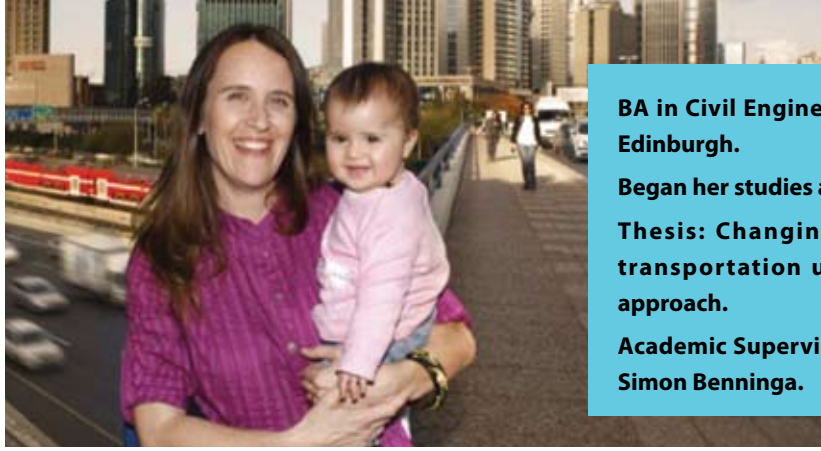
The willingness of the people working in this organisation, the committed and dedicated manner in which they do so and their sense of mission— these accompanied me along the way. The idea that the world can't be changed suddenly changed. Yes, it's difficult to do, but the commitment and perseverance create a feeling that all is possible."

Position: Specializing in the Environment and Community Project

In the framework of this position, Effie assisted in research and composition in the field of green school construction. The position required collection of information and data and deep analysis regarding the environmental, educational and economic advantages of green school construction.

The project's goal was its presentation to mayors, Education Ministry officials and school principals in order to demonstrate the value of sustainable school construction, and to augment the presentation with economic data. In her role, Effie collected and analysed economic data from a slew of perspectives involved in green construction, such as: energy-saving bulbs, using air conditioning drainage for irrigation and collecting rainwater.

In parallel with this research, Effie worked at the "green hotline" of Adam, Teva V'din handling questions, requests and complaints directly from the public. With her expertise, she oversaw all calls in the areas of trash, recycling and radiation. Most of the calls came from citizens requesting information on electronics disposal, but toward the end of the year, they received more questions regarding the "deposit law". Many citizens called to complain about businesses that refused to accept returned bottles as required by law.



BA in Civil Engineering from the University of Edinburgh.

Began her studies at the Porter School in 2009.

Thesis: Changing behavior toward public transportation using the social marketing approach.

Academic Supervisors: Dr. Nurit Guttman, Prof. Simon Benninga.

Alison McLernon

Organisation: Adam, Teva V'din- Israel Union for Environmental Defense

See description on previous page.

Position: Research assistant, reducing greenhouse gases through a programme to promote public transportation use

The work took place as part of the organisational objective to devise a plan to reduce greenhouse gas emissions by encouraging use of public transportation – a programme the organisation promotes through the Knesset and various government ministries. Alison's role began with gathering information on public transportation systems worldwide and their impact on mileage splitting. The research focused on public transportation systems in places that had succeeded in reducing the number of private car commuters, and included examinations regarding policies to encourage public transportation and reduction of private car use. The study also examined planning around the train (Transport Oriented Design). The gathering of information took place primarily through the internet, but also involved consultations with experts in the subject from Israel and abroad.

After the information gathering stage, Alison used the data to put together a programme of worthwhile changes to the public transportation system in Israel, aimed at transforming it into a sustainable system. To that end, she consulted with transportation and planning experts within the organisation and without, including academics and experts at other organisations in the transportation field.

The next stage involved an attempt to assess the

impact of establishing a sustainable transportation system in Israel. This assessment was accomplished by identifying evaluation methods and adapting them to the Israeli milieu. The internship was not conducive to the construction of a model to assess the recommended changes, but even without this, the broad assessments sufficed to indicate that Adam, Teva V'din's opposition to previous changes was justified. The final stage involved processing the data and findings into a report for the organisation's science director, which was presented at a Knesset session on greenhouse gas emissions.

In my role at Adam, Teva V'din I contributed greatly to the advancement of the organisation's goals through my investment in my work and my efforts to deeply and comprehensively research a new issue for the organisation; at the same time I feel I gained very much for myself: I learned a lot about the topic I researched and discovered a great interest. Moreover, I learned much about the way an environmental organisation works and about forming connections among environmental organisations and with other experts in relevant issues. As a new immigrant, I learned a little about the politics of such organisations and on top of that, I had the opportunity to attend a Knesset session that discussed the topic I researched – greenhouse gas emissions – an experience that, as a new immigrant, really excited me."

Sivan Shalhin

BA in Animals and Biotechnology in Agriculture from the Hebrew University.

Began her studies at the Porter School in 2009.

Thesis: The connection between human infection by *lishmana tropica* and the presence of the pathogen in the animals in the vector and reserve in and around the town of Peduel. Academic supervisors: Dr. Chava Peretz, Dr. Judith Shaham, Prof. Gad Beneth.



Organisation: The Dan Municipal Sanitation and Garbage Disposal Association

The Association brings together localities from the Dan area to find a joint economic and environmental solution to the challenge of trash removal and sanitation. Six municipalities make up the Association (Tel Aviv-Jaffa, Holon, Bat Yam, Ramat Gan, Bnei Brak and Givatayim), which also serves other localities. Until its closure in 1998, the Hiriya landfill site served the Dan region. Today, the site houses: a transfer station, a recycling park with facilities for recycling trimmed foliage and construction detritus; a unit for extracting energy from trash, and other facilities. An environmental education centre -- the largest environmental and recycling information/education centre in the country -- also operates at the site.

The programme gave me a lot on a personal level: experience in professional writing, conducting interviews, introductions to important figures in the field of solid waste and practical experience. I warmly recommend it to students who want to gain experience in environmental action. I was just hired by the Dan Cities Association as an assistant engineer."

Position: Guidance of ecological process: "Hiriya – from dump to recycling park"

In many ways, Hiriya constitutes a test case for environmental processes. The site's location, size and the quantity of refuse it processes have made its rehabilitation a unique process in local and global terms. The process guidance and documentation therefore carry great importance. The internship's main goal was documentation of the environmental change occurring at Hiriya, primarily since its closure. Sivan conducted interviews with many figures (among them people in the Association, officials from the Ministry of Environmental Protection, representatives of projects underway and completed at the site, architects and planners). She also coordinated and summarized a variety of written materials in the Association's possession (work plans, annual reviews, surveys, study programmes and requests for information). Sivan met with planning staff in various fields and participated in professional conferences. After collecting the materials, she wrote up the project with the guidance of an Association engineer. Among the chapters of the paper: solid waste in Israel; the factors and processes that led to the closure of Hiriya; the site's transfer station; establishment of the recycling facilities and the entire recycling park; the environmental education centre; future projects; and the site's integration into the planned Sharon Park. The final editing continued beyond the end of the internship, and remains possible thanks to the fact that she will continue to work at the Association in a staff capacity.

BA in Philosophy and Mathematics from Tel Aviv University.
Began her studies at the Porter School in 2009.



Naomi Blatt Friedman

Organisation: EcoCinema

The EcoCinema Association, active since 2004, established the first and only environmental film festival in Israel. The Association is a registered NGO that aims to raise Israeli awareness of environmental issues. So far the festivals have screened 120 films from Israel and all over the world, and more than 30,000 people have come to watch the films and participate in the associated activities.

EcoCinema's festivals also include ecology fairs and the use of other artistic media such as street theater and music. These means make it possible to supply the public with information and food for thought in an attractive, accessible and interesting way.

Following the festival and throughout the year, the Green Film Club operates at cultural centres all over the country, screening the best films of the EcoCinema festival.

Position: Coordinator, 2010 film festival competition

The competition's goal is to encourage and support the creation of films on the environment and sustainability among students and local and international artists. Each competition features a panel of judges comprising people from cinema and the environmental movement. The prizes for

each category winner are awarded during the festival.

Naomi's role included coordinating student short films ("green shot") in all genres covering environmental issues. This was open to students at all film and communications schools in Israel and involved inviting the students to create a short film (up to ten minutes) on the topic of sustainability.

Naomi also coordinated the international competition for documentaries related to the environment, and put out a call inviting submissions from all over the world. She maintained contact with many creators from abroad, resulting in a 2010 competition that will feature ten of the submitted works.



It was exciting to see the responsiveness of the students who were interested in producing an environmental film for the competition once the call went out, as if they had waited all along just for this opportunity to make an environmental statement."



Yaron Hirsch

BA in Archaeology and Geography from Tel Aviv University.

Began his studies at the Porter School in 2008.

Thesis: The morphology of the city at night, as expressed through artificial lighting.

Academic supervisors: Prof. Izhak Schnell and Prof. Ben Tzion Munitz.

Organisation: Bimkom – Planners for Planning Rights

Bimkom was founded in 1999 by planners and architects who set as their goal the reinforcement of the link between human rights and the planning apparatus in Israel. The starting point for activity is that spatial planning affects the community, society, and basic human rights. The link between planning and human and civil rights is not always readily apparent: Planning is seen as an act of governance, dictated from above and defining the spatial reality for the individual and community. For that very reason, it is important to emphasize that the citizens and residents of the country hold rights relating to planning procedures, rights that can be violated by spatial planning that does not take their needs into account.

Bimkom, as a professional body, strives for the exercise of the right to equality and social justice, specifically in terms of planning and development, and of land allocation; it assists communities of diminished professional, economic or civic capacity to exercise their rights in this area.

Position: Staff member, East Jerusalem survey

The internship included: completion of the gathering of planning information regarding plans for East Jerusalem's neighbourhoods from the Interior Ministry and Municipality (a partial collection of the plans already existed at the Association prior to Yaron's internship); general and specific plans; plan analysis updates; land designation, building percentages, public spaces, roads (the first such analysis in the field); examination of plans' suitability in the field (for example: where a road was planned, was there a road paved or was a house built?); meetings with planners and neighbourhood liaisons to hear the unique problems in the field (in most neighbourhoods, appropriate liaisons were found); and studying new procedures that limit the possibility of construction through consultation with jurists in the field.



Liav Shalem

BA in Landscape Architecture from the Technion.

Began his studies at the Porter School in 2009.

Thesis: Planning the restoration of an agricultural area at the margins of an urban area in order to create a community nature park. Academic supervisors: Prof. Avital Gasith and Dr. Tamar Trop.

Organisation: SPNI – the Tel Aviv-Jaffa Community

The Society for the Protection of Nature in Israel in the Tel Aviv area follows a line of environmental action that connects to social and environmental justice. The community's strategy is directed at local leadership in the city and region of Tel Aviv to create a better, healthier and more just city in which to live.

SPNI works on a number of fronts: coordination and professional leadership of resident and organisation coalitions; advancing sustainable transportation policies and reducing air pollution; advancing a policy of wise urban density; creating local solutions to the global climate crisis; increasing public involvement in decisions; protection and advancement of open, green urban spaces and increasing environmental awareness among children, teens and adults.

My integration in SPNI Tel Aviv, under the guidance of the community director, architect Guy Nardi, and Einat Barkai Nevo (exiting director) gave me the opportunity to express and integrate the knowledge I accrued in ecology, landscape planning and architecture into the areas the community dealt with at the time. I also gained a lot from understanding the complexity of the contexts in which we work, as well as the importance of the connection to the community in order to preserve the existing open spaces in the city.”

Position: Assistant coordinator, planning

In his work at SPNI – Tel Aviv Community, Liav was exposed to varied content, both in terms of nature preservation and planning. He helped plan conceptual programmes and helped in practice to establish municipal gardens, as well as providing instruction and information in and around Tel Aviv. At first, Liav took part in conceptual planning for a park for Tel Aviv's northern strip – his role was to present an optimal alternative for the area called Narcissus Valley near Glilot, in order to present to those in positions of power what can be done with this area and other such abandoned agricultural areas in the park. Liav provided updates and upgrades to the proposed map of urban nature in the Tel Aviv area, which plays an important role in exposing Tel Aviv district residents to the variety of greenhouses and the rich flora and fauna that have survived in a number of sites in the city, so that these lands can be protected from future development.

To make these plans accessible to the city residents, his role included integration in the instruction and information component of the programme, which included a day trip to the Winter Pools of Holon, in which the participants learned the ecological importance of the pools and the need to preserve them and integrate them into future plans for the area. Similarly, Liav prepared a series of twelve urban nature tours around Tel Aviv-Jaffa aimed at bringing the residents to greater familiarity with, and to learn to protect urban nature. He participated in the first tour of the Yarkon River, at which he described to the residents the variety of animals that populate the park, the local flora on the river banks and the importance of integrating them into municipal gardening.

Shai Ksirr



BA in European History and Communications from Tel Aviv University.

Began his studies at the Porter School in 2009.

Thesis: The Campaign for Palmachim Coast – News Coverage of an Environmental Conflict.

Academic supervisors: Prof. Jerome Bourdon and Prof. Dan Rabinowitz.

Organisation: SPNI – Tel Aviv-Jaffa Community

See the organisation description on the previous page.

Position: Coordinator, Tel Aviv, Jaffa and Ramat Gan Council Watch

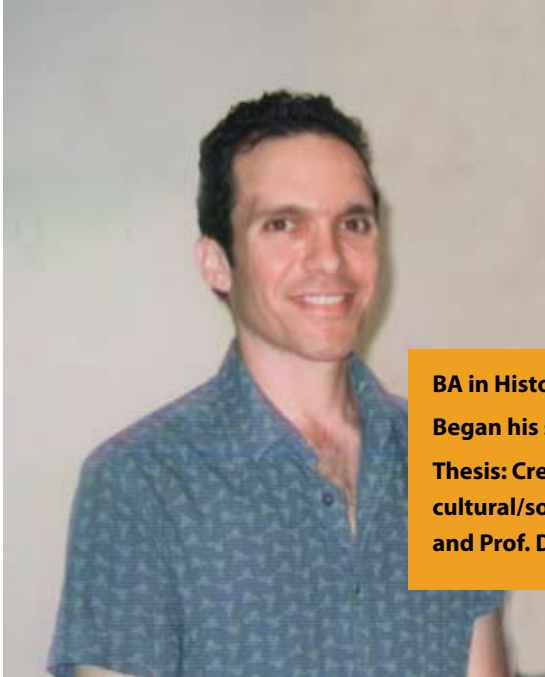
The Council Watch staff of the Green Forum for Quality of Life in Tel Aviv-Jaffa and the Tel Aviv Community of SPNI have been active for more than a decade in the local political scene in order to advance municipal activities in the city's environmental arena. The staff is made up of activists and volunteers from all over the city who regularly attend the City Council's monthly meetings out of a desire to guarantee that the decisions reached by the Council and its committees take into account environmental needs. The Council Watch staff strives to bring the public closer to the goings-on in the various municipalities of the Tel Aviv metropolitan area. The staff emphasizes municipal transparency, public access to information and involvement of the public in planning and decisions. This is all aimed at getting the public more involved in municipal environmental action, and at ensuring that the

elected officials represent environmental interests and fulfill their promises to their constituents.

As staff coordinator, Shai handled regular monitoring and reporting on the activities and voting of the Council, the agenda, and reporting it to the public. Over the course of the year the staff prepared a report, published in June 2010, on the topic, Trees and their Status in Municipal Planning Procedures, which included an analysis of the local planning committee's treatment of the city's tree issues. The report's findings garnered great media interest and attracted the attention of decision-makers.

Over the last year, a new Metropolitan Council Watch staff was put together to promote a broader view and cooperation in the TA area alongside municipal work. The internship focused on such activities as: composing a metropolitan transparency report which compares the ten councils in the metropolitan area, to be published in September 2010; and writing and editing on the Council Watch website (<http://www.teva-tlv.co.il/>) to report continually on the activities and discourse occurring in the City Council and municipal committees in TA-Jaffa and Ramat Gan. At the end of the internship period, Shai was hired as an employee of SPNI Tel Aviv as a coordinator of information and press relations.

During my internship I was exposed to, and learned, a lot about municipal environmental policy, about the ways in which important, fateful environmental decisions are made, and about the capacity of residents and activists to impact and change that policy. In my internship I learned a lot about the various environmental laws and procedures affecting municipal environmental activities, both in terms of planning and day-to-day life, and the many ways in which the different municipalities honour (or don't honour) these procedures."



BA in History from Tel Aviv University.

Began his studies at the Porter School in 2008.

Thesis: Creation of drama and entertainment TV programmes targeting cultural/social change. Academic supervisors: Dr. Nurit Guttman and Prof. Dan Rabinowitz.

Tsur Mishal

Organisation: Life & Environment

Life & Environment provides a supportive framework for Israel's environmental movement. The 110 members of this umbrella organisation come from environmental, quality of life, public health and social-environmental justice organisations across the country. Life & Environment works toward a sustainable development policy based on social and environmental justice, equal access to environmental resources and equitable distribution of ecological burdens, with the recognition that we bear this responsibility toward future generations.

Position: Coordinator, Climate Campaign

The Day by Day climate campaign of Life & Environment is the first of its kinds to include both environmental organisations and the Ministry of Environmental Protection. The campaign emphasizes the cultural change that comes from changing behaviour regarding the environment.

The climate campaign is composed of a series of events produced by organisations throughout the country. Life & Environment's role in the campaign is to crystallize a uniform message to be transmitted through these events, as well as to create a shared stage via the campaign's website for climate change-related activity of the environmental organisations and the Ministry of Environmental Protection.

As Life & Environment's campaign coordinator, Tsur's job was to gather information from the organisations and create an "environmental calendar" for the year with information on various events (target audience, content, anticipated attendance, etc.); liaising between the organisations participating in the campaign and Life & Environment during the various events; assistance to the campaign staff in constructing the campaign messages; building the campaign website; and participating in steering committee meetings.

Coping with the climate crisis is the challenge of our century. I felt a good deal of luck this year, working with the vanguard. It was hard work, sometimes thankless, but it's clear to us that without this work the rest of the camp won't follow."



Tom Shefa

BA in Political Science and International Relations from the University of London.

Began his studies at the Porter School in 2008.

Thesis: Local sustainability and communal processes in Israeli kibbutzim.

Academic supervisors: Prof. Dan Rabinowitz and Prof. Amnon Bohem.


Organisation: Life & Environment

See the organisation description on the previous page.

Position: Coordinator, municipal environmental committees

Life & Environment monitors the implementation of the laws enabling representation of environmental organisations on various government committees, among them the environmental committees of the local councils across the country. This role was held by a Porter intern the previous year, and the start of the work required a renewed acceleration of the project: with partner organisations, representatives on the committees and arranging the database. Tom later mapped the status of the localities' environmental committees, a mapping that continued throughout the internship period, and included establishing contact with local directors, environmental committee chairpersons and potential representatives; preparation and distribution of announcements; coordination of candidates and

determination of their suitability for the positions; consultations with partner organisations; creating partnerships, and more. As part of his role, Tom coordinated the activities of the joint steering committee of national environmental organisations. During the internship he saw to the appointment of 25 observers from the environmental organisations and 10 public representatives to the local environmental committees. He succeeded in creating a number of significant partnerships with organisations (such as the Centre for Local Government, Haredim Lasviva, Sustainable Negev and the Regional Council Centre) to promote the project and help in the lengthy mapping work, such that the responsibility was divided among additional organisations. At the end of his internship, Tom built an organised, easily navigable database containing the details of the various localities and representatives on environmental committees. The database will serve as the basis for the next intern, and make his entry to the position easier, as well as serving the organisation and other affiliated efforts.



The programme really helped me understand the important and varied niches of environmental organisations in ecological action in Israel. The programme in general, particularly the work at Life & Environment, gave me a rare opportunity to gain an important perspective and practical experience, which really helped me as someone who wants to work in the Israeli environmental arena. The programme helped me understand the map of environmental organisations in Israel and their areas of activity."



Daniel Ben-Yehuda

BA in Geography and East Asian Studies from Tel Aviv University.

Began his studies at the Porter School in 2009.

Thesis: Promoting transfer of Israeli environmental technologies to developing countries.

Academic supervisors: Dr. David Katz, Prof. Gadi Ariav and Aliza Belman Inbal.

Organisation: Friends of the Earth, Middle East

Friends of the Earth, Middle East is a regional environmental organisation in which Israelis, Palestinians and Jordanians cooperate to advance sustainable development and peace. The organisation conducts research and issues policy papers on a variety of environmental issues, but focuses on water. The organisation runs community programmes (“Water and Good Neighbors”, for example) in 23 neighboring communities in Israel, Jordan and the Palestinian Territories including: monitoring and mapping of pollution risks; increasing awareness (lectures, tours, organising local campaigns to address hazards); water-saving construction and grey water recycling in schools; running youth groups, conferences and collaboration forums between the heads of neighbouring councils (on opposite sides of a border) to address the flow of sewage.

Position: Research assistant in the field of sustainable water system policy for Israel; advocacy for the adoption of demand management strategies

As part of his internship, Daniel completed a study on the best means to manage water demand

and assisted in the writing of a position paper on the subject, reviewing all the possibilities for reducing consumption and for saving water on a national level. Later, Daniel worked to increase the study’s exposure and to promote its conclusions through print ads and by presenting it at the conference entitled, Israeli Preparedness for the Climate Crisis – Ramifications for the Water System, which the organisation coordinated in April 2010. At the same time, Daniel conducted a study of the impact of the public campaign and the drought fee on water demand in Israel during 2007-9. The comparative study examined the special tax on water use and its effect in reducing household demand at the same time as the public campaign, while presenting the scale of savings that was achieved and establishing the existing savings potential inherent in the Israeli water system. The study was presented at a conference of the Israeli Association for Ecology and Environmental Sciences in June 2010, and will be published in the journal Ecology and Environment.

Along with all that, Daniel also participated in a session of the Knesset’s Oversight Committee regarding water management in Israel; assisted in writing the chapter entitled “Preservation and Partnership – Water Resources in Israel and Its Neighbours” as part of a document the organisation produced presenting the recommendations of environmental organisations that was presented to decision-makers; represented Friends of the Earth at the WATEC exhibition and created the organisation’s page on the Eco-Wiki site.

My internship at Friends of the Earth, Middle East exposed to me the front lines of the social struggle to advance awareness of the distress over water in our region, as well as the importance of advancing sustainable development plans, plans that address environmental issues common to Israel, Jordan and the Palestinian Authority as an essential basis for stable, peaceful, neighbourly relations in the region. I hope and believe that I’ve contributed much to advancing the organisation’s goals, and appreciate the vast experience I’ve garnered along the way.”



Rotem Libi-Blanc

**BA in Management and Economics
from Tel Aviv University.**

**Began her studies at the Porter
School in 2009.**

Organisation: Maalah – Business for Social Responsibility

Maalah is a professional umbrella organisation of fellow businesses leading the field of corporate responsibility in Israel. The organisation was founded in 1998 as a non-profit organisation, assisting businesses in Israel to develop and implement a strategic business approach to corporate responsibility. Today, the organisation boasts about 120 local and global members from all sectors of the economy. The main avenues of activity include: developing innovative models in the field of corporate responsibility; developing the profession of corporate responsibility management; instruction; promotion and information regarding the field; databases and professional tools.

Position: Environmental project manager

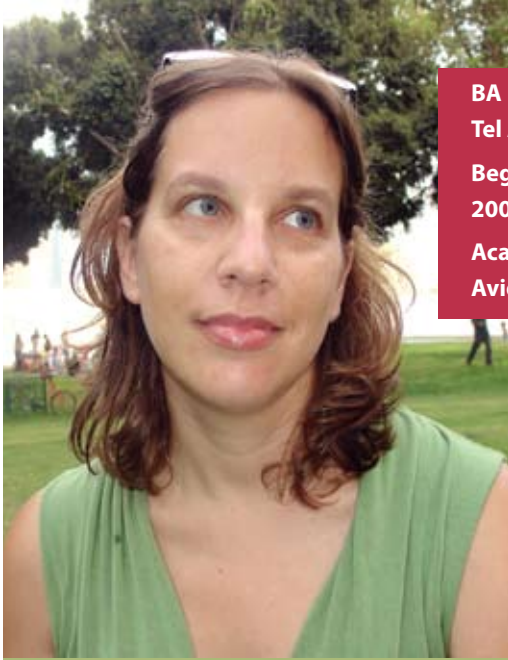
Before the UN's Copenhagen climate change congress in December 2009, estimates pointed to sweeping changes in global greenhouse gas emission limitation policies. Based on that forecast, it appeared that Israel would be ranked as a developed nation, and as such would be subject to limitations in that regard. As a result of the uncertainty among Israel's business community, the initial purpose of the position was to provide tools to reevaluate the situation. The work included surveying the situation among businesses the world over, the influences and possible opportunities for Israeli businesses, as well as constant reports from the congress. In her role, Rotem participated in the "Israel – One Moment before Copenhagen" conference a few days prior to the event. She was

responsible for coordinating these materials and continually publishing them on Maalah's site and in a weekly newsletter to the organisation members. Rotem recently reported on a national pilot project to voluntarily report and register emissions, designed for companies and organisations in Israel. As a result of the problematic, insufficient accord that emerged from the Congress, and Israel's commitment to a 20% reduction in emission growth by 2020, the internship role underwent a sea change. Later in the year, Rotem took on two additional issues:

The "Zero Garbage in Business" project, run by Maalah and Adam, Teva V'din, in which leading food and consumer goods companies and retailers measure their refuse on the same scale, and later jointly develop a plan to significantly reduce their respective outputs. For this project, Rotem collated and reviewed case studies of leading companies in each of these sectors around the world, stressing objectives and actual achievements; attended meetings with companies, summarized them and contacted their representatives to check on their progress and offer help. In order to broaden the project in the future, she also gathered and reviewed information on the refuse of the hotel industry worldwide.

Innovation and entrepreneurship – this field, in which Maalah seeks deeper involvement in the coming year, served as the basis for Rotem's comprehensive research project. The project focuses on accepted definitions in the literature, the conflict between innovation and sustainability, tools for examining the field among businesses and examples from around the world.

The Maalah programme opened a window of opportunity to apply the vast knowledge I gained in academic study. The internship gave me practical tools, field knowledge and exposure to leading businesses in Israel and to decision-makers in the environmental field active in those businesses, with an ability to communicate at eye level their aspirations, obstacles and efforts. When I finish my studies in a year, I intend to work in the field of environmental responsibility and contribute to the efforts of businesses to alter Israel's society and economy."



BA in Architecture and General Science from Tel Aviv University.

Began her studies at the Porter School in 2009.

Academic supervisors: Prof. Shiri Artstein-Avidan and Dr. Efrat Blumenfeld-Lieberthal.

Liran Tuchman

Organisation: Merhav- Movement for Israeli Urbanism

Merhav is a registered NGO with more than 500 members from various sectors; its vision is improved quality of life for residents of Israel's cities, while striving to integrate into a worldwide sustainability effort. Merhav promotes urban quality of life based on a compact urban environment; human-focused planning that prevents urban degeneration and neglect; opportunity-rich, sustainable local development; and democratic planning procedures that involve all interested parties.

Merhav operates from a holistic planning perspective addressing the physical, economic and social aspects of urban life in order to achieve sustainable change via public policy change regarding urban planning; urban planning process change; creating awareness; and development and instillation of knowledge.

Position: Staff member, the Urban Empowerment Laboratory

The laboratory project is the continuation of a study done by Orit Cohen, an intern from the previous year's "Urban Renewal Toolbox" which seeks to address the following questions: How will expected population growth (about four million people in the next twenty years) affect urban density in existing cities? How can density be leveraged to improve urban quality of life? How can merely existing cities be transformed into

thriving ones? Merhav asserts that urban density and high quality of life are interwoven, based on worldwide data of thriving cities. Urban density is a blessing, as it enables urban intensity, and a city's economic, social and cultural life.

During the year, the study focused on collection and analysis of as much data as possible on the Lev Ha'ir neighbourhood of Bat Yam, so it could serve as a case study from which to develop tools for study and application in similar locales. Since Liran's background is in architecture, she focused on the planning/architectural portion of the research, which will soon be complemented by social and economic content, without which the study would remain incomplete. During the year, a presentation rich in information about the neighbourhood was developed: population data, building plans, status quo analysis and proposals for change/efficiency/empowerment of the neighbourhood. The project's overall goals are defined as the creation of tools for localities, government ministries, entrepreneurs and professionals to allow them to create density and intensity in existing cities; exposure of the possibilities and opportunities stemming from urban density to all interested parties; raising awareness and education toward high urban quality of life; and generating public responsibility on the part of professionals for quality, green, sustainable urban planning.



Accessibility of Cultural institutions in Lev Ha'ir neighbourhood, Bat Yam.



BA in Architecture from the Technion.

Began her studies at the Porter School in 2009

Thesis: Planning green neighbourhoods.

Daniella Nobis Vatin

Organisation: The Heschel Center for Environmental Learning and Leadership

The Heschel Center was founded to create a place in which to develop an alternative vision – environmental, social, cultural and spiritual – for Israel’s future. It is a vision of a different sort of progress, translatable into action through leadership development, education, advancement of legislation and policy, and creating implementable examples. At the centre of this new perception stands the idea of sustainability, or sustaining development. Instead of the accepted development modes – of unimpeded environmental resource consumption and without consideration of values such as justice and equality – a development approach must take into account the environmental limitations for the good of the entire society.

The Heschel Center works to advance and implement the principle of sustainability in a range of fields and sectors within Israeli society through a wide array of projects, involving: environmental fellowships; the Green Network for Environmental Leadership in Education; Local Sustainability; a communications project; public health; local economy; government ministries and more.

Position: Research and position paper composition

The Local Sustainability Center initiative is meant as an address for all local sustainable development issues in Israel. The initiative has two main partners in addition to Heschel: the Ministry of Environmental Protection and the Porter School

for Environmental Studies. The Center provides guidance and assistance to localities advancing sustainable solutions and planning in a variety of areas. The Center conducts constant research and development for studying and adapting practices from around the world to Israel’s milieu (best practices).

As part of her internship, Daniella researched and studied successful examples of sustainable implementation in a number of fields in the localities, and contributed to updating the Center’s website. In her research, she wrote a paper on New York City’s strategic master plan, PlanNYC 2030, and prepared a presentation for the Local Sustainability Centre’s use that has already been presented in the course entitled “Strategic Planning for a Sustainable, Healthy City” for locality employees, as well as to Kfar Sava municipal workers during an environmental study day.

The second stage of the internship saw Daniella develop a concept for a model of an online bank of examples based on her research, which demonstrated the difficulty in accessing information related to the localities’ environmental activity. The model was examined by the Ministry of Environmental Protection to determine whether it can be embedded in a joint website that the ministry and the Local Sustainability Center seek to advance.

“I learned to recognise the various players in the environmental arena, environmental action in the localities and the leading trends in the field. The experience in the internship complemented my studies by connecting it to the reality in Israel.”



Hila Berger

BA in Architecture from the Technion.

Began her studies at the Porter School in 2009.

Thesis subject: Public Life in Urban Public Space in Israel; Case study – the city of Bat-Yam, the relationship between human behavior and urban public space.

Academic supervisors : Prof. Juval Portugali and Dr. Arch. Einat Kalish-Rotem.

Organisation: Israel Green Building Council

The Israel Green Building Council is a national council constituting part of the World Green Building Council with 15 member states (including the US, Canada, Britain, Germany, Taiwan, South Africa and Brazil) and dozens more in the application process. The Council is a non-profit organisation that aims to advance sustainable built-up areas in Israel through the promotion of green building with all that entails. The Council works by creating a platform for change based on a broad, democratic, transparent and results-oriented coalition that brings together and represents all interested parties in the construction, design, initiation, and approval industries, as well as in the use of built-up areas.

Position: Activity coordinator, green building

Throughout the year, Hila prepared material for the ILGBC (Israel Green Building Council) newsletter, such as a research article regarding a new building for the Porter School in which she interviewed the team of planners leading the project; a series

of articles on meetings held between ILGBC and a group of overseas experts: Guy Battle, a green building expert in England, Rob Watson, one of the authors of LEED, and Prof. Michael Braungart proponent of the Cradle to Cradle theory.

Hila was a member of a steering committee responsible for a series of lectures on green ideas and took a substantial part in the forming of the content for this series. She surveyed the meetings for the ILGBC newsletter.

Hila was a member of ILGBC education and training team and organised the professional material for the team's meetings. These meetings consolidated a general format for green building case studies in Israel. Hila edited the case study according to western precedents and adjusted them to Israeli standards.

From this experience I learned that green building is not an empty slogan, but a professional world rich in content. I got the impression that the people on the Council are unified and committed to the goals of sustainable planning and green building. The idea of democratic involvement, one of the basic characteristics of the Green Building staff, is part of the Council's day-to-day. Thank you to Hila Beinisch, Rafi Reich, Doron Klein, Gal Shefnir and Noa Sprecher, with whom I worked and from whom I learned. ”



Noa Hazon

BA in Environmental Science from Tel Hai College.

Began her studies at the Porter School in 2009.

Thesis: Monitoring and forecasting the spread of pollutants from the eastern Mediterranean through remote sensors and models.

Academic supervisors: Dr. Eyal Heifetz and Prof. Isaac Gertman.

Organisation: Israel Energy Forum

The Forum is a non-profit association that promotes the use of sustainable energy in the Israeli economy. It promotes a holistic vision for the Israeli energy sector with the cooperation of experts, government figures and economists, and liaises among the bodies, organisations and companies active in the arena. The Forum conducts the following activities: coordinating up-to-date knowledge and research from around the world; preparing practical alternatives to the current policy for decision-makers; promoting policy proposals to same; promoting energy efficiency among major energy consumers such as the industrial and business sectors; and creating a framework for public and media discussion.

Position: Round table coordinator for renewable energy and open spaces

Noa's main goal was to advance dialogue among the various figures in the energy sector and to conduct a round table to include both the bodies working to advance renewable energy in Israel and environmental and other organisations working for preservation of nature and open spaces. To attain this goal, it was decided to hold small meetings between bodies with shared interests. The first meeting convened several green organisations (the Deshe Institute; Adam, Teva V'din-Israel Union for Environmental Defense; Green Trend; Life & Environment; The Israeli Ecology Association; Greenpeace; and SPNI). The meeting was aimed at

arriving at a shared opinion in order to produce a position paper that all would sign. In preparation for the meeting, Noa collated the positions of the government ministries relevant to the arena into a single document for treatment by the meeting participants. The result of the meeting was a position paper shared by all the organisations that was sent to the subcommittee of the National Council for Planning and Building in advance of its session on photovoltaic assemblies. The paper was also distributed to and by the media.

Noa took part in organising a panel at the Eilat-Eilat Renewable Energy Conference in February, which discussed the issue of land use for renewable energy development in Israel. The panel's goal was to present the main dilemmas and various positions of the relevant bodies. As organiser of the panel, Noa invited representatives of government ministries, academia, localities, environmental organisations and entrepreneurs from the business sector. The panel served as a real example of interface among a large portion of the Israeli energy sector, in keeping with the initial goal – to hold a round table.

Throughout my internship I got to know the character of the forum and its agenda by reading articles, participating in meetings and taking part in the array of conferences in which the forum participated. I thank all those involved who enabled me to have such an interesting experience."



Memi (Meir) Ne'eman

BA in Science Teaching from the Kibbutzim College of Education. Began his studies at the Porter School in 2009.

Organisation: Tel Aviv-Jaffa Municipality

The municipality provides services to about 400,000 residents and a similar number of daily commuters. The services include a broad spectrum of fields. Deputy Mayor Meital Lehavi, as head of the City Appearance Improvement Wing, oversees the implementation of one of the city's visions from 2005: the Green Network – Sustainable Streets in Tel Aviv-Jaffa. To that end, the municipality is undergoing a shift in its approach to planning and the role of streets. The work of various managers and wings is integrated into a holistic, environmental approach and application.

Position: Coordinator, Green Streets Project

The role included liaising between various municipal officials and bringing the vision to implementation. This was accomplished through research of similar projects in Israel and abroad, managing another intern who assisted in the study, and preparing meetings and work plans. After studying the topic and organisation (which took several months), most of the work involved liaising between various municipal offices, each of which had its own environmental approach, including:

Engineering – preparation and approval of a strategic plan including a master plan for a green network; preparation of policy papers for a number of green vectors derived from the master plan; bicycle project.

Building and Infrastructure – repair and construction of streets and infrastructure; paving bike paths; use of recycled materials; public involvement.

Appearance Improvement – city greening; developing 1,600 dunams of public green space; planting; quality and strategic projects including public involvement.

Traffic – a breakthrough in advancing bike paths; leasing project.

Throughout the year, a holistic approach was developed vis-à-vis the essence of the green street and its mode of expression in practice: a methodology was constructed to evaluate future green street quality, and the idea of a green street was inserted in the municipal work plan. Its success is marked by the fact that it received a budget : three initial routes were approved and will be built in 2010 and 2011.

The idea for the sustainable green street was based on the master plan vision and the research we conducted on cities worldwide.



Bicycle lane in a Tel Aviv street

From my perspective, the internship at the municipality was an honour. I learned much about green urban planning in Israel and abroad; I lived a bit of the great challenge that is a shift in organisational perspective, of advancing environmental ideas in a complex, multifaceted reality. I learned about work inside a governmental organisation and about work with public figures, about internal organisational politics, about roles and the power of civic organisations.”



Rinat Butbul

BA in East Asian Studies and in General and Interdisciplinary Studies from Tel Aviv University.

Began her studies at the Porter School in 2008.

Thesis: Promoting Environmental Justice: Considering Terms of Empowerment.

Academic supervisors: Prof. Tovi Fenster and Prof. Amnon Bohem.

Organisation: Shatil, Mixed Cities Project

Shatil's Mixed Cities Project, which began in 2003 with the support of the European Union, has since operated in Lod, Ramle, Acco and Jaffa, building the capacity of Arab residents to participate in the planning establishment's policy and decision-making processes and thereby advance equal rights of the Arab community to housing, planning, municipal services and basic infrastructure. The project supports residents and their neighbourhood committees in tackling issues such as evictions and demolitions, recognition of unrecognised neighbourhoods and exclusionist building projects. It brings communities together with urban planners in developing viable alternative plans for submission to the planning authorities, and it brings policy-makers, the media, academia and so forth to the neighbourhoods for a hands-on encounter with the harsh realities faced by Arab residents in 21st century Israel's urban centres.

Since 2009, the project's work in Jaffa has embraced low-income Jewish residents alongside discriminated against Arab residents in promoting affordable housing and preventing unfair evictions of Arab and low-income Jewish tenants from desirable real estate properties under the management of public housing corporations.

To ensure that the Mixed Cities project and its partners such as the Jaffa Popular Committee and Bimkom – Planners for Planning Rights could represent the residents vis-à-vis Tel Aviv - Jaffa Municipality on an up-to-date, informed basis, two

students were engaged as Porter interns to study aspects of Jaffa's current demographic make-up from both broad and close-up perspectives.

Position: Research, mapping and social-cultural database construction for Jaffa

Rinat's goal was to create a picture of the status quo, scrutinising historical, demographic and socioeconomic trends; housing data; policy and involvement of the local government. Perhaps, because of its political significance, the statistical data relating to housing in Jaffa revealed frequent information gaps among the various sources. Efforts were therefore focused on gathering data from multiple sources, analysis of the inconsistencies, and development of visual tools for as clear a presentation of the data as possible. Only thus would it be possible to provide an accurate portrayal which could be used in campaigning for better housing conditions, infrastructure and social services.

Civic activity was also examined, and the picture of a highly active, involved civil society emerged – in many different forms – groups of residents, political movements, religious and welfare associations, national and local human rights organisations and active residents. Mapping the organisations and the individual issues around which they campaign could help these organisations recognise which issues of distress were common to some or all and motivate them to collaborate in campaigning on behalf of the Jaffa community.

The study's findings are being processed, and will soon be published in the form of booklets. These findings and the many materials collected – academic articles, reports, news articles, maps, court rulings and more – will be published on a website developed during the summer of 2010, intended to serve civil society organisations and provide an open information resource for potential activists in this arena.



“Beyond the knowledge I gained and the tools I learned through the internship, the project deepened my involvement and commitment to continue working for social and environmental change.”

Rinat Butbul

**Rinat performed two internships this year.
See her personal details on page 22.**

Organisation: Transport Today and Tomorrow

The organisation was established in order to change Israel's transportation policy and to encourage development and use of alternative transportation systems such as public transit, walking, bike riding and more, toward fulfillment of a sustainable transport vision. Sustainable transportation will enable the individual and society to meet their accessibility needs through wise use of shared resources for the benefit of the population at large and future generations while protecting public health and safety as well as ecological systems.

Transport Today and Tomorrow is the leading civil society transportation organisation, and constitutes a link between organisations active in the arena to the Ministries of Transportation and Finance. Their work focuses on conducting research, publishing professional articles, organising a wide range of activities aimed at local and national decision-makers, holding conferences, and public campaigns to encourage the use of alternatives to the private car.

Position: Coordinator of training and conferences

After spending the previous year as an intern at the same organisation, coordinating data banks and electronic resources, this year Rinat coordinated the conferences and training sessions of the various projects the organisation runs. The position included planning and production of the activities and their supporting materials; building a programme and editing the material; gathering and collating information into databases; and setting up specialized websites for each project. The everyday work included editing content for the organisation website, writing materials, editing professional articles for the Tnu'a v'Tahbura magazine and maintaining connections with our partners.

It bears mentioning that Rinat's work on the "The Future Walks" project - aimed at advancing the development of urban space safe for pedestrians, and the headline event of which is an international conference - is the first of its kind in Israel. Rinat was an active partner in organising the conference and was responsible for building a specialized website for it (www.walk.org.il) as well as editing the booklet of abstracts for the conference, maintaining contact with the partners, suppliers and conducting PR to disseminate knowledge of the conference and review it.

Another significant activity she undertook as part of a different project, "A Transportation Vision for Israel", had her coordinating courses in sustainable urban transportation for local and national government representatives, aimed at exposing decision-makers to the worldview of sustainable transportation and giving them practical tools to fulfill that vision. As a result of the course, a mission of urban engineers took a study trip to Berlin and Freiburg. Another course took place in HaNadiv valley and was aimed at training active citizens to give them the knowledge and tools to advance the issue.

The internship at the organisation was my entry into the world of environmental organisations in Israel. I feel that I contributed to the advancement of the sustainability vision. Everything that I learned this year at the organisation will undoubtedly push me forward in my professional career."



**Walking Towards the Future,
international conference**