

The IDC Herzliyan

WINTER 2018

The Raphael Recanati International School
Opens the New Academic Year with 800 New
Undergraduate and Graduate Students Studying
for Their Full Degrees in English at IDC Herzliya





IDC DORMS

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IDC Herzliya students have the option of enjoying a high standard of living in 500 new, fully equipped residential units located in two thirteen-story towers on IDC Herzliya's campus. The apartments are fully furnished to accommodate all residents' needs. Each unit has air conditioning and a private bathroom with shower. The kitchens and bedrooms are fully equipped. In addition, laundry rooms with washing machines and dryers are at the residents' disposal. A skilled and experienced professional staff will maintain the dormitories and be at students' service on a daily basis. Security services operate 24/7. The housing fee includes: building fees; maintenance; gardening; cleaning of public areas and security. It does not include electricity, water, Internet and TV.

The dormitory towers were planned and designed to meet green building standards, along with all of the students' needs. Every floor has study areas to enable students to focus on their studies and to maintain a varied social life.

The dorms are being built thanks to donations from the Cramer and Recanati Families, for whom each of the first two buildings will be named.

Registering to live in IDC Herzliya's new dormitories can be done online when registering, or via the student's personal file. Registration for the following year begins on November 1, 2017 for international students and May 1, 2018 for Israeli students.



On the cover:

We opened the 2017-2018 academic year with 800 new students who joined the ranks of the Raphael Recanati International School to study for their full B.A.'s or M.A.'s in English. Hundreds of these new students participated in a jam-packed 18-hour orientation field trip in which they took part in leadership and acculturation workshops in the Ben Shemen forest, learned about Zionism in the Negev desert, ate dinner in Bedouin tents and celebrated into the night with Israeli music.

Cover photo: RRIS students at the memorial for Israel's first prime minister, David Ben-Gurion, in the Negev desert.

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Academics
in
Action

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IDC HERZLIYA CONFERS HONORARY FELLOWSHIPS

2017

Seven outstanding individuals from diverse fields receive IDC's highest honor for their contributions to Israel, the Jewish people and IDC.

Seven prominent individuals were presented with honorary fellowships, IDC Herzliya's highest honor, in recognition of their outstanding contributions to Israel, the Jewish people and IDC, at the annual IDC Honorary Fellowship ceremony on campus. Prof. **Uriel Reichman**, president and founder of IDC Herzliya, and **Oudi Recanati**, chairman of IDC's Board of Directors, presented the honorary fellowship scrolls to: **Zahi Arabov**, founder of the Acro Real Estate Group; **Ziv Aviram**, co-founder, president and CEO of autonomous driving company Mobileye; Dr. **Orna Berry**, a senior scientist and high-tech entrepreneur; **Morris Kahn**, founder of Amdocs; philanthropist **Dafna Meitar-Nechmad**, businessman **Robert R. Wiener**, and **Naomi Stuchiner**, founder of Beit Issie Shapiro, who, in addition to being named an honorary fellow, was presented with the Wind Annual Social Entrepreneurship Award. Also at the event, IDC Provost Prof. **Mario**

Mikulincer awarded certificates to IDC's outstanding researchers and lecturers.

Speaking at the ceremony, Reichman said, "We will soon be marking 70 years of Israel's independence. We can point to many of the state's achievements, but the state is only a framework – it is the people who make things happen. The achievements of Israel are the achievements of people. These people influence their surroundings; they create the music that is the symphony of our lives. These honorary fellowships are our highest honor. The recipients come from different fields but all represent the best and are each deserving of our appreciation."

Aviram, whose daughter is an IDC graduate, spoke on behalf of the honorary fellows. "It's an honor to be a fellow of this distinguished institution," he said. Recalling a lecture he once gave to IDC's Zell Entrepreneurship Program, he said,

"An entrepreneur needs to be three things: young, inexperienced and foolish. When you are smart and experienced and you know the difficulties ahead, you don't take risks – the risk to influence, to try and to fail. Failing is a learning process and not a mark of disgrace. I would rather hire people who failed, rather than people who never dared. The fear of failure is an obstacle to entrepreneurship."

Aviram said that when he and his partner established Mobileye two decades ago, "We were naive. We said, let's solve one of the world's biggest problems – the epidemic of car accidents. Today, Mobileye works with more than 95% of car manufacturers and it is the leading technology in the war against car accidents. With autonomous driving, we hope to bring the accident rate to 0%. Besides not fearing failure, it is important to be passionate about your goal."



Front row, from left: Oudi Recanati, chairman of IDC Herzliya's board of directors, Prof. Uriel Reichman, president and founder of IDC Herzliya, 2017 honorary fellows Naomi Stuchiner, Robert R. Weiner, Morris Kahn, Dr. Orna Berry, Zahi Arabov, Dafna Meitar-Nechmad and Ziv Aviram. Back row, from left: Jonathan Davis, IDC's vice president for External Affairs and head of the Raphael Recanati International School, Prof. Zvi Eckstein, dean of the Tiomkin School of Economics, Prof. Eran Halperin, dean of the Baruch Ivcher School of Psychology, Dr. Taly Eichenwald-Dvir, dean of Executive and Continuing Education, Dr. Adi Koll, dean of Students and Alumni, then-IDC provost Prof. Mario Mikulincer, Prof. Dov Pekelman, dean of the Arison School of Business, Dr. Noam Lemelshtrich-Latar, dean of the Sammy Ofer School of Communications, Prof. Tami Tamir, then-dean of the Efi Arazi School of Computer Science, Prof. Amnon Lehavi, dean of the Radzyner Law School, Prof. Boaz Ganor, dean of the Lauder School of Government, Diplomacy & Strategy, and Prof. Yoav Yair, dean of the School of Sustainability Founded by Israel Corp., ICL & ORL.

MEET THIS YEAR'S HONORARY FELLOWS:

Ziv Aviram

Ziv Aviram is one of Israel's most esteemed managers, a status he achieved thanks to a series of managerial successes in leading faltering companies to recovery and prosperity. In recent years, he and his partner, Prof. **Amnon Shashua**, developed and directed one of Israel's most successful companies, Mobileye, which is revolutionizing vehicle safety and was recently sold to Intel International in the biggest business transaction in the history of the Israeli economy. Aviram managed three of Israel's leading retail chains: Gali, Keter Publishing House, and Attrakzia. In all three cases, he entered the position after the companies had suffered losses, and managed to reorganize them, leading them on a new and profitable path. Since 1999, Aviram has served as founding partner, president and CEO of Mobileye. Through the development of revolutionary technology, Mobileye stands at the forefront of the efforts to prevent motor

vehicle accidents and is a leader in the field of autonomous vehicles. In August 2014, Mobileye was listed on the New York Stock Exchange after raising over a billion dollars, becoming the biggest Israeli Initial Public Offering in history. Mobileye recently set a new record when Intel, the American chip giant, announced it was acquiring Mobileye for \$15.3 billion in the largest sales deal in Israel's history. The uniqueness of the deal derives from the fact that even after the transaction, Mobileye continues to operate from within Israel, in Jerusalem, becoming the world's largest center for autonomous vehicles. In addition to activities at Mobileye, Aviram and Shashua also founded OrCam in 2010, for blind and visually impaired persons. Recently, the company launched a smart camera based on advanced image processing abilities, which when placed on an eyeglass frame is able to read printed text in real time and identify objects and faces.



ZAHİ ARABOV



Businessman **Zahi Arabov**, an honors graduate of IDC Herzliya's Arison School of Business, established one of the leading private real estate companies in Israel. Arabov was born 42 years ago to Dalia and David Arabov. Upon his discharge from the IDF, Arabov began his studies at the Arison School of Business at IDC Herzliya, specializing in real estate and finance, and completed his degree with honors in 2000. At the beginning of his business career he purchased several apartments in a residential building in Toronto, Canada, and marketed them to Israelis. Following the success of this initiative, he acquired the entire building. In 2006, at the age of 31, Arabov co-founded the Acro Group. The company is involved in dozens of residential, commercial and office projects in Israel and is also a success overseas. Four years ago, Arabov was chosen by "Globes" magazine as

one of Israel's 40 most promising young people and one of the "real estate professionals of the year." Arabov contributes generously to many causes, including the Diabetes Research Center at Tel Hashomer Hospital and scholarships for outstanding art students from disadvantaged families. Arabov is the first graduate of IDC Herzliya to make a significant donation to the institution, and the new front entrance to IDC Herzliya, which begins construction this year, will be named after the Arabov family.

Dr. Orna Berry



Dr. Orna Berry is a leader in the fields of science and technology in Israel and abroad. After completing her military service at the IAF flight academy, she earned a B.Sc. in Mathematics and Statistics at the University of Haifa and an M.Sc. in Statistics and Performance Analysis at Tel Aviv University. In the early 1980s, Berry moved with her family to the United States, where she completed another M.Sc. and a Ph.D. in Computer Science at the University of Southern California. After completing her studies, she joined the scientific research field at SDC, one of the first companies in the world to develop computer programs, and worked for the Burroughs Corporation and the Unisys Information Technology Company. Berry returned to Israel in 1987 and joined the IBM Haifa Research Laboratory as a senior research engineer. In 1993, Berry began her entrepreneurship career as a partner in the establishment of Ornet Data Communications Technologies Ltd., which developed rapid switches for local area networks. The company made an exit two years later, when it was acquired by Siemens. In 1996, Berry moved to the public sector and set a historic precedent, becoming the first woman to be appointed Chief Scientist in the Ministry of Industry, Trade and Labor. A year later, she was appointed to head the ministry's Industrial Research and Development Department. Berry

returned to the private sector in 2000 and joined the Gemini Venture Capital Fund as an independent partner and chairperson of the Board of Directors of PrimeSense, a startup that developed the Kinect sensor technology and the 3D components for the Microsoft Xbox 360 video game consoles. Berry was appointed director of other companies including Lambda Crossing, Edmind and Riverhead, and served as Chairperson of the Israel Association of Venture Capital Funds between 2006 and 2009. At the end of 2010, Dr. Berry joined DELL EMC (then EMC) and was appointed vice president of Innovation of the company's centers of excellence around the world. Berry also served as Chairperson of the Israel-Australia Chamber of Commerce, volunteered on the board of directors of the Kav Mashveh Association for the promotion of Equality in Employment of Arab Academics, and until recently served as chairperson of the Executive Committee of the Academic College of Tel Aviv-Yaffo. Over the years, Berry has received recognition and appreciation for her extensive work, including the Viterbi award in 2011 from the University of Southern California and the Honorary Negev Medal from Ben-

Gurion University of the Negev in 2012. In 2014 she was inducted into the International Hall of Fame for Women in Science and Technology.

Morris Kahn

Businessman and philanthropist Morris Kahn was born in 1930 in South Africa. He was active in a Zionist youth movement and in 1956 was able to realize his dream and immigrate to Israel with his wife Jacqueline z”l and his two young sons, David and Benjamin. At the beginning of his career in Israel, Morris worked in agriculture and embarked on several business ventures, including a bicycle factory, a leather gloves factory, and the first cattle breeding in the Hula Valley. The turning point in his career was the publication of a tender for the launch of the Israeli “Yellow Pages” in 1968. The American company ITT won the tender and appointed Kahn as CEO. Under his leadership, Yellow Pages became a success story and served as a significant basis for future initiatives that created tens of thousands of jobs in Israel. In 1978, together with his partner and friend Shmuel Meitar, he established the Aurec group and founded “Arutzei Zahav”, the first cable company in Israel, “Kavei Zahav” for international calls and “Galgalei Zahav” for advertising. In 1980, “Yellow Pages” developed an advanced software system that led to the establishment of Amdocs in 1982. Kahn initiated the construction of the first underwater observatory in the world in Eilat. Today, the underwater

observatory, which is owned and operated by his son Benjamin Kahn, is one of the world’s leading tourism sites and was recently chosen as the favorite attraction for families in Israel. In recent years, Kahn has increasingly focused his attention on philanthropy and venture philanthropy. He supports, inter alia, cutting-edge cancer stem cell research, and has established a laboratory for fertility preservation among cancer patients, a bio-medical research laboratory focusing on genetics and genetic mapping, Israel’s National Institute for Biotechnology, and the Center for Systems Biology of the Human Cell at the world-renowned Weizmann Institute. Kahn supports several other initiatives that are close to his heart, including the promotion of successful, ethical and challenge-seeking youth leadership, making cataract and trachoma surgery accessible to Ethiopian villagers, running a summer camp for children with terminal diseases, and operating a therapeutic riding center for the disabled. He supports Save a Child’s Heart, an NPO for life-saving cardiac surgery for children from developing countries, which has saved over 4,000 lives. At IDC Herzliya, he has donated scholarships to underprivileged students and financially supported the building of the Schools of Psychology and Economics.



Dafna Meitar-Nechmad

Dafna Meitar-Nechmad is a philanthropist involved in many educational, cultural and artistic initiatives. She was born in Tel Aviv to Zvi and Ofra Meitar, is married to Amir Nechmad, and is the mother of three daughters and the grandmother of one grandson. Meitar-Nechmad holds a B.A. in Political Science and Law and a Master’s degree in Political Communication from Tel Aviv University. From 1989 to 2006 she was a partner at Meitar Liquornik Geva Leshem Tal law firm, established by her father, Adv. Zvi Meitar z”l, which over the years became the largest law firm in Israel. During her years at the firm she specialized in commercial law, communications and corporate law. Since 2003, Meitar-Nechmad has served as the CEO of the Zvi and Ofra Meitar Family Fund, established by her parents to contribute to a wide range of educational and cultural activities in Israel and abroad. The Fund grants scholarships to outstanding students in institutions of higher education in Israel, grants to members of the Ethiopian community towards law studies, and supports the Israeli Opera. Meitar-Nechmad serves as a

member of the Executive Committee of the Zvi Meitar Center for Advanced Law Studies at the Buchmann Faculty of Law at Tel Aviv University. Since 2003, Meitar-Nechmad has served as CEO of the Meitar Collection, a collection of more than 150,000 photographs taken in Israel since 1940. The company deals with the preservation and cataloging of photographs while making them available to museums, publishers and producers. Since 2013, Meitar-Nechmad has been a member of IDC’s Board of Directors and is involved in the activities of IDC’s Zvi Meitar Institute for Legal Implications of Emerging Technologies. Meitar-Nechmad presented photographs from the Meitar Collection to IDC Herzliya for the purpose of creating an exhibition depicting the early years of the State of Israel. Meitar-Nechmad is a member of the board of the Jewish Funders Network (JFN), and a partner in the “Committed to Give” initiative to promote Israeli philanthropy. Since 2013, Meitar-Nechmad has sat on the board of the Metropolitan Opera in New York and from 2011 to 2014 served as representative of the public to the Channel 10 News Company.



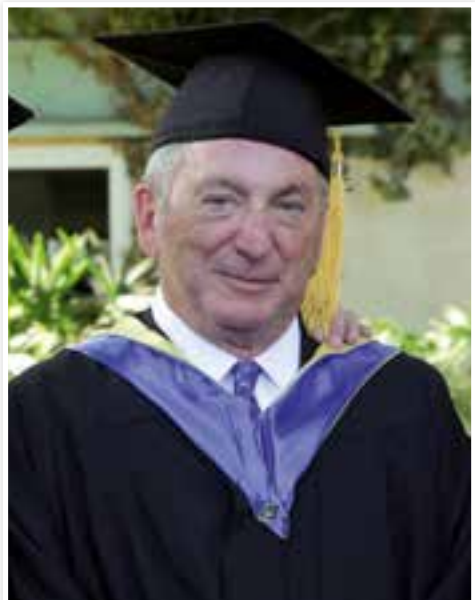
Naomi Stuchiner



For over four decades, Naomi Stuchiner has devoted her life to societal and communal activities. Beit Issie Shapiro, which she founded and directed, serves as a model for the integration of people with disabilities into society. Stuchiner was born in South Africa. In 1970, after completing her studies in communal social work at the University of Johannesburg, she immigrated to Israel and immediately became involved in social initiatives. She established the Hatikva neighborhood community unit for the Tel Aviv Municipality and was one of the founders of the Community Mental Health Unit of Shalvata Psychiatric Center. In 1980, after the unexpected passing of her father, she founded Beit Issie Shapiro in Raanana to realize his vision that “every person has the right to live in dignity within the community, and society has a responsibility to give equal opportunities to people with disabilities”. Beit Issie Shapiro affects the lives of approximately 30,000 Israelis each year, helping children and adults with developmental and other disabilities to access their rights and opportunities for social integration.

Beit Issie Shapiro currently serves as a special advisor to the UN Economic and Social Council, promoting the status of people with disabilities around the world. Stuchiner served as CEO of Beit Issie Shapiro from its establishment until 2006. She then founded the international organization of Friends of Beit Issie Shapiro, which she headed until 2010, and continues to serve as a member of Beit Issie Shapiro’s Board of Directors. Over the years, Stuchiner and Beit Issie Shapiro have been awarded numerous awards and recognitions, including the Henrietta Szold Social Work Award, the Prime Minister’s “Magen HaYeled” Award, the Shalem Foundation’s Volunteer Medal of Honor and the Minister of Health’s Shield for Outstanding Volunteers. Stuchiner also established the Social Impact Unlimited Organization for the development of corporate sustainability in civil society. Stuchiner is married to Tuvia, and is the mother of four children and grandmother of 11 grandchildren. She lives in Raanana and received the city’s Notable Citizen Award in 2012.

Robert R. Wiener



Businessman Robert R. Wiener turned the small real estate company that his father and grandfather established in New York into a prosperous and successful organization that operates throughout the United States. Today, with his wife Sherry, he focuses on a wide range of philanthropic activities in the United States and Israel. Wiener was born in New York in 1946. His grandfather, Max Wiener, emigrated from Russia to the United States in 1906 and three decades later, together with his son Ralph, bought an apartment building in Brooklyn, which was the beginning of the family organization, MAXX Properties. In 1968, after graduating from Coe College in Iowa and the New York University School of Business, Wiener joined the family business. Over the 50 years he ran the company it grew to become one of the most prominent real estate companies in the U.S. The company operates in 17 cities and eight states, where it manages more than 10,000 residential units. In recent years, three of Wiener’s five children, Eric, David and Andrew, have joined the company in senior management positions. Wiener now serves as chairman

of the board of directors. Wiener and his wife Sherry established a philanthropic foundation that supports cultural and educational institutions alongside social and medical organizations. The Wieners are involved in a wide range of philanthropic activities in Israel, including scholarships for discharged soldiers, support for the Israel Association of Community Centers, the Association for the Equal Opportunity in Education for Children in the Periphery, and the Or Movement for the Development of the Negev and the Galilee. The Wieners have been close friends of IDC Herzliya for many years and work hard to mentor their scholarship students and encourage their drive for entrepreneurship and innovation. Wiener makes sure to visit the IDC campus every year for meetings with the students he supports, dubbed “Bob’s Club”, giving lectures on his experience in the business world and organizing seminars on affordable housing in Israel. Wiener also sits on the board of the Emelin Theater in New York, the Cancer Support Group in Westchester, New York, and the Jewish Federation of New York. ★

– Ariel Rodal-Spieler

IDC Partners with Sheba Medical Center for MBA in Healthcare Innovation

A unique new MBA program will provide future healthcare industry leaders with the skills to address the challenges and complexities of modern healthcare.

In a bid to provide future healthcare industry managers with the tools to address the challenges and complexities of modern healthcare, an exciting new MBA program is being launched by IDC Herzliya's Arison School of Business in partnership with the Chaim Sheba Medical Center at Tel Hashomer. The unique one-year MBA in Healthcare Innovation is designed for professionals from Israel and abroad who are interested in healthcare management, innovation and entrepreneurship, and will begin in the 2018-2019 academic year.



"There is an immediate need to face and resolve challenges such as skyrocketing healthcare costs, sub-optimal quality of care and being more patient- and person-centered."

– Prof. Varda Liberman, head of the MBA in Healthcare Innovation program

"There is an immediate need to face and resolve challenges such as skyrocketing healthcare costs, sub-optimal quality of care, and being more patient- and person-centered," said program head Prof. **Varda Liberman**. "This requires a complete redesign that will necessitate

innovative multidisciplinary solutions leveraging technology, science, information systems and national policy."

Liberman said the program aims to prepare future healthcare industry leaders to develop solutions and address significant changes in the technological, scientific, pharmaceutical, digital, and policy arenas. It will also address the growing global need for emergency and disaster management, she said.

"The program brings together all the unique advantages of Israeli innovation to provide the tools and skills necessary to understand the complexity of the healthcare world today, with an emphasis on exposing the students to innovative thinking and entrepreneurship," Liberman said.

Dr. **Nathalie Bloch**, head of the Innovation Center at Sheba Medical Center, said that by being exposed to cutting-edge innovations at Israel's largest hospital, students will receive the knowledge they need to have an impact on the healthcare industry. "Healthcare is changing," Bloch said. "This program has been established to train those who will lead the changes, and by focusing on innovation, the program aims to give future leaders the tools to think outside the box."

A highlight of the program will be a hands-on practicum in innovation and entrepreneurship during which students will be placed at Israeli

healthcare organizations, medical startups, public companies, medical accelerators and NGOs.

Bloch, who is head of the Innovation and Entrepreneurship track and the practicum, said the students will have the chance to apply the theories they learn in the classroom to real-world problems, with close mentoring and guidance.




"This program has been established to train those who will lead the changes." – Dr. Nathalie

Bloch, head of the program's Innovation and Entrepreneurship track and practicum

Students in the program will study three core areas: business administration, healthcare management, and innovation and entrepreneurship. Guest lecturers will include speakers from ivy league universities and industry experts. The program will also offer an optional one-week study trip to Boston, where students will meet with leaders from the Harvard Medical School's innovation program, local healthcare organizations, and the MassChallenge accelerator. ★

– Yonathan Cohen



Festive Graduation Ceremony Caps off the Year

Over 2,000 new IDC Herzliya graduates receive their bachelor's and master's degrees in a ceremony attended by thousands of relatives and friends.

Adorned in caps and robes, over 2,000 new IDC Herzliya graduates received their diplomas at a festive ceremony on the IDC campus, amidst cheers from the thousands of friends and family members in the crowd. They join the 22,000 alumni who have graduated from IDC since its founding in 1994. The graduation ceremony began with a procession of academic faculty and graduating students, led by Prof. **Uriel Reichman**, IDC's president and founder, and accompanied by a marching band.



“You, the graduates, who have been trained to face the challenges of the 21st century, will lead in the spirit of the Six-Day War – that of Zionism and hope.” – Prof. Uriel Reichman, president and founder of IDC Herzliya

Among IDC's Class of 2016 were Olympic high jumper **Danielle Frenkel**, who graduated from the Radzyner Law School with a degree in Law and Business; former Miss Israel **Yael Nizri**, who earned a degree from the Tiomkin School of Economics with a specialization in Business; and **Omer Levi**, a Law and Government graduate who was seriously wounded in 2014's Operation Protective Edge, but who nonetheless succeeded in graduating with the rest of his class.

Congratulating the graduates and their families, Reichman said, “IDC Herzliya was established for you, the students, and that is the secret of its success. The task we faced was not simple: how do we prepare you for success in a world that is changing so rapidly? A global world that offers unprecedented opportunities but suffers from crises such as climate change, terrorism, and food shortage? We had to think and act in an original way. From the very beginning we emphasized an interdisciplinary approach that integrates fields, enables

insight, and builds creativity. We also built schools that did not previously exist, such as the School of Entrepreneurship and the School of Sustainability.”

Reichman also spoke about the rifts in Israeli society and expressed his hope that IDC's graduates would help to mend them. “We see ourselves as a bridge between different sectors of Israeli society,” he said. “We have always had a mission to give future leaders a sense of Zionist commitment, which includes the responsibility to halt the processes of division and deterioration of Israeli society. The State of Israel has had many achievements, including in security, economics and science. However, this has no meaning if society is divided. It is essential to restore unity. You, the graduates, who have been trained to face the challenges of the 21st century, will lead in the spirit of the Six-Day War – that of Zionism and hope. Your courage, entrepreneurship and leadership will determine the future. I believe in you.”

This year's valedictorian was **Danielle Kotler-Elmalam**, a graduate of Law and Government and of the Rabin Leadership Program.



Helen Gelbart, graduate of the Arison School of Business, with her family.



New cohort of Israel at Heart Ethiopian Scholarship Program graduates with Dr. Ayelet Ben-Ezer, vice president for Student Affairs (far left), Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School (second from left), Prof. Uriel Reichman, (center) and Dr. Adi Koll, Alumni Association director and the dean of Student Affairs (far right).



The Mazin family with Yaniv, graduate of the Lauder School of Government, Diplomacy & Strategy.



Oceane Weber, graduate of the Sammy Ofer School of Communications, with her family.



Allon, IDC GMBA graduate, and Naomi Khakshouri, graduate of the Lauder School of Government, Diplomacy & Strategy.



Michael Barouck, M.A. in Financial Economics, with his parents.



Maor Shine, Global MBA in Strategy and Business, with his parents.



The academic coordinators from the Communications, Psychology and Government schools sing the Raphael Recanati International School graduates into a successful future. From left: Dr. Tal Samuel Azran, Prof. Daniel Levy and Dr. Lesley Terris.



Natalie Radzyner, Global MBA in Strategy and Business, with her uncle and parents.

Kotler-Elmalam, who months before the ceremony had her first child, has also chaired the Student Union and is now pursuing a master's degree in Law at IDC. "We have learned about ourselves, our capabilities, and our responsibility to Israeli society," she said, addressing her classmates. "This is the time to take everything we have learned and to run with it. And I know that we will always have a warm home here at IDC."

In time-honored tradition, the ceremony concluded with the singing of the IDC anthem, led by Prof. **Shimon Schocken**, one of IDC's founders and the anthem's composer, before the graduates dispersed for their individual school graduation ceremonies. ★

– Ariel Rodal-Spieler

International Communications Students Go Viral to Change Minds About Israel

Noy Leyb and Maya Gilady use reverse psychology in video branding Israel.

DON'T COME TO ISRAEL ...



When third-year students **Noy Leyb** and **Maya Gilady** finished presenting their final class project for Dr. **Tal Samuel-Azran**'s seminar course on nation branding at IDC Herzliya's Sammy Ofer School of Communications, their classmates fell into a stunned silence – and then burst into applause. This reaction led Leyb and Gilady to realize that their video, which turns common preconceptions about Israel on their head, would be a success. But they were not prepared for what happened once the video was uploaded onto Facebook. “For the five days after we launched the video, we got a million hits each day on Facebook, and it was shared by 50,000 people,” says Leyb. To date, the video has received 6 million views on Facebook and 1 million on YouTube.



“Noy and Maya showed the true face of Israel.”

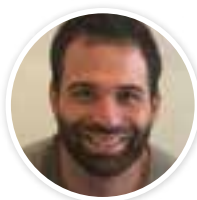
– Dr. Noam Lemelshtrich Latar,
founding dean of the Sammy Ofer
School of Communications

The video catches viewers' attention with the supposed travel warning “Don't go to Israel.” What follows is a polished and superbly edited collection of common assertions about Israel followed by images that prove them wrong, including shots depicting Israel multiculturalism, female fighter pilots, the Tel Aviv Pride Parade, and Israel's historical sites, diverse landscapes, and rich culinary scene. The last scene

of the video reveals why Israel is so “dangerous”: Visitors to it may never want to leave.

“There are so many videos about how beautiful, amazing, and liberal Israel is,” says Gilady. “We knew we needed to do something different if we wanted the video to go viral. People who didn't know much about Israel would be curious to see why they supposedly shouldn't go, Jewish and Israeli audiences would want to watch it because they'd be curious as to why these things are being said about Israel, and the anti-Israel audience would want to watch it expecting it to confirm their preconceptions.”

Leyb moved to Israel from Canada at the age of 18 to enlist in the IDF, and Gilady moved from Colorado to study in Israel. They met as



“For the five days after we launched the video, we got a million hits each day on Facebook.”

– Noy Leyb

Communications students at IDC’s Raphael Recanati International School, where they both just completed their third year. During their various travels abroad, each had been struck by how many misconceptions about Israel there are.

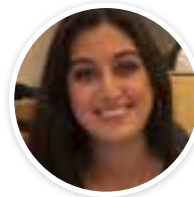
“So many people are unaware that Israel is such an amazing travel destination,” says Gilady. “From our own personal experience we under-

“There have been many projects from the seminar that have had an impact, but Noy and Maya’s video is an example of outstanding success,” says Samuel-Azran. “I think it had the impact that it did because it has a lot of the elements that make something go viral: a catchy, cheeky title that sparks people’s curiosity, a narrative, a bit of humor, evocative music...It is also an ideal length, two minutes long, and is very well-edited, polished and professional.”

Gilady says Samuel-Azran “really gave us the tools to think outside the box, which is what made the video so successful. He pushed us to be as open and as creative as possible and always taught us to think big. He gave us the confidence to go for it.”

Dr. **Noam Lemelshtrich Latar**, founding dean of the Sammy Ofer school, says, “We teach our

make them want to come for a visit, then we’ve achieved our goal. Of course we got a lot of negative, anti-Semitic and anti-Israel comments online, but the vast majority of the reactions have been positive. We’ve had people write to us saying things like ‘I just booked my ticket,’ or ‘I never thought Israel was like this, thanks for changing my mind.’”



“[Tal Samuel-Azran] really gave us the tools to think outside the box, which is what made the video so successful.” – Maya Gilady

YOU MAY NEVER WANT TO LEAVE!



stood that people really don’t realize what Israel is like. They don’t know about how Israel protects gay rights, religious rights, women’s rights, and so on, so these are things we decided we wanted to promote.”

“Opinions about Israel are among the most negative in the world,” says Leyb. “People don’t think of Israel as a developed country – they lump us together with Iraq, Syria and Lebanon. They think it’s not safe and that it’s a desert. People who come for a visit are always pleasantly surprised.”

Samuel-Azran’s third-year seminar is “the course everyone wants to get into,” say Leyb and Gilady. For their final project, students need to create something that influences people around the world to think positively about Israel.

students the important principles of viral messaging and marketing on social networks. I am proud of Noy and Maya for employing what they have learned to improve Israel’s image in such a clever viral clip. This shows that with talent and minimal budget much can be accomplished in the fight against BDS. However, it is important to remember that a viral message can succeed only if it reflects the truth. Noy and Maya showed the true face of Israel.”

The two spent four months working on the video and funded the project out of their own pockets, from traveling to editing the footage to paying for the music rights to marketing it on social media. “We’re doing this without expecting anything in return because we truly want to change the situation,” says Leyb. “If we can change what some people abroad think about Israel and even

The success of the video has opened up a lot of doors for Leyb and Gilady. They were interviewed by the major Israeli radio and TV stations, and were asked by a major hotel chain to manage a worldwide competition to create videos about Israel.

“This project really opened up our minds,” says Leyb. “Even though we come from Zionist backgrounds already, this has given us a mission, a duty. Whenever someone tells us that the video made them want to come to Israel, that’s when we know we’ve done our job.” ★

– Ariel Rodal-Spieler

To view the video:
www.youtube.com/watch?v=uorKAH8cRPc

A portrait of Prof. Alex Mintz, a middle-aged man with grey hair, wearing a dark blue blazer over a light blue button-down shirt. He is standing with his hands clasped in front of him, smiling slightly. The background is a light grey wall with faint, large star patterns.

IDC Herzliya Welcomes Prof. Alex Mintz as New Provost

The accomplished senior faculty member hopes to showcase IDC's excellence in research and teaching on the global scene.

Prof. **Alex Mintz**, president of the Israeli Political Science Association and a long-serving senior faculty member, has taken office as the new provost of IDC Herzliya, replacing Prof. **Mario Mikulincer**, who held the position for three years. Mikulincer has returned to his teaching and research at IDC's Baruch Ivcher School of Psychology, of which he is the founding dean.

Mintz joined IDC as a professor in 2006, and from 2008-2014 was dean of the Lauder School of Government, Diplomacy & Strategy, where he founded the master's degree program in Government. From 2014-2016, he directed IDC's Institute for Policy and Strategy and chaired the annual Herzliya Conference. Since 2016, he has been director of the Political Psychology and Decision-Making Program at IDC. He also served as co-chairman (along with Prof. **Uriel Reichman**, president and founder of IDC) of the national steering committee for the "Israeli Hope – Towards a New Israeli Order" initiative, with the blessing of Israeli President **Reuven Rivlin**. His research interests include computerized decision process tracing, political decision-making, political marketing, negotiation, political psychology, and strategy.

"My goal is to take IDC to the next level globally," says Mintz. To this end, he is focusing on advancing five main areas: upgrading IDC's standing in the academic world, promoting excellence in research, establishing a Ph.D. program, further improving the level of teaching and adapting it to the modern world, and leveraging technology and entrepreneurship.

"My goal is to take IDC to the next level globally."

"All of these issues are close to my heart," he says. "IDC has an outstanding reputation in many communities around the world. The goal now is to become a significant international player and further expose IDC's academic excellence and its mission to be the venue for the training of the future leadership of Israel in places like Harvard, Stanford, Yale, Princeton, Oxford, and Cambridge, as well as universities in Beijing, Shanghai, New Delhi, and Sydney."

Born in Tel Aviv, Mintz did active combat duty in the IDF during the 1973 Yom Kippur War. He went on to earn a B.A. in Political Science at Tel Aviv University, and then an M.A. and a Ph.D. at Northwestern University in the United States. Before joining IDC, he served as a tenured faculty member at the Hebrew University of Jerusalem, the University of Haifa, and Texas A&M University, and was a visiting professor at Yale University, the University of Colorado, the University of Illinois, Columbia University, the University of Texas, and Tel Aviv University. At Texas A&M, he founded and directed the Foreign Policy Decision-Making program at the Bush School. In 1993, he received the International Studies Association's Karl Deutsch Award for the most significant contribution to the field of international relations by a scholar under 40, and in 2005, he received the association's Distinguished Scholar Award in foreign

"IDC has an outstanding reputation in many communities around the world."

policy analysis. Mintz has served on the editorial boards of 11 international journals, including the prestigious American Political Science Review, and has written or edited 11 books, as well as numerous articles in leading journals. His most recent book (with Carly Wayne), "The Polythink Syndrome: U.S. Foreign Policy Decisions on 9/11, Afghanistan, Iraq, Iran, Syria and ISIS" (Stanford University Press, 2016), won the 2017 Alexander George Best Book Award of the International Society for Political Psychology. He has two forthcoming books, to be published by Oxford University Press and Cambridge University Press.

"I warmly congratulate Prof. Mintz on his appointment as provost," says Reichman. "I am looking forward to working together with him on taking IDC Herzliya to even higher heights – be it through the further integration of technology in our curriculum, through promoting innovative and out-of-the-box thinking in research, or through the advancement of our Ph.D. program." ★

– Ariel Rodal-Spieler

Prof. Alex Mintz:

- President of the Israeli Political Science Association
- Recipient (with Carly Wayne) of the 2017 Alexander George Best Book Award of the International Society of Political Psychology
- Author or editor of 11 books and numerous articles in leading journals
- Served as editor or editorial board member of 11 international journals
- Co-chairman (with Prof. Uriel Reichman) of the national steering committee for "Israeli Hope – Towards a New Israeli Order," in cooperation with the Israeli President's Office
- Recipient of the 2005 Distinguished Scholar Award of the International Studies Association in Foreign Policy Analysis
- Recipient of the ISA's 1993 Karl Deutsch Award for the most important contribution to the study of International Relations of any scholar in the world under the age of 40
- Former dean of the Lauder School of Government, Diplomacy & Strategy (2008-2014)
- Former director of the Institute for Policy and Strategy and the annual Herzliya Conference (2013-2016)
- Director of the Digital Decision Making Lab

Columbia University and IDC Herzliya's MBA Students Study Israel's Innovation Ecosystem

45 students.
One week.
One startup nation
explored.

IDC Herzliya hosted 30 MBA students from Columbia University for an intensive week in Israel in which they explored Israel's high-tech economy while learning from top IDC lecturers. The Columbia delegation teamed up with 15 MBA students from IDC for the one-off course, titled "A Close Look at the Startup Nation in Israel," which provided them with a unique opportunity to delve into the Israeli innovation world and network with budding local entrepreneurs.

The idea for the course emerged when Prof. **Jacob Goldenberg** of IDC's Arison School of Business and Prof. **Oded Netzer** of Columbia Business School collaborated in a bid to showcase how Israel's high-tech ecosystem along with its vibrant entrepreneurial culture play a significant role in the country's technological success.

Every morning of the action-filled week began with informative classes at IDC led by **Goldenberg** and Dr. **Oren Zuckerman**, founder

of IDC's Media Innovation Lab and the academic director of the Innovation and Entrepreneurship Global MBA track. The lectures explored Israel's models for innovation as well as emerging topics such as the value of User Experience and the Internet of Things.

Following the morning lectures, the students went out into the field, attending talks and having meetings with top entrepreneurs, investors and managers, including **Eden Shochat**, co-founder at Aleph Venture Capital, **Esther Barak Landes**, founder and CEO of Nielsen Innovate, and **Guy Gamzu**, a prominent angel investor. They also visited the offices of successful companies, startups and accelerators such as Wix, Our Crowd, PlayBuzz, Zebra Medical Vision, and Think Rise. This combination of academic expertise and interactions with industry leaders was at the heart of the program.

The Columbia students also spent a significant amount of time networking and forging



IDC and Columbia students enjoy a class together at IDC Herzliya.



The students are welcomed at IDC's Adelson School of Entrepreneurship.



Columbia and IDC students work together on a group project.



From left: Moderator Dr. Oren Zuckerman hosts a panel of three leading Israeli investors: Esther Barak Landes, Guy Gamzu, and Jonny Saacks, managing partner at Genesis Partners.

relationships with some of Israel's top MBA students, and many began laying plans for future American-Israeli collaborations.

Columbia University Students Share Their Experiences

At the end of the week, Columbia student **Philip Renner** wrote: "This course was a truly unique experience. Learning about [the] startup nation with a perfect combination of practice (meeting local founders / VCs), theory (great classes taught by great professors), and socializing (free time with inspiring IDC students) was truly amazing, and I will remember this week as one of my best at Columbia."

Student **Jenny Rae Le Roux** said she almost did not go to Israel, but was glad she did as it changed the way she thinks about innovation. "The Israelis are courageous, passionate, challenging, and fascinating," she said. "Plus, I connected with a small group of my classmates in a way that transformed my whole CBS social

experience. This trip is for everyone, interested in startups or not, and I can't recommend it highly enough."

Student **Daniele Nadalin** said the title of the course "could not be more appropriate. Through a mix of class experience with leading innovators, company visits with the 'hottest' startups in Israel (as well as investors and established companies like Google) and interaction with Israeli students, the week has been invaluable. I discovered an amazing country, I met great people, and I learned a lot about the startup world".

The program is part of a mutual collaboration that also includes participation of IDC students in Columbia MBA courses. To date, 18 IDC MBA students have been sent to Columbia. This is an ongoing collaboration, with plans already in the works for a second course to take place at IDC in May 2018. ★

– Yonathan Cohen

"This course was a truly unique experience. ... I will remember this week as one of my best." – Philip Renner, Columbia University MBA student

Meet Prof. Ariel Shamir, New Dean of the Efi Arazi School of Computer Science

The long-serving computer science professor hopes to take the school to new heights of excellence.

Prof. **Ariel Shamir**, one of IDC Herzliya's first computer science professors, has taken over as dean of the Efi Arazi School of Computer Science. He replaces Prof. **Tami Tamir**, who served as dean for five years and continues to teach and conduct research at the school. Shamir's research interests include geometric modeling, computer graphics, fabrication, image and video processing, visualization, digital typography and machine learning. "Many view computers as stand-alone computational machines, but another way is to look at computers as a tool that can help people in various ways," he explains. "My area of research deals with building new algorithms, programs and applications that can assist people in manipulating images and 3D objects that can later be printed or built."

Shamir holds a Ph.D. from the Hebrew University of Jerusalem, which he received for his work in geometric modeling and digital typography. He received B.Sc. and M.Sc. degrees in math and computer science, cum laude, also from the Hebrew University. Shamir spent two years as a post-doctoral fellow at the Center for Computational Visualization at the University of Texas in Austin before joining IDC in 2000.

"What brought me to IDC is the search for excellence," he says. "Here we are governed by the principle of excellence in both teaching and research. This is what we strive for, and this is unique in Israel."

Shamir has led a number of R&D projects and advises several companies. He has consulted for Disney and NASA as well as several high tech companies in Israel. Shamir is also the co-author of several patents.

"My vision for the future of the Efi Arazi School is in line with the vision of IDC Herzliya: to become a first-class university," he says. "One of our main goals is to establish a Ph.D. program. We've established a successful undergraduate program for both Israeli and international students, and there is an M.Sc. degree with a thesis, but it is time to acknowledge the strong research taking place in our school, by all our faculty members, and open a doctoral program."

Another of Shamir's ambitions is to strengthen the school's ties to industry. "I'm hoping to establish a business affiliation program with the school which will be mutually beneficial," he says. "The companies can have the students help with research and developments, and the students will be able to learn about the industry, experience a real working environment, and present their projects to those working in the field."

Finally, Shamir is hoping to extend the school's faculty and expand its impact. "We're a small school, but we are growing all the time. In a world where computers and artificial intelligence are touching every aspect of our lives, we have the duty as computer scientists to lead the way."

"Arik is getting the lead in a very challenging and interesting period," says Prof. **Tami Tamir**, Shamir's predecessor as dean of the school. "I am confident that he will do a wonderful job in keeping up the current level of the school and I wish him good luck and great success in leading us to new achievements and new records." ★

– Ariel Rodal-Spieler

New Research Program to Examine Religion's Role in Israeli Democracy

IDC Herzliya is proud to house the program under the direction of Dr. Arye Carmon, founder and first president of the Israel Democracy Institute.

In May, IDC Herzliya began to house a research program directed by Dr. **Arye Carmon**, founder and first president of the Israel Democracy Institute, that aims to develop a proposal for a sustainable balance between religion and democracy in Israel. The program, titled "Jewish and Democratic: Developing a Blueprint to Ensure the Resilience of Israeli Democracy," will examine the sometimes conflicting foundations of Israeli democracy.

Set to continue for a number of years, Carmon will lead an impact-oriented, applied research program with a bottom-up approach that aims to engage leaders of all Israel's sectors. Stanford University's Center for Deliberative Democracy will provide advice and support. Houston businessman **Max Levit** and philanthropist and retired Houston Jewish community leader **Livingston Kosberg** are major supporters.

Carmon, with the help of a team of research assistants from IDC, hopes to examine the role of religion in Israel's democracy in general and the interaction between religion and politics in particular. The overall goal is the development of a proposal for a sustainable balance between Judaism and democracy in the country. "The Jewish and democratic vision must be practical. In order for it to become a beacon that will light the path of change, it must integrate the desirable with the possible," Carmon says. "In our endeavor, we will strive to formulate the desirable, to characterize the impediments barring the way



"The overall goal is the development of a proposal for a sustainable balance between Judaism and democracy in the country." – Dr. Arye Carmon

to implementing the desirable, and to examine the possible."

Carmon says that in recent decades Israel has been dealing with growing rifts between different sectors in society and between itself and world Jewry. He warns that the public discourse reflects the mistrust between the religious and the secular sectors of Israeli society, and that violence between different sectors has already erupted and could worsen.

In July 2015, Carmon met with Israeli President **Reuven Rivlin** to propose that Rivlin sponsor the project and inaugurate a historic process to develop a roadmap leading to the construction and reinforcement of a social contract for Israeli society and Diaspora Jews.

In its first stage, the project will clarify the roles the concepts of "state" and "sovereignty" played in the thoughts and practices of the largely secular Zionist leaders and founders, as well in religious Zionism. This stage includes the de-

velopment of a comprehensive, comparative dimension dealing with questions of how religion is incorporated into democratic nations and the ramifications of the interaction between religion and politics for governance. It is being carried out at Stanford's Hoover Institution, where Carmon is based as a Distinguished Visiting Fellow.

The project then aims to develop a detailed proposal describing ways to create a sustainable balance between Judaism and democracy. This will include issues such as defining the legal status of religion in Israeli democracy, the implications of this for governance, and values shared by Judaism and democracy. "The divisions within Israeli society have their parallel in deep divisions between Israelis and Diaspora Jews," Carmon says. "The latter increasingly feel disconnected from Israel and see that the divisions within Israeli society have fostered definitions of 'who is a Jew' and of Jewish practices that fail to recognize the forms of Judaism commonly practiced in the Diaspora."

Carmon, along with academics from IDC and Stanford, plans to create an effective partnership between Israeli and Diaspora leaders. This would initially involve initiating dialogue in Israel, then in North America, and finally establishing and expanding partnership circles between Israelis and Jews in the Diaspora. ★

– Yonathan Cohen

IDC Idol Rocks Campus

**IDC HERZLIYA'S ANNUAL
SINGING COMPETITION HAS
BECOME AN UNMISSABLE EVENT
SINCE IT STARTED IN 2010.**



The IDC Idol singing competition, which enables students from around the world to showcase their musical talents live on stage, was initiated by students from IDC's Raphael Recanati International School and is overseen by the school's Social and Cultural Affairs Department. "The department works to make sure that the international students are exposed to and become comfortable with the Israeli way of life, helping them to acculturate into this unique and flavorful country," says **Or-Lee Kaidar**, RRIS's social and cultural affairs coordinator.

To join the competition, Israeli and international students must first submit an audition video, and a team from the Social and Cultural Affairs Department chooses the top eight or nine students to compete in a live performance. The chosen contestants are free to sing any song of their choice in any language they choose. In preparation for the competition, they are given the opportunity to work with a musical producer and practice with

a band. In the IDC Idol Live event, the students perform before an audience and a panel of three judges, who choose the top three contestants. The audience then votes online for the winner.

With a crowd-pleasing rendition of "Shake It Out" by Florence and the Machine, **Shai Baharav**, a first-year Psychology student from the U.S., was crowned the 2017 winner. The judges were **Yehuda Eder**, president of the Rimon School



"IDC Idol is great because it gives those involved a sense of belonging and they are able to strengthen their own identities while being part of something bigger." – Yehuda Eder, president of the Rimon School of Music and IDC Idol judge



IDC Idol Live 2017 host Dana Tal (far left), who placed third in the 2016 IDC Idol, and co-host Cole Duerr congratulate winner Shai Baharav (center).



Daniella Mann of South Africa sings "Time to Say Goodbye" by Andrea Bocelli and Sarah Brightman to win IDC Idol Live in 2016.



IDC Idol Live 2017 judges Ayelet Ben Ezer, Jonathan Davis and Yehuda Eder give their verdicts.

of Music in Ramat Hasharon, **Jonathan Davis**, head of RRIS and vice president for External Relations at IDC, and **Ayelet Ben Ezer**, vice president for Student Affairs.

Davis says "IDC Idol is a great venue for overseas students to show their artistic talents to an audience of international students and veteran Israeli students at the same time. According to him, such activities help break the ice and establish friendships between students from different regions.

"The added value of studying at IDC Herzliya is that we have great projects like IDC Idol, which add flavor while at the same time reaching academic excellence. I have had the privilege of judging IDC Idol since its inception and every time it is more fun and more satisfying," says Davis.

The Rimon School of Music has been involved with IDC Idol since it began thanks to Eder being a regular judge, and two years ago the

"It's very touching to see a unique event like this happening in Israel."

– Yehuda Eder, president of the Rimon School of Music and IDC Idol judge

partnership with IDC was strengthened when the school took over the musical production for the event. Eder, who is considered one of Israel's founding rock musicians, says the cooperation between the two institutions is a "dream come true" for all involved. He says that while the students involved in IDC Idol are amateurs performing cover songs, they are full of passion and the competition is very special. "I am used to a very competitive atmosphere when it comes to music, but it's great to see that here [at IDC Idol] people are so encouraging and friendly to each other," Eder says.

He also says it is "a beautiful thing to see" the competitors singing in any language they choose. "This is because it gives the students a chance to express themselves and their culture through music," he says. "IDC Idol is great because those involved get a sense of belonging and they are able to strengthen their own identities while being part of something bigger."

Eder says he feels lucky to be involved in the competition because it has exposed him to the international character of IDC. "Seeing thousands of students from around the world coming together to have fun and enjoy music is something special. It's very touching to see a unique event like this happening in Israel," he says. ★

– Yonathan Cohen

M.A. in Organizational Behavior and Development Prepares Students for Professional Consulting Careers

The program provides practical experience at real companies or NGOs.

The M.A. in Organizational Behavior and Development at IDC Herzliya has established itself as one of the top tracks of its kind in Israel, standing out with its dedicated faculty and one-of-a-kind Practicum option. The two-year program, jointly run by the Arison School of Business and the Baruch Ivcher School of Psychology, offers students the opportunity to acquire theoretical expertise on issues affecting organizational development and management, and also provides practical experience, with students conducting a full organizational diagnosis at a real company or NGO.



Program head **Dr. Dana Pereg** says one of its many advantages is that both the Hebrew track, which was established from the outset, and the English option, set up a year later, are almost identical. "Our ethos of 'One Program, Two Languages' unites people and encourages social and professional connections between international and Israeli students," Pereg says.

The program currently has 150 students, with more than 350 alumni working in diverse fields, from high-tech companies such as Google and Intel, to relief organizations such as the American-Jewish Joint Distribution Committee and large NGO's where alumni can combine organizational development with social impact, to public sector bodies such as the IDF and Israel Police. The alumni remain connected to the program and, with their broad expertise, provide a useful resource to current students.

Pereg believes that one of the unique aspects of the program is the Practicum section, in which teams of students put their knowledge to the test in real organizations, ranging from high-tech companies to NGO's. "The

Practicum at IDC strengthens each student's identity as a consultant and also acts as a laboratory of sorts for students to integrate what they have learned," she says.

The Practicum is run as a consulting firm that gives pro bono services to organizations from the public, private and NGO sectors. "I always tell companies that the standards of our work are the standards of private consulting firms," Pereg says, highlighting that it naturally takes more time and effort for a team of students to reach their goal than for an experienced consultant. In order to maintain high standards, supervisors thoroughly check each document or report sent to clients. "The organizations are our clients," Pereg says. "We provide them a good service. As a result, many satisfied companies come back to us year after year."



Dr. Zohar Rubinstein, head of the Practicum, says one of the main reasons for its success is the high level of supervision from experienced professionals, all IDC faculty. The students are divided into small groups of 10 to 12, which makes individualized attention and support possible. "There isn't a comparable program in Israel, and to the best of my knowledge, it's also unique worldwide," he says.

Rubinstein describes the Practicum as "a journey that we offer the students." In their first year, students are encouraged to develop their identities as consultants. In the second year, teamwork is the focus, and the students are divided into teams of three and placed in organizations to run an organizational diagnosis, at the end of which, assisted by their supervisors, they submit a detailed report. "The diagnoses in some cases have had an extremely positive impact in

the organizations where they were performed," says Rubinstein, adding that one high-profile organization has put the students' recommendations into its annual working plans. "We always get great feedback. My intention in the second study year is to make the organizations forget that they are dealing with students and see them as professionals – and to an extent this is actually being achieved."



Shani Hai, a recent graduate from the program who went to work as an organizational consultant at Lotem, a top Israeli management consulting firm, says the Practicum honed her consulting skills. "You learn all

about your strengths and weaknesses; it's very empowering," she says. "I was a student but I was treated as a professional." She adds that the faculty was extremely supportive and "gave me everything I needed in order to set up as a consultant."



Kayda Producers from South Africa, another recent graduate now working part-time as executive assistant and assistant consultant to Dr. Amir Kfir, founder and CEO of Amirror Group, says the Practicum

offers "a genuine experience in organizational interactions and puts you directly in the shoes of a consultant." She says the guided supervision the students received was critical to the success of their projects, and she felt she always could turn to the supervisors for advice. "I definitely feel that the Practicum gives one a small taste of what's out there, and the skills learned help me to feel ready and well-equipped to enter the world of consulting outside of the academic framework." ★

– Yonathan Cohen

Maj. Gen. (Ret.) Amos Gilead Joins IDC Herzliya

The former IDF general and defense official was appointed new director of IDC Herzliya's Institute for Policy and Strategy and chairman of the Herzliya Conference.

Following a distinguished career in the Israel Defense Forces and the Defense Ministry, Maj. Gen. (ret.) **Amos Gilead** has been appointed director of IDC Herzliya's Institute for Policy and Strategy and chairman of the annual Herzliya Conference. Gilead replaces Prof. **Alex Mintz**, who is now serving as IDC's provost. A leading think tank on Israeli and Middle East risk assessment, IPS's primary mission is to contribute to Israel's national policy and to upgrading its strategic decision-making process. The annual Herzliya Conference, IPS's flagship event, is Israel's foremost policy gathering, drawing together decision-makers from Israel and abroad to address pressing national, regional and global issues.

During his 30 years of service in the IDF, Gilead held positions including head of Military Intelligence's Research Division, IDF spokesperson, coordinator of government activities in the territories, military secretary to late Prime Minister **Yitzhak Rabin**, and Israel's official liaison to Egypt, Jordan and the Palestinians. For the last 13 years, Gilead was head of the Defense Ministry's Political-Military Bureau.

"Maj. Gen. Gilead has an impressive record of achievements over decades of public service, during which he acted impeccably to preserve and strengthen Israel's security and stature," says Prof. **Uriel Reichman**, president and

founder of IDC Herzliya. "Many of his accomplishments are not public knowledge, but they have earned him the gratitude of the chiefs of Israel's defense apparatus. IDC is delighted to have Maj. Gen. Gilead join its ranks. We are confident that under his leadership, IPS will make a significant contribution to research."

Gilead has been teaching a course on intelligence and defense at the Lauder School of Government, Diplomacy & Strategy since 2009. "Despite my busy schedule, I always made time to teach," says Gilead. "Teaching has always been important to me, particularly when it concerns topics so important to the well-being of the state." Gilead has also begun to teach a course in the Raphael Recanati International School.

"When you finish a service of around 40 years in defense, you can go into business or the usual things, but I decided that IDC was the place for me because it offered an opportunity to add to public discourse," Gilead says. "I like academia, I enjoy teaching the younger generation, and I identify with the values here. IDC Herzliya is a unique, extraordinary project. It's the model of a quality institution, from student satisfaction to the way it treats its reserve soldiers."

Gilead emphasizes the importance of continuing the IPS and Herzliya Conference tradition of serving as a platform for the analysis of threats

and opportunities facing Israel. "Israel is faced with unprecedented challenges now," he said. "Iran, Syria, and Hezbollah represent an axis of extraordinary risks, a strong relationship between the U.S. and Israel must be maintained, as bipartisan support is a major pillar in our relationship, and Israel must resist threats to its liberal democracy. But there are also opportunities. For example, we now have an alliance with Arab countries, but can we cement these relations without dealing with the Israeli-Palestinian issue first?"

Asked about the biggest threat facing Israel, Gilead says, "Iran is the central threat, the only one with the potential to become an existential threat. When Iran preaches the destruction of Israel while amassing nuclear capability, you have to be prepared. In a democratic state, the use of military force has to be the last resort, but that doesn't mean you shouldn't be prepared."

These topics and others are discussed at the Herzliya Conference and in other forums run by IPS. "Israel stands at a historic juncture, and we need to make sure that all of these issues are the subject of deep public discourse that will have an impact on policy," Gilead says. ★

– Ariel Rodal-Spieler

The 17th Annual Herzliya Conference

Israeli and international experts discuss the opportunities and risks facing Israel ahead of its 70th birthday.



Prof. Uriel Reichman with Tony Blair, former U.K. prime minister and special envoy of the Quartet on the Middle East.



President Reuven Rivlin.



“In the Middle East, not making a decision is also a decision.”

– Maj. Gen. (ret.) Amos Gilead, executive director of the Institute for Policy and Strategy

With topics ranging from the mounting threat from Iran and its radical axis, to U.S.-Israel relations under the Trump administration, to internal governance and corruption, the 17th annual Herzliya Conference once again drew together Israeli and international experts to address the most pressing issues affecting the country, the region and the world. Convened by IDC Herzliya’s Institute for Policy and Strategy, the three-day annual conference is Israel’s center stage for the analysis and discussion of Middle East policy and Israeli national security.

Opening the proceedings with a discussion of the opportunities and risks facing Israel as it enters its 70th year, IPS’s executive director, Maj. Gen. (ret.) **Amos Gilead**, said, “Israel is at a crossroads. We have the assets and the tools to shape our fate. And it must be understood that in the Middle East, not making a decision is also a decision.”

Among the distinguished international speakers at the conference were Gen. **Mikhail Kostarakos**, chairman of the European Union Military Committee, Sir **John Jenkins**, executive director of the International Institute for Strategic Studies – Middle East, and **Brett McGurk**, the U.S. special presidential envoy for the Global Coalition to Counter ISIS. McGurk discussed the coalition’s campaign to destroy ISIS “not just militarily, in Raqqa and Mosul, but also in cyberspace and ideologically. This is among the most complex challenges in the most complex region of the world. Progress is not linear. There will be setbacks. There will be adjustments. Not everyone will be happy with every decision that is made. That is the nature of a coalition. But just as ISIS is dedicated to attacking us, we must be dedicated and committed to defeating them.”

Speakers also focused on the prospects of a regional peace agreement in the Middle East. Former U.K. prime minister and special envoy of

the Quartet on the Middle East **Tony Blair** said, “There exists today a new path to peace, based not only on conventional Israeli-Palestinian negotiation, but on the potential for a new relationship between the Arab nations and Israel. It is an opportunity of unprecedented promise. We must grasp it with both hands. The region is in a life or death struggle for its future between those who want a narrow, sectarian and totalitarian view of religion to determine that future, and those who are striving for economies based on the rule of law and societies of religious tolerance, connected to the modern world and not in opposition to it. In this battle, a democratic State of Israel should be in alliance with the nations of the region, because Israel faces the same external threats and therefore shares the same strategic interests.”

Israeli Intelligence and Transportation Minister **Yisrael Katz** called for establishing full econom-

Nabeel Shaath, senior adviser to Palestinian Authority Chairman **Mahmoud Abbas**, delivered a message from Abbas saying, “Since my first day in office, I have been committed to maintaining security, institution building, and strengthening the economy. This is however an almost impossible goal to achieve in the absence of sovereignty and a real final political solution.



“A Jewish state according to the ultra-Orthodox outlook is ultimately a halachic state.”

– Prof. Uriel Reichman, president and founder of IDC Herzliya

capitals, a just solution to the refugee problem, and the release of our political prisoners.”

The conference marked the 50th anniversary of the Six-Day War, which invited wide-ranging analyses by experts on Israel’s current security situation. Head of Military Intelligence Maj. Gen. **Herzl Halevy** briefed the audience on the war against ISIS, Iran and the Shiite axis, Gaza, Hamas and Hezbollah. “Israel’s strength is deterring our enemies on all fronts,” he said. “Therefore, the likelihood of an initiated war remains low. However, instability, the proliferation of non-state actors, and accelerated power-building processes increase the likelihood of deterioration.”

IDF Chief of Staff Lt. Gen. **Gadi Eizenkot** noted that though the situation is tense all over the Middle East, the past few years have been among Israel’s quietest, on all fronts. “Israel’s strategic



Lt. Gen. Gadi Eizenkot, IDF chief of staff.



Gen. Mikhail Kostarakos, chairman of the European Union Military Committee.



Maj. Gen. (ret.) Amos Gilead, executive director of the Institute for Policy and Strategy.

ic and security ties with Saudi Arabia and other Gulf states, and for visits between the countries’ leaders. “Israel should propose security and intelligence collaboration to Saudi Arabia and other states in order to stop Iran and its allies, in exchange for gradual normalization,” he said.

Defense Minister **Avigdor Lieberman** told the conference that peace with the Palestinians would come only as a byproduct of a broader regional agreement, saying the reason the Oslo Accords had failed to end the conflict was that they were based on the mistaken principle of land for peace. Instead, Lieberman said, the guiding principle needs to be population exchange. “After 25 years, we can reach the conclusion that land for peace is an erroneous principle that will create asymmetry because it establishes a Palestinian state that is 100 percent Palestinian and a binational State of Israel that is 22% Palestinian,” he said.

Whenever the international community has an opportunity to move forward with a final-status agreement between Israel and Palestine, the government of Mr. Netanyahu finds an excuse to avoid discussing the key issues.” Abbas claimed that the most recent “pretexts” for Prime Minister **Benjamin Netanyahu** to “avoid” talks included incitement and “social aid” provided to the families of Palestinian political prisoners. Shaath, speaking on Abbas’s behalf, defended payments to Palestinian prisoners, including convicted terrorists, as a “social responsibility to look after innocent people affected by the incarceration or killing of their loved ones.” Shaath concluded with the message: “We face a new opportunity with the Trump administration to reach a just and lasting peace. We envision two states living side by side in peace and security, with Jerusalem as a free and open city with two

balance has improved over the last year,” he said. “We maintain superiority in intelligence, in our air force, in our technology against rocket fire and tunnel threats, and in our moral fiber. Our main challenge is the prevention of a nuclear Iran, whose ideology is to annihilate Israel. The world must make the effort to stop Iran from turning into North Korea.”

During a plenary session dealing with the Iranian threat, **Danielle Pletka**, vice president



“The region is in a life or death struggle for its future.” – Tony Blair,

former U.K. prime minister and special envoy of the Quartet on the Middle East



"Israel's strength is deterring our enemies on all fronts."

– Maj. Gen. Herzl Halevy,
head of Military Intelligence

for Foreign and Defense Policy at the American Enterprise Institute, said, "The number one priority of the Islamic Republic of Iran is not to destroy Israel, it's to stay in power. If there was a low-cost way to annihilate Israel, they might do it, but there is no way for them to do it without paying a high price. They are interested in regional hegemony."

In a session on countering the phenomenon of the delegitimization of Israel, attended by IDC supporters Dr. **Miriam** and **Sheldon G. Adelson**,

people become misinformed. We must address Israel's morality or we've shrunk from the challenge." **Yarden Ben Yosef**, director of IDC's Public Diplomacy Project, presented Act.IL, the online community for Israel which grew out of the situation rooms run by IDC students during Israel's last two wars in Gaza. In a session dealing with anti-Semitism, Brig. Gen. (res.) **Sima Vaknin-Gil**, director-general of the Strategic Affairs and Information Ministry, said, "Most other countries do not have to defend their right to exist. The Israeli government came to this



Isaac (Buji) Herzog, leader of the opposition.



Dorit Beinisch, president emerita of the Israeli Supreme Court, and investigative journalist Ilana Dayan.



Sir John Jenkins, executive director of the International Institute for Strategic Studies – Middle East.



Amb. Tina Kaidanow, U.S. principal deputy assistant secretary of state for Political-Military Affairs.



Brett McGurk, U.S. special presidential envoy for the Global Coalition to Counter ISIS.



Education Minister Naftali Bennett.



"After 25 years, we can reach the conclusion that land for peace is an erroneous principle."

– Defense Minister Avigdor Lieberman

chairman of the Israeli American Council **Adam Milstein** said, "I don't think telling the truth about Israel is enough. We need to show that the enemies of the Jews are the enemies of America and expose the people behind it, such as the U.C. Berkeley professor who called for an intifada in the U.S." **David Brog**, executive director of the Maccabee Task Force, which was founded by the Adelsons, explained, "We go to the toughest campuses in the U.S. and help Jewish students fight back. We cross-pollinate, taking the best ideas from one campus and implementing them in others. We can't not talk about the conflict because others will talk about it in our absence. If we don't respond, it goes unanswered and

game about 10 years too late. The efforts were scattered. But now we have an organized campaign – we have moved from defense to offense."

Education Minister **Naftali Bennett** discussed the challenges facing education in Israel, saying, "We have been able to affect very real change in a short time." Pointing to the national project to advance mathematics and the sciences, Bennett said, "After a decade of decline in STEM we've changed the tide. This year, over 16,000 children graduated the advanced math matriculation exam, giving kids from the periphery chances that they didn't have before, like serving in elite

army units or working in high-tech. This is the greatest social project in Israel.”

Other internal Israeli issues were addressed by **Dorit Beinisch**, retired Supreme Court president, who described what she called “efforts to delegitimize the legal system,” as well as by IDC’s president and founder Prof. **Uriel Reichman**, who talked about a matter he defined as being threatening to national unity: the growing power of the ultra-Orthodox political parties. “A Jewish state according to the ultra-Orthodox outlook is

The conference was brought to a close by President **Reuven Rivlin**, whose address dealt, inter alia, with changes in democracy over the years. “As in any place around the world, Israeli democracy cannot be taken for granted,” he said. “The Jewish and democratic formula was and will remain the Zionist compass that has guided our way in the last 70 years against the background of a changing world, and will continue to guide our way in the future, at any time and in every situation.”



“The Jewish and democratic formula was and will remain the Zionist compass.”

–Israeli President Reuven Rivlin



Prof. Reichman presents Amb. Zalman Shoval with the Herzl Award.



Maj. Gen. (ret.) Amos Gilead and President Reuven Rivlin.



Dr. Miriam and Sheldon G. Adelson with Prof. Uriel Reichman.



Danielle Pletka, vice president for Foreign and Defense Policy at the American Enterprise Institute.



Defense Minister Avigdor Lieberman.



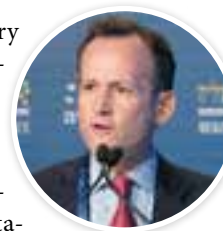
Finance Minister Moshe Kahlon and journalist Tal Shalev.

ultimately a halachic state,” he said. “The proposed bill to grant rabbinical courts jurisdiction over civil cases expresses the ultra-Orthodox camp’s sense of power and desire to expand their control, and it seems that the national religious camp has agreed to cooperate as a political deal.”

Former Prime Minister **Ehud Barak** also addressed the conference, saying, “In recent months, there have been clear signs of a civil society awakening. In the face of corruption in our political system and the takeover of government by extremists, a growing part of the nation understands that silence is not an option.”

In addition to keynote addresses and plenary sessions, the conference featured a simulation dealing with Israel in a multi-front escalation, as well as roundtable sessions designed to enable in-depth conversations on topical issues by a limited number of experts. The topics of the roundtable sessions included “Women’s Service in the Israel Defense Forces,” “Christian Support as a Growing Strategic Asset for Israel,” and “Game of Thrones: The Middle East Arena.” ★

– Ariel Rodal-Spieler



“We must address Israel’s morality or we’ve shrunk from the challenge.”

– David Brog, executive director of the Maccabee Task Force

The Neville and Emma Shulman Literary IDC Challenge Cup

The annual competition offers students the opportunity to present potential solutions to the challenges facing the Middle East.

First presented in 2015, the Neville and Emma Shulman Literary IDC Challenge Cup has become an honored IDC Herzliya tradition. The annual competition offers second- and third-year students and graduates the chance to compete for \$7,500 in prize money and a silver cup for the best-written presentation offering solutions to challenges facing Israel and the Middle East. The winner is chosen based on the work's quality, its contribution and applicability to Middle East challenges, originality and innovativeness, and out-of-the-box suggestions. A professional committee comprised of **Neville Shulman** CBE and **Emma Shulman**, IDC's founder and president, its provost, and the dean of the Lauder School of Government, Diplomacy & Strategy select the outstanding proposals to be awarded the scholarships. The three runners-up receive \$500 each.

"As a writer, journalist, explorer and mountaineer, I believe in challenge, in using our personal resources to help others fulfill their goals, and in providing incentives to youngsters who are trying to make their mark," Neville Shulman said. "Emma and I like to encourage young students from all backgrounds to use their minds to propose ideas that could help find a way to encourage peace in the region to occur. There

is no other acceptable alternative going forward but for everyone to look for peaceful means to reduce and eventually eliminate conflict. The future is only what we have to offer so we want to find ways to create potential solutions to what may seem at times like insurmountable problems."

Prof. **Boaz Ganor**, dean of the Lauder School, said, "Since the establishment of the school by Prof. **Ehud Sprinzak**, z"l, we have sought to combine theory and practice, encouraging the students to use what they learn to try to solve governmental crises and issues in a practical way, be it in the realm of security, diplomacy, strategy, society, or governance. The Shulman Cup represents the essence of this approach of combining learning and doing in the field of governance. The cup encourages unique and refreshing thought processes from Lauder School students for the purpose of solving problems related to Israel and regional Middle Eastern crises, security and otherwise, and helps train the next generation of decision-makers to think productively and formulate operative recommendations. This competition is important to Israeli society both in terms of giving the best training in practical and academic thinking for students of government, and also in terms of its



Emma and Neville Shulman with the winner of the 2017 Challenge Cup, Marcello Tomasina.



Jonathan Davis, Leeche Friedman, Prof. Boaz Ganor, Devorah Margolin, Prof. Uriel Reichman, Amir Mizrachi, Guy Freedman, Emma Shulman and Neville Shulman.

attempt to solve the essential problems facing Israel and the Middle East.”

This year's winner, **Marcello Tomasina**, an M.A. student from Italy studying Counter-Terrorism and Homeland Security, was awarded the cup for his paper titled “Environmental Milieu: The Nexus between Climate Change and Violent Extremism: Inclusive Resilience – A Plan of Action for Governmental and Non-Governmental Actors.” Tomasina said, “It has been an honor for me to have the chance to make a difference in advancing the intellectual discourse on the stability of the Middle East. This is indeed a moment in which we have the chance to funnel expertise and resources and directly take action to face two of the most severe threats to regional stability: climate change and violent extremism.”

Guy Freedman, a M.A. graduate who manages IDC's Center for Statistical Consulting and is currently pursuing a Ph.D., won the cup in 2016 for his work, “Facing the Iranian Nuclear Threat in Light of the Nuclear Deal: Recommendations for Israeli Policy-Makers.”

“I attempted to theorize and conceptualize how Iran defines deterrence and how it implements its deterrence doctrine,” Freedman said. “I

“It has been an honor for me to have the chance to make a difference in advancing the intellectual discourse on the stability of the Middle East.” – 2017 Neville and Emma Shulman Literary IDC Challenge Cup winner Marcello Tomasina

learned a great deal about Iranian strategic culture, and was able to offer recommendations for Israel based on these features.”

The winner of the prize in its inaugural year, 2015, was **Moran Stav**, a B.A. honors graduate in Strategy and Decision Making, for his research paper on “The Islamic State and Palestinian Society: A Collapse of Perception and Challenge at the Heart of Israel.” Stav said, “Luckily, it seems that the challenge that I identified didn't come about, and the further weakening of ISIS (which was then at its peak) turned what could have been a major problem into something lesser that applies to small groups within Palestinian society. The generous scholarship from the Shulman Cup helped me substantially in financing my M.A. abroad.”

“The Shulman Cup represents the essence of [the] approach of combining learning and doing in the field of governance.” – Prof. Boaz Ganor, dean of the Lauder School of Government, Diplomacy & Strategy

Jonathan Davis, IDC's vice president for External Relations and head of the Raphael Recanati International School, said, “We are thrilled by the pioneering and adventurous impact that Emma and Neville's Challenge Cup make on the students. It is a true privilege for IDC to be able to award this prestigious cup every year.”

Neville Shulman hopes that in coming years the number of worthy shortlisted applicants will only grow. “Together, all of the applicants have created an important body of work, proposals, ideas, contributions and concepts,” he said. “These can be used by future students to engage in discourse and try to achieve the prime aim of the award: solutions to increase chances for peace.” ★

– Ariel Rodal-Spieler

Submissions for the 2018 Neville and Emma Shulman Literary IDC Challenge Cup are now being accepted until February 28, 2018.
stevie@ict.org.il

Spotlight on Dr. Jessica Cauchard: Focusing on Human-Computer Interaction at IDC Herzliya

The new senior lecturer at the Efi Arazi School of Computer Science and the Sammy Ofer School of Communications is shedding new light on human-computer interaction.

Dr. **Jessica Cauchard**, one of IDC Herzliya's newest faculty members and a recent immigrant from France, focuses her research on new interaction techniques with technology, using a human-centered approach. "The idea behind my research is to make interaction between humans and computers more natural," she says. "For example, mobile devices have become so ubiquitous, and have changed the way we interact with technology and with one another. At first they were personal devices carried in our hands or pockets, but now they are changing form to fit our lifestyles and have a much bigger diversity of information to display. Most people discovered computers and mobile phones as adults, whereas today's children are born into it. So how does that affect society? I design, develop, and evaluate novel interaction techniques, including voice, gestures, and sensors, with the goal of using technology to bring people closer together and to really support the users."

At IDC, Cauchard teaches programming and a Human-Computer Interaction elective at the Efi Arazi School of Computer Science, as well as a course in HCI at the Sammy Ofer School of Communications. She also leads an HCI research group, the Ubiquitous Computing Lab, in which she and her research students examine how people will interact with technology in the future. A central part of their research deals with autonomous devices such as drones, which Cauchard says, "re-invent our understanding of ubiquitous

computing. Drones are going to be part of our environment in the future, so we have to figure out how to interact with them in a way that feels natural. What we're doing in the lab is creating ways, such as gesture recognition, in which a person can say to a drone, 'Hey what are you doing? Can you help me?' We've gathered a set of natural gestures, so even if you've never seen a drone before, it won't feel strange to interact with it."

"The idea behind my research is to make interaction between humans and computers more natural."

– Dr. Jessica Cauchard

Prior to joining IDC, Cauchard worked as a post-doctoral research fellow at Stanford University's Computer Science Human-Computer Interaction laboratory. She completed her Ph.D. at the University of Bristol at the Interaction and Graphics research lab in 2013. Her thesis dealt with how projection systems can be embedded inside mobile technologies and what the implications are for design and interaction techniques. She completed an M.Sc. in Computer Science at Sheffield University, where she specialized in virtual reality systems for public spaces, such as museums and workspaces.



Cauchard has received several awards and scholarships for academic excellence, including a Magic Grant in 2015 for her work on storytelling with drones by the Brown Institute for Media Innovation, and the Marjorie Shaw Scholarship awarded by the British Federation of Women Graduates in 2012. She is an associate editor of the “Interactive, Mobile, Wearable and Ubiquitous Technologies” journal series.

“I love HCI because it combines hard-core technology with interaction with people,” says Cauchard. “I am fascinated by it, and am very passionate about my work. It’s exciting to help shape what the world is going to look like tomorrow.”

Cauchard says she chose to come to Israel and to IDC because she “wanted to help create something new. The field of HCI is not that established here yet. In Israel we’re only a handful of professors and most of us have only been recruited in the past few years. I feel that here I can really help set things up for the community of people interested in this field.”

As for Cauchard’s favorite aspect of IDC: “I love the research students I’ve been working with,” she says. “I have both Israeli and international students doing research with me – they’re amazing, passionate, and really hardworking. We’ve already managed to get two research papers out within six months. The staff here at IDC has also been very supportive.” ★

– Ariel Rodal-Spieler

ANNUAL ISRAEL FRIENDS GALA **FEATURES** AVANT GARDE RESEARCH

● LOVE



Prof. Ruth Feldman of the Baruch Ivcher School of Psychology gives an overview of the neurological and hormonal processes that come into play when people fall in love.

● ROBOTS



Dr. Guy Hoffman, an assistant professor in the Sammy Ofer School of Communications and co-director of the IDC Media Innovation Lab, presents Blossom, a handcrafted "social robot" in the shape of a knitted rabbit.



"Academia will change, and only universities that are flexible and that have good values and partnerships will survive." – Prof. Uriel Reichman, president and founder of IDC Herzliya

Urbanization, robots, and drones, oh my! Capping off a week of graduation festivities, the annual gala for Israeli Friends of IDC Herzliya was held with a focus on the future of science and technology. Along with IDC supporters, friends, faculty, and staff, among those in attendance were Herzliya mayor **Moshe Fadlon** and his wife, **Lilach**, and all the 2017 IDC Honorary Fellows, who had received their scrolls earlier in the evening. The event's sponsors were Jaguar Land Rover, Philip Morris International, United Airlines, and EFG International. **Gili Dinstein**, director of Israeli External Relations at IDC, acted as master of ceremonies, and guests enjoyed an Italian dinner and a musical performance by Israeli singer **Arik Sinai**, who performed several of his classic songs.

Prof. **Uriel Reichman**, president and founder of IDC Herzliya, welcomed the guests and said, "Our graduates are going out into a tough world and future. In many jobs, robots are taking the place of humans. New technology will continue

to shake up our lives. We at IDC prepare our students to face this reality. Because we recognized the need to teach our students how to deal with the challenges of the 21st century, we asked each school to come up with ways of adapting the curriculum to meet this goal. So, for example, at the Radzyner Law School, the Zvi Meitar Institute for Legal Implications of Emerging Technologies examines issues such as criminal liability in the autonomous vehicle industry, and the Arison School of Business deals with the complexities and challenges of big data. In addition, many new disciplines will undoubtedly sprout, academia will change, and only universities that are flexible and that have good values and partnerships will survive. Without you, we never would have been able to realize our vision and we will not be able to continue to adapt for the future strength of Israeli society."

Four IDC faculty members presented their cutting-edge research in their respective fields. Dr. **Guy Hoffman**, an assistant professor in the

● URBANIZATION



Dr. Nati Marom, a senior lecturer at IDC's School of Sustainability Founded by Israel Corp., ICL & ORL, discusses the future of urbanization.

● DRONES



Dr. Jessica Cauchard, a senior lecturer at both the Sammy Ofer School and the Efi Arazi School, discusses human interaction with mobile technology, focusing specifically on drones.



Dina Recanati, Honorary Fellow 2004, and Oudi Recanati, chairman of IDC Herzliya's board of directors.



Avi Tiomkin, Honorary Fellow 2016, and Gili Dinstein.



Gideon Argov, Honorary Fellow 2010 and founder of the Argov Fellows Program in Leadership and Diplomacy, and Alexandra Fuchs.

Sammy Ofer School of Communications and co-director of the IDC Media Innovation Lab, presented Blossom, a handcrafted "social robot" in the shape of a knitted rabbit, and demonstrated how it reacted emotionally to different videos. "I think that in the future the first thing we will do in the morning and the last thing we will do at night is talk to a robot," Hoffman said. "And

we are seeing a trend of people combining technology and art. By returning to ancient, home-made crafts, we can humanize robots."

Prof. **Ruth Feldman** of the Baruch Ivcher School of Psychology delivered a fascinating talk about the biological basis of love, giving an overview of the neurological and hormonal processes

that come into play when people fall in love or become parents. "The hormone oxytocin, whose release can be stimulated by touch, plays an essential role in bonding and attachment," Feldman said. "Early social experiences, mainly parent-infant interactions, shape future levels of this hormone, and therefore the child's ability to bond with others in the future."



“Every student I meet agrees that IDC gives them something beyond the average university.” – Dr. Boaz Schwartz, chairman of the board of Israeli Friends of IDC Herzliya



Miri and Sammy Azouri.



Boaz and Varda Dotan and Yossi Mendelsohn.



Shira and Moshe Rosenfeld.



Lisa and Roger Gladstone.



Richard Roberts, Rachel Levitan, and Daniella and Benny Einhorn.



Isaac and Rachel Hazan.



Judy Tiomkin and Shula Recanati.



Dana Spector, Shira Birenbaum and Rachel Sade.



Anat Radonia, Rony Lerner and Tova Avrechi.

Dr. **Nati Marom**, a senior lecturer at IDC's School of Sustainability Founded by Israel Corp., ICL & ORL, discussed the urban future, saying that soon 90% of the world's population will be living in cities. Marom said this mass urbanization can lead to social inequality and sustainability concerns, and requires new visions for cities, strategic plans, and urban development initiatives.

Dr. **Jessica Cauchard**, a senior lecturer at both the Sammy Ofer School of Communications and the Efi Arazi School of Computer Science, gave a presentation on how humans interact

with mobile technology, focusing specifically on drones, which she called “the upcoming revolution.” Cauchard gave a demonstration in which a drone searched for one of her research assistants using his heat signature and then interacted with him via a menu projected onto the ground. “Drones are becoming very popular, and personal, commercially available drones enable new interactions which have led to a new field of research: How do you interface with drones? Through the use of various sensors we can create an interface that makes sense and comes naturally, even if you're not familiar with drones,” she said.

“The world is going through so many changes that could never have been predicted,” said Dr. **Boaz Schwartz**, chairman of the board of Israeli Friends of IDC Herzliya. “Just look at the presidency of Donald Trump, or the social media revolution. In this reality, we need to redefine the university. Every student I meet agrees that IDC gives them something beyond the average university. It is avant-garde and trains students to lead and to innovate.” ★

– Ariel Rodal-Spieler



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Prof. Liav Orgad Speaks about the Migration Crisis and the Future of Europe



Prof. Uriel Reichman, Evelyne and Pierre Besnainou, Prof. Liav Orgad and Jonathan Davis.



Joey Low, Bob Wiener and Zeev Bielski, mayor of Raanana.

Evelyne and Pierre Besnainou, chairman of IDC's International Friends, host the first International Friends event of the 2017-2018 academic year.

Evlyne and Pierre Besnainou, chairman of IDC's International Friends, opened their spectacular home for an International Friends event featuring Prof. **Liav Orgad**, a world-renowned expert on global migration and national identity, speaking about the migration crisis and the future of Europe. At the event, IDC faculty, friends and alumni mingled with supporters, including IDC Herzliya Honorary Fellows **Joey Low** and **Bob Weiner**.

IDC President and Founder Prof. **Uriel Reichman** thanked the Besnainous for their hospitality and spoke about the secret to IDC's success. "What is it that enabled IDC, which began with no money and no accreditation, to become so successful?" he said. "IDC represents a commitment to the basic values on which the State of Israel was established. We would not have succeeded unless so many people, many of them

"IDC represents a commitment to the basic values on which the State of Israel was established."

– Prof. Uriel Reichman, president and founder of IDC Herzliya

here today, believed in our mission. We spoke in simple terms, about educating the leadership of Israel and the Jewish people. We told the tremendous story of the Jewish people gathering from all over the world to create a nation based on liberal tradition with the goal of creating a moral society. IDC stands for taking this vision we grew up with in the 1950s and instilling it in the younger generation."



Prof. Liav Orgad presents his book “The Cultural Defense of Nations: A Liberal Theory of Majority Rights” to the evening’s hosts, Pierre and Evelyne Besnainou.



Eric Fingerhut, president of Hillel International, Aviva Moldawsky, member of the board of directors of Hillel Israel Ltd. and Alon Friedman, director general of Hillel Israel.

“Today one in nine people in the EU member states are first-generation migrants.”

- Prof. Liav Orgad



Jonathan Davis (center) with Iris and Shalom Maidenbaum.



Amb. Avi Pazner, Pierre Besnainou and Marty Pazner.



Yael and Alex Mintz, IDC's provost.



Helena Rusk and Helga Kronheim.

“Migration has become associated with the word ‘crisis,’ which is odd because it’s generally considered a positive thing.”

– Prof. Liav Orgad

Orgad, an IDC alumnus and an associate professor at the Lauder School of Government, Diplomacy & Strategy, was the first student to enroll in IDC’s Law and Government track. He grew up in a disadvantaged neighborhood of Rishon Lezion, where it was considered unusual to finish high school, let alone pursue higher education.

“IDC is an academic kibbutz,” he said. “It really feels like a family. The most important thing that Prof. Reichman taught me is the ability to dream. IDC is a values-based education – Zionist, liberal, and with a social approach – that gives scholarships to people like me, which simply opened up my life.”

Moving on to the subject of his lecture, Orgad said, “Migration has become associated with the word ‘crisis,’ which is odd because it’s generally considered a positive thing. One of the reasons

for this is the sheer number of migrants – today one in nine people in the EU member states are first-generation migrants. The demographic projection is that their number will continue to grow, and that in 2050, 35% of the population in six EU member states will be migrants.”

Another reason Orgad cited is the composition of the migrant population – whereas in the past, the main purpose of immigration was to enjoy Western culture and values, now many migrants are challenging those values and are not integrated into society. Forty percent of international migrants to Europe are Muslims. “The third generation of Pakistani immigrants in the U.K. is more hostile and more supportive of political violence than the first and second generations,” Orgad said. “This reality causes a lot of problems around liberalism, women’s rights, and the role of religion in the public sphere.”

Orgad described the European reaction to migration as being what he calls “moral panic.” “There is a sense of being under attack, which leads to the general public becoming anti-migrant,” he said. “Another reaction is the idea that we have to think about majority rights – to defend the idea, from a liberal point of view, that the majority has rights, too.” This issue is the subject of Orgad’s book, “The Cultural Defense of Nations: A Liberal Theory of Majority Rights,” published by Oxford University Press in 2016.

During his closing remarks, **Jonathan Davis**, IDC’s vice president for External Relations and head of the Raphael Recanati International School, said, “Prof. Orgad represents what Prof. Reichman was talking about earlier – he is an example of the quality of scholarship and commitment to values we have here at IDC.” ★

– Ariel Rodal-Spieler

World Summit on Counter-Terrorism: The Terrorism Maze



From left: Prof. Uriel Reichman, president and founder of IDC Herzliya, U.S. Ambassador to Israel David Friedman, Dr. Sebastian Gorka, former advisor to U.S. President Donald Trump, and Prof. Boaz Ganor, founder and executive director of ICT and dean of the Lauder School of Government, Diplomacy & Strategy.



Standing for a moment of silence for victims of the September 11, 2001 terrorist attacks. From left: Prof. Boaz Ganor, Public Security Minister Gilad Erdan, Amb. David Friedman, Prof. Uriel Reichman, and Jonathan Davis, IDC's vice president for External Relations and head of the RRIS.

ICT's 2017 World Summit on Counter-Terrorism explored challenges including lone-wolf attacks, migration, and cyber-terrorism.

ICT Herzliya's International Institute for Counter-Terrorism held its annual World Summit in September, bringing together experts from around the globe to explore the factors and trends that make up the maze of terrorism and counter-terrorism today. Comprising two days of plenary sessions followed by two days of workshops, the 17th International Conference convened 1,200 decision-makers, politicians, academics, defense, intelligence and police officials and security industry leaders from more than 60 countries. The conference was held with support from longtime friends of ICT Keren Daniel (the **Jusdisman** family), Amb. **Ronald S. Lauder**, **Steven** and **Bonnie Stern**, **Daphna** and **Gerald Cramer**, **Evelyne Tammam Douek**, and Sir **David Garrard**.

"This is the biggest gathering of counter-terrorism experts from all over the world," said Prof. **Boaz Ganor**, ICT's founder and executive director and dean of IDC's Lauder School of Government, Diplomacy & Strategy. "This conference is a platform for the formation of international cooperation. We are building the global

network of counter-terrorism, and as we know, it takes a network to beat a network."

As in previous years, the subject of Iran remained a central focus of the conference, and despite the decline of ISIS in Iraq and Syria, conference speakers warned that there is still little reason for optimism.

"There is no doubt that terror is spreading all over the world, and is going to stay with us for several years," said **Shabtai Shavit**, former Mossad chief and chairman of ICT's board of directors. "Radical Islam, both Shiite and Sunni, will continue to promote the caliphate idea while competing amongst themselves."

Defense Minister **Avigdor Lieberman** addressed the conference plenary, saying, "Almost all Islamic terrorism is somehow linked to Tehran. As long as there is an Iranian regime based on radical ideology, represented mainly by two figures – Ayatollah Khamenei and Qasem Soleimani – we won't be able to defeat radical Islam. This year, the Iranian Revolutionary



Sir David Garrard is presented with the Guardian of ICT award by Prof. Boaz Ganor, Chairman of ICT's board of directors Shabtai Shavit, and Jonathan Davis.



Defense Minister Avigdor Lieberman.



Education Minister Naftali Bennett and Prof. Uriel Reichman.



Justice Minister Ayelet Shaked.



Foreign ambassadors posted in Israel discuss the terrorist threat in their respective countries.



Manuel Valls, former prime minister of France.

Guards' budget grew by 40%. They are developing weapons including cyber and non-conventional weapons, and supporting terrorism. Hezbollah could not exist without Tehran's support. Nor could Hamas. Or Assad. North Korea would not be capable of reaching that level of nuclear armament without the aid of Iran."

Justice Minister **Ayelet Shaked** advocated for Israel to "strengthen its ties with the moderate Sunni states and build a diplomatic arena vis-à-vis Iran."

The problems facing EU countries, such as open borders and increased terrorism in recent years, were addressed by several European experts, including former Italian Foreign Minister **Giulio Terzi**, former French Prime Minister **Manuel Valls**, Amb. **Piet de Klerk**, special envoy for counter-terrorism at the Foreign Ministry of the Netherlands, **Alistair Sutherland**, assistant commissioner of the City of London Police, and Amb. **Eric Danon**, deputy director for Political Affairs and Security at the French Foreign Affairs Ministry. "The French authorities have

implemented more direct measures of operation, including a law authorizing police to block sites, the removal and blocking of propaganda videos, and the dismissal of Imams who have been involved in radicalization," said Danon. "France has a strong focus on intelligence activities, including the detection of radicalization within prisons."

On a panel dealing with lone-wolf terrorism, Dr. **Tricia Bacon**, a professor at the American University's School of Public Affairs, discussed the main types of threats involving lone attackers. These include returning foreign fighters sent by ISIS to act autonomously, virtually planned attacks in which ISIS helps individuals plan terrorist acts, including providing instructions on how to use weapons and suggestions for targets, and "ISIS-inspired" attacks.

Dr. **Jehangir Khan**, director of the U.N.'s Counter-Terrorism office, encouraged leaders to go from "rhetoric to reality" in strengthening multilateral cooperation to fight terrorism. "The world needs to recognize the benefits and

"We are building the global network of counter-terrorism." – Prof. Boaz Ganor, founder and executive director of ICT and dean of the Lauder School of Government, Diplomacy & Strategy

“Radical Islam, both Shiite and Sunni, will continue to promote the caliphate idea while competing amongst themselves.” – Shabtai Shavit, former head of the Mossad and chairman of the board of directors of ICT



From left: Prof. Rohan Gunaratna, director of the International Centre for Political Violence and Terrorism Research at Singapore's Nanyang Technological University, Brian Jenkins, senior adviser to the president of the RAND Corporation, and Brig. Gen. (ret.) Russell Howard, senior fellow at the Joint Special Operations University.



From left: Lord Jonathan Mendelsohn, Assistant Commissioner for Specialist Operations of the London Metropolitan Police Service, Mark Rowley, Sir David Garrard, and Prof. Boaz Ganor.



Alistair Sutherland, assistant commissioner of the City of London Police.



Noor Dahr, director of the Pakistan-Israel Alliance.



IDC supporter Steven E. Stern.

value of multilateral cooperation, which sovereign states have not fully understood,” he said. “Even today, close allies do not share information on security issues. There is a need to focus on structural prevention, to build better policies for human governance, and political solutions to prevent violent extremism. Cyber-terrorism possesses the greatest danger. It is a tool that is capable of penetrating the minds of young people all over the world. We need impact, not just rhetoric, not just speeches.”

On the subject of cyber-terrorism, **Brian Fishman**, Facebook's lead policy manager for Counter-Terrorism, outlined the social media giant's approach to countering terrorism online. “There is no place for terrorism on Facebook,” he said. “It violates our community standards and when we find it we remove it. We rely on reports from our community – every report gets a look – and we are increasingly using automation to locate and remove terrorist propaganda.

It's still not perfect, but there are now 150 people at Facebook whose primary focus is on counter-terrorism.”

Fishman also described the efforts of the Global Internet Forum to Counter Terrorism, launched in August by Facebook, Microsoft, Twitter and YouTube, which structures how the social media companies work together and share databases to curtail the spread of terrorism online.

A refreshing and fascinating perspective was given by **Noor Dahr**, director of the Pakistan-Israel Alliance, who dubbed himself “the first Pakistani Muslim to be officially declared Zionist.” He relayed his journey from being taught to hate Jews and Israel as a boy in Pakistan, to his studies at Oxford and at ICT, to his current role as “an icon of peace between Pakistan and Israel.”

Dr. **Sebastian Gorka**, former adviser to U.S. President Donald Trump, spoke about what he perceived as having changed in American counter-terrorism policy since Trump was elected president. “The war on terrorism is the longest war America has been engaged in since 1776,” he said. “Are we winning it? Winning is more than just about the physical obliteration of terrorists. Jihadism as a global phenomenon is increasing. We must work to undermine the ideology of the enemy and de-incentivize people from choosing this lifestyle. Measuring victory with body bags leads to an endless cycle of violence. As **Donald Rumsfeld** [former U.S. defense secretary] once asked, ‘Are we killing more terrorists than we are creating?’ We need to neutralize the ideologues who are telling people to commit attacks, while finding the balance between freedom of speech and terrorist propaganda.”

Regarding Iran, Gorka said, “America focused on Sunni jihadists for 16 years, understandably. But



Back row: Alistair Sutherland, Lord Jonathan Mendelsohn, and William Sutherland. Seated: Sir David Garrard, Lady Nicola Mendelsohn, and Ava Chang.



From left: Evelyne Tammam Douek, Brian Jenkins, and Prof. Rohan Gunaratna.



Public Security Minister Gilad Erdan.



U.S. Ambassador to Israel David Friedman.



Brian Fishman, lead policy manager for counter-terrorism at Facebook.



Commissioner Roger L. Parrino Sr. of New York State's Division of Homeland Security and Emergency Services.

the bigger problem is Shiite jihadism, because Iran is a nation-state that is a functioning theocracy that has perfected the art of indirect warfare, and that may acquire nuclear weapons, thanks to the Obama administration. Israel is right about Iran. President Trump is in a position to jettison the blinders that in the past led us to the greatest terrorist attack on American soil. And he has restored our relationship with Israel.”

At the conference’s memorial for the victims of the Sept. 11, 2001 terrorist attacks, speakers included IDC President and Founder Prof. **Uriel Reichman**, U.S. Ambassador to Israel Amb. **David Friedman**, Public Security Minister **Gilad Erdan**, and Commissioner **Roger L. Parrino Sr.** of New York State’s Division of Homeland Security and Emergency Services, who gave a moving firsthand account of his experiences as a first responder on that day.

Among the workshop sessions held during the conference’s final two days was the **Steven E. Stern** Workshop on Cyber-Terrorism, during which participants discussed the technical, policy, and legal challenges of cyber-terrorism.

During a workshop on international cooperation in counter-terrorism, Prof. **Rohan Gunaratna**, director of the International Centre for Political Violence and Terrorism Research at Singapore’s Nanyang Technological University, said, “Cooperation between countries is not sufficient to bring down ISIS and the various terrorist organizations. Only through interfaces of collaboration such as building common databases and joint training will we increase effectiveness.” The workshop on Global Migration, Terrorism and Integration dealt with the challenge of how to best regulate the immigration of foreign nationals without compromising the national security of host countries. The speakers each

“There is no place for terrorism on Facebook.”

– Brian Fishman, lead policy manager for Counter-Terrorism at Facebook

stressed the importance of government interaction with refugees to combat homegrown terrorism.

The conference’s concluding event was a simulation in which participants acted out a meeting of ISIS’s core leadership trying to plot a major terrorist attack in order to stay relevant while it loses its foothold in Syria. Actors playing the remaining ISIS leadership discussed the organization’s next steps as well as the group’s relationship with other global jihadists. ★

– Ariel Rodal-Spieler

American Friends of IDC

Boaz Ganor Addresses AFIDC Friends in NYC



Prof. Boaz Ganor delivers his speech.

The American Friends of IDC Herzliya hosted an event for Prof. **Boaz Ganor**, dean of the Lauder School of Government, Ronald Lauder chair for Counter-Terrorism, and founder and director of the International Institute of Counter-Terrorism. Ganor discussed global terrorism threats and U.S. counter-terrorism policy. More than 120 guests attended, including IDC alumni, supporters and new friends. AFIDC was also privileged to have members of the New York Police Department at the event. The audience was clearly engaged by the talk, and many were eager to ask questions during the Q&A session afterward.



Long-time supporters Bonnie and Steven Stern with AFIDC chairman Gil Tenzer.

IDC in NYC Alumni Networking Event

Forty alumni from all IDC schools attended the American Friends of IDC Herzliya's first alumni networking event to be held at WeWork Tower 49 in New York. The participants introduced themselves and discussed what they were doing professionally in New York City. AFIDC Board member **Corinne Arazi** attended the event to show her support for expanding IDC Herzliya's alumni network.



IDC alumni network in New York City.

AFIDC Hosts Zell Pitch Night in NYC



The judges (from left): Zohar Dayan, James Goldman, Guy Franklin and Roe Adler.

More than 80 guests attended a pitch night for the Zell Entrepreneurship Program in New York, hosted by the American Friends of IDC Herzliya. The event was held at WeWork Bryant Park at the invitation of **Roe Adler**, head of Digital at WeWork and an IDC Computer Science and MBA alumnus. At the event, the Zell fellows pitched their ideas to a panel of judges, comprising Adler, **Guy Franklin**, founder of "Israeli Mapped in NY" and general manager of SOSA NYC, **Zohar Dayan**, CEO and co-founder of Wibbitz and an IDC Business alumnus, and **James Goldman**, CEO of Bighawk LLC.



The Zell students at WeWork Bryant Park in New York City.

IDC Alumni Hold Happy Hour at IAC Conference in Washington, D.C.

The annual alumni happy hour held by the American Friends of IDC Herzliya at the Israeli American Council national conference in Washington drew more than 30 alumni, as well as IDC faculty including Prof. **Uriel Reichman**, president and founder, **Jonathan Davis**, vice president for External Relations and head of the Raphael Recanati International School, **Wendy Keter**, Raphael Recanati International School director emeritus, Prof. **Ben Dror Yemini** of IDC Herzliya's Lauder School of Government, Diplomacy & Strategy, **Yarden Ben-Yosef**, director of Act.IL, and the Act.IL team. Reichman and Davis led the happy hour by having everyone introduce themselves in turn, and the alumni mingled with old friends, networked, and reminisced about their days at IDC.



IDC alumni Happy Hour in D.C.

Prof. Dan Levy Speaks on 9/11 Anniversary in NYC

The American Friends of IDC Herzliya hosted Prof. **Daniel Levy** in New York City for a talk on the anniversary of the Sept. 11, 2001, terrorist attacks. Levy, head of the Cognitive Neuroscience Lab at the Baruch Ivcher School of Psychology and head of the Psychology Program at the Raphael Recanati International School, spoke about his research on the new brain science of healing traumatic memories. The lecture focused on people who had survived traumatic events such as 9/11 and IDF soldiers.

Short and Sweet

Snippets from IDC Herzliya Happenings

Long-Time Jewish Enrichment Supporter Mitchell R. Julis Visits IDC Herzliya



Mitchell R. Julis, Aba Claman and Jonathan Davis outside the Richard Allan Julis (Raphael Avraham Ben Moshe) Prayer Room, named for Mitchell's brother.



Aba Claman and Mitchell R. Julis with the Aron Kodesh and Sifrei Torah inside the Richard Allan Julis (Raphael Avraham Ben Moshe) Prayer Room.

Alon Fruchter Sports Garden Inaugurated



IDC inaugurated the Alon Fruchter fitness garden during a ceremony attended by faculty, students and the Fruchter family. Fruchter, an avid sportsman, passed away suddenly in 2014. Speaking at the ceremony, his sister Tal, whose daughters studied at IDC, said, "We wanted to establish this fitness garden for the students' wellbeing. After all, sport is the best cure for any pain."



Prof. Arik Shamir, new dean of the Efi Arazi School of Computer Science and Prof. Tami Tamir, the outgoing dean, show off their IDC pride with Prof. Uriel Reichman at a ceremony marking the changing of the school's deans. See page 16 for an article on the new dean.

South Africa's Herzliya High School Graduates Begin Their Israel Journey at IDC Herzliya



Graduates of South Africa's Herzliya High tour IDC Herzliya with Stephanie Miller, head registrar of the Raphael Recanati International School (back row, center, in black shirt).

High-Level Delegation from Mexico Visits Campus



The board of Maguen David from Mexico City, the largest Jewish community organization in Mexico (over 3,500 families), meet with IDC's leadership and Mexican students and hear about the university's entrepreneurial activities.

Ben J. and Dorit Genet Visit IDC Herzliya and the Jewish Federation of Broward County Fellows



Ben J. Genet presents his book, "Born Jumping," to Prof. Uriel Reichman.



Some of IDC Herzliya's 2017-2018 Broward Federation Fellows from the Israel at Heart Ethiopian Scholarship program, during Dorit and Ben J. Genet's (fourth and fifth from left) recent visit to campus. They are seen here with Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School at IDC Herzliya (third from left) and Prof. Uriel Reichman, president and founder of IDC Herzliya (seventh from left).



Mimi Charnoff Award Given for the Second Year

Debbie and Sam Charnoff with Jonathan Davis, IDC alumnus Eitan Charnoff and award recipient Itai Epstein (third-year Government) at the ceremony presenting the Mimi Charnoff Award, given to a student each year who shows exemplary work towards Jewish unity. Itai was chosen based on his "SHAGI" program ("Shevet Achim Gam Yachad").

Academics in Action

Office of the Provost,
Academic News, Research
Updates and Global Engagement



Prof. Alex Mintz, IDC provost.



*Dr. Eric Zimmerman,
director of Research and
Global Engagement.*

TeachEx: Teaching Excellence in Israel

TEACHEX (Teaching Excellence) is a project aimed at the professional development of academic staff by providing adequate support structures (Centers for Teaching Excellence) and innovative, high-quality, flexible programs designed to promote better teaching and enhanced learning. More information: <http://www.teachex.eu/>



Participants of the TEACHEX project on a training visit in Cork, Ireland.

Social Innovation for Indian and Israeli Entrepreneurs

Dr. **Eric Zimmerman**, director of Research and Global Engagement, and **Ariella Azoulay** attended a Social Innovation for Indian and Israeli Entrepreneurs project meeting at the Savitribai Phule Pune University (formerly University of Pune), India. The object of this meeting was to set up a three-year work plan and map out the learning needs for Indian institutions. Since this initial workshop, two training programs were conducted in Berlin and in Zagreb, together with the partners from Israel, in order to establish centers for social entrepreneurship.



Ariella Azoulay and Dr. Eric Zimmerman (seated, second and third from left) with colleagues from Savitribai Phule Pune University, India.

New Degree Authorized

The Council for Higher Education has authorized a double-degree B.Sc. in Computer Science and Entrepreneurship..

Panel Discussion at Ashoka University, India

Dr. Eric Zimmerman participated in a panel discussion on productive collaboration with foreign universities, in a larger conference on Haryana as a higher education powerhouse, at Ashoka University in Sonapat, India. He spoke about the Israeli higher education landscape and the unique position of IDC Herzliya within this system, as well as Israeli entrepreneurship and innovation and their place in Israeli university curriculums.



From left: Dr. Vanita Shastri (Ashoka University), Apoorv Mahendru (DAAD Germany), Bertrand De Hartingh (representative of the government of France), Fulbright scholar Adam Grotsky and Dr. Eric Zimmerman.

Faculty News, Appointments and Promotions

New Internationalization Officer at Office of Research and Global Engagement



Christian Jowers has been IDC Herzliya's international relations coordinator since 2016, working within the Office of Research and Global Engagement. In 2017, he also assumed the project management of TeachEx: Teaching Excellence in Israel. Email: Christian.Jowers@idc.ac.il



IDC Research Authority Gains New Specialist

Orna Zohar has joined IDC's Research Authority, with her primary responsibilities being to provide researchers with information on research funding opportunities and work with them to develop funding proposals. Zohar holds a B.Sc. in Geology, Life Sciences and Oceanography from the Hebrew University of Jerusalem and previously worked at ISERD, the Israel-Europe R&I Directorate operated by the Israel Innovation Authority, as the Israeli contact point for several programs. Email: orna.zohar@idc.ac.il

Promotions

Prof. Amnon Lehavi	Full professor	Law
Prof. Yaniv Grinstein	Full professor	Business
Prof. Dan Segal	Full professor	Business
Prof. Yacov Hel-Or	Full professor	Computer Science
Prof. Lior Zemer	Associate professor	Law
Prof. Rivka Weill	Associate professor	Law
Prof. Liav Orgad	Associate professor with seniority*	Government
Dr. Lesley Terris	Senior lecturer with seniority*	Government
Dr. Roy Shapira	Senior lecturer	Law
Dr. Ronit Levine-Schnur	Senior lecturer	Law
Dr. Yaniv Roznai	Senior lecturer	Law

*Near equivalent to tenure

Research Blog

Please note our tool to keep you abreast of research grants, centers, new appointments and projects at IDC Herzliya. <http://researchblog.idc.ac.il>

Academics in Action

Summer Courses with Taglit-Birthright

Seventy-two students from the United States and Canada spent 12 days studying at IDC Herzliya in a summer study program conducted in partnership with Taglit-Birthright Israel. Birthright Israel Academic offered students the opportunity to study either Entrepreneurship or Conflict Management at IDC and earn three academic credits, in addition to the usual highlights of a classic Birthright Israel trip.

Information: www.birthrightisrael.com/academic



Student Exchange

IDC Herzliya continues to forge ahead on the international front, signing student exchange agreements with institutions around the globe. New agreements were signed recently with:

China Europe International Business School (China)
City University of Hong Kong (China)
EFAP School of Communications (France)
European Business School (France)
IIT Delhi (India)
IIT Madras (India)
Nanjing University (China)
Sciences Po Bordeaux (France)
Shanghai University of Finance and Law (China)
University of International Business and Economics (China)
Tsinghua University (China)

Eighty exchange students from universities around the world are currently studying at IDC, while IDC sent nearly 150 students abroad to more than 30 partner universities in 2017. In 2018, IDC expects to send out nearly 200 students, making the IDC semester-abroad exchange program one of the biggest in Israel.

More information: <http://studyabroad.idc.ac.il/>

Visits to IDC

Recent high-level delegations have visited IDC from:

LUISS University		Italy
University of Southern California		U.S.
O.P. Jindal Global University		India
Washington University in St. Louis		U.S.
JICC Kansai		Japan
Catalonia Regional Government		Spain
Ashoka University		India
WE School		India
Guangzhou Bureau of Education		China
Heilongjiang delegation		China
Hamburg Municipality		Germany
University Camilo José Cela		Spain
ORT Uruguay		Uruguay
University of Konstanz		Germany
University of Wollongong		Australia
University of Iowa		U.S.
Nanjing University		China
Bocconi University		Italy
Institute of Scientific and Technical Information		China
Koc University		Turkey
Central School of the Communist Party		China
Japanese/Osaka Trade Mission Delegation		Japan
Rococo Corporation		Japan

IDC Delegation Visits Beijing

Prof. **Uriel Reichman**, president and founder of IDC Herzliya, led a senior academic delegation to Beijing on a mission aimed at increasing IDC's footprint in China through a series of discussions and meetings with existing and new partners. As well as Reichman, the delegation comprised: Prof. Boaz Ganor, dean of the Lauder School of Government, Strategy & Diplomacy and director and founder of the International Institute for Counter-Terrorism; Maj. Gen. (ret.) **Amos Gilead**, head of the Institute for Policy and Strategy and chairman of the Herzliya Conference; Prof. **Rafi Melnick**, professor in the Tiomkin School of Economics and the

Lauder School and former IDC provost; Amb. **Ron Prosor**, Abba Eban chair of International Diplomacy and former Israeli ambassador to the United Nations; Prof. **Yoav Yair**, dean of the School of Sustainability Founded by Israel Corp., ICL & ORL, and Dr. **Eric Zimmerman**, director of Research and Global Engagement. As well as holding discussions with key institutions, the delegation met Israeli Ambassador to China **Zvi Heifetz**.

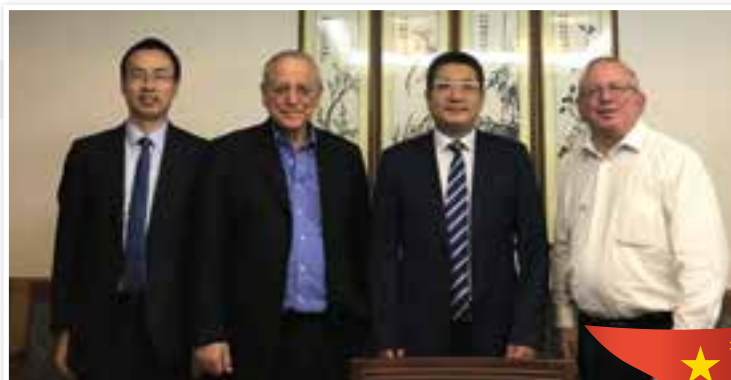
Core to the mission was a roundtable policy discussion held at the Central Party School of the Communist Party on the topic of global crisis

management. Led by Reichman and by Prof. **Wang Dongjing**, vice president of the CCPS, the participants discussed topics such as developing tomorrow's leaders, Israel's geopolitical position, the art of counter-terrorism, future economic risks, international diplomacy, and climate change and natural disasters in the Middle East.

Other meetings were held with government, business and media organizations on a range of topics, and student exchange agreements were signed with several universities.



From left: Prof. Uriel Reichman, Prof. Boaz Ganor, Maj. Gen. (ret.) Amos Gilead, Prof. Rafi Melnick, Amb. Ron Prosor, and Prof. Yoav Yair hold discussions in Beijing.



From left: Prof. Cui Guobin, associate dean, Prof. Uriel Reichman, Prof. Shen Weixing, dean of the Tzinghua Law School, and Dr. Eric Zimmerman.



From left: Prof. Rafi Melnick, Prof. Yoav Yair, Amb. Ron Prosor, Prof. Boaz Ganor, Prof. Uriel Reichman, and Maj. Gen. (ret.) Amos Gilead at the Forbidden City in Beijing.

Dr. Miriam and
Sheldon G. AdelsonAdelson School of
Entrepreneurship

Dean, Prof. Yair Tauman

Princeton Students Immerse in Israel's Startup World

An enthusiastic group of 23 Princeton University students spent 10 weeks in Israel interning at emerging businesses as part of the first Princeton Startup Immersion Program to take place in Israel. The prestigious program enables students to spend an intensive summer gaining firsthand knowledge of the startup world, usually in New York City, and is organized by the university's Keller Center, which aims to ensure all students can put science and technology to use to solve critical societal problems. IDC Herzliya was chosen as the Israeli partner thanks to the support of businessman Mitchell Julis, a long-time supporter of both IDC Herzliya and Princeton. **Cornelia Huellstrunk**, the Keller Center's

executive director, and Lilian Tsang, the center's associate director for outreach and administration, worked to make the program a reality.

The PSIP-Israel program was built with the Adelson School of Entrepreneurship and allowed the students to gain hands-on experience through a variety of activities, including internships at some of Israel's most innovative startups and an intensive venture creation course taught and managed by Dr. **Yossi Maaravi**, deputy dean of the Adelson School. Fourteen companies offered internships, including several run by Zell Entrepreneurship Program alumni.

Student **Victoria Scott** said, "My PSIP-Israel experience solidified my interest in entrepreneurship and what I want to do as an entrepreneur. I learned so much about how to approach innovating in spaces without a lot of competition or knowledge on the subject. Tel Aviv is a vibrant, innovative tech hub and it was amazing being in a city with technologies that have potential to disrupt many industries."

During their time in Israel, the students also explored the country, visiting historic sites and experiencing Tel Aviv's nightlife.



Princeton University students enjoy the IDC Herzliya campus.

Adelson School Partners with Bank Leumi

The Leumi Innovation Project is an annual excellence program, now going into its second year, held at IDC Herzliya by the Adelson School of Entrepreneurship in cooperation with Bank Leumi, Israel's largest bank. Built by Adelson School Deputy Dean Dr. **Yossi Maaravi** in conjunction with the bank's Innovation Division, the program focuses on promoting innovation and entrepreneurship in existing organizations.

Each year, 10 to 16 outstanding Psychology and Computer Science students are chosen to join the program, and take part in a range of activities, including organizational guidance and providing companies with consulting services, academic research on diverse topics, and producing a yearly conference.

In the last program, an "innovathon" – an innovation marathon – was planned and run by the



Students, mentors and staff at the "innovathon" event.

program managers and students. At the event, two companies presented a challenge they were facing to the students. Eight teams of students competed for 12 hours to try to provide the companies with the best possible consulting solutions. The students worked to solve these



BCG senior partner and managing director Asaf Eliakim with Dafna Bar Haim, a student from the project.

challenges in tandem with the bank's innovation managers, advisers from consulting companies Boston Consulting Group and Systematic Inventive Thinking, industry mentors, and IDC faculty.



Zell Entrepreneurship Program
Executive Director, Moran Nir

Zell Students Visit US



At the AFIDC event. Caroline Budwig, Zell program coordinator (far left), Moran Nir, Zell's executive director (second from left), and Gil Karie, Zell project manager (third from left), with the Zell students.

As has become tradition, the latest class to graduate the Zell Entrepreneurship Program flew to the United States at the end of the academic year, after completing their intensive year-long program.

The 23 students of Zell #16 visited Chicago, San Francisco and New York and were able to present their ventures several times, including to program founder Sam Zell and the Equity Group management team. In New York, the students

had the chance to present their ventures to the American Friends of IDC and honored guests, where they received valuable input.

The students also visited 22 startups and leading companies such as Facebook, Estee Lauder, Google, Slack and Outbrain. They were excited to visit companies founded by IDC and Zell alumni, such as Honeybook, Trip.com and Bizzabo. During these visits, the students were not only exposed to innovations, but also had the unique

opportunity to meet many founders personally and to hear firsthand about their journeys from being students with dreams at IDC to becoming leaders of global companies.

All the students returned to Israel laden with new experiences, knowledge, passion and inspiration to drive them as they start along their own paths as young entrepreneurs.



Ted Arison z"l (1924-1999)

Dean, Prof.
Dov Pekelman

Leading British-Israeli Companies Discuss the Future of Retail at IDC Herzliya

Representatives of leading British and Israeli companies held a unique roundtable discussion at IDC Herzliya on the future of retailing, organized by the Arison School of Business in collaboration with the U.K.-Israel Tech Hub at the British Embassy. Marketing and digital directors from Topshop, Argos-Sainsbury, Marks & Spencer, New Look, Pentland Group, Paz Group, SuperPharm, Shilav, Fox Group, Big Malls and the Israeli Digital Society all participated in the first British-Israeli Roundtable Session, initiated by Dr. **Danna Tevet** from the Arison School, who also served as the session's academic director, and **Ayelet Mevor**, CEO of the Tech Hub. **Haim Shani**, chairman of the Tech Hub, was the panel moderator.

The session took place in front of an audience of students, faculty, and industry executives. The focus of the discussion was on the challenges of moving from multichannel to omnichannel retailing, and how technology assists in promoting retail omnichannel. Tevet presented data showing that most consumers are "hybrid" shoppers, who purchase both online and in physical stores according to different needs and circumstances. The data showed that consumers who buy at omnichannel retailers spend up to four times as much, buy more often, buy a wider range of products, and are more loyal than those who shop at other retailers.

The participants discussed how, despite the large amount of information online retailers have about their customers, it is not practical to fully personalize offers, with the British participants saying it is better to focus on delivering relevant messages. **Gareth Rees-John**, global digital director of Topshop's Topman network, said that after his network found that students make up

20% of its target audience, it began to advertise special price campaigns for students. "The chain publishes marketing messages tailored to the target audience it appeals to," he said. "London consumers, for example, will see a marketing message such as 'What Londoners are wearing this winter.'"



Back row, from left: Haim Shani, Gareth Rees-John, Elliot Conway of Pentland Group, Michael Mitrani of SuperPharm, Jim Cruickshank of Marks & Spencer, James Doyan and Peter Woolston, both of Athito.

Front row: Ayelet Mevor, Dominic Pemberton of Argos-Sainsbury's, Michael Bar Zeev of Big Plus, Gary Balmer of New Look, Yehudit Leffler Lerer of Shilav, Dr. Danna Tevet of the Arison School, Dana Pollack Olsher of the Paz Group, Michal Raviv of Fox Group, and Carmel Baran of Digital Israel.

Industry Executives Attend Big Data and AI Conference Hosted at IDC.

The Arison School of Business held a "Big Data and AI" conference as the kickoff event for the school's new Big Data for Business MBA specialty. The conference was a major success, with more than 180 participants, mostly industry executives from fields including fin-tech, marketing, healthcare and law. Students' tickets were sponsored by Amazon AWS. The participants discussed challenges and solutions for defining, using and managing big data, machine-learning and artificial intelligence projects to increase revenues and reduce costs.

Prof. **Moshe Ben-Bassat**, founder of ClickSoftware, said there is too much focus on data and that human knowledge must not be neglected. He said such knowledge should be

integrated into algorithms so that machines can not only solve specific problems, but make broader decisions in fields such as medical diagnoses or military intelligence. "We will need to add algorithms to artificial intelligence applications which combine human knowledge based on long-term research, such as the anatomy and physiology of the human heart, or enemy combat doctrines," he said.

Amir Haramati, chief commercialization officer of SparkBeyond, emphasized the need for quick processing of collected data. "Technology is very important, but it is just the beginning. Companies that market products need to create and maintain a constant commitment by senior

executives to see the insights from the previous night and take action," he said.

Boaz Ziniman, technology evangelist at Amazon AWS, said companies should not wait for collected data to be "cleaned" using the standard methods before they can see results. "It no longer works that way. Some tools allow for faster processing, including of big data," he said.

Dr. **Naftali Gefen**, Watson leader at IBM Cognitive Solutions, said: "Projects today are not ones that will take shape long after the decision on the challenge to be solved, but projects that seek to process the data almost immediately in order to see preliminary results."

Dr. **Shai Fine**, senior director of analytics and big data at Teva Pharmaceuticals, said executive expectations of AI capabilities are often too high and unrealistic. “Expectations should be adjusted to produce a significant improvement, but it is not worth looking for perfect solutions because that can stop projects,” he said.

Dr. **Hagit Perry**, head of the Arison School’s Big Data for Business MBA specialty, discussed her research involving a large data analysis. “By identifying each customer’s preferences (brand, certain tastes, and price sensitivity), it is possible to predict the chances of purchasing each product when changing its price. We created an algorithm and a system that knows what the ideal price is for the various companies. The findings were that periodic price promotions should be produced for long period, and not only for the standard period of entry to the shelves,” she said.

Among the speakers were Prof. **Dov Pekelman**, dean of the Arison School, Dr. **Yoram Wolf**, head of the Secondary Care Division at the Meuhedet health fund, Dr. **Gilli Shama**, chief data scientist in Amdocs’ Service Division, Moran Ben-Gigi, a



From left: Lyron Wahrmann, David Drai, Dr. Gilli Shama, Prof. Dov Pekelman, Dr. Shai Fine, Dr. Hagit Perry, Dr. Naftali Gefen, Amir Haramati and Prof. Moshe Ben-Bassat.

partner and head of data and analytics at KPMG Israel, Dr. **Dov Greenbaum**, director of IDC’s Zvi Meitar Institute for Legal Implications of Emerging Technologies, **David Drai**, co-founder and CEO of Anodot, **Gali Konki**, vice president

of Product at Liveperson, Dr. **Oren Zuckerman**, founder and co-director of IDC’s miLAB Media Innovation Lab, and **Lyron Wahrmann**, founder of Citigroup’s Tech Innovation Lab, Israel.

A Busy Summer for the Arison School of Business

The Arison School’s Fifth Annual Summer Events included a two-day conference on diversity and a 10-day Ph.D. Summer School, both led by Prof. **Yaacov Trope**, psychology professor at New York University, and Prof. **Adam Galinsky**, business professor at Columbia University and chairman of its Management Division. The events brought together researchers from leading universities in the United States and Israel, including Prof. **Alice Eagly** of Northwestern University, Prof. **Frank Dobbin** of Harvard University, Prof. **Geoff Cohen** of Stanford University, Prof. **Modupe Akinola** of Columbia University, Prof. **Sreedhari Desai** of the University of North Carolina, Prof. **Nurit Shnabel** of Tel Aviv University, Prof. **Sonia Roccas** of the Open University, and Prof. **Tamar Saguy** and Prof. **Eran Halperin**, both of IDC Herzliya.

Ron Shachar of the Arison School said the diversity conference “brought up many interesting ideas about how to diversify the workforce and managers.” He said providing incentive is an important management tool and “managers should, of course, set goals. But to mobilize the full energy and motivation of their employees, they must allow them to find their own way.”



Prof. Alice Eagly of Northwestern University delivers her presentation on gender diversity in corporate boards and task groups.



Baruch Ivcher

Baruch Ivcher School
of Psychology

Dean, Prof. Eran Halperin

Joint Course with USC Students

For the second year running, students from the Leonard Davis School of Gerontology at the University of Southern California joined students at IDC Herzliya's Baruch Ivcher School of Psychology for a unique learning experience focused on how psychology can improve the quality of life for older adults. The course was led by renowned USC researcher Prof. **Mara Mather**, who worked with IDC's Dr. **Boaz Ben-David** and Prof. **Daniel Levy** to craft a unique blend of classes. The highlight of the program was a meeting with two Israeli seniors, 71-year-old **Suzi Kastner** (daughter of the late Dr. **Israel Kastner**) and 95-year-old **Sonia Elster**, who shared their life stories with the students. Sonia Elster described how, as a teenager in Poland when World War II broke out, she fled into Soviet Russia with her boyfriend. They were sent to Siberia, where they married. After the war, they returned to Poland, where Elster discovered that she was the sole survivor of her family. The couple moved to Israel and had three daughters, 10 grandchildren and 18 great-grandchildren. Unknown to IDC, Elster was in the advanced stages of cancer at the meeting, and she passed away weeks later. "Sonia z"l inspired our research on aging and presented a model for healthy cognitive aging. She proved that age is never a limit for life, for love of knowledge and of people, and for the ability to teach," Ben-David said. "She will not be forgotten."



USC Gerontology delegation at IDC. Sonia Elster, z"l, Suzi Kastner, and Prof. Mara Mather (white shirt) stand in the center; kneeling at the front is Dr. Boaz Ben-David.

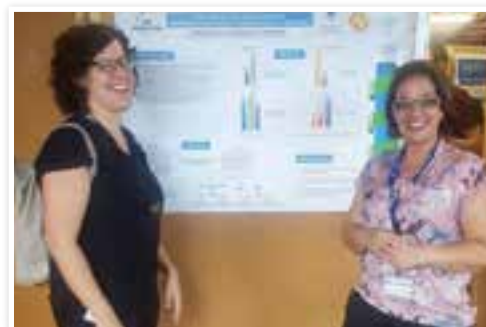
Decision-Making Research Center

Founded by Dan Zakay, Shahar Ayal and Orit Tykocinski

Scholars Gather for Conference on Decision-Making

More than 350 local and international scholars attended a conference on "Subjective Probability, Utility and Decision-Making" at the Technion in Haifa, and prominent among them were DICE@IDC research lab members. Prof. **Shahar Ayal**, the head of the Social Psychology M.A. Program, and Dr. **Guy Hochman**, a senior lecturer at the Baruch Ivcher School of psychology, were part of the conference organizing committee, oversaw the academic program, and led

symposiums. Prof. **Dan Zakay**, one of DICE@IDC founders, also led a symposium, while co-founder Prof. **Orit Tykocinski**, and **Dar Peleg**, **Daffie Konis** and **Tamar Gur**, all Ph.D. students within the lab, gave talks, and **Anat Halevy** and **Odelia Mantzura**, M.A. students, presented posters. The keynote speaker at the event was Stanford University economics professor and 2012 Nobel laureate in Economic Sciences Prof. **Alvin E. Roth**.



Anat Halevy and Odelia Mantzura at the conference.

Educating the Next Generation

The IDeCision center for applied decision-making, working under the DICE@IDC research lab, has begun carrying out social education activities in Israeli high schools with the aim of helping teenagers make better decisions. The workshops were developed specifically for adolescents and focus on the topics most relevant to them,

including social media, exams, military service, alcohol consumption, and peer pressure.

"We believe in educating the young generation for better decision-making as a step on the way to a reformed, more rational, society," said **Anat Halevy**, one of the center's co-founders. "Teenagers are dealing with many changes,

both physical and emotional. These changes are accompanied by decisions that are affected by cognitive shortcuts and biases. In our workshop, we discuss these patterns and behaviors and their effects on everyday lives. Together we work on how to overcome these instincts and tendencies, and make our decisions more rational.

“Tvuna” initiative Launches to Promote Healthy Aging

Prof. **Daniel Levy** and Dr. **Boaz Ben-David** from the Baruch Ivcher School of Psychology have launched an exciting initiative called “Tvuna” (“Wisdom” in Hebrew), which aims to promote healthy aging and deliver up-to-date scientific knowledge to the public, using a combination of media appearances, community outreach, and a unique workshop on site at IDC Herzliya. As part of the initiative, in collaboration with the city of Herzliya, Ben-David presented his research in an open public lecture at Beit Keynan to a gathering of more than 600 senior citizens. The mayor of Herzliya, **Moshe Fadlon**, was also present and thanked IDC for its collaboration with the city.

Ben-David said the day-to-day lives of seniors could be improved quite simply by increasing light levels for better visibility and reducing peripheral noise levels for better hearing.

“This increases the quality of life, with health and economic benefits to the older person and society in general,” he said. “Taking down sensory barriers could lead to improvement in general cognitive performance, social interaction, independence, and daily activities of the older population.” The lecture was followed by a talk on aging and ageism by Ben-David in a Herzliya pub, part of the “Science in the Bar” event in



Dr. Boaz Ben-David speaks about ageism and how to maintain cognitive abilities in older age at the Beit Keynan community center.

collaboration with the IDC Student Union. Over 100 locals attended.

Also as part of the “Tvuna” initiative, the first “Maintaining a Healthy Brain and Cognitive Abilities in Aging” workshop was held at IDC, with seniors attending a series of eight meetings discussing scientific findings on how to maintain cognitive performance and memory

into old age. “We are proud to present the first workshop in Israel to deliver evidence-based scientific information about the aging brain,” said Levy. “We are certain that participants left the workshops with practical advice and a better understanding of the changes that occur in aging. We believe that we can take advantage of the positive changes in aging, such as wisdom, to overcome other senescent changes.”

The Sagol Center for Brain and Mind

Director, Dr. Nava Levit-Binnun

The Sagol Center for Brain and Mind Reaches Out to the Public

Researchers at the Sagol Center for Brain and Mind believe that scientists should reach out to the community in which they live and share their knowledge for its benefit. Dr. **Noa Albelda**, head of neuroeducation at the Sagol Center for Brain and Mind, gave two public lectures attended by hundreds of people as part of the center’s dissemination efforts, in collaboration with the city of Herzliya and the Beit Keynan community center. In the first lecture, Albelda discussed recent findings in the field of neuroscience and their relevance to psychological well-being. In the second lecture, Albelda spoke about stress and the brain, with an emphasis on beneficial strategies for stress management.

As well as being a unique research center, the Sagol Center also works to disseminate scientific knowledge to professionals and to the general public.



Dr. Noa Albelda speaks about stress and the brain at the Beit Keynan community center.



Amb. Ronald S. Lauder

Lauder School
of Government,
Diplomacy & Strategy


Dean, Prof. Boaz Ganor



Daphna and Gerry Cramer Exchange Program in Israel and the US

Eleven students from Syracuse University in the United States spent two weeks at IDC Herzliya taking part in the Middle East Policy and Security Studies program. They received an overview of the main issues in Israeli society and the Arab-Israeli conflict, and the International Institute for Counter-Terrorism presented a discussion of terrorist groups and their modus operandi. The students also went on tours to Tel Aviv, Jerusalem and northern Israel, visiting the U.S. Embassy in Tel Aviv, the Old City, the Knesset and Yad Vashem in Jerusalem, and the Roman ruins in Beit Shean, the Golan Heights and the Sea of Galilee in the north.

In the other direction, 13 IDC Government students took part in a three-week program at the Maxwell School of Citizenship and Public Affairs at Syracuse University, where they studied the American political system, culture and foreign policy. After two weeks of intensive study, the students traveled to Washington and New York City, where they met with representatives from the State Department, Congress, think tanks, lobbying firms, the United Nations and the FBI. The programs were made possible thanks to the generous funding of **Gerry and Daphna Cramer**.



At the office of U.S. Congressman Peter Roskam. From left: IDC Government students Aviv Winter, Eldad Tal-Shir, Eli Goldstein, Matan Barmats, Yael Jacobovici, Gilad Yakobi, Noam Bar-Lev, Eli Goldstein, Shlomit Rodnitzky, Dima Smirnov, Ronny Gazit, Nufar Ariel Shaashua, Guy Freedman and Gal Howard.



Outside of the United Nations in New York. From left: Gilad Yakobi, Matan Barmats, Yael Jacobovici, Eli Goldstein, Noam Bar-Lev, Aviv Winter, Ronny Gazit, Shlomit Rodnitzky, Nufar Ariel Shaashua, Dima Smirnov, Gal Howard, Eldad Tal-Shir and Guy Freedman.

Israeli Cabinets Retrospective

The Lauder School hosted an event that dealt with Israeli government decision-making over the years. Prof. Boaz Ganor, dean of the school, conducted the panel, which included current Opposition Leader MK Isaac Herzog, former Knesset members Dr. Yossi Beilin, Dan Meridor and Gideon Sa'ar, and former Supreme Court Vice President Elyakim Rubinstein. More than 300 guests from various government bureaus attended the event.

Lauder School Faculty in Action

Dr. Amichai Magen organizes conference with the Konrad-Adenauer Stiftung Israel Office



Dr. **Amichai Magen**, head of the Diplomacy and Conflict Studies Program at the Lauder School of Government, together with the Konrad-Adenauer Stiftung Israel Office, organized a one-day conference titled “The Fate of the West and the Future of the Liberal International Order.” The conference attracted leading thinkers and practitioners from Israel and abroad, with speakers including Amb. **Ron Prosor**, former ambassador to the UN and Abba Eban Chair of International Diplomacy at IDC, former IDC Provost Prof. **Rafi Melnick**, former Knesset member Dr. **Einat Wilf**, and Dr. **Daniel Johnson**, editor-in-chief of Standpoint Magazine in London. The participants discussed how issues such as financial and economic stagnation, a decline in American power, fears of an influx of (mostly Muslim) migrants, and rising threats of terrorism all combine to erode public trust in open societies and democracy, and to stoke popular support for illiberal forces.

Dr. Daphné Richemond-Barak Participates in UN Counter-Terrorism Teaching Workshop



Dr. **Daphné Richemond-Barak**, assistant professor at the Lauder School of Government, Diplomacy & Strategy and head of the International Law Desk at the International Institute for Counter-Terrorism, attended the U.N. Office on Drugs and Crime’s Regional Workshop on University Counter-Terrorism Curriculums in Nairobi, Kenya. The three-day workshop promoted teaching and research on migrant smuggling, terrorism prevention, cybercrime, and criminal justice, and provided an opportunity for experts to contribute their national and regional perspectives and enhance their teaching through the use of innovative tools.

Prof. Asif Efrat at the 15th symposium of the Salzburg Seminar American Studies Association



The Lauder School’s associate professor and head of the M.A. thesis track Prof. **Asif Efrat** led a discussion on how the U.S. justice system is seen from abroad at the 15th symposium of the Salzburg Seminar American Studies Association, held under the auspices of the Salzburg Global Seminar in Austria. The symposium was titled “Life and Justice in America: Implications of the New Administration,” and participants discussed issues of legal rights, immigration policy, discrimination, and changes in policy over the decades.



Government Students Intern with US Congress

For the second time, the Lauder School of Government, Diplomacy & Strategy was the only academic institution to respond to a unique program offered by Israel’s Foreign Ministry that enables outstanding Israeli students to spend two to three months working as interns with Congress members in the United States. The offer was made possible by the efforts of **Dor Shapira** (Lauder School, 2003), the counselor for congressional affairs at the Israeli Embassy in Washington since 2013.

Three outstanding recent alumni were chosen for the prestigious internship program: **Ron Morag** interned in the office of Rep. **Peter Roskam** (R-Illinois), **Nava Getahun** interned in the office of Rep. **Theodore Deutch** (D-Florida), and **Reut Iluz** interned in the office of Rep. **Daniel Michael Donovan Jr.** (R- New York).

From left: Nava Getahun, Ron Morag and Reut Iluz.



Counter-Terrorism Workshop Considers Challenges for Future of Humanitarian Law



IDC Herzliya and Syracuse University's collaborative "New Battlefields/Old Laws" project marks its 10th anniversary by bringing together experts to discuss asymmetric warfare, cross-border terrorism and peacetime crises.

IDC Herzliya's International Institute for Counter-Terrorism and Syracuse University's Institute for National Security and Counterterrorism celebrated the 10th anniversary of their "New Battlefields/Old Laws" project with a workshop on the challenges facing the future of humanitarian law. The project, which began with a 2007 symposium to commemorate the 100th anniversary of the 1907 Hague Convention, has since developed into an ongoing series of interdisciplinary workshops and publications that examine the application of centuries-old customs and laws of armed conflict in the age of asymmetric warfare.

As part of the 2017 World Summit on Counter-Terrorism held at IDC, the NBOL workshop focused on the theme of "Crisis Management in Times of Transition," and the intersection of asymmetric warfare, cross-border terrorism and peacetime crises. Dr. **Daphné Richemond-Barak**, head of the ICT's International Humanitarian Law Desk, together with Prof. **William C. Banks**, director of Syracuse's institute, co-chaired the workshop, which featured experts in international law and disaster response, including Dr. **Amichai Magen**, senior lecturer in the Lauder School of Government, Diplomacy & Strategy, and Dr. **Katja Samuel**, co-chair of Disaster Law at the American International Law Society.

The experts discussed the ways in which battlefields have grown geographically broader, while the distinction between peace and war has eroded. They focused on how terrorism features in both peace and war in similar forms, while

national security crises, health emergencies, natural disasters and financial crises increasingly trigger issues similar to those encountered in times of war.

Keeping in mind questions of authority, legitimacy, and decision-making in times of governmental transitions, the workshop delved into the reasons for the changes taking place and the extent of crisis management by those involved. According to Richemond-Barak, "Disasters today reach beyond the boundaries of states; they quickly spread and are therefore a concern to all. There is a need to rethink how we prevent and manage them at the global level."

And Banks said: "The 10th workshop was unique in fitting the counter-terrorism framework inside a broader disaster and emergency response paradigm for states. In other words, are there common characteristics that all states have to better anticipate terrorist attacks while planning for other types of disasters and emergencies?"



Dr. Daphne Richemond-Barak, head of the ICT's International Humanitarian Law Desk.

Banks said Israel was a suitable site for the workshop because the idea for the NBOL program was born there during the 2006 Second Lebanon War, when there were concerns about how Israel fighting Hezbollah and the U.S. fighting al-Qaida could succeed while abiding by the laws of war while the terrorists ignored them.



"The 10th workshop was unique in fitting the counter-terrorism framework inside a broader disaster and emergency response paradigm for states."

– Prof. William C. Banks, director of Syracuse University's Institute for National Security and Counterterrorism

According to Banks, the team of experts initially involved in NBOL was among the first to question the adaptability of traditional regimes to the counter-terrorism conflict. "Some experts questioned whether we would discard, for example, the Geneva Conventions, because the terrorists do not qualify for their protections," he said. "We did not suggest abandoning traditional laws of war, but rather modifying them to take into account asymmetric warfare against non-state terrorist groups."

Banks said the partnership between the two counter-terrorism institutions is important because they both see the issues in much the same way, "as a set of challenges that transcend academic disciplines, require the blending of talents of many experts, and that integrate operational experience with scholarly excellence."

Richemond-Barak said the ICT strongly values its relationship with the Syracuse institute and with Banks. "We are confident that we will continue to break new ground together in the future," she said.★

– Yonathan Cohen

Public Diplomacy Program Opens for Third Year



The students of the third Public Diplomacy Program create content for North American students.

Eighteen leading students from various IDC Herzliya schools are taking part in the third class of the Public Diplomacy Program run jointly by the Sammy Ofer School of Communications and the Lauder School of Government, Diplomacy & Strategy. The program offers both theoretical and practical tools from a range of fields, and provides students with a rich toolkit to deal with challenges in the diplomatic and advocacy arenas. At their first meeting, the students watched the documentary “Hate Spaces:

The Politics of Intolerance on Campus,” and discussed Israel’s status on U.S. campuses with the film’s producer, **Avi Goldwasser**. The program, which offers 22 academic credits, gives students the opportunity to apply their learning and to acquire practical experience through a unique internship at Act.IL, the joint project by IDC and the Israeli American Council to create an online community to promote Israel’s image and fight demonization of it via social media platform.



Avi and Judy Tiomkin



Dean, Prof. Zvi Eckstein

Aaron Institute for Economic Policy

Named for: **Aaron Dovrat z”l**

Head, Prof. Zvi Eckstein

Annual Economic Policy Conference

The Aaron Institute for Economic Policy’s 2017 annual conference on “Does the Government Have an Economic Policy?” focused on the global economy and its implications for Israel, as well as on Israel’s economic strategy and reforms to increase productivity. Speakers included Dr. **Karnit Flug**, the Bank of Israel governor, **Robert Kapito**, president of BlackRock, **Craig Beaumont**, the International Monetary

Fund’s mission chief for Israel, Dr. **Peter Jarret**, a division head in the OECD’s Economics Department, Justice Minister **Ayelet Shaked**, Knesset Economics Committee Chairman **Eitan Cabel**, Knesset Finance Committee Chairman **Moshe Gafni**, and Israel’s Accountant General **Rony Hizkiyahu**. The conference discussed issues including whether the government should increase spending on transportation and other

infrastructure, and whether it should finance this by increasing the deficit; whether increasing taxes and government expenditure supports growth; whether investors are deterred by the bureaucracy and regulation in Israel; how the government should address the high poverty rate; and whether the skills of Israeli workers can be enhanced.



Dean, Prof. Yoav Yair

Sustainability School Students Taste Life in Mumbai

A delegation of nine third-year students from the School of Sustainability Founded by Israel Corp., ICL & ORL had a unique opportunity to study the realities of life in Mumbai, India, in a two-week course conceived and arranged by the school's senior lecturer Dr. **Nati Marom** and Dean Prof. **Yoav Yair**, with assistance from Israeli Consul General in Mumbai **Yaakov Finkelstein**.

After being briefed in Israel, the students traveled to India and spent their first week in rural Karjat, outside the Mumbai city center, working for the NGO Habitat for Humanity, where they conducted a survey of the local population on building projects and their status. In the second week, the students moved into Mumbai, where they visited the infamous Dharavi slum. Through the existing academic collaboration between IDC and Mumbai's WeSchool, students were introduced to a range of topics, including transportation, renewable energy, urban renovation plans, and sanitation projects.

"It was a life-changing experience," Sustainability-Government student **Hema Pasawani** said. "We made incredible connections and established

fruitful networks with universities, NGOs and research institutes. We are looking forward to working with our partners from India to come up with innovative solutions to address the complexity of global urban challenges." And **Lion Siluk**, a recent graduate from the Sustainability-Economics track, said, "The week of the survey was the emotional peak of this course. The

villagers took us in to their humble homes and shared everything they had with us with love and simplicity. The heat was awful and I suddenly got a new perspective on my life and appreciated what I have. It was an experience I shall never forget, that embodied all the topics we learned about during the three-year degree program in one condensed, memorable period."



Sustainability students and senior lecturer Dr. Nati Marom (far right) in Mumbai, India.

Researchers' Night at IDC

For the third consecutive year, IDC Herzliya hosted a Researchers' Night, opening its doors to enable the public to meet scientists and gain an understanding of their work. The night, which has the support of Israel's Science and Technology Ministry, is part of the European Researchers' Night initiative, in which institutions in more than 300 cities in 30 countries invite the public in to meet researchers, learn about science, and take part in scientific activities.

The theme for the IDC Researchers' Night was "Humanity in 2050," and the events were held in the Adelson School of Entrepreneurship building, with more than 80 IDC students and staff helping to run the night and more than 500 families coming as visitors. Fifteen workshops were held for children aged 5 and up, on topics ranging from building robots to star maps and models. In the main lecture hall, seven lectures were held on alternative scenarios for humanity's future, and a series of lectures specifically for the elderly discussed the future of aging.

Through collaboration with the Ramon Foundation, named after the late Col. **Ilan Ramon**, Israel's first astronaut, and his fighter pilot son **Asaf**, children competed in trying to throw eggs without breaking them. The children were also able to see a miniature zoo with chameleons and giant turtles. IDC Radio aired live interviews in which children asked questions of the scientists, and a chess master played against 20 children on the front lawn, to the cheering of their parents.

Prof. **Yoav Yair**, dean of the School of Sustainability Founded by Israel Corp., ICL and ORL, led the project and said, "It is always a joy for me to see parents and children come



Families and children at the Researcher's Night registration desk.

to enjoy a night of science. I believe the audience was touched by the rich potpourri that we assembled for them. Everyone found something they liked and were curious about." Yair said that while the theme of the next Researchers' Night had not yet been decided, he was sure it would be "interesting and fun."

School of Sustainability Holds 2nd Conference on UN's 2030 Goals

For the second year in a row, the School of Sustainability collaborated with the Israeli Foreign Ministry to hold a national conference on the Sustainable Development Goals the United Nations has laid out for nations to reach by the year 2030. The one-day conference focused on four of the 17 defined goals: quality education; good health and well-being; clean water and sanitation; and industry, innovation and infrastructure.

At the opening session, chaired by **Livia Link** of the Foreign Ministry, the ambassadors of Mexico, Norway and Japan, and the Italian Embassy's scientific attaché, each described what their countries are doing to achieve the U.N. goals. In the subsequent sessions, teams of experts discussed the four goals and the ways Israel is striving to achieve them.

About 180 representatives from the private sector, industry, academia and government offices attended the conference. Prof. **Yoav Yair**, dean of the School of Sustainability, chaired the summary session and concluded: "Israel has yet to



From left: Prof. Yoav Yair, Italian Embassy Science Attaché Prof. Stefano Bancelotti, Amb. Pablo Macedo of Mexico, Amb. Jon Hanssen-Bauer of Norway, Amb. Koji Tomita of Japan, and Livia Link.

form a mechanism to integrate and map how the SDGs are being pursued here. As a country we excel in some of the goals (e.g. water, innovation,

education), but fall behind in others. It is the right time to form a high-level coordinating body to supervise and direct this critical effort."

School of Sustainability Students Win Tel Aviv Transportation Hackathon

A group of students from IDC Herzliya's School of Sustainability Founded by Israel Corp., ICL & ORL were judged the winners in the Tel Aviv Municipality's "City in Motion" transportation hackathon. The hackathon was held on Rothschild Boulevard as part of the city's "Smart Transportation" conference, and involved several teams competing to present solutions for alleviating traffic problems in the city. The competing students worked in groups on their ideas and met mentors and experts who came for the event,

including representatives of the Ayalon Highway, Forum 15 and the Tel Aviv Municipality. Prof. **Yoav Yair**, dean of the School of Sustainability, and Dr. **Orly Ronen**, director of the Porter School's Laboratory for Innovative Innovation, were instrumental in guiding the teams. After intensive work throughout the day, a representative from each team gave a five-minute presentation to the judges, explaining their ideas and answering the judges' questions. The judges were senior managers from industry, government and

municipal branches in city hall. They decided to award first place to the School of Sustainability's "MoneyRide" team, comprising students **Amit Ben-Ezer**, **Alon Pfizer**, **Roi Yishai** and **Eran Rappaport**. Their idea was to change the method of compensation for leasing vehicles so as to discourage the employees who receive a "company car" from overuse and spending fuel, as leased cars are known for some 30% more travel than private cars. The students received a check for NIS 2,000.



Students from the School of Sustainability being mentored during the "City in Motion" hackathon (left) and during the final presentation (right).



Dr. Harry L. Radzyner



Dean, Prof. Amnon Lehavi

Inaugural Atara Kaufman Conference on Law and Globalization

Scholars from the United States, Europe and Israel came together at IDC Herzliya for the inaugural Atara Kaufman Conference on Law and Globalization, a two-day workshop organized by Dr. **Adam Shinar** of the Radzyner Law School and generously funded by the Kaufman family. The workshop, the first in a series of

annual conferences dedicated to the theme of law and globalization, explored the implications of globalization for constitutional law, which has traditionally been viewed as a field less susceptible to external influences. Papers presented at the workshop covered topics such as the relationship between global constitutionalism and

neoliberalism, the legitimacy of supra-state constitutionalism, the idea of constitutional obligations on citizens, the interaction between constitutional law and international law, the processes of constitutional change, and the methods of constitutional transplants.



Prof. Mark Tushnet, Harvard Law School.



Back row, from left: Dr. Jennifer Shkabatur, Prof. Mila Versteeg, Dr. Hanna Lerner, Prof. Antje Wiener, Prof. Christopher Thornhill, Dr. Ori Aronson, Dr. Cormac Mac Amhlaigh, and Prof. Marco Goldoni. Front row, from left: Prof. Rivka Weill, Dr. Adam Shinar, Prof. Lorenzo Zucca, Dr. Doreen Lustig, Prof. Amnon Reichman, Dr. Yaniv Roznai, Dr. Hillel Sommer, and Prof. Eyal Benvenisti.

Shaming Phenomenon Under the Spotlight

The modern shaming phenomenon was the subject of a conference held by the Radzyner Law School in cooperation with IDC Herzliya's "Law and Business" law review.



Prof. **Guy Seidman**, head of the "master's degree in law program", organized the conference, which took place at Beit Keynan in Herzliya and involved 11 sessions in which scholars presented their research on various aspects of shaming, including manifestations on social media, in courts, and in family disputes.

Prof. Seidman, head of the "master's degree in law program", organized the conference, which took place at Beit Keynan in Herzliya and involved 11 sessions in which scholars presented their research on various aspects of shaming, including manifestations on social media, in courts, and in family disputes.

Yuval Yoaz, a prominent attorney and doctoral candidate at Bar-Ilan University, spoke about shaming on social networks and the laws that exist to protect and defend victims, including defamation law and a law against offending public employees. Discussing proposals to introduce direct legislation against shaming, he said he believes the existing laws provide more than satisfactory protection for victims.

Judge **Daphna Blatman Kedrai** of the Central District Court discussed the problem of shaming judges, including by attorneys seeking to sway cases. She said there were countless examples of violent, sinister and manipulative comments about judges across the internet.

"The rise of shaming against judges across the internet also has the potential to dissuade notable candidates from joining the judiciary system," she said.

Judge **Yigal Marzel** of the Jerusalem District Court said Israeli judges are bound by their code of ethics to express themselves publicly only in their judgments, preventing them from responding to allegations about them. He said that in 2011, the United States began to allow judges to respond "directly or through a third party" to claims in the media or elsewhere about their conduct, and suggested adopting similar changes in Israel.

Attorney **Tal Itkin** of the Tal Itkin Law Office discussed a positive side to shaming, during divorce proceedings. Under Jewish law, a divorce is complete only when the husband provides a "get," a Jewish divorce document; if he refuses to do so, the woman is trapped and is known as a "chained wife." In such cases, the courts can subject the man to various penalties, including public shaming, until he agrees to provide the "get." "If wisely used, shaming can be effective in freeing a woman from her bonds," Itkin said.

However, Dr. **Tamar Katz Peled** of the Technion and the Western Galilee Academic College said shaming a man who refuses to grant his wife a "get" can backfire, as such men sometimes respond by launch their own shaming campaigns against their wives, leading to a series of mutual attacks to which their children are also exposed. Katz Peled said she believes the courts should use imprisonment against such men before using the shaming option.

Law School Global League Summer School in Mexico City

Three Radzyner Law School students spent part of their summer in Mexico City participating in the Law School Global League's annual summer program. **Ran Josef**, **Yuval Ziv** and **Sapir Blau** joined international law students for an intensive two-week study program involving four condensed courses: "International Economic Law and Environment," "New Technologies and Consumer Law," "A Comparative Look at Contract Law: Civil and Common Law Perspectives," and "Administrative Law in Historic and Comparative Perspective." The last course was jointly taught by Prof. **Guy Seidman**, a senior faculty member at the Radzyner Law School, and Prof. **Eduardo Jordao**, faculty member at FGV Direito Rio.

Radzyner Law School is one of the founding members of the league, which was established in 2012 to create academic dialogue and enhance research on the globalization of the law. The league, which brings together 25 leading law schools from around the world, organizes a range of activities, including the annual summer school.



IDC students **Ran Josef** (standing, sixth from left), **Yuval Ziv** (sitting, eighth from left) and **Sapir Blau** (sitting, 10th from left) with international students in Mexico City.

"Participating in the summer school was a special experience for me," Ziv said. "The four different courses were interesting and were taught by outstanding professors from all over the world. The most significant experience, in my opinion, was to share our thoughts and opinions about different issues with students from all around the world and to learn their views and perspectives. This turned every discussion into an interesting and fruitful one. In this short time, I also

managed to experience Mexico, and I was privileged to learn about different cultures."

During the summer program, the league conducted its fourth annual academic conference, with faculty from all member law schools discussing topics such as anti-corruption and business law, and human rights, new technologies and the law.



Criminal Law in Action

Parole committees, how they work and the issues they face were the subject of a Criminal Law in Action Forum at the Radzyner Law School. The forum was dedicated to the memory of former Supreme Court justice and Radzyner Law School faculty member Prof. **Jacob Kedmi**, who passed away in 2016. Dr. **Galia Schneebaum** and Prof. **Yoram Schachar** of the Radzyner Law School organized the event and Adv. **Yuval Yoaz** moderated the discussion, with panelists being Dr. **Netanel Dagan**, a legal assistant at the Supreme Court, Adv. **Livnat Melamed** of the Tel Aviv District Attorney's Office, Adv. **Rotem Tubul**, a

private defense lawyer, Dr. **Hagit Lernau**, deputy chief of the Public Defender's Office, and retired Prison Service Commissioner **Eyal Gover**. Among the matters discussed was what Lernau described as the "total failure" of the parole procedure – while parole is intended to be a rehabilitative tool, the number of released prisoners has actually fallen in recent years, with reasons including a lack of resources for adequate rehabilitation plans, institutional conflicts, and a reluctance to release prisoners for fear of public criticism.

Prof. **Amnon Lehavi**, dean of the Radzyner Law School, said Kedmi had played a seminal role throughout his career, having written leading textbooks on criminal law and with his court rulings continuing to shape the field. Lehavi said the Radzyner Law School had been lucky to have Kedmi as a faculty member from 2001, after he retired from the court, until 2013. "We greatly miss Jacob's professionalism, integrity, and personal modesty. He was an exceptional jurist and a wonderful person," Lehavi said.



The Criminal Law in Action Forum.



The forum was dedicated to the memory of former Supreme Court justice and Radzyner Law School faculty member Prof. **Jacob Kedmi**, who passed away in 2016.



Dr. Harry L. Radzyner



Dean, Prof. Amnon Lehavi

Radzyner Law School's Joint Program with Heinrich Heine University

Radzyner Law School students joined German students for a one-week academic seminar at Heinrich Heine University in Dusseldorf as part of the flagship semester-long joint program between the two schools initiated, established and supported by Dr. **Harry Radzyner**. In the program, outstanding students from both institutions spend a semester studying in parallel in their own countries before coming together for a joint academic seminar, held each year alternately in Israel and Germany.

The IDC students traveled to Germany with Prof. **Asaf Yaacov**, the program's director since its inception more than 10 years ago.

"As part of the program, during the semester, the students were divided into Israeli and German pairs," said **Daniel Ben Ari**, a third-year Law and Business Administration student. "Each pair received an identical case dealing with issues of constitutional law and labor law, which each pair was asked to analyze according to their country's legal situation. Before the seminar, the pairs constantly communicated their findings to each other and thus got a chance to become acquainted. The conclusions from the work done

by each pair were presented during the seminar in a shared presentation to the rest of the participants."

Ben Ari said that as well as their academic studies, the Israeli students enjoyed social activities with their German counterparts, touring local beer breweries, going skiing on an artificial ski slope, and visiting the famous Gothic cathedral in Cologne. "At the end of each day, we dined together. On the last evening before returning to Israel, a festive meal was held with the participation of Heinrich Heine's law professors and their spouses," he said.



Israeli and German program participants. Prof. Asaf Yaacov is in the back row in the blue shirt.



Prof. Dr. Andreas Feuerborn-Lebenslauf and Prof. Dr. Christian Kersting of Heinrich Heine University with Prof. Asaf Yaacov.

Street Law Legal Clinic Works with Probation Service

For three years running, the Radzyner Law School's Street Law Legal Clinic has worked with the government's Probation Service to educate and empower people who are under house arrest and facing trial. With participants being of different ages, religions and backgrounds, the interaction between them and the law students is both powerful and challenging. "At the beginning of the clinical training, I wasn't sure how it was going to work. I didn't know if the participants would listen to us or how to handle the fact that most of them were or will be prisoners. But as time passed, we learned about each other and gained mutual trust that made our experience real and meaningful," said **Noy Hadar**, one of the students in the clinic.

The main event of the clinic is an annual mock trial in which participants are divided into a



Tomer Shaked, Hadar Cohen and Noy Hadar at the mock trial.

prosecution team and a defense team, and, under the students' guidance, argue their cases in front of three judges. "It was great working with my team," said student **Tomer Shaked**. "They were responsible and learned their parts seriously,

while helping others. I was absolutely amazed when they argued in front of the judges."

And student **Hadar Cohen** said, "During the work in the clinic, we were asked by a probation officer to provide feedback on one of the participants, in order to describe his good behavior to the court as part of his evaluation. When the participant found out that we had so many nice things to say about him he was so moved and could not thank us enough. That is when I realized how meaningful our work at the clinic is."

Adv. **Ziv Lidror**, the clinic director, said, "One of the clinic's goals is to make the law more accessible and to reduce the negative stigma the legal system has, and I believe that our students have the privilege of doing exactly that".

Law School Explores the Rights of the Transgender Community in Israel

The rights of the transgender community in Israel were the theme of the Radzyner Law School's moot court, in which six third-year law students argued their cases before a panel of judges chaired by Supreme Court Justice Prof. **Daphne Barak-Erez**. The court dealt with three cases: a petition against the current state requirement that a person wishing to undergo sex reassignment surgery must first show that they have lived for 12 continuous months in their desired gender; an appeal over whether prison canteens are obliged to sell toiletries at a loss to transgender prisoners; and an appeal against a prison director's decision not to allow a prisoner to have sex reassignment surgery while in jail.

The annual moot court is the culmination of a unique one-year program in which students invest hours researching legal issues and preparing arguments. As part of their preparations, the students, together with Dr. **Neta Nativ**, the program's academic director, and Adv. **Guy Raveh**, the program's academic assistant met with active judges and lawyers and presented their cases. During the event, the courtroom at IDC Herzliya



Judges Prof. Zvi Triger, Justice Daphne Barak-Erez and Adv. Yossi Mendelson are seated in front of Adv. Guy Raveh, Dr. Neta Nativ, Ohad Touati, Stav Lavi, Omri Koltin, Aya Dvir, Sarai Barzel and Rotem Avidar Tzalik.

was packed with lawyers, transgender community representatives, students, law school faculty, families of the students, and guests. As well as Barak-Erez, the judges were Prof. **Zvi Triger** of the College of Management Academic Studies Haim Striks Law School, and Adv. **Yossi Mendelson**, one of Israel's most prominent

family law practitioners and an adjunct professor at the Radzyner Law School. The students arguing their cases were **Rotem Avidar Tzalik**, **Sarai Barzel**, **Aya Dvir**, **Ohad Touati**, **Omri Koltin** and **Stav Lavi**.

Radzyner Students Go on Consulting Internship in Germany

Three students from the Radzyner Law School traveled to Berlin over the summer to take part in a one-month internship program at the global consulting giant PwC, which has some 2,500 lawyers in 85 countries. PwC Germany specializes in providing legal and business counsel for complex commercial projects, including cross-border operations.

The internship program is led by Prof. **Lior Zemer**, the Radzyner Law School's deputy dean, together with Adv. **Norman Nathan Gelbart**, a partner in PwC Germany who heads both its real estate department and its Israel business group.

Chen Shalem, a fourth-year Law and Business student, **Daniel Nehemia**, a third-year Law and Government student, and **Noa Ben Guigui**, a second-year Law and MBA student, spent their internship in Berlin working closely with the firm's lawyers on cases involving German and Israeli law, including the insolvency of Air



From left: Noa Ben Guigui, Chen Shalem and Daniel Nehemia in Berlin.

Berlin and real estate transactions by Israelis in Germany.

"Adv. Gelbart warmly welcomed us and throughout the internship shared with us information about relevant cases, and taught us about the German law in matters relating to international companies," Ben Guigui said. "In addition, the other members of the firm gave us a tour of Berlin and showed us significant establishments

in the city, including the Reichstag and the District Court. Our internship at PwC has given us a window to another legal system, which is also governed by the European Union laws. We were exposed to the legal actions taken by multinational corporations and we also expanded our knowledge and our ability to use German law as comparative law. The internship was a perfect combination of learning and leisure for the summer."



Dr. Harry L. Radzyner

Dean, Prof. Amnon Lehavi

IDC's Law School Partners with Hukim Journal on Legislation and the Israeli Association of Public Law

The Radzyner Law School, together with the Hukim journal on Legislation and the Israeli Association of Public Law, held a one-day conference titled "An Omnipotent Legislator? On the Limitations of the Legislator and the Limits of Legislation." More than 120 participants attended the conference.

The day began with greetings by Dr. **Yaniv Roznai**, a faculty member at the Radzyner Law School and **Shahar Avraham-Giler**, a doctoral candidate at the Hebrew University of Jerusalem's Law Faculty and the editor of Hukim. The first panel, on the theory and practice of external and internal limitations on legislation, was chaired by IDC faculty member Dr. **Adam Shinar**, and featured four presentations, from Dr. **Tamar Hostovsky Brandes**, faculty member at Ono Academic College, Prof. **Alon Harel**, faculty member at the Hebrew University, **Asaf Wiener** and **Elad Man**, doctoral candidate at Tel Aviv University, and **Noa Kwartz**, a doctoral candidate at Tel Aviv University.

The second panel, chaired by Prof. **Barak Medina**, faculty member at the Hebrew University, dealt with constitutional and philosophical aspects of legislation, and featured Dr. **Ittai Bar-Siman-Tov**, faculty member at Bar-Ilan University, Dr. **Hillel Sommer**, faculty member at IDC, Dr. **Omri Ben-Zvi** of the Justice Ministry and Prof. **Michal Tamir**, faculty member at Sha'arei Mishpat College.

In the third panel, Roznai and the Knesset's legal adviser, attorney **Eyal Yinon**, discussed recent judicial decisions invalidating Knesset legislation, the relationship between law and politics, and the role of the legal adviser in the legislative process.

The fourth and final panel was chaired by Prof. **Amnon Lehavi**, dean of the Radzyner Law School, and featured Prof. **Amnon Rubinstein**, senior faculty member at IDC, former Supreme Court President **Dorit Beinisch**, Prof. **Claude Klein**, faculty member at the Hebrew University, and Prof. **Suzie Navot**, faculty member at the College of Management Academic Studies, who discussed the limits of constitution-making and constitution-amending power in light of Roznai's recently published book, "Unconstitutional Constitutional Amendments: The Limits of Amendment Powers."



Eyal Yinon, the Knesset legal adviser, and Dr. Yaniv Roznai of the Radzyner Law School lecture at the conference.



From left: Prof. Claude Klein, Prof. Amnon Rubinstein, Dr. Yaniv Roznai, former Supreme Court President Dorit Beinisch and Prof. Suzie Navot.



From left: Dr. Yaniv Roznai (at podium), Prof. Amnon Lehavi, former Supreme Court President Dorit Beinisch, Prof. Suzie Navot, Prof. Claude Klein and Prof. Amnon Rubinstein.

IDC Herzliya Hosts International Symposium on Body and Market, Family and State

The Radzyner Law School and IDC “Law & Business” law review held an international symposium titled “Body and Market, Family and State: Setting New Agendas.” Scholars and researchers presented papers on and discussed a range of issues with economic and social effects on individuals and families. Prof. **Erez Aloni**, a law professor at the University of British Columbia Peter A. Allard School of Law, and a guest in the school’s Visiting Professors Program, opened the first session with a lecture about the marital wealth gap, discussing how marriage gives couples economic advantages that couples who live in non-marital unions do not have. Prof. **Radhika Rao**, a law professor at the University of California Hastings College of Law who also participated in the Visiting Professors Program, discussed future alternatives to assisted procreation, including procreation following uterine transplantation, egg-freezing, and procreation using non-gamete body cells.



From left: Prof. Amnon Lehavi and Dr. Ruth Zafran of the Radzyner Law School with Prof. Erez Aloni and Prof. Radhika Rao.

Princeton’s Prof. Hendrik Hartog Joins Law and Humanities Workshop

For over three decades, Prof. **Hendrik Hartog** of Princeton University has been an influential and innovative writer in the fields of legal history, law and society, and the cultural study of law. The respected professor and director of Princeton’s American Studies Program visited Israel for a one-day symposium jointly hosted by the Radzyner Law School’s Law and Humanities Workshop and the University of Haifa Law Faculty.

Participants discussed Hartog’s seminal texts as well as his new book, “The Trouble with Minna: Care, Slavery and Emancipation in New Jersey,” and explored the significance of Hartog’s scholarship on a range of contemporary and historical legal subjects. Special emphasis was given to the law’s role in constituting and governing social relations, including parenting, marriage, and slavery, and to questions over the relationship between the study of law, social history and cultures.

The day began with greetings and a short presentation by Prof. **Amnon Lehavi**, dean of the



Prof. Amnon Lehavi addresses the workshop.

Radzyner Law School, with the first session chaired by Supreme Court Justice Prof. **Daphne Barak-Erez**.

The full symposium will be published as a special issue of “Law and Social Inquiry.”



Dr. Harry L. Radzyner



Dean, Prof. Amnon Lehavi

Zvi Meitar Institute for Legal Implications of Emerging Technologies

Founded by: The Zvi and Ofra Meitar Family Fund

Director, Dr. Dov Greenbaum

Robotics Conference Offers a Look into the Future

The Zvi Meitar Institute, in conjunction with the miLAB Media Innovation Lab and Sammy Ofer School of Communications, held a joint conference on robotics that featured a strong lineup of industry leaders as speakers and attracted a full house.

Jonathan Saacks of F2 Capital spoke about the investment opportunities in the robotics market, noting that as different technologies interact and as hardware becomes cheaper and software becomes better, newer and bigger markets



Anya Eldan.



The coffee-making robot.



Dr. Oren Zuckerman (second from the right), and Dr. Dov Greenbaum (center), with industry leaders and speakers at the Robotics Conference.

will emerge. Adv. **Ido Manor** of Herzog Fox & Neeman outlined the key legal problems associated with human-robot interaction and the need for a framework for policymakers, as well as a possible ethical code for lawyers and regulators in human-robot interactions. **Dor Skuler** of Intuition Robotics presented EllieQ, a fully autonomous robot to help older people live fulfilling lifestyles “not by fostering a relationship between the user and the robot, but by enhancing the relationship between the user and his or her family.” Dr. **Oren Zuckerman** of miLAB spoke about the evolution of human-robot interactions, from disconnected “commands” through the new frontier of genuine physical interactions. Dr. **Dov Greenbaum**, director of the Zvi Meitar Institute, spoke of the physical danger caused by robot interactions, and the implications of robot-caused job losses. **Anya Eldan**, vice president of the Startup Division in the Israeli Innovation

Authority, discussed the government’s role in supporting and fostering innovation.

Dr. **Jessica Cauchard** of the Sammy Ofer School of Communications and Efi Arazi School of Computer Science presented research on how humans interact intuitively with drones, highlighting the contribution academia can have on designing future robots. **Omer Einav** of Polygon Technologies, a full-service robot developer, spoke about the evolution of robots, highlighting the importance of partnering with academic institutions and students.

Shachar Oz of Intel discussed how his company is working towards making robots more “human,” especially in the field of computer vision, which allows robots to “see” their surroundings and react accordingly. He offered several examples of how computer vision enhances

robots, from drones navigating buildings to “Tally,” the store shelf auditing and analytic robot.

During the break, participants were treated to refreshments, alongside a robotics showcase. The GKI Group presented a 3D-printed robot that makes and delivers coffee to users, Plugiz presented a robot platform for teaching children how to code, and miLAB presented student- and faculty-designed robots.

Student Research Projects Delve into Challenges of New Technologies

At the end of the academic year, the graduating Zvi Meitar Institute students presented their year-long research projects to their mentors, peers and families at the institute's annual closing event. Throughout the year, the students had been divided into groups that researched the legal, ethical and social implications of diverse technologies, under the guidance of industry experts and professionals. In preparation for the final event, the students were taught presentation skills by **Lior Shoham**, senior trainer and consultant at professional communication skills training company Barry Katz Ltd., who worked tirelessly to provide tools they will use throughout their careers.

One group of four outstanding students – **Dan Tamir, Idan Portnoy, Keren Or Cohen** and **Sharon Nakar** – worked together to analyze whether using artificial intelligence to help process patent applications is feasible, and the social, legal and ethical implications this would have.

sector manager of the Innovation Tech Terminal at Deloitte Israel, in their study of the legal, ethical and social implications of this technology.

The third group of students – **Avinadav Preuss, Natalia Kushnir** and **Stav Lavi** – researched Intelligent Transportation Systems, mentored by **Zeev Shadmi**, research and ITS program manager at the Transportation Ministry. Shadmi assisted the group in evaluating the legal and social challenges in utilizing big data to improve traffic control in smart cities. They also analyzed the ethical and legal concerns associated with using cellular position data to collect traffic information, especially without express consent from the cellular users.

The fourth group – **Dor Nachshoni, Maya Peleg** and **Shai Yom-Tov** – worked closely with **Sharon Hausdorff**, senior assistant general patent counsel at Teva Pharmaceuticals, to explore the intricacies of medical algorithms and precision

“The event was a great success and I am very proud of our students,” said Dr. **Dov Greenbaum**, director of the Zvi Meitar Institute. “What is unique about this program is that students gain firsthand experience to examine the legal, ethical and social challenges of new and disruptive technologies, and they have an unparalleled opportunity to actively contribute to the public discourse on these issues.”



From left: Aviad Meitar, Inbar Carmel, Ofra Meitar, Gili Dinstein, CEO of Friends of IDC & External Relations Israel, Dafna Meitar-Nechmad and Dr. Dov Greenbaum.



From left: Daniel Klein, Omri Kotlin, Or Briga and Dana Bookstein, students of the Zvi Meitar Institute, present their research project on the challenges of telematics car insurance.

The project included a roundtable discussion organized by the students and featuring experts including former Knesset member Prof. **Manuel Trajtenberg** and former Israel Patent Office director **Asa Kling**, who assisted the students with their research and conclusions.

A second group – **Dana Bookstein, Daniel Klein, Omri Kotlin** and **Or Briga** – demonstrated the challenges of telematics car insurance, which involves fitting a device to a car that measures driver behavior and enables insurance companies to personalize coverage accordingly, allowing conscientious drivers to save costs and minimizing risk for insurers. The students were closely guided by **Odelia Torteman**, fintech

medicine, including possible legal challenges by payers, the gatekeepers of the health insurance system. The students raised important questions as to how precision medicine will impact the world in general and the research, development and marketing of new drugs in particular.

The final group of outstanding students – **Gad Reshef, Ido Sibirsky, Luisa Onnebrink** and **Yaara Libay** – reviewed complexities in surveillance and machine-learning intelligence platforms for counter-terrorism. **Doron Cohen**, CEO and founder of Fifth Dimension, a deep learning company, mentored the group in researching the legal and social repercussions of collecting personal data for the greater good.



Dr. Harry L. Radzyner



Dean, Prof. Amnon Lehavi

Zvi Meitar Institute Welcomes Yale Students for Annual Summer Event

The Zvi Meitar Institute and the Yale Club of Israel co-hosted, on the IDC Herzliya campus, their annual Yale Alumni-Student Summer Event to welcome 35 visiting Yale students who were spending their summer in Israel doing research and interning at high-tech companies and other organizations. **Micha Odenheimer**, a Yale alumnus and founder of Tevel b'Tzedek: The Earth in Justice, engaged students and alumni

with an engrossing talk on the opportunities available for new alumni to help communities in Nepal that are still recovering from the 2015 earthquake. Attorney **David Mirchin**, another Yale alumnus and partner at Meitar Liquornik Geva Leshem Tal Law Offices, followed this with an enlightening talk on “Designing Your Startup from the Outset to Avoid Problems with Your Intellectual Property.” The event was a great

success and gave students from both institutions the opportunity to meet and network.

Special thanks go to **Carice Witte**, the founder of the Sino-Israel Global Network & Academic Leadership program and president of the Yale Club of Israel, for creating links between the two institutes.



Yale Club of Israel

Yale alumni and students together with Zvi Meitar Institute students at the event.

Artificial Intelligence and the Future of Work

The Zvi Meitar Institute and the Israeli node of The Millennium Project – a global think tank of futurists, decision-makers, business planners and scholars who focus on future issues – held a second roundtable discussion on artificial intelligence and the future of work, which continued on from their earlier analysis. The latest discussion focused on the impact of artificial intelligence and robotics on the labor market, and the significance of a universal basic income. Representatives from government, academia, NGOs, and the business sector took part in the session, and discussed issues such as policy changes and mutual trust between the Histadrut Labor Federation and the Israeli government, education and training that promote self-learning ability and entrepreneurship, business and labor alterations and the necessity to prevent barriers in switching modes of work, and cultural shifts that highlight self-realization and fulfillment and remove stigmas against those who do not work in traditional settings. The session also discussed the issue of powerful capabilities becoming accessible only to those who

can afford them, ultimately increasing the inequality gap.

“New jobs will develop that are difficult to envision. They will most likely be based on entrepreneurship, creativity and technology,” said **Oded Agam**, senior director of the strategic technologies group at Intel. He said that despite the increasing capabilities of artificial intelligence, the demand for human work will not necessarily vanish. Dr. **Aharon Hauptman**, chairman of The Millennium Project’s Israel Node and a senior researcher at Tel Aviv University’s Technology and Society Foresight Unit, emphasized that “the key question is whether future technologies will create more jobs than those that will be eliminated.”



Participants of the roundtable.

The participants acknowledged that while no immediate results will ensue from the talks, it is crucial to continue them so as to help policy-makers deal with the challenging question of how AI will influence future employment.



Sammy Ofer z"l (1922-2011)

Sammy Ofer School
of CommunicationsDean, Dr. Noam
Lemelshtich Latar

The Daniel Pearl International Journalism Institute

Chair, Dr. Noam Lemelshtich Latar
Director, Rona Zahavi

Journalist Carl Bernstein Visits Daniel Pearl International Journalism Institute

The Daniel Pearl International Journalism Institute had the honor of hosting renowned journalist **Carl Bernstein**, best known for his work with fellow journalist **Bob Woodward** at the Washington Post exposing the Watergate scandal in the 1970s, for a lecture and panel discussion on investigative journalism.

In his lecture, Bernstein compared journalism today to the journalism of his youth, and discussed the current Trump administration.

After the lecture, the institute hosted a panel discussion featuring Bernstein along with Israeli journalists **Henrique Cymerman**, who reports on the Middle East for Spanish and Portuguese media, and **Yaakov Eilon**, former television news anchor and now chief anchorman at online news service Walla News. Dr. **Noam Lemelshtich Latar**, the institute's chairman and founding dean of the Sammy Ofer School of Communications, moderated the panel.



Yaakov Eilon, Dr. Noam Lemelshtich Latar,
Carl Bernstein, and Henrique Cymerman.

In a separate event, the institute hosted a two-day seminar for journalism students from the University of Warsaw. At the seminar, the students were given short workshops by lecturers from the Sammy Ofer School on topics such as journalistic challenges in the Middle East, the NoCamels Israeli innovation website, Al Jazeera and other Middle Eastern media, digital media and political agenda setting, digital diplomacy, and radio.



Carl Bernstein delivers his lecture.

The institute aims to advance the quality of journalism in the Middle East and to promote informed, balanced and insightful reporting in honor of the late **Daniel Pearl**, a Wall Street journalist who was kidnapped and murdered by terrorists while chasing a story in Pakistan.

For more information: <http://dpiji.idc.ac.il/en/>

The M Club

Directors, Liel Barazani, Shay Eyal, Danielle Gonen, Anat Freedman and Avihai Zarfati



M Club Marks Successes

The M Club, the students' club for marketing, advertising and public relations that operates in the framework of the Sammy Ofer School of Communications, has been moving from success to success since its formation in 2013. At the beginning of the 2016-2017 academic year, a record number of more than 400 students, from all schools on campus, applied for membership. Following screenings and interviews, the club accepted 80 as members.

Throughout the academic year, club members were treated to lectures and activities designed to give them practical and theoretical knowledge about the worlds of advertising and marketing. Among the speakers who addressed them were **Zipi Romano**, CEO of the PR firm bearing her name, and **Topaz Luk** and **Jonatan Urich**, administrators of Prime Minister Benjamin

Netanyahu's Facebook page. The students were also taken on tours of leading firms, including the McCann advertising agency office in Ramat Hahayal, and the offices of Ynet, Yedioth Ahronoth's news website, in Rishon Lezion.

The club's major annual event is the "Markethon," a marketing hackathon in which students compete to come up with marketing solutions for a company within a set number of hours. Leading fuel company Sonol presented the brief,



From left: Liel Barazani, Anat Freedman, Danielle Gonen,
Avihai Zarfati and Shay Eyal at the Markethon event.

and the team that won first place received an NIS 8,000 scholarship from the firm.



Sammy Ofer z"l

Sammy Ofer School
of CommunicationsDean, Dr. Noam
Lemelshtrich Latar

Marketing Lab

Head, Dr. Amit Lavie-Dinur
Director, Sivan Ben-HorinMarketing and Political Communications Students
Work Toward Corporate Social Responsibility

During the third year of their studies, the Marketing and Political Communications students at the Sammy Ofer School of Communications choose a year-long workshop



Sivan Ben-Horin (front row, third from right) with third-year Marketing and Political Communications students.

as their senior project. While the students have a variety of projects to choose from, all the projects place priority on creating original and creative solutions for social issues and contributing to the community.

One of this year's projects was an integrated advertising campaign in which students were asked to develop a corporate social responsibility campaign for Strauss, the largest food and beverage company in Israel. Representatives from the company came to the IDC Herzliya campus to brief the students, who then set to work identifying ideas and creating, producing and editing materials. The results were six different and impressive campaigns on topics including leading balanced lifestyles, food waste, repurposing packaging, and portion control. The projects were all presented to the company.

Some of the other clients this year included the Maccabiah Games, Revlon, the "Master Chef" television program, the Israeli Make a Wish NGO, Ken Lazaken senior citizen aid NGO, the Looking Forward Association, and Big Brothers Big Sisters of Israel.



The year-long projects offer a unique opportunity for the students to practice the tools acquired in their degree, under the guidance of leading industry professionals.

The Sammy Ofer School of Communications Explores How
Virtual Reality Can Help with Issues of Discrimination

Using virtual reality to visit enemy territory.

The International Virtual Reality Conference, held recently at the initiative of the Sammy Ofer School of Communications in collaboration with the Haifa International Film Festival, highlighted a number of issues in the world of brain-machine interface and virtual reality.

The conference was attended by IDC researchers, as well as other creators, technologists and experts from Israel and abroad, and representatives from the Guardian, Emblematic Group, Viacom NEXT, and Estudiofuture.

VR technology gives us the power to experience the world beyond the familiar. The laws of physics in the worlds of virtual reality are completely different from our own, and do not limit the environment in any way. Until now, VR was thought of as a tool for entertainment and nothing more, but this conference presented recent developments in a variety of other fields.

The following topics were discussed:

"VR as a means for social change" was presented by Dr. **Beatrice Hasler**, researcher and lecturer at the Sammy Ofer School, who spoke about using virtual reality to visit enemy territory and combat zones. Hasler presented VR's potential to create initial experiences between people from different backgrounds, showing how VR can bring about social change, reduce prejudice and create empathy.

"Immersive journalism" was presented by Dr. **Noam Lemelshtrich Latar**, founding dean of the Sammy Ofer School, who discussed whether

virtual reality can save human journalism in an age of robotic press and artificial intelligence.

"The connection between virtual reality and brain-machine interfaces" was presented by **Jonathan Giron**, lecturer and coordinator of the VR section at the Sammy Ofer School, and focused on communications through a brain-machine interface. This interface enables people to control their environments using emotions, attention and free will, without using their hands.

"How does it feel when we are in someone else's body?" was presented by Daniel Landau, lecturer at the Sammy Ofer School and doctoral student at the Media Laboratory at Helsinki University. The experiment, presented in real time, instilled participants in bodies of three different ages: seven, forty and eighty. This experience was used to examine whether and how our perceptions change due to sensations of time and age, prejudices, and death.



Dean, Dr. Taly Eichenwald-Dvir

The Forces Shaping the Future of Healthcare

IDC's Executive and Continuing Education held a unique workshop to discuss changes in the medical world and healthcare that are shaping the future for Israelis. The "Future of Health" workshop was run by Prof. **Dan Ariely** of Duke University, **Maya Elhalal-Levavi**, founder and CEO of ESH Media, which was built by dean Dr. **Taly Eichenwald-Dvir**, and **Maya Lichtman-Gazit** and **Odeya Artzi-Kedem** from the Organizations and Content Department. It

discussed changes in medicine and healthcare in Israel, significant scientific breakthroughs and technological innovations, and underlying psychological forces. Several speakers showcased medical innovations, including **Lihi Segal**, CEO and co-founder of DayTwo, a company that has developed an application that offers recommendations for a customized diet based on the user's intestinal bacteria, and **Yossi Yamin**, the founder and CEO of SpacePharma, which

focuses on using microgravity for research and has developed a remote-controlled miniaturized lab that can be used with different microgravity platforms.

Participants in the workshop included healthcare and medical officials, physicians, biotech entrepreneurs and investors, medical device engineers, and managers committed to improving the health of their employees.



Prof. Dan Ariely of Duke University.



Dr. Taly Eichenwald-Dvir, dean of IDC's Executive and Continuing Education.

Breaking Boundaries

Senior managers from JD.com, one of the largest online retailers in China, visited Israel to take part in an Innovation and Entrepreneurship program as part of IDC Herzliya's Executive and Continuing Education. The program was led by academic director Dr. **Ronen Hoffman**, as well as **Nili Stein** and **Roni Paz** of the International Delegations Department. It enabled the Chinese delegation – which included investment managers, subsidiary managers, vice presidents and others – to explore investment opportunities with leading Israeli startups and meet with prominent local entrepreneurs. Among

the entrepreneurs the managers met were: **Shai Agassi**, founder of Better Place; **Yizhar Shai**, founder of Startup Stadium; **Tomer Bar-Zeev**, an IDC graduate who founded and is CEO of leading digital content company IronSource; **Hannan Carmeli**, formerly deputy chief scientist and CEO of ClickSoftware Technologies; **Itay Beck**, director of the incubators program at the Innovation Authority; and Prof. **Yair Tauman**, dean of IDC's Adelson School of Entrepreneurship. The delegation also met with representative of more than 20 Israeli startups

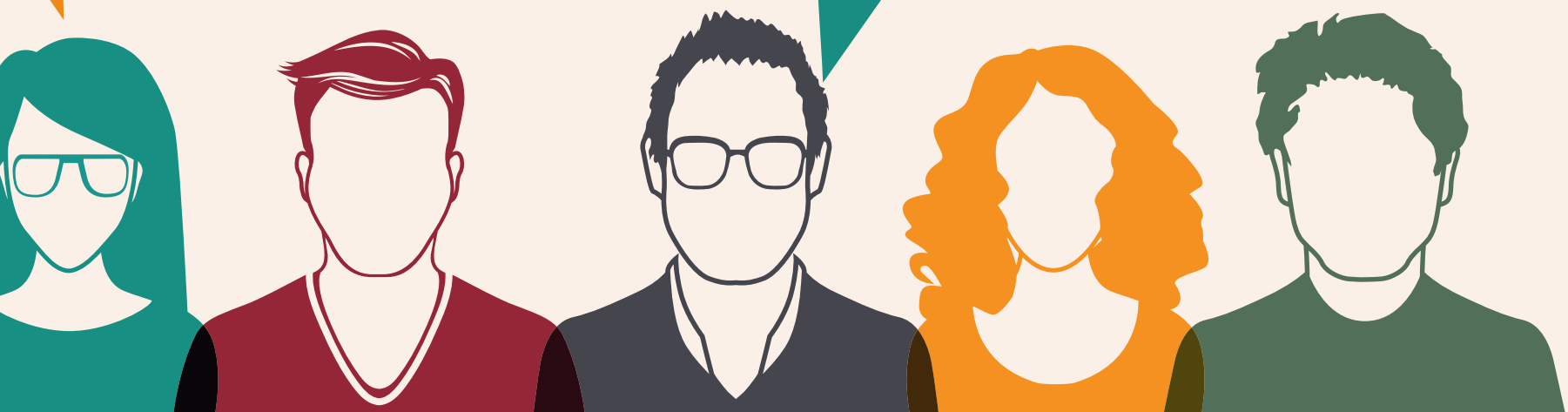
who presented their technologies and discussed investments and cooperation.

"The program participants learned firsthand about motivating innovation and entrepreneurship and more about Israeli how-to and the Israeli ecosystem. The company has a great interest in Israel in general and Israeli innovation in particular, among other things in the search for new technologies and new directions of development," said Dr. **Taly Eichenwald-Dvir**, dean of Executive and Continuing Education.



Senior managers from JD.com, one of the largest online retailers in China, took part in an Innovation and Entrepreneurship program as part of IDC Herzliya's Executive and Continuing Education.

The Berman-Lippa Family Foundation Debate Club: A Source of Pride for IDC Herzliya



With the annual support of Yossi Landesman, IDC's award-winning national and international teams teach students the important skills of critical thinking, building a logical argument, and championing a position through the use of rhetoric.

IDC Herzliya is the proud home of two of Israel's leading debate societies, one made up of Hebrew-speaking students and the other of students from the Raphael Recanati International School. The teams are student-led, with fourth-year Law and Economics student **Shimon Freedman** chairing the Israeli team and third-year Business student **Rachel Homnick** leading the RRIS team. The teams both belong to the Berman-Lippa Family Foundation Debate Club, which was established by IDC students in 1998 to give them the opportunity to engage in constructive intellectual competitions and improve their academic and speaking skills. The club's achievements over the years are impressive, and include winning the Israeli championship for several consecutive years, winning second place in the European championship in 2012, and winning second place in the world championship in 2013.

"Israel is considered to have one of the top English As a Second Language debating leagues in the world and has been the world champion five times," says **Uri Zakai**, the club's coach. "And IDC's team is one of the best in Israel. It's a powerhouse. We have some of the best debaters. Only a few other clubs

in Europe have been to as many finals as we have. I also believe that IDC has the best chance to win the Israeli nationals this year.”

Zakai, founder of the Israeli Debating League and the Israeli Institute of Rhetoric, was brought to IDC in 2001 by Prof. **Uriel Reichman**, IDC’s president and founder, to coach the Israeli team. Zakai then founded the international club in 2004. “We are one of the sole institutions that has the privilege of running two clubs at the same time,” he says.

“We teach smart people to get their ideas out there in the most persuasive way.” –

Uri Zakai, IDC Debate Team coach

Debating is treated as an academic course at IDC, worth two credits. “We teach academic rhetoric,” says Zakai. “We teach students how to take a problem, analyze it, and build arguments from a basic premise while using supportive arguments, clarity and structure. Once you understand how to do this, you become very good not only at debate, but also at writing essays and at making oral presentations. We teach smart people to get their ideas out there in the most persuasive way. They are learning not just how to play a game, but very useful academic skills.”

“The students come away with an outside-the-classroom experience that prepares them for life.”

– Jonathan Davis, IDC’s vice president for External Relations and head of the RRIS

Club members are selected each year from hundreds of applicants. “The acceptance process is very competitive,” says Zakai. “Twenty to 30% of the student body show interest in the debate team, and we accept only 32 people. Those who finish the program are very desirable in the workforce. We have had graduates who have made big exits in business and who are successful lawyers and entrepreneurs.”

The debaters are a prominent force on campus. “We take our duty to be valuable to IDC very seriously,” says Zakai. “Many of the heads of the student union have been members of the debate team. We advise various groups on campus, and many of my students are accepted to IDC’s prestigious programs such as Zell and Argov. Prof. Reichman and **Jonathan Davis** [IDC’s vice president for External Relations and head of the RRIS], have supported us since the beginning, and I am very grateful to them for that.”

Davis says the debate club is “the perfect example of an organization that came about due to the innovative and entrepreneurial spirit of the students, who initiated this in the very early stages of IDC. This club provides students with the tools to make a case, present an argument, and relate to matters with civil discourse and persuasive means. There is no doubt that the students who participate in the debate club come away with an outside-the-classroom experience that prepares them for life. We are grateful to dear **Yossi Landesman**, who every year makes it possible through his generous donations to allow the debate club to function.”



Landesman, a former IDC parent, supports the debate club in memory of his wife, **Mucki Landesman**, z”l. “My wife passed away very young and I thought that since she held manners in such high esteem, the debate

team would represent what was important to her, as it teaches students to be civil and representative, listen attentively, and restrain their emotions,” he says. “I became involved during the time that two of my three daughters were students at IDC. I believe that one should contribute to the school where one’s children study.” Zakai stresses that, though he is in charge professionally (“I make sure that from a rhetorical point of view they don’t deviate – that they stay focused on the topic and don’t use too many slogans or sound bites”), the debate society is a club run by the students and for the students. According to Zakai, “They get credit the first year, but they stay the second and third year because they love it.” ★

– Ariel Rodal-Spieler



“Only a few other clubs in Europe have been to as many finals as we have.”

– Uri Zakai, IDC Debate Team coach

New Double Major in Government and Sustainability in English

The program in the Raphael Recanati International School runs as a mirror to the Hebrew program and prepares students to make their mark as sustainability experts in the public or private sectors.

In the wake of the success of its Hebrew-language equivalent, a double-major B.A. program in Government and Sustainability has been launched in English by the Lauder School of Government, Diplomacy & Strategy and the School of Sustainability Founded by Israel Corp., ICL & ORL. Operating as part of IDC Herzliya's Raphael Recanati International School, the new program aims to provide students with a broad view of the complex challenges facing human society in the 21st century, and to equip them with entrepreneurial tools to address them, on both a local and a global scale.

"Simply put, this is a program for people who care about the planet," says Prof. **Yoav Yair**, dean of the School of Sustainability. "It is unique to IDC; there is no other such program in Israel. The double major gives students a huge advantage, teaching them about legislation and regulation in the field of environment

and sustainability. We deal with issues such as climate change and its impact, smart cities, third-world urbanization issues, and renewable energy resources.”

The study program, in IDC tradition, is hands-on and includes a practicum component during which students work in small groups on a specific, entrepreneurial project dealing with a sustainability topic of their choice. The teams are expected to advance the projects to a level of applicability and present them to their peers and faculty members. In the Hebrew program, students developed a proposal for sustainable urban planning in the city of Herzliya, which was presented to the mayor and is currently being considered by the municipality.

“The Lauder School has set itself a goal to help solve global crises,” says Prof. **Boaz Ganor**, dean of the Lauder School. “In this framework, the



“The common ground between students of Sustainability and students of Government is the desire to do ‘tikkun olam,’ to help heal the world.” – Prof. Boaz Ganor, dean of the Lauder School of

Government, Diplomacy & Strategy

connection to the discipline of sustainability is very important. Challenges such as urbanization, hunger, and desertification have a long-term impact on governmental stability, democratic rule, and governance. The cooperation between the two schools through this new double major in English allows these issues to be discussed in an international classroom, with students bringing their experiences from their respective countries. Such a classroom can help bring about new ideas for solving the crises in a better way.”

expertise in sustainability,” says Yair. “They will be suited for employment in government, the public sector and in relevant NGOs. They can lead corporate social responsibility in the private sector, or find their place in the vibrant fields of clean-tech or green-tech. We have graduates from the Hebrew program who work for the Israeli water commission, for Herzliya’s sustainability department, in Shikun and Binui [Israel’s leading infrastructure and real estate



“This is a program for people who care about the planet.” – Prof. Yoav Yair,

dean of the School of Sustainability

Founded by Israel Corp., ICL & ORL



Prof. Yoav Yair, dean of the School of Sustainability (giving the thumbs-up), with students during an urban agriculture workshop led by Sustainability graduate Lavie Kushlevich.

As part of the curriculum, students are required to take core courses offered in the School of Sustainability and in the Lauder School, covering topics including earth sciences, ecology, sustainable development, energy and water systems, international and environmental law, and negotiation strategies. These courses are complemented by additional courses in corporate social responsibility, green entrepreneurship, and international politics. In the field of sustainability, students can choose between Urbanism and Smart Cities or Water and Energy Resources, and in the field of government, they can choose one of three tracks: Global Affairs and Conflict Resolution, the Middle East, or Counter-Terrorism and Homeland Security.

“The program provides graduates with a competitive advantage in a broad range of fields in the public and private sectors that require

group], in leading consulting firms such as BDO or KPMG, and in green building.”

“I hope for some of our graduates to take on positions in public policy to bring awareness of the issue of sustainability to the decision-making process in Israel,” says Ganor. “I hope that some will work in international organizations, and I hope that some will take these tools and use them to help developing countries. The common ground between students of Sustainability and students of Government is the desire to do ‘tikkun olam,’ to help heal the world.”

Adds Yair, “What is sustainability? It’s about the future, how to make the world a better place, practically. If we don’t take care of our world, misery will only increase.” ★

– Ariel Rodal-Spieler

“Challenges such as urbanization, hunger, and desertification have a long-term impact on governmental stability, democratic rule, and governance.” – Prof. Boaz Ganor, dean of the Lauder School of Government, Diplomacy & Strategy

IDC Model UN Records Successes at Home and Abroad

IDC students advocate for Israel and notch up awards and achievements in national and international Model U.N. conferences.



The 2017 IDC Model United Nations Society at the BARMUN Conference in January 2017.

The IDC Herzliya Model United Nations Society, which encourages students to hone their public speaking and debating skills by taking part in mock U.N. committees, has been making its mark on the national and international debating map, bringing home a plethora of awards and achievements in Israel and abroad.

Model United Nations is a global educational initiative that aims to encourage public speaking and promote the values and lessons of the U.N. by simulating the workings of the international body. In Israel, one-day national MUN conferences are held at least five times a year at different universities around the country, and students are judged in various categories. The student-led and student-run IDCMUN Society, which aims to provide students with tools for future careers in high-level positions, enjoys generous support from the Raphael Recanati International School, and in particular from **Jonathan Davis**, head of the RRIS, **Lesley Terris**, the school's academic head of the international undergraduate program, and **Ori Barzel**, assistant academic director of RRIS Lauder School of Government, Diplomacy and Strategy.

At the national conference hosted by Bar-Ilan University, in January 2017, IDCMUN won awards in all six committees and took home 12 out of the 19 awards available, the best result of any society in Israel. At Ben-Gurion University, IDC's relatively small delegation of nine students was highly successful, with two of its students acting as vice-chairs in advanced committees.

On the international front, IDC sent two delegations abroad, to ScotMUN at the University of Edinburgh (March 2017) and to SeiMUN in Granada, Spain (May 2017). IDC's 28-member delegation to Spain was particularly large, and the students performed impressively, winning awards in all five committees offered. "This event was particularly exciting for our society, as it proved IDCMUN to be not only one of the best nationally, but also extremely competitive and internationally recognized," says **Carolina Cieri**, president of the IDCMUN Society. "It has been a true pleasure to be appreciated in different environments and to proudly represent not only our school, but the whole country of Israel."

"It has been a true pleasure to be appreciated in different environments and to proudly represent not only our school, but the whole country of Israel."

– Carolina Cieri, president of the IDCMUN Society

Cieri says one of the key factors in IDCMUN's success is the diverse range of students involved, mirroring the diversity of IDC students as a whole, and their willingness to represent their country abroad and advocate for Israel. "When traveling on behalf of a delegation, many times we are not only required to promote ourselves as a society, but to represent Israel and defend its reputation in sometimes less than welcoming

environments," says Cieri. By interacting with students from around the globe at international conferences, the IDCMUN members have the chance to change perceptions of Jews and Israelis. Cieri says many people at the conference in Spain initially had skeptical ideas of Israel, but after getting to know the Israeli students they changed their minds and happily accepted an invitation to attend a conference in Tel Aviv. "There was very little to do but to show them the openness, friendly sentiments, and good will of the Israeli people to dissipate every doubt they might have had," she says.

As is the case with every Model United Nations society in Israel, IDCMUN is part of the Israeli Model United Nations Association, which offers members opportunities such as lectures at the U.S. Embassy and meetings with Knesset members. The Israeli association also certifies students as authorized chairpeople for national conferences, and 14 of the IDC society's 40 members have been certified as such.

In June, the IDCMUN Society elected a new board. The five members will be responsible for recruiting new members and helping to build their public speaking, diplomatic and leadership abilities.

In March 2018, the IDC Model UN Society will host the 4th International IMUNA Conference at IDC. At the conference, Model UNers from around the globe will come together to partake in four days of mock Model UN committees, learning sessions and diverse social events. ★

– Yonathan Cohen



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IDC Herzliya students have the option of enjoying a high standard of living in 500 new, fully equipped residential units located in two thirteen-story towers on IDC Herzliya's campus. The apartments are fully furnished to accommodate all residents' needs. Each unit has air conditioning and a private bathroom with shower. The kitchens and bedrooms are fully equipped. In addition, laundry rooms with washing machines and dryers are at the residents' disposal. A skilled and experienced professional staff will maintain the dormitories and be at students' service on a daily basis. Security services operate 24/7. The housing fee includes: building fees; maintenance; gardening; cleaning of public areas and security. It does not include electricity, water, Internet and TV.

The dormitory towers were planned and designed to meet green building standards, along with all of the students' needs. Every floor has study areas to enable students to focus on their studies and to maintain a varied social life.

The dorms are being built thanks to donations from the Cramer and Recanati Families, for whom each of the first two buildings will be named.

Registering to live in IDC Herzliya's new dormitories can be done online when registering, or via the student's personal file. Registration for the following year begins on November 1, 2017 for international students and May 1, 2018 for Israeli students.

The IDC Herzliyan

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